

**San Bernardino Community College District
District Strategic Planning Committee
Strategic Issues Subcommittee Report**

6K

Subcommittee Members: Laura Gowen, Marshall Gartenlaub, Troy Sheffield

Date of Report: January 27, 2010

Subcommittee Topic

1. Private support for education, including grant opportunities

Highlights

1. Increase opportunities to generate revenue for the Colleges and the District.
 - a. Increase number of grants for SBCCD.
 - b. Increase additional external and internal funding opportunities.
 - 1) Private and public support for SBVC and CHC Foundations
 - 2) Grow partnerships through coordination of employee efforts and the foundation with the community.
 - 3) Create continuing education programs.
 - 4) Consider other income generation activities and nurture existing partnerships.

Most Important Implications

1. External funding--grants
 - a. Need for Grant Coordinating Committee under District-wide strategy
 - b. Centralize management and grant efforts to avoid competition among Colleges and District for grants and to better inform all units regarding searches and grant opportunities for benefit of Colleges and the District.
 - c. Explore hiring grant writers on contingency basis with expertise in different areas (e.g., capital improvement grants, State Chancellor's Office) and federal departments (DOE, NSF).
 - d. Develop coordination with K-12 and four-year schools for coordinated grant applications.
 - e. Provide incentives for faculty and others to apply for grants (e.g. writing a winning grant with incentives above base salary).
 - f. Increase grant writing training and related professional development.
 - g. Develop projects with internal goals and store until grant opportunities are found that match (use program review lists at District and both Colleges to inform needs for grant opportunities).
 - h. Create tool (map/template) of data to be accessible for grant applications.
 - i. Work with staff to look for and apply for infrastructure grants/coordinate across District.
 - j. Need rapid response methods for curricula related to emerging grant solutions
2. Internal and External Funding Opportunities
 - a. Outreach to community
 - 1) Increase emphasis on alumni.
 - 2) Continual updating of alumni database
 - 3) Involve KVCR and community development through integrated marketing.
 - b. Outreach to employees
 - 1) Contributions for short and long range estate planning for College benefit
 - 2) Encourage faculty and staff to participate in community and service organizations representing themselves as well as the District (develop employee guidelines and targeted outreach).
 - 3) Maintain database of employee community and service associations.

- 4) Offer employee memberships for organizations which will benefit community development and provide for feedback to College.
- c. Create Continuing Education opportunities
 - 1) Conduct fee based classes at night on campus.
 - 2) Develop programs for tuition students to earn certificates.
 - 3) Business/finance/entrepreneurship, grant writing training, “green” etc...
- d. Other income generation ideas
 - 1) Renting facilities
 - 2) Increase use of Sunroom by inviting community to restaurant-test project
 - 3) Develop plan for foundation to become self-supporting.