

Antioch College President's Initiative Strategy

Note: For the Alumni Board's Review

With an Antioch education, alumni will push for an equitable and just world where more Black people, Indigenous people, and other people of color serve as leaders, abortion is a universal human right, LGBTQ people are celebrated and have access to safe and affirming health care, Indigenous lands are acknowledged, our climate is protected, undocumented and international students and workers have access to bipartisan pathways to citizenship, gun acquisition and ownership are controlled, feminism is a shared common value, disability justice is embedded in our culture, and workers' labor is valued.

With such a vision, students will get behind a better future for democracy and our planet.

– Dr. Jane Fernandes

What is the President's Initiative?

Antioch still has financial rebuilding to do after re-opening the College in 2011, when alumni and education lovers came together to invest long term, and the institution's endowment was tapped to continue vital operations. Dr. Jane Fernandes launched the President's Initiative in January 2023, and is heading up a massive effort to:

- Better establish Antioch's financial health through fundraising \$5M by June 30, 2023
- Return the College to a place of national prominence as a model of equitable education
- Continue to provide Antioch students with transformative and rigorous liberal education rooted in classroom, community and co-op
- Offer on-going development to support emerging interest in social enterprise and bring in revenue from diverse sources beyond tuition utilizing our existing centers such as the Antioch micro-farm, Herndon Gallery, Coretta Scott King Center, The Wellness Center and the Foundry Theater

Transformational gifts to the President's Initiative will:

- Fund the transition to a new social enterprise business model as Antioch moves to long-term sustainable revenue

- Help develop and activate the Learning Hubs as Antioch continues to move between the classroom to change-making in communities worldwide
- Continue providing true equity and access to higher education

Antioch's Unique Opportunity

Beyond raising critical funds the College so desperately needs, the President's Initiative presents a tremendous opportunity to expand its impact and influence. Opportunities include:

- Welcoming new major funders who may not already have a connection to Antioch
- Growing and deepening relationships with Antioch's existing donor base
- Building trust and instilling confidence in Antioch
- Reinforcing the College's reputation as a leader in the practical liberal arts on a national stage

Antioch already has many of the **assets to achieve success** – to reach the President's Initiative \$5M fundraising goal by June 30, 2023, including:

- An incredibly visionary leader in Dr. Jane Fernandes who is an experienced, engaged, and successful fundraiser of lead gifts
- A Board of Trustees with members who readily share their time, talent, treasure, and networks with the College
- A community of dedicated Antiochians who adore the College and want to see it thrive for generations to come – students, alumni, staff, faculty, friends
- Prospective major donors and funders who are concerned about strengthening educational institutions in the face of the breakdown of US democracy

Key Messages of the President's Initiative – [Two Page Overview](#)

- As US democracy is on the brink of being dismantled, Antioch is the leading innovative force in higher education that our country needs
- Antioch is a model for creating a radically inclusive and welcoming educational environment that is diverse in terms of students' racial/ethnic identities, socio-economic backgrounds, and sexual orientations and gender identities
- Antioch is well positioned to champion a new way of resourcing colleges and students to head off the growing funding crisis of the American higher education system

- Antioch is developing centers of learning for community leadership which provide holistic, hands-on experience to enrich and amplify what students learn in the classroom, while making real-world change now

Strategies of the President's Initiative

The President's Initiative is a multi-pronged effort with messages and invitations to join as a supporter delivered through multiple channels:

★ Antioch Communications

Audience: Antioch students, alumni, faculty, and staff

- Website
- Eblasts/Bulk Email (January, March, June)
- Social media (January, March, June)
- Newsletters (January, March, June)
- Short videos (January, March, June)

Videos will also be distributed to a wider audience through press releases, social media, etc.

★ Antioch Advancement

Audience: Antioch current and lapsed donors, and prospects

- March Match campaign (March)
- Foundation grants (January and beyond)
- Year-end campaign (November-December)

★ Antioch Events

Audience: Antioch students, alumni, faculty, and staff

- Town Hall (March)
- Graduation (May/June)
- Reunion (July)

★ President's Advisory Circle

Audience: A group of close advisors and advocates who support the President's Initiative, share their connections, encourage others to give, and be an ambassador for Antioch.

View the [roles and responsibilities of the President's Advisory Circle](#).

- Virtual briefing (February)
- Meetings w/ consultant (March/April)

- Prospecting meeting (March)
- Monthly emailed updates

★ **Road Show Events Featuring Jane Fernandes**

Audience: High-level donors, foundations, and prospects, journalists, influencers, connectors

- Brooklyn
 - Events
 - Dinner @ Good Fork hosted by Shalini & Shay (March 14)
 - Young Alumni hosted by Shelby & Ace Xavier
 - Media
 - NPR
 - Foundations
 - Mellon
 - Ford
 - Luce
- DC (TBD)
- Chicago (TBD)
- Yellow Springs (TBD)
- Bay Area (TBD)
- Los Angeles (TBD)

★ **One-on-one Meetings with Jane, Shelby, and more**

- High-value asks
- Lead gifts
- Multi-year pledges

★ **Emerging Social Enterprise Budget Approach**

Audience: High donors and prospects, Foundations with aligned priorities

- Initial draft (February)

★ **Alumni Board Leadership**

Ideas for collaboration with the Alumni Board will be sent separately.

Human resources for the President's Initiative

Antioch has the minimum level of staffing required to achieve the fundraising and communications activities outlined above. In order to sustain and grow the President's Initiative, the Board of Trustees and Advisory Circle volunteers will need to commit to becoming ambassadors, connectors, and solicitors.

Existing staffing:

- President's Office
 - Jane, Anita, Christa (consultant)
- Advancement Department
 - Vanessa, Matt, Hannah, Jeff, Meg, Joan, Allie
- Board of Trustees
 - Advancement Committee – Ace Xavier, Shay, Karen
 - Lead the board activities by example
 - President – Shelby
 - Leads the board, makes high value asks
 - Members
 - Plug in with any of these activities using your strengths and connections
- President's Advisory Circle (in formation)
 - David Goodman
 - Catherine Jordan
 - John Knox
 - Karen Mulhauser