BUILDING THE POWER OF

A NEW VISION FOR GORDON STATE COLLEGE FOUNDATION
2019-2024
Objective 1.1: GSCF will provide endowments/scholarships, directing awards, where possible, to initiatives identified in the GSC strategic enrollment management plan.

Objective 1.2: GSCF will provide gap/emergency funding to provide institutional flexibility and meet the changing financial need of students.

Objective 1.3: GSCF will provide designated and unrestricted resources to support faculty, staff and programs of GSC.

Objective 1.4: GSCF, in collaboration with the University System of Georgia Foundation, will provide support for need-based scholarships.

Objective 1.5: GSCF will craft philanthropic opportunities to support identified academic programs, endowed faculty positions, and special GSC initiatives supportive of GSC’s 2019 – 2024 vision.

The Gordon State College Foundation developed a five-year strategic plan aimed at supporting the College, its students and the institution’s 14-county service region.

“The Foundation Strategic Plan represents an impressive and ambitious message of ‘Building The Power of WE!’ Our 30-plus member board of trustees understand that our region will benefit from a continued philanthropic investment with Gordon State College,” said President Kirk A. Nooks.

“We cannot reach our potential without the support of friends and businesses in the community.”

The plan cites four Strategic Imperatives that include support through endowments, scholarships and gap funding to help meet the changing needs of students, resources to support faculty, staff and programs of the college.

Imperatives also include fundraising, communicating the role philanthropy plays in transforming the lives of students and the communities served by GSC, and sharing the Foundation’s performance.

This is the first Strategic Plan of its kind for the Foundation. Its core purpose is to support, promote, and champion Gordon State College.

The plan came together after months of meetings between committee members that included Phillip Bell, Lucinda Dallas, Derrick Lewis, Dr. Kirk Nooks, Bob Harris, Dr. Kevin Napier, Chase Idol, and Kike Seda.
STRATEGIC IMPERATIVE TWO:
FUNDRAISING

Gordon State College Foundation will craft a vibrant, dynamic fundraising program that increases revenue from a growing, engaged donor base.

OBJECTIVES

Objective 2.1: GSCF’s annual campaign contributions and donors will increase over the previous year (Board, Community, Alumni, Foundations, and Businesses.)

Objective 2.2: Develop a major gifts program ($10,000+), in addition to the annual campaign.

Objective 2.3: Increase unrestricted gifts to provide for more flexibility in meeting the needs of GSC.

Objective 2.4: Develop and implement a cultivation and stewardship plan that supports the increase of donors.

STRATEGIC IMPERATIVE THREE:
COMMUNICATION AND PUBLIC PERCEPTION

GSCF will be known for its impact on the lives of GSC students and the communities served while operating with the highest standards of accountability, transparency, and integrity.

OBJECTIVES

Objective 3.1: A donor communication plan, aligned with the stewardship plan, will ensure regular, consistent communication with donors, prospective donors, and special constituents that develops a better understanding of the role philanthropy plays in transforming the lives of students and the communities served by GSC.

Objective 3.2: An annual report to donors will provide a picture of the Foundation’s fundraising initiatives and successes, financial position, and impact their gifts make on GSC and its students.

Objective 3.3: Trustees will be provided with consistent messages for use when telling the GSC story in their local community.

STUDENT ENROLLMENT
2019-2020 Reflects Rich Diversity of 14-County Service Region

3,495

FULL-TIME STUDENT
15 Credit-Hours, Tuition and Fees Per Semester

$2,215
**Objective 4.1:** Determine and monitor data points that lead to a successful foundation, and report GSCF’s performance, related to its peers, at least annually to the board of trustees and other appropriate stakeholders.

**Objective 4.2:** Develop and implement a monitoring and reporting system that identifies the Foundation’s progress toward its goals and objectives on a quarterly and annual basis.

**Objective 4.3:** Implement a plan for identification, cultivation, recruitment, and orientation of board members needed to reflect the 14-county primary service region.

**Objective 4.4:** Review all board work processes and develop a plan to address needed changes by the end of 2019 so that implementation will begin in 2020.

**Objective 4.5:** Ensure that Foundation leadership is provided with at least one professional development opportunity aimed at expanding the understanding of institutionally related foundations and fundraising.

**Objective 4.6:** Conduct an educational session at each board meeting aimed at developing the trustees’ understanding of Foundation governance, successful fundraising practices, and an understanding of GSC’s initiatives and successes so that trustees can serve in their areas of influence as advocates for the College.

**Objective 4.7:** Ensure board governance and operations that lead to maximum performance.

**Objective 4.8:** Maintain and grow an active list of donors and alumni.

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**STRATEGIC IMPERATIVE FOUR:**

**FOUNDATION’S CAPACITY BUILDING AND PERFORMANCE**

GSCF will be a Foundation of excellence and a leader among its peers.

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**GSC FOUNDATION BY THE NUMBERS**

**YEAR ENDING 2019**

- **Total Assets:** $13.6 Million
- **Endowment Value:** $12.8 Million
- **Scholarship Endowments:** 108
BUILDING THE POWER OF WE
A NEW VISION FOR GORDON STATE COLLEGE FOUNDATION
2019–2024

2019-2020 BOARD OF TRUSTEES

Reshann Adams, Driver & Adams CPA
Phillip Bell, State Farm Insurance
Scott Blackstock, Tidal Wave Car Wash
Dr. Aaron Buice, Barnesville Urgent Care & Family Practice
Andy B. Bush, Bush Farms
Mr. Kenneth E. ‘Kenny’ Coggins, Coggins Funeral Home
Mr. Alan Connell, Connell & Wheeler Attorneys at Law
Bill Cooper, Middle Georgia Hospitality Insurance
Lucinda Dallas, CFS Wealth Management
Jim Edwards, Jr., United Bank Griffin
John Edwards, Jr., United Bank Zebulon
Lindy Farmer, Henry County Water Authority
Judge Bill Fears, Towaliga Judicial Circuit
Dr. Joel Fuller, Dentist
Jim Granum, Norfolk Southern
Robert L. Harris, Haygood, Lynch, Harris, Melton & Watson
George Hightower, Jr., Community Enterprises
Chase Idol, Idol & Associates
Tamara Ison, Wellstar Spalding Regional Hospital
Curtis Jenkins, Ham & Jenkins Attorneys At Law
Terry Killingsworth, Snider-Killingsworth Insurance
Dr. Waine Kong, Zoe Center for Pediatrics & Adolescent Health
Derrick R. Lewis, Raymond James Investments
Charles McDaniel, McDaniel & Associates
Dr. Kevin Napier, Internal Medicine of Griffin
Don Neuner, Synergy Solutions Group
Dr. Kirk Nooks, Gordon State College
Kike Seda, A-1 Postage Meters
Dr. Bert Wall, Upson Medical Associates
Dan White, Passive Solar Design

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