

2018-2022 American Indian College Fund Strategic Plan



The purpose of the strategic plan is to affirm the role of the American Indian College Fund in education is the answer for Native people through resource development and public education efforts. From May 2017 until the plan's adoption by the Board of Trustees in February 2018, the College Fund used a comprehensive approach to develop the plan. This approach included gathering and analyzing data; participating in a review process with the Board of Trustees, staff, tribal college presidents and staff, and College Fund supporters; and writing the plan. The College Fund's strategic plan informs its annual and long-term goals and serves as the evaluative basis of its accomplishments and opportunities for improvement.

Mission Statement:

The American Indian College Fund invests in Native students and tribal college education to transform lives and communities.

Vision Statement:

The vision of the American Indian College Fund is for healthy, self-sufficient, and educated American Indian and Alaska Native people.

Purposes:

The American Indian College Fund's purposes are:

- 1) Create resources and programs that support American Indian and Alaska Native student educational access and success and capacity of the Tribal Colleges and Universities;
- 2) Support the missions of the Tribal Colleges and Universities and of the American Indian Higher Education Consortium, the tribal college member association;
- 3) Promote the value of tribal college education among American Indian and Alaska Native and public audiences; and
- 4) Advocate the value of tribal languages and cultures to the well-being of society and promote the historical and current contributions of American Indians and Alaska Natives.

Strategic Plan is continued on reverse.

INITIATIVES & GOALS

Student Access and Success Initiative

By providing student access and success programs, the American Indian College Fund assists Native student pathways with preparation for and pursuit of post-secondary education for students to achieve personal and professional goals, leading to engaged citizenship and a high quality of life.

Goals

- 1) Annually increase scholarships and other direct support for tribal college students.
 - 2) Build scalable College Fund signature models that measure impact through development and implementation of best practices.
 - 3) Implement programming to most effectively invest in student success.
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Tribal College and University Capacity-Building Initiative

Capacity-building generates increased resources designed to improve and expand the Tribal Colleges and Universities' ability to achieve their respective missions and sustain themselves over time.

Goals

- 1) Increase resources for Tribal College and University capacity towards student success.
 - 2) Capacity building at Tribal College and Universities supports institutional and system-wide capacity and fosters progress towards sustainability.
 - 3) Strengthen Tribal Colleges and Universities' capacity to offer degree, certificate, and other credentialing programs toward increased opportunities for students.
 - 4) Build College Fund programs to impact student or Tribal College and University success through culture and language programming and community building.
 - 5) Build and align College Fund and Tribal College and University capabilities to support research and evaluation.
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College Fund Sustainability

Organizational security of the American Indian College Fund and its programs is ensured through proactive and innovative financial and operational strategies.

Goals

- 1) College Fund supports organizational initiatives through attainment of annual revenue goals including net revenue goals and increasing the number of donors and donors' annual value, while maintaining donor retention rates.
 - 2) Execute an adaptive, forward-thinking, strategic organization.
 - 3) Execute a systems approach that aligns efficiencies and productivity.
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Public Awareness Initiative

Increase public awareness of and change perceptions about American Indians and Alaska Natives to increase resources for the College Fund and Tribal College and Universities, while promoting cultural revitalization and socio-economic equity.

Goals

- 1) Execute communications strategies for consistent and clear messaging of the College Fund, Tribal Colleges and Universities, and American Indians and Alaska Natives.
- 2) Grow Tribal College and University visibility for sustainability by increasing their capacity to promote themselves.