

The Higher Learning Commission Action Project Directory

Northwest Missouri State University

Project Details		
Title	Northwest Capital Campaign	Status DRAFT
Category	2-Accomplishing Other Distinctive Objectives	Updated
Timeline		Reviewed
	Planned Project Kickoff 09-19-2012	Created 09-17-2012
	Target Completion 09-01-2013	Version 1

1: Project Goal

A: To prepare and complete a campaign feasibility study that identifies and aligns University funding priorities in a campaign case statement. This case will be tested through 50-60 top donor prospect interviews to determine if the University is ready to embark on a comprehensive campaign.

2: Reasons For Project

A: To determine the likelihood of timing, capacity and goal that such a study will reveal. The last campaign effort was during the University Centennial in 2005-06. It is time for the University to launch another comprehensive campaign that will address its future funding initiatives while elevating private support and aligning student success and university wide marketing efforts.

3: Organizational Areas Affected

A: The Northwest Leadership Team (NLT), Deans Council, University Chairs Council, Leadership Roundtable and other key colleagues from the Office of Financial Assistance, University Relations, and Advancement will be directly involved. We will also engage members from our boards: Northwest Foundation, Alumni Association, and Board of Regents. Additional facilitation and consultation support will be led by our campaign counsel via the firm Gonser Gerber.

4: Key Organizational Process(es)

A: 3-step process identify preliminary campaign funding priorities. This involves preliminary meetings in the fall of 2012 between:

- NLT, Deans Council, Department Chairs, and other university leaders
- Leadership Roundtable
- Other key colleagues involved from the Office of Financial Aid, University Relations and Advancement.

Each of these meetings will work to determine the priorities for the following three areas:

1. Student Support (scholarship)
2. Academic Programming (academic and co-curricular programs faculty legacy)
3. Learning Environment (capital projects and community impact programming)

Once preliminary University priorities are defined, the following will take place (projected deadlines):

- Align University funding priorities in preliminary campaign case statement (12-31-2012)
- Complete printed case for support (01-30-2013)
- Distribute case to top donor prospects (02-28-2013)
- Interview lead donors in testing the case (03 & 04-30-2013)
- Collect, assess and address findings for the readiness report (05-31-2013)
- Present findings of the study (06-30-2013) - Refine the case and secure lead gifts

Board and donor engagement will inform, inspire and qualify gift interests in support of such campaign initiatives.

5: Project Time Frame Rationale

A: The University closed its last Capital Campaign successfully in 2006 (\$21M goal and ~\$40M raised) and currently faces budgetary challenges and efforts call for a campaign to elevate private gift support from individuals, corporations and foundations. In the past two years combined, Northwest Missouri State University has addressed 13.2% (over \$4.1M) in decreases to its budget base appropriations, and through that, we have made significant progress in strengthening our financial position while holding the line on tuition. While the funding structure for higher education evolves, private support is more important than ever. A campaign will engage many donor possibilities to advance our institution. These will range as interests in support of our students through scholarship, academic program support, capital projects and infrastructure needs. Through the efforts in preparing for a comprehensive campaign, a readiness assessment will concurrently assist and align to the overall campus objectives through strategic, master facility, and enrollment planning. Preliminary meetings and action items are being implemented this fall and will conclude by the end of FY 13.

6: Project Success Monitoring

A: Progress will be monitored by the completion of our case statement, interview responses by our top donor prospects, and timing, findings, interests and commitments to elevating our campus during a preliminary “quiet phase” and subsequent “public phase” of a comprehensive campaign. Once the readiness study is complete, the timing and goal will be established. This will mark the beginning of our counting through the “quiet phase” looking to amass pledges and gift fulfillments nearing 60-70% of goal. Once we reach this we will begin our “public phase” announcing such gift success and testimonial support that will inspire all others publically to participate and bring us to 100% of goal.

7: Project Outcome Measures

A: From an action project completion perspective, the overall outcome measure will be the findings from Campaign Consultant Gonser Gerber relative to readiness of launching a Capital Campaign – we anticipate this to be in place before the beginning of the 2013-14 Academic Year and thus this action project is intended to be one-year in length.