



FEASIBILITY STUDY

Report of
Findings and Recommendations

INSTITUTE
FOR
PHILANTHROPIC EXCELLENCE



PURPOSE OF THE FEASIBILITY STUDY

- ▶ Gain valued input from leaders across region
- ▶ Test targeted initiatives
- ▶ Begin donor/prospect cultivation process
- ▶ Determine readiness of community for Major Gifts Campaign
 - ▶ Timing (When to begin Phase One)
 - ▶ Duration (Number of months to complete process)
 - ▶ Goals (Monetary / Awareness / Capacity)



PARTICIPANTS IN STUDY

- ▶ Face-to-face interviews
- ▶ Thirty-six (36) individuals from across region, plus thirteen (13) members of Foundation BOD over two forums
- ▶ All promised responses would be held in confidence and comments would not be attributed
- ▶ Very thoughtful individuals and groups who shared much with interview team



MOST OFTEN CITED THEMES

- ▶ Continuing Commitment to Excellence
- ▶ Important Place in the Higher Education Arena in Region
- ▶ Highly Regarded Leadership across the College, including Strong Volunteer Support
- ▶ Noteworthy Sense of Expanded Strategic Direction at the College
- ▶ Foundation is highly regarded as an important component of the overall college success



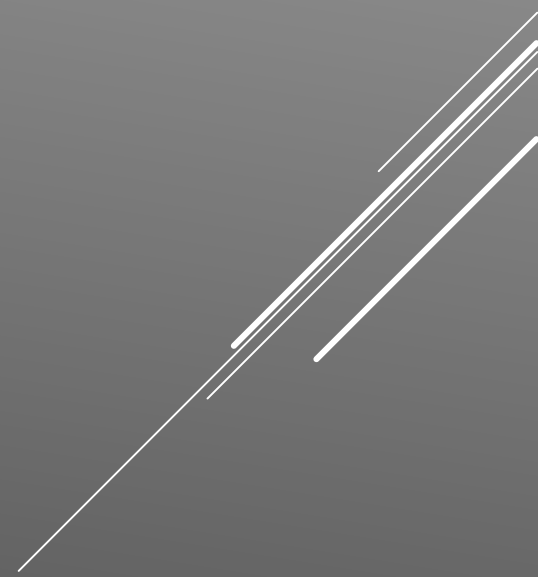
MOST OFTEN CITED THEMES

- ▶ Marketing within the campus community is adequate but needs to greatly expand to the outside community
- ▶ Identified Initiatives that Resonate with Leaders in the Community
- ▶ In contemplating a first-ever comprehensive campaign for the college, with only few exceptions, those interviewed were quick to point out that the college was in every way worthy of such support ... and more!



ENVIRONMENTAL SCAN

- ▶ Internal Strengths
- ▶ Demographic Strengths
- ▶ Internal Weaknesses
- ▶ External Opportunities
- ▶ External Challenges





PERCEPTIONS OF COLLEGE & FOUNDATION

Among study respondents who have an opinion:

- ▶ 94% hold positive views of the college
- ▶ 58% hold positive views of the College President and Cabinet (1/3 no opinion)
- ▶ 83% hold positive views of the Faculty and Academic Leaders (half held no opinion)



PERCEPTIONS OF COLLEGE & FOUNDATION

- ▶ 78% hold positive or mixed views of the College's Governing Board overall (more than half held no opinion)
- ▶ 92% hold positive views of the Foundation Board of Directors and Staff (under one-third held no opinion)



RELATIONSHIPS AND PARTNERSHIPS

- ▶ Many related to college internship and externship programs
- ▶ Strong interests in developing out expanded workforce development programs
- ▶ Should look to Chambers of Commerce and other economic development groups for assistance
- ▶ Suggested areas for growth: Auto Tech, Culinary Arts, Performing Arts, Business Management, etc.



EVALUATION OF PROPOSED INITIATIVES

- ▶ 100% positive views of the College's decision to pursue expanded programming to advance Student Success by seeking an investment of \$10 million

{Targeted Initiatives: Scholarship Endowment, reduced Costs of Textbooks, and Increased Mentoring/Tutoring Services}



EVALUATION OF PROPOSED INITIATIVES

- ▶ 89% positive views of the College's decision to expand its Commitment to Innovation and Economic Growth by seeking an investment of \$2.5 million

{Targeted initiatives here include: Enhanced Corporate College and Advancement of Arts Programs as Profession and Economic Engine}



EVALUATION OF PROPOSED INITIATIVES

- ▶ 97% positive views of decision to further grow Targeted Academic Programs and Career Training by seeking an investment of \$2 million

{Targeted initiatives here include: Expanded Commitments to Nursing/Allied Health, CTE, STEM, and Liberal Arts as Innovative Solutions in Business



PERSPECTIVES ON ANTICIPATED CAMPAIGN COMPONENTS

- ▶ 83% positive views of plan to enter a campaign in this year
- ▶ 72% positive views of the plan to conduct an 24-30 month campaign
- ▶ 67% positive views of the desire to pursue a campaign goal of \$14.5 M



IDENTIFICATION OF PERSONS OF AFFLUENCE AND INFLUENCE

- ▶ 53% of participants will volunteer
- ▶ 83% of participants will make gift
- ▶ 36% of participants will consider Planned Giving Options
- ▶ Interviewees revealed 86 names of Major Gift Prospects
- ▶ Interviewees revealed 21 names of Persons to Play Leadership roles



RECOMMENDATIONS TO THE COLLEGE AND FOUNDATION

- ▶ Pursue Major Gift Campaign
- ▶ Consider all of the tested initiatives for inclusion
- ▶ Begin 24-30-month process as soon as possible
- ▶ Working goal of \$10-12 million
- ▶ Build out more sophisticated MG and PG programs



RECOMMENDATIONS TO THE COLLEGE AND FOUNDATION

- ▶ Four Phase Campaign Timeline / Three Goals
- ▶ Designate Campaign Manager
- ▶ Ensure Commitment of Boards and President at all Levels
- ▶ Develop Campaign Budget
- ▶ Position Support Networks at College
- ▶ Develop Public Relations Plan and Leadership Awareness Program

MAJOR GIFTS CAMPAIGN MODEL

CHART OF GIFTS ~ \$10 MILLION

<u>Size of Gift</u>	<u># of Gifts</u>	<u>Cumulative Total</u>
\$1 M	2	\$2,000,000
\$500 K	4	\$4,000,000
\$250 K	8	\$6,000,000
\$100 K	16	\$7,600,000
\$50 K	24	\$8,800,000
\$25K	32	\$9,600,000
Other	Many	\$10,000,000



STAYING IN TOUCH

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