Office of Development Board Presentation
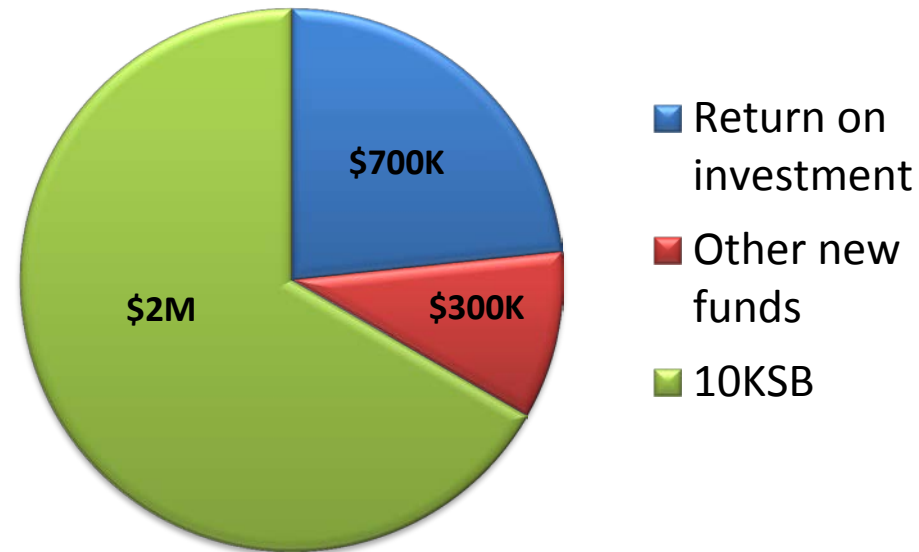
November 7, 2013

Grant Process Improvements

- New centralized grant application process ensures alignment with CCC mission and goals
  - Funding Opportunity Program/Approval
  - Writing and Submission Review
  - Loading/Project Initiation Verification Process
- Compliance protocol and position created to ensure all CCC grants are meeting CCC and funder expectations
  - Closer coordination with Finance
  - Monitoring budgets
  - Timely and accurate reporting
- Created grants tracking summary
  - Track number of proposals submitted
  - Track and monitor grant conversion success rate
  - Track projects initiated, not just grant awards

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Activity

- FY13
  - $48.5M in total active grants
    - $25M in new dollars
    - $14.4M in fiscal-year grants
    - $8.5M in multi-year grants
  - 122 proposal submitted
  - 64 proposals funded
  - 79% of annual goal ($32M)
  - $16M in grant requests still pending

Foundation Assets grew $3M in growth between FY11-FY13 is attributed to the following:

Legend:
- Return on investment — $700K
- Other new funds — $300K
- 10KSB — $2M

CITY COLLEGES
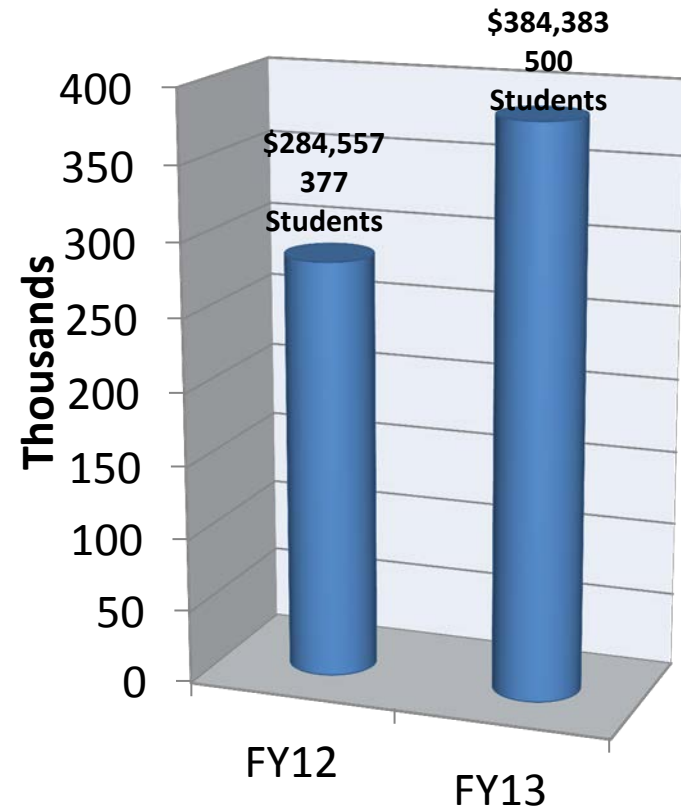of CHICAGO
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Adding focus on giving

- CCC historically focused on grants
- Increased applications to private/corporate foundations
  - FY 11: 5 requests
  - FY 13: 30 requests ($65K to date)
- Creating new position dedicated to corporate/individual giving
- Increased outreach to obtain new scholarship funds
  - FY 13: 7 scholarship funds established ($70K)

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Reinvigorate CCC Foundation

- Foundation has had a small Board made up mostly of CCC employees

- Foundation has not sufficiently tapped into Chicago's civic and business communities to help fuel Reinvention

- Plan being developed for CCC trustees' involvement in CCC Foundation rethink

- Goal is to have reinvigorated foundation structure in place by end of FY14

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Scholarship Process Improvements

- Moved from paper to online scholarship application process
  - Comprehensive scholarships Web page – 1,300 students have viewed the page in the last 3 weeks
  - More objective
  - Clearly defined application timeframe
  - Eliminates excessive paperwork
- Consistent, district-wide scholarship windows
  - Spring 2014 –October 15th – December 1st
- Track # of students who have applied and been awarded

Chart (Thousands)

- FY12: $284,557 — 377 Students (≈285)
- FY13: $384,383 — 500 Students (≈384)

Y-axis: 0, 50, 100, 150, 200, 250, 300, 350, 400

CCC Alumni

- Definition

  - Completed a degree or certificate from any City College or predecessor institution

  - Earned at least 30 credits from City Colleges

- Alumni on record

  - 120,000 alumni records

  - 62,000 mailing addresses

  - 19,000 email addresses

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CCC Alumni Association Improvements

- Created infrastructure for alumni groups with nucleus of alumni at each of 7 colleges

- Established online member registration process (May)

  - Less than 50 registered members in 2011
  - 2013 – 200 registered members
  - 2014 goal – 2500 registered members

- Cultivate and reconnect in order to grow numbers

  - Sent first quarterly e-newsletters to 19K alumni (15% open rate)
    - Monthly e-blasts

- Partner with Workforce Development to promote CCC's Career Network (Spring 2013)

  - 304 alumni have been on the site
  - 106 alumni have uploaded resumes

- Sending CCC alumni mailing to 62K
- Partnered with Transfer Center for leadership conference for students and alumni
- Graduation week awareness: Distributed tote bags and association info
- Created on- and off-campus events to engage

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