

NMHU Foundation – Strategic Plan FY2019

July 11, 2018

Goal	Key Activities	Completion Date	Committee Responsibility	Notes/Status
<p>1. Raise funds for the University</p> <ul style="list-style-type: none"> • Build Organizational Capacity to raise funds • Establish annual operational plans • Establish 3-5 year operational and strategic plan for NMHU Foundation • Build alumni engagement 	<ul style="list-style-type: none"> • Develop Major and Planned Giving; recruit 125 members to planned giving society. • Build & Manage the Endowment • Identify, develop, and solicit existing donors – Foundation, Alumni, Faculty, Friends. • Continue to refine and streamline budget process and have a board-approved budget each year. • Define /manage relationships with other University organizations. • Develop evaluation of investment performance based on benchmarks and defined criteria. 	<ul style="list-style-type: none"> • Ongoing; December 2019 • Ongoing • Ongoing • Ongoing • Ongoing • Ongoing 	<ul style="list-style-type: none"> • Alumni • Finance • Alumni • Budget • Executive • Finance 	
<p>2. Provide Administration and Governance for the Foundation.</p> <ul style="list-style-type: none"> • Data Base • Budgeting • Controls • Fiduciary Responsibilities 	<ul style="list-style-type: none"> • Manage the Foundation Endowments – Balance Safety with ROI. • Establish/enhance financial controls. • Establish Book of Policies. • Selectively liquidate art collection items and develop strategic goals for its use. • Provide meaningful input for performance evaluation of VP, Advancement during University 360 evaluation process 	<ul style="list-style-type: none"> • Ongoing • Ongoing • July 2018 • June 2019 • August 2018 	<ul style="list-style-type: none"> • Finance • Finance, Budget • Executive, Budget • Budget • Executive 	

	<ul style="list-style-type: none"> • Work with President on potential expansion of Rio Rancho campus and development of Golf Course, as well as establishing other fundraising priorities, both short and long term. 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Executive, Budget 	
<p>3. Develop a Board that provides resources, diversity and capacity.</p> <ul style="list-style-type: none"> • Size of Board • Terms • Qualifications -Requirements • Re-new and reach out 	<ul style="list-style-type: none"> • Review current membership roster annually and update as appropriate. • Develop strategy for video participation for remote members in meetings and committees. • Develop Board Matrix for Targeted Recruitment Efforts. • Continue Board Evaluation Process • Develop plan for annual strategic retreat in addition to regular board meetings. • Support nominations of new members. 	<ul style="list-style-type: none"> • Annual (July) • Nov 2018 • Ongoing • Ongoing • July 2018 • Ongoing 	<ul style="list-style-type: none"> • Governance • Governance • Governance • Governance • Executive, Governance • Governance 	
<p>4. Develop Marketing and Public Relations</p>	<ul style="list-style-type: none"> • ID cultivation and solicitation targets – Donors, Alumni, Friends, etc. • Improve website and marketing materials/integrate with University. • Social Media presence expansion, incl. student social media team. • Donor thank yous and stewardship. 	<ul style="list-style-type: none"> • Ongoing • Ongoing • December 2018 • Ongoing 	<ul style="list-style-type: none"> • Alumni • Alumni • Alumni • Alumni 	

Standing Committees:

- Executive Committee: Oversees functions of the Board of Directors. Acts when necessary to advance the mission of the NMHU Foundation outside of Board meetings. Responsible for execution of strategic plan. As needed, creates and dismisses Ad Hoc Committees of the Board.
- Governance and Nominations: Recommend for nomination new Board members, including Directors and Emeritus Directors, review and evaluate sitting board members, and review and update as needed bylaws and other procedures and policies. Creates and communicates expectations for Board members. Reviews member participation in identified goals and makes recommendations on continuing membership when terms are concluded.
- Finance: Oversees and manages liquid and semi-liquid investments of the Foundation. Reviews and updates as necessary the Investment Policy. Conducts periodic RFP for investment management services, and makes recommendations to full Board.
- Alumni and Community Relations: In collaboration with staff and with the Alumni Board and Alumni Association, engages, cultivates, prospects, develops, and solicits all alumni and friends as appropriate. Helps to develop a marketing and PR plan for the Foundation. Communicates with constituencies and communities about Highlands.
- Budget: Oversees and recommends for approval annual NMHU Foundation budgets, and monitors compliance throughout the fiscal year. Oversees data management, non-liquid Foundation assets, technology, compliance, and fiduciary controls for the Foundation.