STRATEGIC PLAN
Morrisville College Foundation
2005-2012

MORRISVILLE STATE COLLEGE
State University of New York
College of Agriculture and Technology
Summary
Relevant Trends
Mission
Vision
Goals

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The Morrisville College Foundation (MCF) was founded in 1976 as the fund-raising arm of Morrisville State College. It is guided by a board of directors, whose members are representatives from the business, government, philanthropy and education sectors in Central New York and beyond.

Since its inception, the foundation has grown to encompass the following:

- Scholarships and awards
- Affinity-building programs
- Special events
- Capital campaigns
- Grant submissions

The ever-changing landscape of higher education in the United States has made it necessary for Morrisville State College, and thereby, its foundation, to be highly adaptable. The college’s 2005-2012 Strategic Plan has identified several trends (on national, state and local levels) which will affect the college. Taking those trends into consideration, along with the college’s mission and vision, several strategic goals were created.

The Morrisville College Foundation has embarked on a similar process, and this report will dovetail with the college’s strategic plan.
Relevant trends

A key factor which will affect non-profit organizations/foundations like MCF is the passage of the Sarbanes-Oxley Act. Passed by Congress in 2002 as a reaction to widespread media attention for corporate fraud (Enron, Tyco, etc.), Sarbanes-Oxley sets best practices, mandates liabilities, defines reporting/auditing requirements and addresses financial governance issues for corporations. Though the act does not strictly apply to non-profit corporations, it is expected to do so in the near future, and MCF will be expected to comply.

Overall, the percentage of households giving to charities nationwide has remained between 70 and 80 percent since 1987, with an isolated spike immediately after 9/11. Between 2003 and 2004, there was a 5 percent increase in donations to institutions of higher education.

As donations for higher education remain relatively flat, both national and New York state trends show a shift in funding for public institutions from state sources to tuition and private sources. New York state funding levels for SUNY campuses have increased in the past two decades; however, institutional operating costs for items such as energy and salaries have risen at a higher rate. This trend, combined with a six-year hold on tuition in the late 1990s has taxed public institutions in New York state, forcing them to rely heavily on their respective foundations.

As a result, colleges and universities find themselves competing with one another for funding and donations from many of the same corporate and other outside sources.

Logically, colleges and university foundations have placed growing emphasis on building and maintaining a strong connection with the one unique prospect pool they each have—their alumni. National trends have shown an increase in both the quality and frequency of communication with the “alumni and friends” constituency.
Another trend, which has surfaced as a result of the technological revolution of the late 20th century, is online giving. Convenience is a major issue in enabling online giving; younger alumni, who already do much of their banking, communicating, and buying via the Web, are interested in the online option for donating. MCF has seen a consistent increase in the amount of funds raised from alumni in since 2001, and expects this trend to continue when online giving is enabled.

Cash donations notwithstanding, national trends show an increase in donations coming from estates. As the Baby Boomer generation ages (the first Baby Boomers will turn 65 in 2011), its members prepare to make the largest transfer of wealth in history to their heirs and/or charities. According to a 1999 analysis by the Social Welfare Research Institute at Boston College, the estimated sum of all American inheritances to be distributed before 2052 is $41 trillion. Of that, $6 trillion is projected to go to charities.
The Morrisville College Foundation, established in 1976, as a non-profit, tax-exempt organization, functions as the fund raising entity for Morrisville State College. It seeks and distributes charitable gifts from private sources to provide opportunities for students and the college which are not funded by state resources.
The Morrisville College Foundation will:

**SERVE** as a leader and resource for philanthropy;

**PROVIDE** appropriate tools for receiving and managing charitable gifts and bequests;

**BUILD** endowments to help meet future college needs;

**AWARD** grants and scholarships to students and members of the college community;

**INVEST** in business operations or ventures to support and advance the college.
Strategic Goals

1.0 Increase funding from all private sources by at least 3 percent per year
2.0 Develop several donor recognition events
3.0 Complete and develop ongoing capital campaigns based on college needs
4.0 Strengthen relationships and increase interaction with alumni
5.0 Increase quality and frequency of communication with alumni and donors
6.0 Increase the number of grant submissions and awards.
7.0 Explore methodologies for supporting grant submission
8.0 Prepare Morrisville College Foundation Board for compliance with all federal and state oversight regulations