

San Diego Mesa College

# Developing our Case for Support

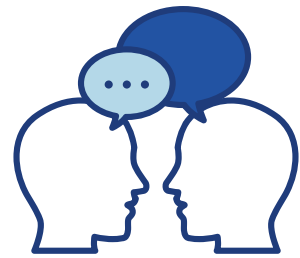
**Key Findings from Campus  
Dreams Survey & Focus Groups**

President's Cabinet | 5-19-26



# THE IMPETUS: CAMPAIGN

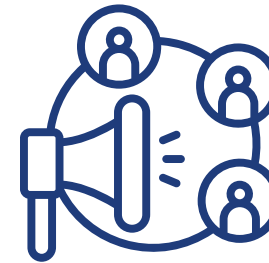
## PLANNING



- Identify priorities
- Begin case statement
- Define collaborative roles



## COMMUNITY-WIDE OUTREACH



- Announce campaign goal publicly
- Community-wide asks



< Quiet Phase: Now - 2029 | 60-80% of Goal Raised

Public Phase: 2029- 2031 | 20-40% of Goal Raised >



## “QUIET” OUTREACH



- Continue case statement
- Prosepctive lead donors
- Community connectors



## CELEBRATION & EVALUATION



- Celebrate, share impact
- Continue to retain & grow donor base



# THE TOOL: CASE NARRATIVE

## IS NOT

- SPECIFIC
- EXTERNAL
- DONE!
- PRODUCT
- THE ANSWERS

## IS

- BROAD & INCLUSIVE
- INTERNAL
- LIVING!
- INGREDIENTS
- THE OPENER

A TOOL TO BEGIN TO  
PARTNER TO CO-CREATE A  
BETTER WORLD.

# DEVELOPING OUR CASE

## SURVEY

- 40 responses



## FOCUS GROUPS

- 3 groups, 15 people
- Round 2 in May



## CASE NARRATIVE

- Our story to donors



# GATHERING INPUT STEP 1: SURVEY



## Outreach

- Fall 2025 Convocation
  - Campus-wide emails
  - President's Cabinet
  - Associated Students
  - Classified Senate
- (Outreach to Academic Senate)

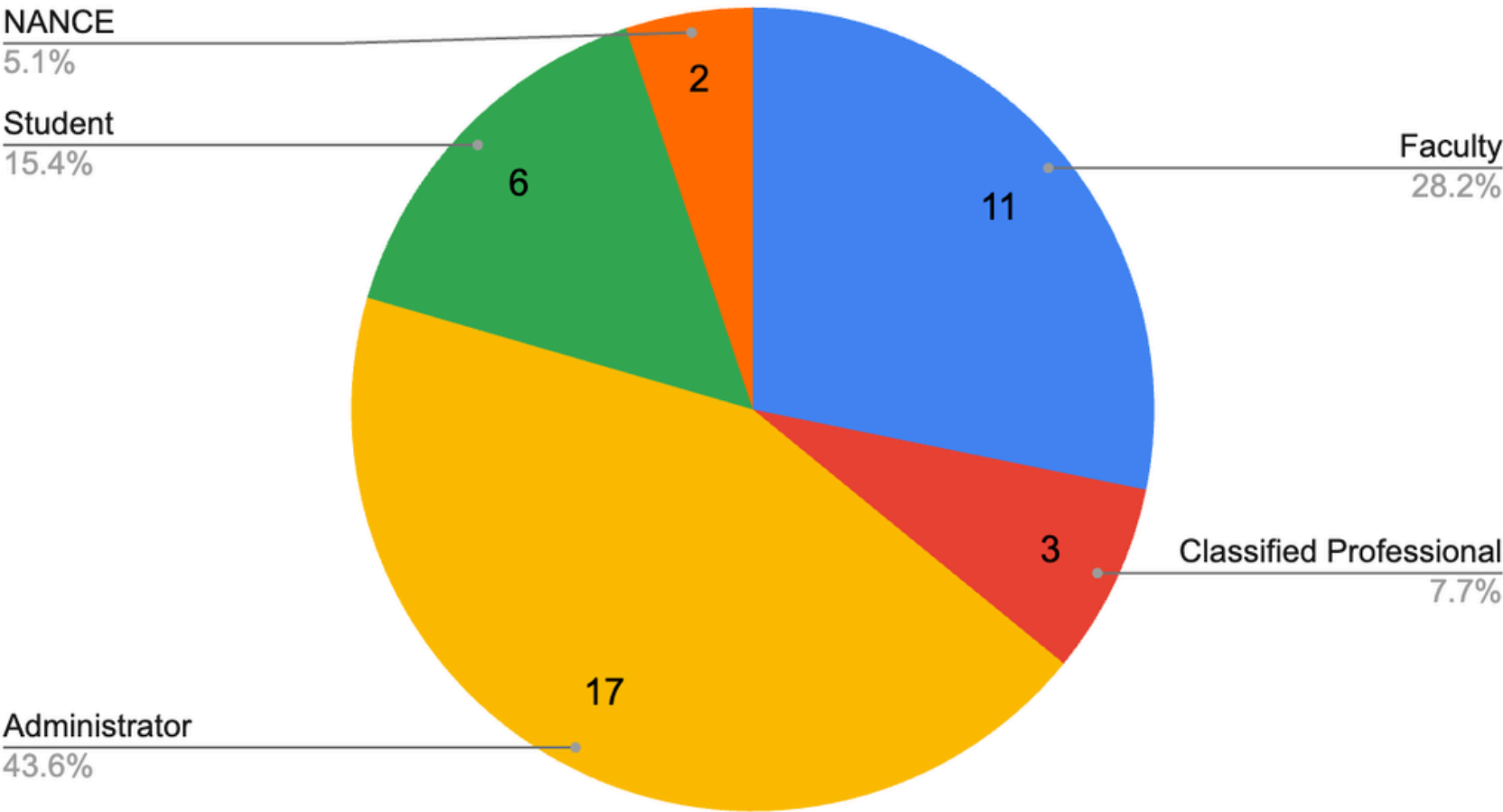


## Response

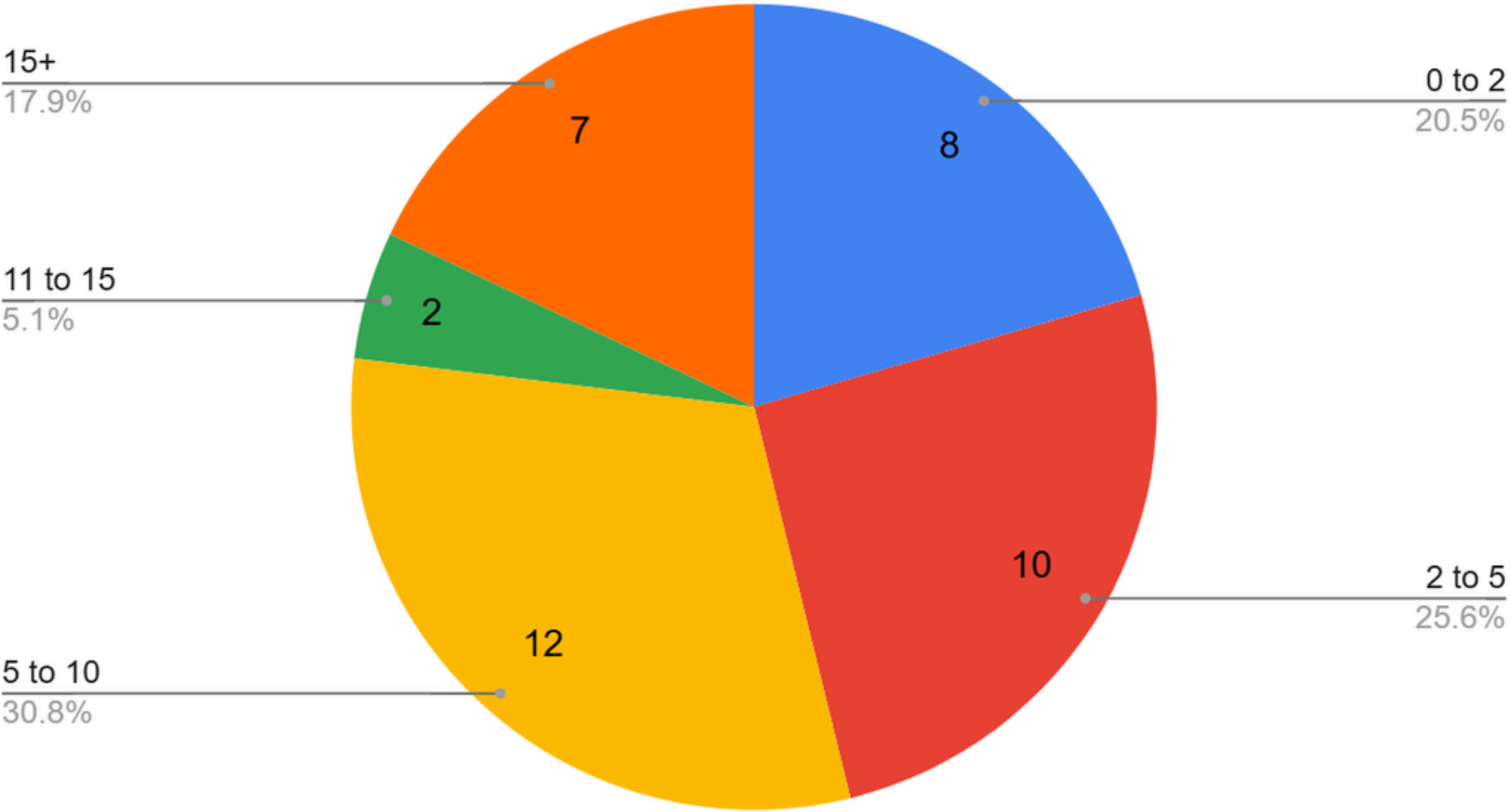
- 40 responses
- Students, Faculty, Classified Professionals, NANCE Employees, and Administrators
- Varying tenure

# Respondents

Role at Mesa College



Years at Mesa



# What Matters Most

## Emphasized

-  Equity & Belonging
-  Access & Opportunity
-  Personal & Multigenerational Impact

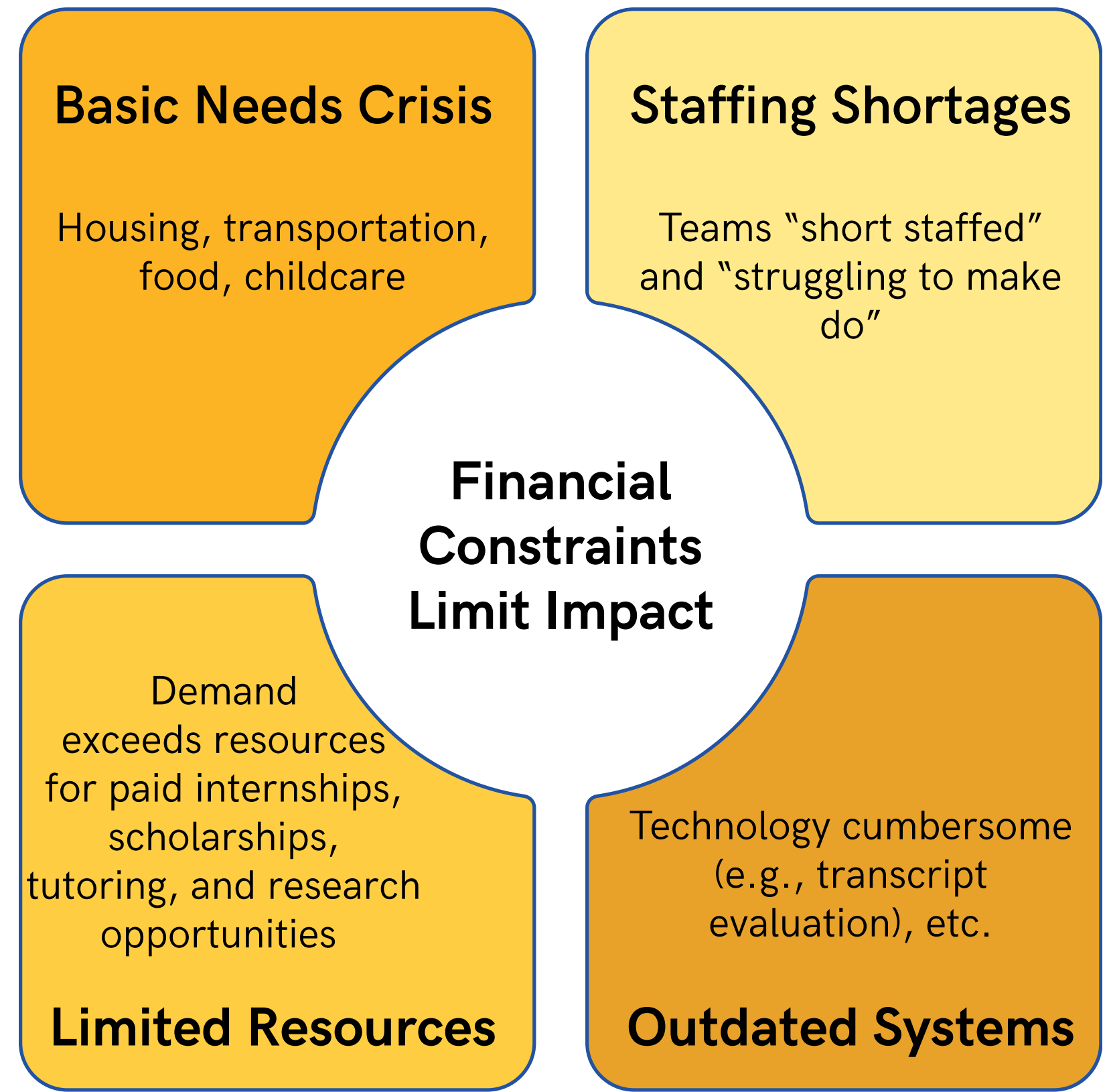
## Not Emphasized

-  Prestige & Elitism
-  Rankings (non-athletic)
-  Institutional growth for its own sake

# Barriers & Needs

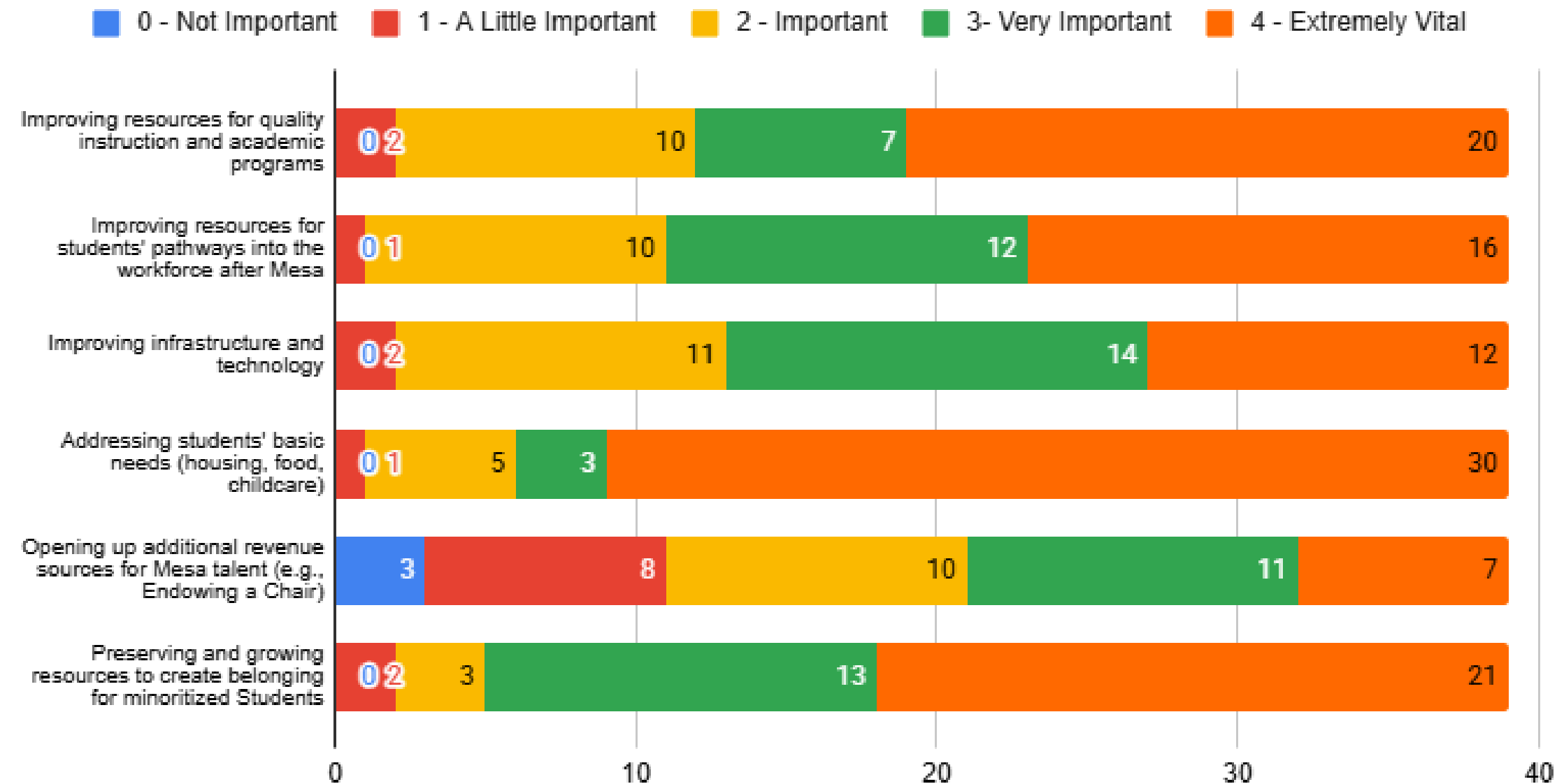
## Critical Challenges

Teams report feeling "short staffed" and "struggling to make do" while supporting students facing survival pressures.



# Priorities

Please rate in order of importance the following areas of focus for donor support



# Opportunities

## CONDITIONS FOR LEARNING



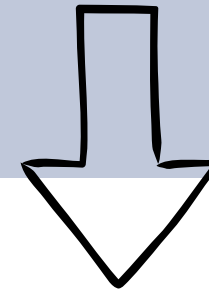
### Basic Needs

Essential support for housing and food. E.g., free housing for a year, one meal daily, laptops & textbooks for all.



### Community & Belonging

Resources for staff and faculty to support minoritized students: BIPOC, LGBTQIA+, justice-impacted, borderless, DSPS, neurodiverse, adult, and parent learners.



## OUTCOMES



### Academic Success

Research opportunities, fully coverage fo transfer application fees, "last mile" scholarships.

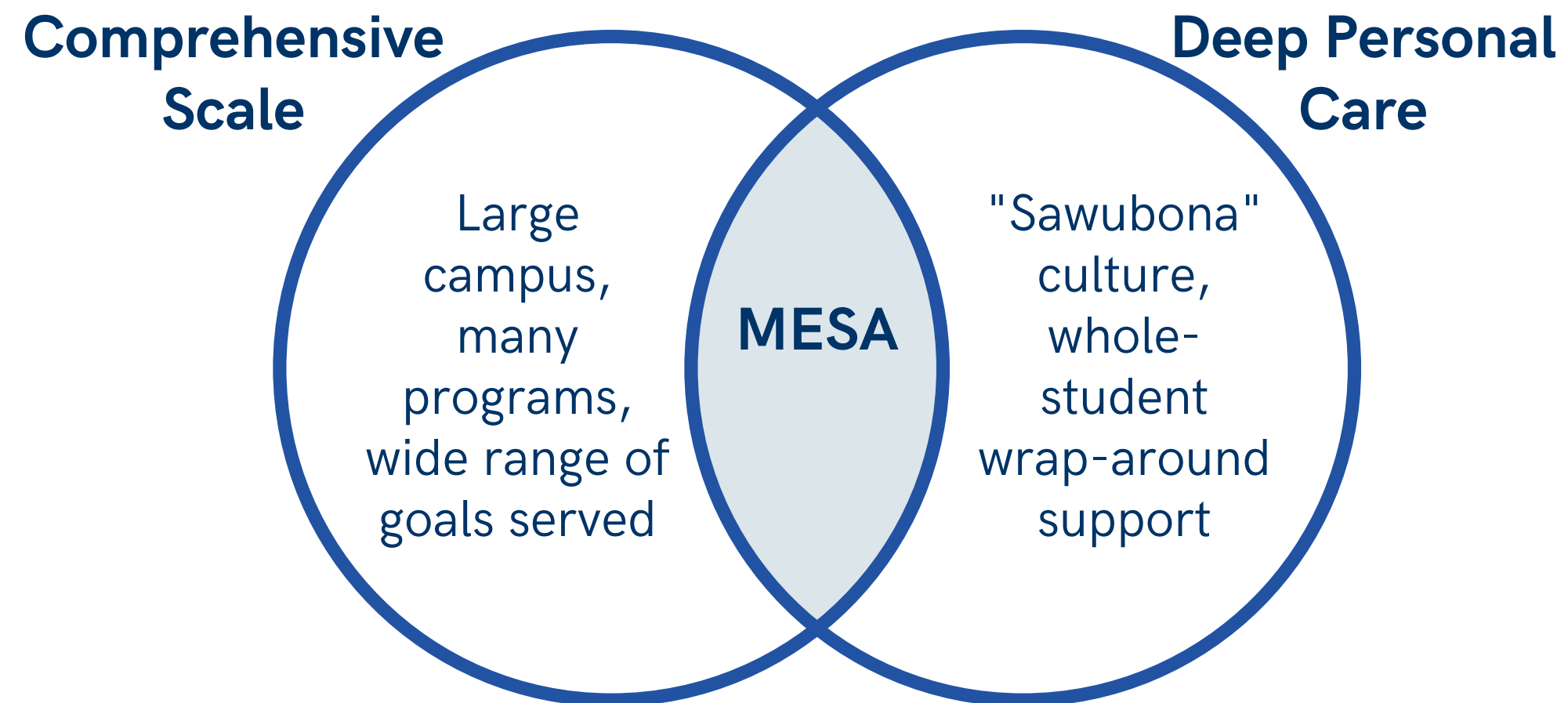


### Pathways to Career

Paid internships for all, integrated career services.

# What Makes Mesa Different

Open access + Co-created belonging →  
Transformational Opportunity



# GATHERING INPUT STEP 2: FOCUS GROUPS



## Outreach

- Campus-wide emails
- President's Cabinet
- Associated Students
- Classified Senate
- Outreach to Academic Senate
- Outreach to Program Account Managers
- Outreach to Committee of Chairs



## Response

- 3 groups
- 15 people
- Students, Faculty, Classified Professionals, and Administrators
- Varying tenure

---

# Key Themes Presented

## BREAKING BARRIERS, BUILDING FUTURES

Scholarships

Student Mental Health and Wellbeing

Direct Support

Academic Support

## LEADING THROUGH INNOVATION AND ENGAGEMENT

Mesa Impactship Program

Small Business Support

Sustainability Efforts

Research and Innovation

## ADVANCING EXPRESSION AND INCLUSIVE FLOURISHING

World Art Collection

Arts and Cultural Expression

Athletics Excellence

Inclusive Flourishing

---

---

# Feedback and Reflections

## - What's Working?

These are \*all\* good and worthy initiatives

The themes capture Mesa as an ecosystem that works together

The themes do a good job showing how we build spaces and community, and the broad impact we have on the whole region

## - What's Not Working or Unclear?

There's nothing we would get rid of, we like it all

We need to make sure our language captures our spirit and doesn't include any jargon

We aren't looking at a time of growth, looking at protecting our current reality

## - What's Missing?

There's an opportunity to be more intentional about integrating instructional perspectives

We need to focus on urgency and the critical need to stabilize and maintain services - not create new initiatives

Right now, it feels like many of our programs are build "on a house of cards"

There are some activities that fit into "white space" between our different structural areas: e.g., garden, sustainability, women's studies, research support

---

---

# What Else Comes Up?

- What Big Questions or Ideas Does this Raise?

Should we really be looking to individual donors for the work that our public funds should be covering?

We have the opportunity to braid together our different areas to best serve our students holistically

Our teams are so strong because we know and see our students, many of us have lived our mission

- Why Do These Themes Matter?

We are changing what our students thought reality could be

We are literally changing and saving lives

We create a circle and a cycle of trust

---

# NEXT STEPS



## Outreach

- To prospective donors
- Continued with instructional faculty
- Ongoing dialogue!