



Development Committee Meeting

Northwest Florida State College Foundation

Oct 19, 2022 9:00 AM - 10:00 AM EDT

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A. Board Resource/Communication Software

B. Schedule of Development Committee Meetings

- 1. January 18, 2023 8:00 AM, Raider Central, Morell Room 308**
- 2. Alumni Working Group April 11, 2023, 8:00 AM, Raider Central, Morell Room 308**
- 3. April 19, 2023, 8:00 AM, Raider Central, Morell Room 308**

C. Other Upcoming Events

- 1. President's Circle Breakfast - October 20, 2022, 8:30 AM, Raider Central,
Room 132/133**
- 2. Board of Directors Meeting - November 1, 2022, 8:00 AM, Raider Central,
Morell Room 308**
- 3. Scholars & Donors Luncheon - November 4, 2022, 11:30 AM, Raider Central,
Raider Cafe**

V. Adjourn

NWFSC Development Committee Meeting
July 20, 2022, 8:00 a.m.
Room 308, SSC, Niceville Campus

Members Present:

Alan Wood	Bernard Johnson
Michelle Freeman	Don Litke
Teresa Halverson	Hu Ross
Tyler Jarvis	Stan Siefke

Staff Present:

Chris Stowers

Absent:

Gordon King
Cecil Williams

Call to Order:

Mr. Wood called the meeting to order at 8:00 AM

Approval of Committee Meeting Minutes:

The minutes from the April 26, 2022 Development meeting were approved as presented. **Motion to approve minutes as presented by Hu Ross; Second, by Michelle Freeman. Motion carried unanimously.**

Role of Development Committee:

Dr. Wood gave an overview of what the committee is responsible for. He highlighted that their role includes assisting Foundation staff with fundraising efforts and advised on development initiatives, setting goals and objectives, and monitoring progress toward the achievement of these goals. He noted the committee also oversees alumni association activities as well as the nomination and selection process for the Distinguished Alumni Award. Mr. Wood shared his appreciation for the members volunteering their time and looks forward to their valuable input on this committee.

Mr. Stowers shared an overview of the fundraising process and board members' role.

Review of 2023 Fundraising Goal:

Mr. Stowers gave a brief overview of the Foundation's fundraising goal. The Foundations Continuous Improvement Plan is to increase annual support by 5% based on a rolling three-year average. FY23's goal is to raise \$1,357,795 by June 30, 2023.

Foundation Board Annual Giving Pledge Form:

Mr. Stowers presented the Annual Giving Pledge Form 2022-2023. He emphasized it's not about how much our Board can give, but having participation from each member. **Motion to approve the Foundation Board Annual Giving Pledge Form to the Board by Bernard Johnson; Second, by Teresa Halverson. Motion carried unanimously.**

Annual Solicitations Report:

Mr. Stowers reviewed the Foundation's Annual Solicitation report. The State of Florida has earmarked an allocation of \$22,954 to support Northwest Florida State College first generation students. The state-to-private match is 2:1 which could potentially provide \$34,431 in scholarship funds for NWFSC first-generation in college students. The amount required to receive the full allocation is \$11,477. Certification is due on or before December 1, 2022. Mr. Stowers also provided an update regarding gift and pledge payments received from the Foundation Board and Board of Trustees.

Other Business:

The next Development Committee meeting is October 19, 2022 at 8:00 a.m. in Room 308, building 400.

Adjournment:

There being no further business, the meeting adjourned at 8:48 AM.

Alan Wood, Development Committee Chair

Date

Chris Stowers, Secretary

Date

MEMORANDUM

TO: NWFS Foundation Development Committee

FROM: Chris Stowers, Executive Director

DATE: October 19, 2022

SUBJECT: Year-to-Date Fundraising Report

NWF State College Foundation’s *Continuous Improvement Plan* goal is to increase annual support (gifts, memberships, new pledges, and in-kind donations) to the Foundation, by 5% based on a rolling three-year average, resulting in a minimum of \$1,357,795 raised by June 30, 2023. The chart below shows a year-to-date comparison for September 30, 2022 to September 30, 2021, as well as the total amount raised for the prior three years.

Revenue Type	YTD as of 9.30.22	YTD as of 9.30.21	FYE 2022	FYE 2021	FYE 2020
Gifts and Pledges	126,869	400,059	1,225,312	1,191,253	716,078
Memberships	21,475	30,625	53,775	36,380	67,382
Grants	176,000	10,217	15,975	371,288	65,026
Gifts in Kind	0	0	50,294	58,737	27,914
TOTAL	324,344	440,901	1,345,356	1,657,657	876,400
FY 2023 Goal	1,357,795				
Percent to Goal as of 9.30.22	24%				

MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Conner Rogers, Director of Development

DATE: October 19, 2022

SUBJECT: Annual Solicitations Report

Board Division

Board participation in the Annual Fund creates and reinforces a culture of giving that is not attainable by volunteering alone.

Foundation Board and Trustee Gifts and Pledge Payments

	FY 2023 YTD	FY 2022 TOTAL	FY 2021 TOTAL
Total Board Prospect Base	32	35	37
Division Goal	100%	100%	100%
Number Gifts and Pledges to Date	16	35	32
Percent of goal	50%	100%	86%
Number of Board Members Remaining	16*	0	5

* 11 Have Spring Gift Renewals

Faculty & Staff Campaign

The purpose of the annual NWFSC Faculty & Staff Campaign is to give employees an opportunity to support the college in its mission to provide quality educational programs and services. The campaign ran from August 18th through September 30th.

Fiscal Year	Solicitations	Gifts & Pledges	% Participation	Avg. Gift	Total
2023	307	82	27%	\$436	\$35,791
2022	281	99	35%	\$373	\$36,922
2021	291	93	32%	\$372	\$34,638
2020	308	221	72%	\$253	\$55,989
2019	312	157	50%	\$249	\$45,849
2018	323	154	48%	\$224	\$38,240
2017	341	132	39%	\$175	\$32,659

President's Circle

Funds to the President's Circle are unrestricted and provide the college flexibility to use funds where needed most. All members whose memberships were expired or up for renewal have been mailed letters asking them to renew. Faculty and Staff are always encouraged to join as well.

President's Circle Membership

Current Members: 58

Total Giving: \$33,950

First Generation Matching Grant

The First Generation Matching Grant (FGMG) is a need-based program providing financial aid to Florida undergraduate residents who demonstrate financial need and whose parents have not earned a baccalaureate degree.

The State of Florida has earmarked an allocation of \$22,954 to support Northwest Florida State College first generation students. The state-to-private match is 2:1 which could potentially provide \$34,431 in scholarship funds for NWFSC first-generation in college students. The amount required to receive the full allocation is \$11,477. To date \$1,600 has been raised.

Certification of private contributions for FGMG is due on or before December 1, 2022.

FY Year	Gifts & Pledges	Total
2023 YTD	3	\$1,600
2022	8	\$11,260
2021	5	\$3,700
2020	6	\$12,000
2019	9	\$12,000
2018	15	\$17,950
2017	13	\$14,450



Northwest Florida State College Alumni Award Program

Recognizing outstanding alumni is one way the Northwest Florida State College Foundation shows its commitment to showcasing the impact of NWF State College on the personal and professional lives of its graduates and the community in which it serves. These honorees represent the thousands of alumni who contribute in countless ways to business, education, the arts and society. These individuals are honored because they personify the NWF State College tradition of excellence, bringing distinction to themselves and to NWF State College through their outstanding achievements.

Nomination Process:

Any alumnus, college volunteer, community member, faculty, staff or emeriti faculty/staff member may nominate individuals for the award. Applications may be submitted to the Foundation Office in person, by mail, or email. Nominators are encouraged to use the Alumni Award Nomination Form.

Alumni Award Eligibility:

Open to all OWJC, OWCC, OWC and/or NWFSC ("NWFSC") alumni who have earned at least 20 credit hours from NWFSC, earned a degree or completed a certificate program from NWFSC or another institution and meets one or more of the following eligibility criteria:

- **Distinguished Alumni** - Is a true success story in a state or national arena.
- **Against the Odds** - Has achieved success despite adversity.
- **Rising Star** - Is under 40 years of age, a success story with potential for achievement in a state or national arena.
- **Hometown Hero** - Has achieved success within nominating college's district and demonstrated notable community involvement

Ineligibility:

The following groups are not eligible to receive Northwest Florida State College Alumni Awards.

- Previous Award Winners (same category)
- Current NWF State College Employees or immediate family of employees
- Current elected officials
- Current members of the college board of trustees or immediate family of trustees
- Current members of the college foundation board of directors or immediate family of directors
- Posthumous nominations
- Self-nominations

Selection Committee:

The selection committee shall be comprised of NWF State College Foundation Board members who are currently serving on the Development Committee, representatives from the Alumni Association, campus administration, faculty, staff and students. The selection committee shall be responsible for reviewing and ranking the finalists.

Selection Process:

All nominations will be collected by NWF State College Foundation staff who will determine minimum eligibility. Nominations will then be forwarded to a group comprised of three to five members of the Development Committee and Alumni Association who will further vet the nominations and select finalists. Foundation staff will review finalists, collect additional information as needed and write an executive summary for uniformity. The larger group will meet for further review and discussion of the finalists. The winner(s) will be forwarded as recommendations to the NWF State College Foundation Board for endorsement.

All eligible nominees not selected in the current year may be re-nominated for consideration in subsequent years. Candidates may be re-nominated indefinitely.

2022 – 2023 Alumni Awards Timeline

November 7, 2022 – “Call for Nomination” promotional material distributed (email, press release, social media)

March 20-26, 2023 NWFSC Spring Break

March 27, 2023 – Deadline for nominations

April 4, 2023 – Applications and grid distributed to small Alumni Working Group

April 11, 2023 – Alumni Working Group meets to vet applications

April 19, 2023 – Executive summaries presented to Development Committee, and distributed to other members of Selection Committee

May 2, 2023 – Final selections presented to Foundation Board

May 9, 2022 – Congratulatory letter mailed to winners (letter to include date for Scholars and Donors Luncheon)

Fall, 2023 – Scholars & Donors Luncheon; recognize 2022 winner(s) and past recipients

July, 2023 – One winner from recent 2 or 3 years submitted to AFC as LeRoy Collins nominee

November, 2023 – LeRoy Collins state-wide winners attend AFC Fall Convention

MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Chris Stowers, Executive Director

DATE: October 19, 2022

SUBJECT: Raider Champions Scholarship Endowment – Message

The Raider Champions Scholarship Endowment is the key fundraising priority of the NWFSC Foundation. Under Dr. Stephenson’s leadership, the vision of the endowment is to remove the financial barriers to local students achieving their educational goals. By creating this endowment, we will provide recent high school graduates from accredited Okaloosa and Walton County high schools the opportunity to enroll full-time in a degree/certificate program without cost. This last-dollar scholarship will ensure students are afforded an opportunity to succeed without financial need holding them back.

Before approaching donors/donor prospects in order to raise support for this endowment, we are inviting the Development Committee to provide feedback regarding messaging about the initiative.

The following pages contain additional information about the Raider Champions Scholarship Endowment. Please read over the materials and be prepared to contribute to the discussion. Some of the questions we would like to answer:

- What are the strongest messages about the Raider Champions Scholarship Endowment?
- What elements resonate the most?
- What is attractive about this initiative that will elicit philanthropic support?
- What is missing from the messaging?
- What messages need to be strengthened?

A brief summary of Raider Champions Scholarship Endowment

Through the creation of the Raider Champions Scholarship Endowments, we seek to remove the financial barriers to local students achieving their educational goals. By creating this endowment, we will provide recent high school graduates from accredited Okaloosa and Walton County high schools the opportunity to enroll full-time in a degree/certificate program without cost. This last-dollar scholarship will ensure students are afforded an opportunity to succeed without financial need holding them back.

What is the funding goal?

\$15,000,000

What is the challenge are we aiming to solve for the community?

We seek to address the financial barriers to higher education that many community members face. For too many high school graduates of Okaloosa and Walton County, the possibility of receiving a college degree or industry certificate is out of reach because they/their family do not have the financial resources. And while an education at a State College is one of the best values and many of them qualify for some grants and scholarships, a financial gap between costs and resources exists.

For the high school class of 2021 enrolling at NWFSC for the 2021-2022 school year, 75% qualified for some level of financial aid based on need. Within this class, after all aid was awarded, the financial need to meet all costs totaled more than \$350,000. These students fulfilled this need through assistance from family, obtaining student loans, or working full/part time while also taking classes. In the last instance, research shows that the highest rate of incompleteness (those who don't complete degrees) are among part-time students. Those working full-time and trying to go to school face the most barriers to completion. That is why the Raider Champions Scholarship will offer a cost-free education but will require students to enroll full-time (minimum of 12 credit hours/semester) in order to help them reach completion in the shortest amount of time.

What are the specific barriers that members of our community face that we seek to address?

The impact of the Raider Champions Scholarship Endowment will be felt between two distinct populations. The first are the students who are enrolled at the college, but struggling to meet all their financial obligations. They do their best to balance school, work, and the rising cost of living in our community. They have goals of obtaining a degree and either stepping into the workforce or continuing

on to pursue further education. However, as mentioned above, the highest incompleteness rate is among part-time students. Too many times, when faced with the hard choice, making ends meet today takes priority over reaching their educational goals.

The second population the Raider Champions Scholarship Endowment will serve are those students who believe a college education is simply beyond their reach because of their financial situation. These are the students who are kept from even attempting to complete a degree or certificate because they are supporting themselves, or have a parent struggling to get by. Because of this, they seek employment with only their high school diploma and are limited in their career options and upward mobility opportunities.

Within both these populations, the opportunity to pursue a degree or certificate cost-free will enable them to reach beyond their current situations and open doors to careers most believe out of reach. It will truly have a generational-changing impact.

What are the additional benefits or outcomes expected from this initiative?

Another important outcome of the Raider Champions Scholarship Endowment is the growth of an educated and qualified workforce that local employers can draw from to build a stronger regional economy. As the needs of industries that make up Okaloosa and Walton Counties' economy grow, the need for a workforce to meet their needs grows. In addition to hospitality and tourism, the many components of support for Eglin Air Force Base and Hurlbert Field and the healthcare sector require qualified, well-educated applicants. If our region is going to meet the current needs as well as future growth, it is imperative that we continue to increase the number of residents who have a post-secondary education. Research shows that 85% of those who complete a degree/certificate from NWFSC will remain in the local community.

In communities (states and/or regions) where "free community college" has been established, industry growth has been a direct by-product. In 2014, Tennessee was the first state to adopt this initiative. Since that time, Tennessee has seen one of the fastest rises in their economic growth in the country. Many large corporations have either relocated their headquarters or building a large presence there. These include Oracle, Dell, Amazon, Facebook, Alliance Bernstein, General Motors and others. Near the top of the list for all of these expansions is the state's qualified workforce. This is a direct result of putting post-secondary education within reach for residents.

If you would like to read about this type of program as it is found across the country and the State of Florida, here are some articles.

[A comprehensive catalog of College Promise programs in the United States](#)

[Connecting Promise Programs to Community College Transfer](#)

[Osceola Prosper](#)

[The Indian River State College Promise](#)

[The “Red State” that loves free community college](#)

MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Chris Stowers, Executive Director

DATE: October 19, 2022

SUBJECT: Raider Champions Scholarship Endowment – Prospects

In addition to the correct messaging for the Raider Champions Scholarship Endowment, we (collectively) must identify the right donor prospects.

“Take Flight,” NWFSC’s Major Gift Campaign was initiated in 2018 and raised more than \$13 million through its Trustee & Board, Faculty & Staff, Grants, and “quiet phase” components, identified scores of additional donor prospects. For several months volunteers and staff worked to cultivate relationships and engage interest with members of the community. One of the key elements of this cultivation process was a series of “Leadership Awareness” events held in homes and businesses and hosted by volunteers.

Foundation staff guided the process and accumulated a list of names to invite. A comprehensive list of these names will be shared at the Development Committee meeting.

Since the entire Foundation staff is new since these Leadership Awareness events were conducted, the Development Committee is being asked to:

- Review the list of names
- Provide personal knowledge about the prospects’ level of engagement
- Offer guidance to how best to reengage them
- Volunteer to connect with them