



MIDDLESEX
COLLEGE

Foundation

STRATEGIC PLAN

2024-2029







OUR MISSION

Our mission is to help students open doors to their future with financial aid, scholarships, and educational resources. The Middlesex College Foundation, formerly Middlesex County College Foundation, was chartered in 1966 to provide educational opportunities for qualified students requiring financial assistance to attend Middlesex College, and our focus remains unchanged today. By consistently providing financial aid and scholarships, raising funds for select College programs and student resources, the Middlesex College Foundation helps students realize their academic and career goals.

OUR WORK

Since 1967, the Middlesex College Foundation has committed to providing access to education and has distributed over \$19 million in scholarships, financial aid and grants to more than 19,000 deserving students. The Middlesex College Foundation currently offers 150 endowed and annual scholarships for qualified students.

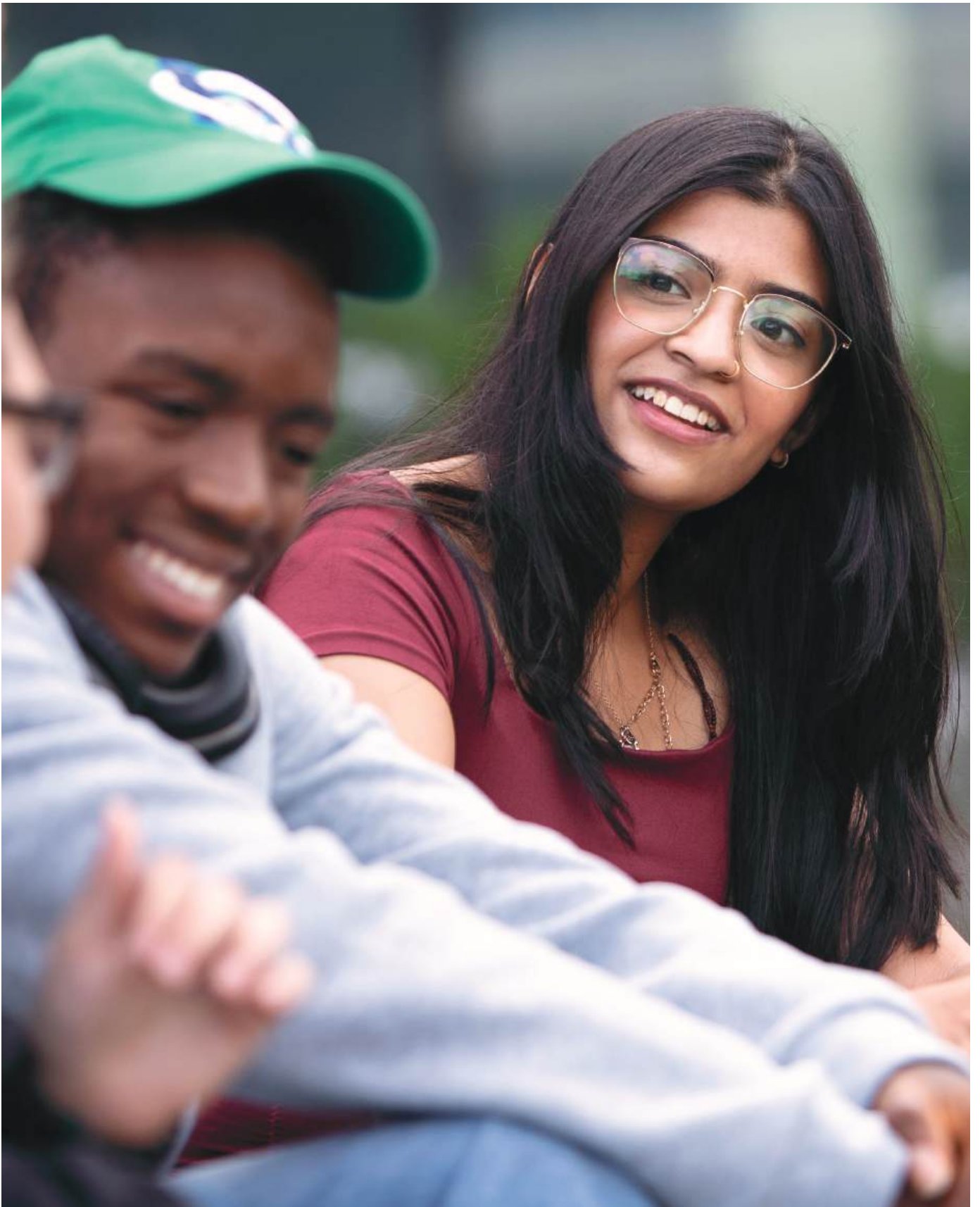
Supporting holistic student needs includes a commitment to providing resources for students' basic and emergency needs, digital equity tools and student life programs.

In addition to direct student aid, Middlesex College Foundation advocates and solicits public and private donors for academic and capital support of Middlesex College.

The number of deserving Middlesex College students in need of financial assistance and needs of the College always exceeds available funding. The Middlesex College Foundation is committed to increasing our financial resources so that we may assist more students and support more programming each year.

OUR GOAL

The Middlesex College Foundation strives to encourage and sustain long-term relationships with alumni, friends, and businesses, and to seek their active support of the College's mission. These relationships build commitment and inclusion in support of the College's goal of serving the entire community.



STRATEGIC PLAN 2024-2029

Increased Need...Expanded Commitment...Strategic Direction

FOCUS AREA - BOARD DEVELOPMENT

OBJECTIVE:

Strengthen the governance and leadership of the Board to enhance its effectiveness in supporting the Foundation's mission and goals.

STRATEGIES:

Board Recruitment and Development:

- Recruit new board members with diverse skills (fundraising, legal, financial, etc.) to fill these gaps.
- Implement a board orientation program to onboard new members effectively.
- Provide ongoing training and development opportunities for existing board members.

Board Engagement:

- Foster a culture of engagement and commitment among board members.
- Establish clear expectations and responsibilities for board members.
- Regularly evaluate board performance and effectiveness.



FOCUS AREA - MISSION COMMUNICATION AND AWARENESS

OBJECTIVE:

Increase awareness of the Foundation's mission and impact among alumni, campus community, stakeholders, donors, and the community at large.

STRATEGIES:

Develop a Communication Plan:

- Identify target audiences and tailor communication strategies accordingly (e.g., newsletters, social media, annual reports).
- Create Foundation centered, strategic messaging for consistent deployment across diverse social media channels.
- Restore digital presence including comprehensive website addressing broad constituency needs and opportunities for interaction.
- Define key messages that align with the Foundation's mission and goals.
- Implement a consistent branding and messaging strategy across all communication channels.

Engage Stakeholders:

- Cultivate relationships with alumni, donors, students, and community members through targeted outreach efforts.
- Showcase success stories and impact stories to demonstrate the Foundation's achievements.
- Utilize events and campaigns to amplify mission-related messages.
- Highlight community partnerships and collaborative efforts to demonstrate shared impact.
- Re-establish direct mail to reconnect with non—digitally connected alumni.



FOCUS AREA - TOTAL COMMUNITY ENGAGEMENT

OBJECTIVE:

Strengthen ties with the community to build support and partnerships that benefit Middlesex College Foundation.

STRATEGIES:

External Stakeholders Outreach Programs:

- Identify community needs and priorities that align Foundation initiatives with opportunities for collaboration.
- Develop programs that align with both community needs and the Foundation's mission (e.g., scholarships, community events).
- Form partnerships with local businesses, organizations, and government entities to expand outreach efforts.
- Increase awareness of the Foundation's impact through media relations, community events, and outreach campaigns.
- Engage community leaders and influencers as ambassadors for the Foundation.

Internal Awareness Campaigns:

- Educate faculty, staff, and students about the Foundation's role and impact.

Alumni Outreach Programs:

- Create opportunities for alumni to contribute time, expertise, and resources (mentoring, guest lectures, fundraising).
- Recognize alumni achievements and contributions through awards and honors.
- Offer exclusive benefits such as access to college resources, networking events, career services, and continued education opportunities.
- Communicate impact stories and success stories involving alumni to inspire continued support.



FOCUS AREA - RESOURCE EXPANSION

OBJECTIVE:

Increase financial resources and sustainability to support expanding Middlesex College Foundation programs and initiatives.

STRATEGIES:

Diversify Funding Sources:

- Identify and pursue new funding opportunities (e.g., grants, corporate sponsorships, major gifts, capital and naming opportunities).
- Continue to refine cutting-edge donor stewardship program to cultivate relationships with current and potential donors.
- Explore and create planned giving awareness program to support long term investment.

Define, Expand and Articulate Diverse Funding Priorities

- Scholarship support.
- Student basic, emergency, digital and wellness needs.
- Financial support of students in Workforce Development, Lifelong Learning and certificate programs.
- Academic programs and special gifts.
- Capital and Campus enhancement.

Financial Planning and Management:

- Develop a comprehensive fundraising plan with specific goals and timelines.
- Monitor financial performance regularly and adjust strategies as needed.
- Ensure transparency and accountability in financial and stewardship reporting.



COMMITMENT TO SUCCESS

IMPLEMENTATION AND MONITORING

Implementation Plan:

- Assign responsibilities and timelines for each strategy and action item.
- Advocate for and allocate resources (staff, budget, technology) to support implementation efforts.
- Establish benchmarks and key performance indicators (KPIs) to track progress.

Monitoring and Evaluation:

- Conduct regular assessments to measure the effectiveness of strategies and initiatives.
- Solicit feedback from stakeholders and adjust strategies based on feedback and results.
- Review and update the strategic plan periodically to adapt to changing needs and circumstances.

By focusing on these four pillars—**Board Development**, **Mission Communication and Awareness**, **Total Community Engagement**, and **Resource Expansion**—the Middlesex College Foundation can enhance its organizational capacity, broaden its impact, and ensure sustainable growth and success in fulfilling its mission.



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About the Middlesex College Foundation

The Middlesex College Foundation was chartered in 1966 to provide educational opportunities for qualified students requiring financial assistance to attend Middlesex College. Our mission is to help students open doors to their future with financial aid, scholarships and educational resources.

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For more information, visit

middlesexcollege.edu/give

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Perth Amboy Center

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The mission of Middlesex College is to provide access to a quality, affordable education for a diverse population, to support student success for lifelong learning, and to strengthen the economic, social and cultural life of the community.