

MEMORANDUM

TO: NWFSC Foundation Governance Committee

FROM: Mr. Chris Stowers

DATE: September 25, 2024

SUBJECT: Mission Statement Review and Revision

On September 12, 2024, an Ad Hoc Committee appointed by the Chair met to review and discuss the mission statement of the Northwest Florida State College Foundation. Those in attendance included:

- Amanda Grandy, Fran Hendricks, Fred Ketchem, Jonathan Ochs, Stan Siefke

Mr. Stowers led the group in a brainstorming session and discussion of several factors/parts of the work of the Foundation. They included:

- Actions: High level verbs – “To _____”
- Targeted Beneficiaries: The who/what that benefits from your work the most
- Problems: What problems do your services solve?
- Services: What service do you provide?
- Cause: Is there an overarching cause you support?
- Partners: Are there any non-standard partners that are critical to your model?

The result of the group’s work are two recommendations for consideration to replace the current mission statement:

Option 1

Enhancing students’ lives by utilizing your generosity to support the college and strengthen our community.

Option 2

Enhancing students’ lives by utilizing your generosity to support the college.

The current mission statement of the NWFSC Foundation is:

The Northwest Florida State College Foundation utilizes your gifts to support the college, enhance our community, and improve students’ lives.

The group recommends revisiting the Foundation’s vision statement after a new President is hired and sets a vision/direction for NWFSC.

The background information the committee reviewed prior to the meeting and the flip charts of ideas generated during the discussion are included for your information.

RECOMMENDATION

The NWFSC Governance Committee approves Option [1 or 2] as an adopted mission statement for presentation to the Board.