

Mission

The Southeast Community College Educational Foundation's mission is to boldly support the vitality and growth of SCC, empowering the students, staff, and broader communities it serves by creating a legacy of educational opportunities that foster economic enrichment and shared benefits for all.

Vision

Empowering Futures, Together. By establishing a foundation of dynamic governance, innovative fundraising, and strategic partnerships, the SCC Educational Foundation aims to craft a legacy of impact where donor generosity meets strategic vision. The Foundation creates transformative opportunities that shape the educational landscape for southeast Nebraska students and communities and inspires future generations.

Southeast Community College Educational Foundation
8800 O St., Suite 227, Lincoln, NE 68520
southeast.edu/educationalfoundation

Empowering Futures, Together

2024–2027 Strategic Plan





Foundation Team

Michelle Birkel
Executive Director

Rick Blessen
Director of Advancement

Emily Yokel
Administrative Assistant

Foundation Board

Ben Kiser
President

Holly Ostergard
Secretary

Doris Robertson
Vice President

Mitch Bartholomew

Michael C. Casey

Keith Hammons

Jack J. Huck

Jill Zimmerman

Board Emeritus

Jay Dunlap

Dear Friends and Alumni:

As we get ready to celebrate our 50th anniversary of the Southeast Community College Educational Foundation in June 2025, I am delighted to share a pivotal update that will shape the Foundation's future and enhance our impact on the communities and students we serve over the next 50 years. After months of work and consideration, we are proud to announce the launch of our new Strategic Plan for 2024-2027.

The Foundation has accomplished much in the past several years, including establishing a \$47.7 million capital campaign with the College to address the skilled workforce gap and the need to modernize our facilities and learning spaces. As part of that campaign, the Foundation received a \$5 million-dollar gift, the largest donation in the College's 50-year history. Because of you, we also created 25 endowed and annual scholarships this past year and distributed more than \$2 million in scholarships to 1,834 students.

In order to maintain momentum from these successes, the Foundation embarked on a four-month strategic planning process. The process resulted in the Foundation Board adopting five strategic goals that will drive our efforts in the coming years.

Our mission to support SCC and its students has always been at the heart of our efforts and this Strategic Plan will further this mission with a renewed focus and clear objectives. We developed the plan with input from more than 60 stakeholders, community members, alumni, and industry partners, ensuring that it reflects a comprehensive understanding of the challenges and opportunities that lie ahead.

Engagement and Collaboration

The success of our Strategic Plan hinges on the active engagement and collaboration of our stakeholders. We value your ongoing support and input and are committed to maintaining open lines of communication throughout the implementation of this plan.

Looking Forward

We are excited about the journey ahead. This Strategic Plan represents a significant milestone for the SCC Educational Foundation. We are confident that with your support, the Foundation will achieve our ambitious goals and continue to make a positive difference in the lives of those we serve.

Thank you for your continued dedication and partnership. Together, we can build a better future.



Warm regards,

Michelle Birkel

Michelle Birkel, Executive Director

The SCC Educational Foundation has adopted five strategic goals that will guide their work over the next three years

Strengthen the Foundation's governance and fundraising effectiveness

Increase and diversify the Foundation Board to expand expertise, perspectives, and connections, enhancing the Foundation's ability to meet the College's strategic needs through governance structures and fundraising capabilities.

Develop new Board member orientation, education, and training opportunities.

Establish clear policies and procedures for foundation governance and operations such as financial management, gift acceptance, and scholarship distribution to improve efficiency and transparency.

Enhance capacity for operational expansion and sustainability

Develop formal and regular processes for ongoing strategic alignment between the Foundation and College leadership.

Evaluate and address staffing infrastructure needs to support the Foundation's expanded scope of work, ensuring adequate resources are allocated to key functions such as donor relations, capital giving, scholarship program management, event coordination, and alumni engagement.

Create a more robust internal funding model to increase operational budget flexibility, enabling the Foundation to undertake more ambitious projects and initiatives.

Increase flexible funding to support emerging student and workforce needs

Evaluate and optimize scholarship programs to align more closely with student needs, ensuring criteria and awarding is maximized to be flexible and responsive to the changing educational landscape.

Increase funding and student success support for innovative educational programs and comprehensive student services, specifically for emerging student needs such as emergency funding, correctional education programming, noncredit course scholarships, and support for high-demand occupational training.

Expand the culture of philanthropy through donor-centered engagement strategies

Systematically prioritize Foundation fundraising efforts to maximize impact and ensure optimal allocation of resources.

Diversify the donor base and secure larger donations through expanded fundraising strategies, leveraging stewardship practices and exploring new avenues for donor engagement.

Launch new fundraising initiatives, including capital campaigns, endowment funds, scholarship programs, alumni giving, and planned giving programs, to support a broader range of projects in alignment with the College's strategic priorities.

Implement dynamic donor engagement strategies, utilizing the Raiser's Edge Donor Management System to its full potential.

Establish communication systems that expand awareness and enhance collaboration

Upgrade technological infrastructure, including the development of a donor-friendly website and the integration of mobile donation platforms.

Broaden marketing communications and awareness initiatives, while fostering collaboration between the Foundation, the College, and external stakeholders.