



**LARAMIE COUNTY
COMMUNITY COLLEGE**

OFFICE OF THE PRESIDENT

Dr. Joe Schaffer

MEMORANDUM

To: LCCC Foundation Board of Directors

Cc: LCCC Board of Trustees
Lisa Murphy, AVP of Advancement

From: Dr. Joe Schaffer, President

Date: May 27, 2014

Subject: FY15 LCCC Development Priorities

Pursuant to section 6.0, sub-section 6.1 – Funding Priorities, of the operating agreement between Laramie County Community College (LCCC) and the Laramie County Community College Foundation (LCCCF), it is my responsibility to provide the LCCCF Board of Directors a written statement of LCCC's current development priorities by May 31st of each fiscal year. In consultation with the LCCC Board of Trustees, the LCCCF Development Committee, LCCCF and LCCC staff, it is my pleasure in presenting you with the Fiscal Year 2015 development priorities of the College.

Priority #1: Naming of Student/University Center and Flex Tech Buildings

This past year, the LCCCF was instrumental in helping the College achieve a favorable vote on a \$25 million bond election, as well as securing \$18 million in state appropriations from the legislature for the first two priority buildings in our *Building Forward* plan. These two projects are into final design stages and proceeding favorably in regard to budget and timing. The College would like the LCCCF's help with one remaining aspect of these buildings. That is to seek private donors who may be willing and able to provide a significant gift to the College toward these buildings, or the programming and services they will house, in exchange for naming rights.

Priority #2: Ludden Library and Learning Commons Renovation

One of the College's strategic plan strategies is to transform the Ludden Library into a Library and academic or learning commons. The College has recently completed its first phase of planning for this renovation, which will be designed to create additional student spaces for academic support, collaborative study spaces, expanded access to computers and electronic data sources, etc. It is anticipated that a mixture of College and private funds will be needed to secure the approximately \$3 million dollars necessary to complete the renovation. Should the College decide to move forward with this project as it is being planned, and receive the necessary authorization, additional funding will be necessary.

Currently it is estimated the College and the Foundation have \$2.4 million in funding available from a mix of private and institutional funds. This leaves a gap of approximately \$600,000 that would need to be secured. I believe that raising those funds should be done in a very targeted, and silent manner.

Priority #3: Growing New Institutional Scholarship Programs

In addition to Athletics, the College has established scholarship programs with strategic emphasis on providing financial assistance to certain demographics of students or for the specific activities. Three new programs were established in FY14 with the assistance of the LCCCF existing funds, College funds, as well as a new vendor contract between Pepsi and LCCC. These three programs include funding for the Golden Eagle Athletic Endowment (athletics scholarships - which provides a boost towards Priority #2 above), Need-Based financial aid, and Activities-Based scholarships (e.g., Theater, Music, etc.).

The College desires to continue and grow these programs, both through private gifts and institutional funding. In addition, and similar to Athletics, the College would like to increase the amount of private gifts dedicated to scholarships for students pursuing the Fine and Performing Arts. With the long history of the cultural committee and cultural events series, and more importantly the donors behind those, I believe the LCCCF is already positioned well to take on this priority.

Priority #4: Strengthen LCCC Athletics through Private Giving

This priority is a continuation from FY14. The College, through the division of Athletics and Recreation, remains focused on working with LCCCF to increase the levels of private funding that come into the College to help support LCCC athletics. These efforts should focus on two primary areas: (1) strengthening the LCCC booster club by expanding its membership and the club's overall financial standing in regards to its support for athletic operations; and (2) generating privately funded athletic scholarships to augment the current institutionally funded athletics scholarship program. As one of our strategic plan strategies, the College is also in the early stages of planning for a renovation to its Physical Education building, and this early work with the booster club will likely help in fundraising efforts for this renovation should the campus proceed with those plans.

Priority #5: Cultivating New Donors, Strengthening Existing

This will remain a priority for the College, and I recognize it is an ongoing effort and focus of the Foundation. I would highly encourage the College and Foundation continue exploring new opportunities or vehicles in which we could (1) cultivate new relationships with prospective donors, (2) strengthen budding relationships with donors who are still relatively young in their engagement with the LCCCF, and (3) help take donors with mature relationships with the LCCCF into higher levels of engagement and giving. One suggestion would be to create a formal prospect, and donor tracking mechanism that will help us measure the number of current, and potential donors the LCCCF has and their growth in giving over the duration of their relationship with us.

In summary, the priorities for FY15 include some of those ongoing from last year, as well as new ones. It is still anticipated that many of these will span more than a single year, and will likely show up in subsequent year's priorities. Overall though, I believe these reflect the most relevant areas where philanthropy can help move LCCC into the future, and most importantly, strengthen our ability to engage, educate, and ultimately change the lives of our students. I thank you all for your support of the priorities, and of course your support and commitment to Laramie County Community College.