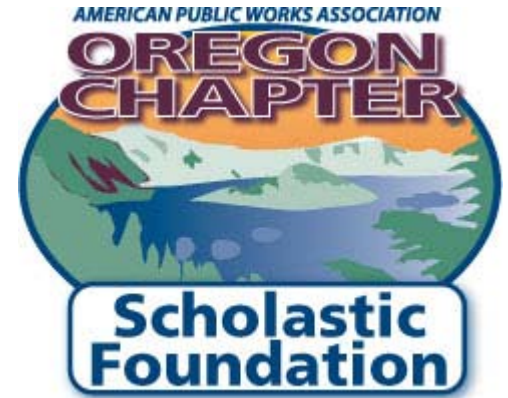


Scholastic Foundation Three-Year Strategic Plan

The American Public Works Association, Oregon Chapter, Scholastic Foundation is a non-profit corporation founded December 2, 1994, by the members of the Oregon Chapter of the American Public Works Association with the goal of establishing a stable revenue source for funding student scholarships. Eligible recipients of the Foundation's scholarship grants are students of Oregon colleges or universities whose chosen education field is related to public works. Individuals working in the public works field who are continuing their formal education are also eligible for scholarships. Since 1981 and through 2012, the Oregon Chapter of APWA and its scholarship foundation have awarded 155 scholarships total \$218,950.



Mission

The mission of the Scholastic Foundation is to promote and expand educational opportunities and vocational skills in public works and to support the development of public works professionals.

Vision

Award \$5,000 to every institution in Oregon that offers an educational track in public works, while supporting the ongoing programs of the Oregon Chapter of APWA.

Values

Partnership

Our mission, vision and values support National APWA and the Oregon Chapter. We look for ways to leverage our actions through partnerships with APWA committees and with public and private agencies and other organizations that share our commitment to public works education. Our relationships with faculty and students at institutions of higher education are founded on cooperation and partnership.

Diversity

We value diversity in our membership and on our board. We seek out students for scholarship awards based on merit and need from a broad cross-section of individuals studying in fields related to public works.

Leadership

We are committed to guiding and directing the selection of candidates and the efficient distribution of scholarships while being good stewards of the financial resources given to the Foundation. As leaders elected to the Board of Directors we will represent the collective members of the Foundation while maintaining our individual perspectives based on our life experience and background.

Accountability

We are accountable to the members of the foundation and consider it both a privilege and a significant responsibility to serve the APWA community in Oregon in providing education funding support to students in fields related to public works.

Sustainability

We manage the foundation based on the principles of sustainability, taking into account the economic, social and environmental impacts of our actions. We understand that the next generation of public works leaders will continue to face challenges in building sustainable communities, and we seek ways to encourage and reward professional development that leads to sustainable public improvements.

Stewardship

We recognize the trust people have in the Scholastic Foundation when they contribute funds to the foundation, and we accept the responsibilities of stewardship, including prudent management of the foundation's financial assets.

APWA SCHOLASTIC FOUNDATION 2013 Action Plan

Category	Goals	Action Items	Measure	Lead
I. FUND RAISING	1.1. Maintain current fundraising	1.1.1. Keep going with Gizmo	Track dollars and contributors	Current recipient
		1.1.2. Evaluate Gizmo for future	Recommend 12/2013	Foundation committee
	1.2. Maintain chapter's contribution	1.2.1. Educate new board members	Board meeting dates identified	Liaison
		1.2.2. Create orientation packet	Create packet by 3/1/13	PR person
	1.3. Increase external donations	1.3.5. Raise awareness of tribute accounts	\$ to tribute accounts	New subcommittee
	1.4. New external fundraiser	1.4.1. Identify at least 1 new fundraiser in 2013	Fundraising plan created	Foundation board
	1.5. Fundraising is fun	1.5.1. Get more members involved in fundraising	Number of members involved	Foundation board
1.6. Fundraising as part of 50 th anniversary	1.6.1. \$50,000 for 50 years (50/50)	Dollars raised	Foundation/chapter	
II. MANAGE FUNDS AND FOUNDATION	2.1. ROI meets policy standards	2.1.1. Review investment guidelines, modify as appropriate	Guidelines reviewed by 6/1/13	Treasurer
	2.2. Consolidate tribute accounts	2.2.1. Contact tribute account holders; consolidate accounts, as appropriate	Funds consolidated by 6/1/13	Treasurer
	2.3. No material issues in audits	2.3.1. Conduct audit(s) per requirements	Audits find no issues	Treasurer
	2.4. Keep strategic plan relevant	2.4.1. Maintain plan annually	Plan is up to date	Past president
III. DISTRIBUTE FUNDS	3.1. All scholarships awarded	3.1.1. Work with schools to get viable candidates for all scholarships	Number of scholarships awarded	Scholarship committee
IV. ENGAGE RECIPIENTS	4.1. Get recipients to conferences	4.1.1. Use video to showcase recipients	Video on Youtube by 6/1/13	PR person
	4.2. Utilize recipients at conferences	4.2.1. Recipients promote Gizmo at conferences	Implement fall 2012 conference	Foundation/chapter
	4.3. Build relations with faculty	4.3.1. Send e-news to faculty	Distribution list by 2/1/13	Newsletter editor, scholarship comm
	4.4. Increase mentoring	4.4.1. Form Past Presidents Committee or create mentoring group from chapter board	Committee formed by 5/1/13	Foundation/chapter
V. PROMOTE EDUCATION	5.1. Showcase value of educational opportunities	5.1.1. Create a video with QR codes	Video created and online by 6/1/13	PR person
	5.2. Build pride among members	5.2.1. Use media to tell story of recipients	News releases printed in hometown papers	PR person
VI. PARTNER OPPORTUNITY	6.1 Strengthen relationship with chapter board	6.1.1 Educate the Board on Foundation yearly	See 1.2.1	Liaison
	6.2 Increase diversity on foundation board	6.2.1 Review the demographics of Foundation Board; recruit board using info	Complete analysis by 6/1/13	Nominating committee
	6.3 Strengthen relationships with Educational Org.	6.3.1 Brand APWA with Educational Organizations	Branding elements in place by 9/1/13	PR person

APWA SCHOLASTIC FOUNDATION 2014 Action Plan

<i>Category</i>	<i>Goals</i>	<i>Action Items</i>	<i>Measure</i>	<i>Lead</i>
I. FUND RAISING	1.1. Maintain current fundraising	1.1.1. Analyze foundation-run golf tournaments	Recommendation by 12/31/13	Foundation committee
	1.2. Increase chapter's contribution	1.2.1. Be involved in PACE submittal	Included in 2012 PACE	PACE committee
	1.3. Increase external donations	1.3.1. Contact private companies (every company with a member in OR APWA)	Number of companies contacted	
		1.3.2. Contact United Way (donation policy)		
	1.4. Increase external donations	1.4.1. Contact past scholarship recipients		
		1.4.2. Solicitation letter to past donors	\$\$ from past donors	
1.5. New external fundraiser	1.5.1. Set up online donations			
IV. ENGAGE RECIPIENTS	4.1. Get recipients to conferences	4.1.1. Students attend using Facetime/Skye	Analyze options	
	4.2. Follow up after graduation	4.2.1. Create "Hall of Scholars"		
	4.3. Add student membership to scholarships	4.3.1. Work with membership committee		
		4.3.2. Find corporate sponsor(s)		
V. PROMOTE EDUCATION	5.2. Build pride among members	5.2.1. Strengthen connections between tribute accounts and scholarship recipients		
VI. PARTNER OPPORTUNITY	6.1 Seek partnerships with other organizations external to APWA.	6.1.1 Identify other scholarship organizations that we can partner with		

APWA SCHOLASTIC FOUNDATION 2015 Action Plan

<i>Category</i>	<i>Goals</i>	<i>Action Items</i>	<i>Measure</i>	<i>Lead</i>
I. FUND RAISING	1.1. Maintain current fundraising	1.1.1. Hold auctions at conferences	Track dollars	Convention Committee
IV ENGAGE RECIPIENTS	4.1. Follow up after graduation	4.2.1. Send e-news to post grads		
	4.2. Build relations with faculty	4.2.1. Poll faculty on top needs		Scholarship committee
V. PROMOTE EDUCATION	5.1. Build pride among members	5.1.1. Recognize past recipients		
	5.2. Build pride among members	5.2.1. Recognize donors		
	5.3. Strengthen partnership with education committee	5.3.1.		
	5.4. Strengthen relations with NWPWI	5.4.1.		
	5.5 Increase diversity on foundation board	5.5.1. Young member joins board as advisor		
VI. PARTNER OPPORTUNITY	6.1	6.1.1		