

The Next “Big Thing” 2025 – 2028 Capital Campaign

Feasibility Study Findings and Recommendation

Strategic Planning Alignment

- WCC Foundation Strategic Framework
Career Readiness – approved 2024
- Career Leadership Collective Study
Career “ecosystem” multi-tiered plan – recommended
September 2024
- SUNY WCC College Five-year Strategic Plan
In development – to be presented to Trustees May 2025

“WHY” a Campaign

- **INCREASE overall fundraising**
- **FOCUSED initiatives/projects**
- **IDENTIFY and cultivate new donors**
- **RAISE AWARENESS of the college**
- **ENGAGE internal constituents**

Test the Waters

- Gathering Information

Plan A Advisors conducted Feasibility Study

Study guided by the *Ad Hoc WCCF* Feasibility Study Steering Committee

Developed draft “case statement” focused on Career Readiness to gauge donor interest in initiatives

Selected high-level donors and others to interview, including foundation and corporate professionals

WCCF Feasibility Steering Committee

- Aleida Frederico
- Jennifer Gruenberg
- Lorna Hawthorne
 - Elyse Klayman
 - Joanne Landau
- Patrick LaValley
- Stephen Lowey
 - Wendy Nadel
- Cornelia Spring
 - Susan Wollin
- Ilene Lieberman
- Dolores Swirin-Yao

Key Findings

- Donors are proud of their association with SUNY WCC
- Career readiness resonated with everyone interviewed
- Supporting WCC Foundation is a good investment with big returns
- Members of the business community see partnering with SUNY WCC as vital to the future of their workforce
- Many are ready to give!

Recommendations

- **WCC Foundation is READY to embark on its next campaign**
COMPREHENSIVE – every dollar raised counts to goal
NOTE: Not to be announced publicly at this time
- **\$40 million over four years, based on:**
 - What we can conservatively count on annually
 - Recent major gifts already secured
 - Additional funds from among those interviewed
 - Current major donor solicitations in progress, and
 - New donors!
- **Opportunity to cultivate new donors**
Increase staff resources to develop donor potential
- **Strategic Development of Business Community**
Establish Corporate Council

Corporate Council

- **Provide expert guidance to the President and Deans on industry trends, workforce development needs, and educational priorities**
- **Enhance the College's ability to prepare students for successful careers and meet the evolving needs of employers**
- **Chaired by a respected member of the business community**
- **12 – 15 Senior executives from diverse industries relevant to the College's academic programs**
- **Require annual membership contribution (\$10,000)**

Next Steps

- Research and Development Phase – 6 months (**we are HERE**)
 - Deep dive into fundraising projections to confirm goal
 - Develop projects for funding in partnership with SUNY WCC
 - Research and identify current and new prospects
 - Develop strategies to broaden awareness
 - Fill key staff positions
- Quiet Phase – 24 months (flexible)
 - Cultivation events
 - Lead and Major solicitations
 - Corporate Development
 - Engage new prospects
 - Raise 60-70% of goal
- Public Phase – 18 months (flexible)
 - Broad-based solicitations
 - “Capstone” major gifts from donors new to us at start of campaign
 - Celebration and signage

Start-up Campaign Expenses

- Continue to Retain Plan A Advisors

Develop Case statement, projects for funding, identification of lead donor and other prospects, design cultivation events, suggest Campaign leadership

- Expand WCC Foundation Staff

Major Gifts Officer – to engage new prospects

Corporate Engagement Director – Business relationships

- Increase Visibility

Strategic community events

- Estimated Expenses for next phase

Up to \$300,000

Six-Month Budget

WCC Foundation Capital Campaign

Six-Month Campaign Expense Budget, May-October 2025

Assuming Vote at April 17, 2025 Board Meeting

	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Total
Plan A Monthly Fee*	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$72,000
Stewardship Manager (previously approved, starting April 2025)**	\$10,208	\$10,208	\$10,208	\$10,208	\$10,208	\$10,208	\$61,248
Major Gifts Officer**			\$14,000	\$14,000	\$14,000	\$14,000	\$56,000
Senior Director, Corporate & Community Engagement**			\$14,000	\$14,000	\$14,000	\$14,000	\$ 56,000
TOTAL ***	<u>\$22,208</u>	<u>\$22,208</u>	<u>\$50,208</u>	<u>\$50,208</u>	<u>\$50,208</u>	<u>\$50,208</u>	<u>\$245,248</u>

*Typical Campaign Consultant Fee for campaigns in excess of \$10 million can be \$30K/month; total campaign costs typically 10-15% of goal <https://www.campaigncounsel.org/blog/budgeting-capital-campaign>

**Estimated salary and benefits

***Plan A projects total cost of campaign will be 15% of new monies raised, 7.5 % of total comprehensive campaign.

Request: Approval to Move Forward

- **Approve moving forward with the Campaign's Next Phase**
- **Approve the 6-month Research and Development phase and its budget of up to \$300,000**
 - An anonymous donor has offered to cover these initial costs
- **In six months, re-evaluate where we are and the political and economic environment**
- Questions?

RESOLUTION

Motion to approve initiating a capital campaign with an aim to benefit our students through career preparedness initiatives that will position Westchester Community College as a leader in its field and an ever more essential asset for this county, its business community, and its citizens. We are seeking approval for the first six months of R&D to be monitored by the Feasibility Study Campaign and reported regularly to the Board of Directors.