

A thick, gold-colored swoosh graphic that starts from the bottom left corner and curves upwards and to the right, spanning across the lower half of the page.

Building North Iowa's Future Today





Top left
Honorary Campaign Co-Chairs
Eugene and Mary Sukup



Top right
Honorary Campaign Co-Chairs
Pat and O. Jay Tomson



Right
Campaign Co-Chairs
David Steffens, Jr. and
Vicki and Gary Wattnem

A Message from Our Campaign Chairs

As a nationally recognized leader in education, NIACC has been an integral part of the fabric of North Iowa for nearly 100 years. Providing the very best in educational resources and opportunities is a direct result of NIACC's vision and commitment to excellence. To continue as a leader in education and partnership, NIACC must be responsive to the evolving needs and challenges of students and employers.

We recognize the importance and value of NIACC's service through its superior education, partnership, and leadership, and we have reached a crossroads where critical enhancements must be made in order for the College to stay the course as an educational leader. Therefore, we are excited to serve as Honorary Co-Chairs and Active Co-Chairs for the **Keeping NIACC First Capital Campaign!**

Following the counsel of area business, industry, and community leaders, we knew NIACC needed this campaign effort to provide for the critical enhancements the College needs to sustain and grow its services. The priorities where we can make the most impact with our Campaign were clear:

- Science, Technology, Engineering, and Math (STEM) classrooms and lab equipment
- Health Simulation facilities and equipment
- Diesel facility
- Piano upgrades and music enhancements

As you read through the included materials, you will learn more about each of the critical initiatives listed above and what must be done to help make NIACC the best it can be for students.

Internal commitment to NIACC has reached unprecedented levels of support with 95 percent participation by faculty and staff in the annual fund which significantly surpasses the community college national average of less than 50 percent participation. Plus, campaign participation among leadership is extraordinary with 100 percent participation by the NIACC Board of Directors, the NIACC Foundation Board of Directors, and the NIACC senior leadership team. Those most involved with NIACC enthusiastically support the College's mission, accomplishments, and future.

Meeting these challenges will also require a concerted effort from all of North Iowa and those who support NIACC. In the coming weeks, volunteers will visit friends, alumni, employers, and supporters of the College to discuss these critical enhancements that NIACC needs to continue in our leadership role.

We believe in NIACC and want to offer you the opportunity to invest with us as we begin to build the future today. Please join us in **Keeping NIACC First!**

Eugene & Mary Sukup

Eugene and Mary Sukup
Honorary Campaign Co-Chairs

O. Jay & Pat Tomson

O. Jay and Pat Tomson
Honorary Campaign Co-Chairs

Gary & Vicki Wattnem

Gary and Vicki Wattnem
Campaign Co-Chairs

David Steffens, Jr.

David Steffens, Jr.
Campaign Co-Chair

NIACC Board of Directors Requests Your Help in Keeping NIACC First

We encourage you to join us as participants in the *Keeping NIACC First Campaign* to show your support for NIACC as a vital leader, faithful partner, and valued educator in North Iowa. As representatives of our North Iowa communities at NIACC, we have worked to guide our community college to serve our region. Over a two-year period, we took part in an effort to identify the needs of the College, and we held extensive conversations with hundreds of North Iowa citizens about those needs, associated costs, and likely support. As a result, although over \$26 million in enhancements were identified, the scope was reduced to a more manageable, sustainable, and achievable goal of \$15 million. Within that goal, NIACC has identified critical initiatives to move the College forward in the 21st Century, and we enthusiastically support those key areas of need, including a renovated STEM wing, a health simulation center, a diesel facility, and upgraded pianos and music enhancements. Please help our College continue to create the biggest and best impact on our region possible by making your commitment to the *Keeping NIACC First Campaign*.

NIACC Board of Directors:

David Steffens, Jr.
Board President
Lake Mills

John Rowe
Board Vice President
Mason City

Dean Cataldo
Garner

John Heilskov
Hampton

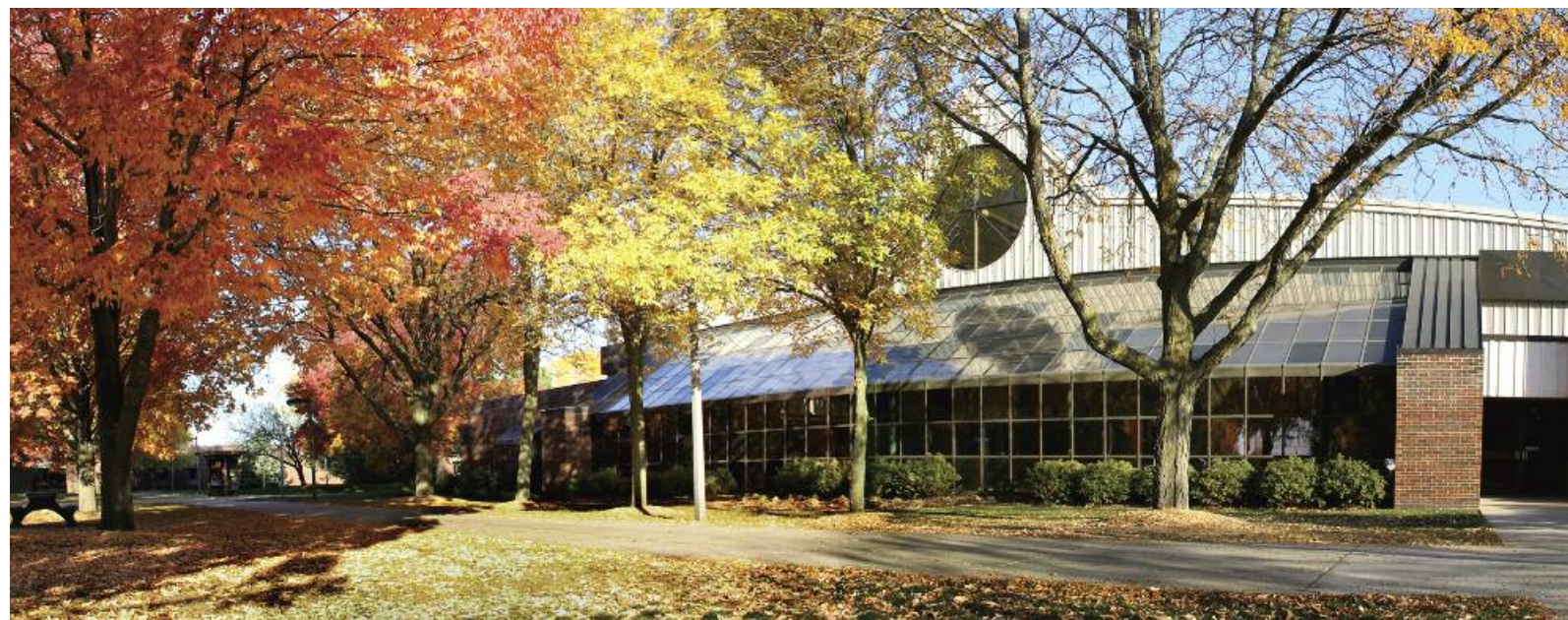
Karen Knudtson
Mason City

Doug Krabbe
Osage

Jim Niemants
Clear Lake

Toni Noah
Charles City

Jean Torgeson
Manly



Dean Cataldo



John Heilskov



Karen Knudtson



Doug Krabbe



Jim Niemants



Toni Noah



John Rowe



David Steffens, Jr.



Jean Torgeson

NIACC Foundation Board of Directors Requests Your Help in Keeping NIACC First

As members of the NIACC Foundation Board of Directors, we work to advance the NIACC Foundation mission to strive to enable students to attend North Iowa Area Community College and to enhance programs and activities of the College. In doing so, we ascertain community backing for various projects, and we also volunteer our time and financial commitments to make the most significant difference we can for NIACC and North Iowa. Today, we face one of our most important efforts. We reviewed the results of the NIACC Board of Directors' initial conversations with citizens about key projects and enhancements needed to move NIACC into the 21st Century. All indicators pointed to an overwhelming level of support to help build North Iowa's future today by embarking on the *Keeping NIACC First Campaign*. Thus, a silent phase of the campaign began, and we are pleased to report its success! Just as the silent phase has indicated that our communities support this campaign, we also passionately support the vital projects identified in the campaign: a renovated STEM wing, a health simulation center, a diesel facility, and upgraded pianos and music enhancements. Please help the NIACC Foundation continue to enhance NIACC's programs and activities which enable students to attend the best version of the College by making your commitment to the *Keeping NIACC First Campaign*.

NIACC Foundation Board of Directors:

Phil Garland Board President Garner	Patricia Galasso Clear Lake	Nancy Prohaska Clear Lake
Kim Pang Board Vice President Mason City	Darshini Jayawardena Mason City	Larry Pump Charles City
Kristy Arzberger Plymouth	Karen Knudtson Mason City	Cathy Rottinghaus Charles City
Jean Brumm Osage	Denise Kuhn Charles City	Pat Sackville Hampton
Leon Christianson Lake Mills	David McLinn Mason City	Lewis Schaal Belmond
Bill Cooney Clear Lake	David Moore Mason City	Emily Schmitt Clear Lake
Eugene Christianson Thornton	Jack Nielsen Mason City	Dave Zrostlik Garner
Tom Edgington St. Ansgar	Jim Niemants Clear Lake	



Left to right
• Larry Pump • Kristy Arzberger • Tom Edgington • Nancy Prohaska • David McLinn • Karen Knudtson
• Jack Nielsen • Pat Sackville • Jim Niemants • Jean Brumm • Leon Christianson • Denise Kuhn
• Eugene Christianson • Phil Garland

Not shown
• Bill Cooney • Patricia Galasso • Darshini Jayawardena
• David Moore • Kim Pang • Cathy Rottinghaus
• Lewis Schaal • Emily Schmitt • Dave Zrostlik



Keeping NIACC First Means Conducting a STEM Wing Renovation

In order to provide quality STEM (Science, Technology, Engineering, and Math) programming, a remodeling and expansion of the existing facility is needed to meet the teaching and learning needs of today's students. NIACC's science wing was added to McAllister Hall in 1979, and the used equipment installed in that area was

donated to NIACC by Mason City High School. Today, 36 years later, our students still use that donated equipment in those antiquated classrooms and labs while they learn about the latest technology and information available in the 21st Century. It's time to align the level of innovation in our facilities and equipment with the level of innovation provided for students by our instructors and course content.

In fact, one of the greatest needs at NIACC is to remodel the science wing which in turn entices students to attend the College by creating better student-faculty collaboration, maintaining the excellent reputation NIACC has for students trans-

ferring to a four-year institution, and supporting STEM courses that serve as the framework for a multitude of academic majors and programs across the campus. To be a leader in STEM education, we need to have the best facility we possibly can.

Replacing the aging infrastructure with modern facilities and technology in a flexible space would provide an opportunity for students to experience more applied sciences. This might occur when students work with our advanced manufacturing; for example, it would then allow students in math and science courses to apply their education in real-world settings to develop things such as 3-D printing models or enhance skills on CAD (Computer-Aided Design) and other highly developed activities utilized and demanded in current work force needs. Transfer students working with career program students on joint projects would simulate work force situations to help students acquire more skills and experience with teams.

STEM courses are woven through areas such as agricultural science and technology which is growing across the nation, and the College is ideally located for students preparing for dynamic careers in the agriculture industry. Plus, other STEM-based programs, such as the mechanical engineering and design, robotics, cybersecurity, tool and die, and health career programs, are also seeing great demand with graduates obtaining jobs in Iowa and across the United States. We are proud to report that 97 percent of NIACC career and technical graduates successfully obtain jobs. We need to give them the best and most flexible learning facilities available.

An updated STEM wing will allow NIACC to continue to support those initiatives through the North Central STEM Hub at the collegiate and secondary levels. A new facility will help support the community through NIACC's Lifelong Learning Institute and expand scientific literacy in North Iowa. A new facility will also support STEM business and industry to train employees and develop new programs to support the needs of current and future STEM businesses. As you can see, **Keeping NIACC First** means a STEM wing renovation at the College.



Did You Know?

- NIACC has long enjoyed strong transfer relations with Iowa's three Regent institutions (University of Iowa, Iowa State University, and University of Northern Iowa) in the areas of math and science. The remodeling and expansion of our current facility will strengthen and enhance our ability to prepare students to successfully transfer to our Regent partners in the fields of science, technology, engineering, and mathematics.
- Employment opportunities in the STEM fields are exploding! The Iowa Workforce Development STEM Jobs microsite reported May 2015 that there are 6,771 STEM job openings in Iowa, and North Iowa boasts many great opportunities in the STEM fields. The bioscience and biofuel companies in North Iowa continue to struggle to find the highly skilled employees necessary to support and grow their businesses. This project will enhance NIACC's ability to provide training and education for the rapidly changing bioscience industry.
- STEM education has been identified at the national and state levels as a critical component to the future success of our region and our country. Changes in the delivery and use of technology in the classroom require remodeling and renovation of NIACC's outdated space to accommodate modern teaching methods and a changing learning environment.



Kayla Branstad
Northwood

A NIACC Student's Perspective...

"I consider myself lucky to have had access to the equipment we did... However, when comparing NIACC to other community colleges in the area, I have noticed NIACC's (equipment and facilities) are quickly becoming outdated... (If it were) more up to date, one's education would follow in the sense that it would be more up to date as well. I think if there was an individual capable of funding the upgrade in the science and math rooms, it would be incredible. It would really make a huge difference in the eyes of a student."

— **Kayla Branstad** is from Northwood and has successfully completed numerous courses in NIACC's current science wing. She plans to graduate from NIACC in May 2016 with her Associate in Applied Science degree and further her education to pursue a career in dental hygiene.

Keeping NIACC First Means Adding a Health Care Simulation Center

The demand for skilled health care workers is high and expected to grow in North Iowa. Now more than ever, the call to care for our loved ones and neighbors can be heard throughout the country--especially in areas with aging populations such as North Iowa. NIACC graduates are often the skilled health care

workers who help answer that call. With quality faculty and programs, NIACC is the leading provider for training health care professionals in North Iowa. However, health care simulation for improved training of the future and current work force is critical and is now expected within such education programs. The construction of a state-

of-the-art Health Care Simulation Center is necessary to continue to meet the needs of NIACC students pursuing a career in the health care industry.

Plans for strengthening this area within the College include the addition of a Health Care Simulation Center to provide students with real-world learning opportunities and experiences. The Simulation Center will be a facility that provides real-world experience for health examinations, medical techniques, and emergency simulations. Whether simulating working with a young child in the emergency room or checking the vitals of an elderly resident at a nursing home, students will feel as if they are in a real medical facility during these important learning years.

The health care industry needs nurses with expertise in a variety of specialties. With quality faculty, NIACC is the leading provider for training, offering career programs in Nursing, Physical Therapy Assistant, Medical Assistant, and Radiology Technology. At NIACC, we typically see a 100 percent placement rate for graduates from our medical programs. Our graduates are in high demand at Mercy Medical Center – North Iowa. In addition, Mayo Clinic in Rochester, Minnesota, expects to hire thousands of new health care employees (including those with a specialty in medical records) over the next several years and has made their hiring needs known to NIACC staff.

A new Health Care Simulation Center will tie together a solution for health care workers of the future while also updating the skills of today's health care workers. The project will provide for all those needs by not only supporting NIACC students, but also serving local health professionals and volunteer emergency medical personnel who must meet professional development and state licensing requirements.

As part of this effort, NIACC will recapture and renovate space on campus to create this facility. As you can see, **Keeping NIACC First** means adding a Health Care Simulation Center at the College.

Did You Know?

- Currently, the health care industry is experiencing a serious shortage of health care practitioners and support personnel. The Iowa Workforce Development Middle Skills Job Report indicates there is a shortage of 350 Registered Nurses, 100 Licensed Practical Nurses, and 200 Certified Nurse Aides in North Iowa with an estimated 1,470 openings annually in these three professions.
- In addition to nursing, the Simulation Center will meet training needs of individuals and communities providing Emergency Medical Services. From 2012-2015, NIACC provided EMS, EMR, and AEMT training to 249 individuals representing 50 communities in North Central Iowa.
- The Health Care Simulation Center will expand NIACC's ability to increase and enhance training opportunities for the communities of North Iowa.

A NIACC Student's Perspective...

"It (Health Care Simulation Center) would increase the knowledge base of every nursing student in the program, but I believe it would really help the first-year nursing students get acclimated to assessing real-life clinical situations. For me, the more work I got in clinical situations, the more I learned, and the more confident I became. All the instructors were great, and I always knew that they cared about us and wanted us to do well in everything we did. As a nursing student, I know it would be great to get to work with the same technology that hospitals use. I have no doubt that a simulator will help NIACC build even better nurses than what they already do, and I believe NIACC produces some of the best nurses not only in Iowa but in the surrounding states."

— **David Asche** is from Sheffield and graduated from NIACC in May 2015 with his nursing degree. A few weeks after graduating from NIACC, David began working as a Registered Nurse in the Critical Care Unit at Mercy Medical Center – North Iowa.

David Asche
Sheffield



Keeping NIACC First Means Creating a Diesel Technology Center

Business growth, changing skill requirements, and the aging of the current workforce continue to challenge the region's employers to find and retain quality employees. Many businesses turn to NIACC for help. Labor market studies show there is a need in our area for a Diesel Technology program.

In recent years, the rapid growth of the diesel trucking and agriculture diesel fields has created a shortage of skilled workers in the area of diesel technicians. Employers, such as those in the commercial trucking industry, are in desperate need of quality workers. They need skilled diesel technicians to serve the expanding trucking and

agricultural equipment service industries. NIACC is committed to filling the void of that worker shortage by expanding its delivery of diesel education. However, in order to properly meet the needs of this challenge, NIACC must expand and upgrade training facilities.

In response to industry needs and interest from potential students, NIACC will create an 8,000-square-foot diesel repair facility. The Diesel Technology program is designed to provide training in the diagnosis, repair, and maintenance of heavy-duty agricultural equipment, over-the-road diesel trucks, and other heavy-duty diesel systems. With some early industry commitments, construction on this facility is already nearing completion. However, in order for the facility to be financially solvent, we need your help.

Our rural economy relies heavily upon transportation to deliver the goods and services provided by business and industry in North Iowa. NIACC is committed to building a Diesel Technology Center to provide training for the transportation, maintenance, and repair industry. As you can see, **Keeping NIACC First** means creating a Diesel Technology facility at the College.



Did You Know?

- Discussions with employers in the transportation industry were held as part of the Capital Campaign Feasibility Study. These individuals identified a shortage of workers throughout the industry. These needs are supported by the current and projected job openings in the Iowa Workforce Development Agency's Middle Skills Job Report. There are currently 170 job openings in North Central Iowa for auto repair, diesel repair, and industrial mechanics. This report anticipates 790 openings through 2020 in the field of installation, maintenance, and repair occupations.



Jonathan Trunkhill
Titonka

A NIACC Student's Perspective...

"(The new facility) will provide adequate space for projects and lab demonstrations to be set up. Projects will be in one location and not have to be moved around which will be more convenient and efficient. When I attended NIACC, my instructor was very intelligent and willing to learn along with us on new projects from over-the-road to industrial equipment and agriculture equipment. NIACC has planned for the expansion of their Diesel Technology program to accommodate more students to allow for the program to develop into a two-year degree. It is in the early stages, but there is plenty of potential for growth and great opportunities to hire local students and graduates in the North Iowa area."

— **Jonathan Trunkhill** is from Titonka and graduated from NIACC's Diesel Technology program in May 2015. Following graduation, Jonathan began working as a technician at Ziegler CAT in Mason City.

Keeping NIACC First Means New Pianos and Music Enhancements

The soundtrack for NIACC's music programs and cultural offerings flows in harmony with the outstanding musical heritage North Iowa is known for due to a long tradition of producing successful performers, educators, and composers, including Meredith Willson who made Mason City famous as River City in

the Broadway musical and film *The Music Man*. In order to keep NIACC's superior musical reputation on key, we need to secure new pianos and make enhancements to our music programs. As part of our commitment to excellence in music and performance, we must take steps to improve the quality of the pianos which are critical instru-

ments for instruction and performance for students and professional performers scheduled at the North Iowa Community Auditorium.

The music programs and facilities at NIACC have made significant and lasting contributions to this heritage. Here, students can enjoy a variety of instrumental and vocal music opportunities whether they choose to major in music or participate in music as an elective. Plus, students who major in music fields of study consistently experience success when they transfer to four-year institutions to earn their bachelor's degrees.

In addition to the quality education students receive through NIACC's music programs, the Performing Arts and Leadership Series has called the College home for more than 20 years. The NIACC Performing Arts and Leadership Series offers Tony® Award-winning shows, Grammy® Award-winning artists, comedy, and internationally acclaimed speakers.

NIACC's fleet of nine pianos has served the College for decades; the oldest piano is 48 years old, and the average age of a piano in the fleet is 32 years old. These pianos are presently nearing the end of useful life with several of them suffering from cracked keyboards which makes replacement a better option than attempting repairs. In order to care for the pianos, enhancements to maintain humidity and temperature controls and monitors must be structurally included to protect the investment in the future so the pianos last long-term and do not see stresses as in the past. The wooden sound board on a piano prefers temperature and humidity to remain relatively constant for a long, healthy life. The added humidity control equipment will ensure our piano upgrade will be protected and give the new instruments a long and productive life. Upgrading the pianos and providing for enhancements in the music area will help to preserve and strengthen NIACC which benefit all of North Iowa.

As part of this effort, NIACC will make needed upgrades and improvements to develop cultural opportunities for our students and the North Iowa region. As you can see, **Keeping NIACC First** means adding new pianos and music enhancements at the College.

Did You Know?

- The College's pianos are critical for individual student development, ensemble rehearsals, and bringing many great performances to the North Iowa community.
- NIACC provides vocal music performance opportunities for majors and nonmajors through two ensembles. The Concert Choir is a nonauditioned ensemble which performs a Winter Concert in the fall semester and the annual variety show, Quodlibet, in the spring. In Spring 2015, Quodlibet celebrated its 40th anniversary. The NIACC Singers, our auditioned show choir, performs choreographed pop music and contemporary acappella numbers. The NIACC Singers have international tours every other year and perform on and off campus around the region. Upgraded pianos and music enhancements will help continue to make these magnificent learning opportunities available to students.
- Students can join up to three instrumental music ensembles at NIACC – the North Iowa Concert Band, the North Iowa Symphony Orchestra, and NIACC Jazz Ensemble. The North Iowa Concert Band presents at least one major performance each semester. The North Iowa Symphony Orchestra generally performs three times a year with one concert for the children of the area elementary schools. The NIACC Jazz Ensemble concentrates on improvisation, swing interpretation, and jazz repertoire from 1930 to the present and performs one or two major concerts each year as well as hosting the NIACC Jazz Festival. The Concert Band and Symphony Orchestra are composed of NIACC students and community members from North Iowa, and membership in the Orchestra and Jazz Ensemble are by auditions only. Providing students with needed music enhancements and upgraded pianos will improve the music education experience for our students.



Sage Lenertz
Hampton

A NIACC Student's Perspective...

"When I started at NIACC, it was my interaction with the piano that really helped me decide that music was the path I wanted to pursue. The music department at NIACC allowed me to be involved in many different areas and also provided me with a quality education in music theory and aural skills. The piano is an important tool for music students... Students practicing their craft at the piano benefit from a quality instrument that allows them to increase their artistry. Quality pianos are also a necessity for students in aural skills and music theory who use the piano as a tool in building their aural and visual analysis of music. To anyone looking for a way to make a lasting difference and benefit current and future students at NIACC, I would encourage them to donate to this cause. A donation will have lasting benefits for a large number of students and community members for years to come."

– Sage Lenertz is from Hampton and graduated from NIACC as a music education major in May 2013. Following graduation, Sage transferred to Simpson College where she continues to pursue her bachelor's degree in music education. After completing her student teaching and earning her degree, Sage plans to teach middle school or high school band in Iowa. After a few years, she is also considering continuing her education in graduate school.



Institutional Snapshot



Significant Factors

- Started as Mason City Junior College in 1918
- Nearly 30,000 graduates since 1918
- The largest institution of higher education in North Iowa
- Five outreach centers (Charles City, Garner, Hampton, Lake Mills, and Osage) provide additional programming
- NIACC is made up of 223 employees from 36 North Iowa communities

Enrollment

- Enrolls nearly 3,000 students in over 28,000 credit hours each semester
- Part-time students (enrolled in fewer than 12 credit hours) make up 52% of the student body
- High school enrollment includes 975 students
- Chosen by 29% of area high school graduates in the fall semester immediately following graduation
- Chosen by 75% of area students within five years of high school graduation



- Over 1,500 students enroll in at least one web class per semester
- Classes average 20-30 students
- Offers more than 30 student clubs and organizations
- Approximately 250+ students participate in intercollegiate athletics (volleyball, men's soccer, men's and women's basketball, baseball, softball, wrestling, men's and women's track, men's and women's cross country, and men's and women's golf)

- Student housing accommodates approximately 400 students (new facility built in 2014)

Excellence and Quality

- Quality programs and services for almost 100 years
- Nationally ranked community college receiving four rankings between 2012 and 2014, including being placed in the top 10% of all community colleges nation-wide by the Aspen Institute College Excellence Program (2012 and 2014)



- Nearly 1,000 students and more than 50 alumni have been honored over the past 25 years through the NIACC Alumni Association's Pathways to Success program
- More than 1,200 students have been inducted into the Phi Theta Kappa international honor society in the past 10 years

NIACC Saves Families Money

- Students who graduate from NIACC before transferring to a four-year institution can save more than \$8,000 for the same bachelor's degree they'd get if they had started at the four-year school
- \$1,041,957.27 was given in student scholarships through NIACC and the NIACC Foundation during the 2014-15 academic year

NIACC Entrepreneurial Impact

- 482+ new business starts
- 1,588+ new jobs created
- \$4 million raised by NIACC's Pappajohn



- Center for North Iowa Venture Capital Fund
- 40,404 entrepreneurship program participants since inception (1997)

NIACC Careers

- Offers over 50 one- and two-year career program options
- 97% of NIACC's career and technical graduates get jobs
- 91% of NIACC students continue to live and work in North Iowa

Continuing Education (noncredit)

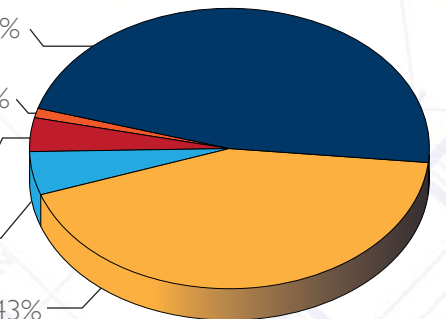
- More than 2,000 classes offered annually
- 21,000 enrollments are recorded across the district annually
- \$7,745,000 in training through the Iowa New Jobs Training (260E) Program has helped to create 978 new jobs at 20 North Iowa companies since 2010
- \$647,192 in training through the Iowa Jobs Training (260F) Program has helped train 1,049 current employees at 41 North Iowa companies since 2010
- Outreach centers are located in Charles City, Garner, Hampton, Lake Mills and Osage
- On average, 400-500 North Iowans participate in Adult Basic Education programs annually

- Up to 75 people earn their High School Equivalency Diploma (HSED) from NIACC every year

Finances

- General Fund Revenues (FY14)

- Tuition and Fees = 47%
- Federal Support = 1%
- Local Support = 5%
- Other = 4%
- State General Aid = 43%



- Over the last 10 years, tuition and fees have increased 48% (\$105 in 2006-07 to \$155.75 in 2015-16)
- In 2014-15, 77% of NIACC students received some type of financial assistance
- Average Iowa community college tuition and fees are now 11th highest in the nation

Student Demographics (Fall 2014)

- Ages range from 14 to 61 with an average age of 21
- 55% are women and 45% are men
- 92% of students are from Iowa

Capital Campaign Questions and Answers

Why is NIACC conducting the *Keeping NIACC First Campaign*?

While NIACC has been an extremely cost-efficient College, traditional revenue sources will not support NIACC's need to continuously improve and maintain its stellar reputation with students and business for the outstanding education and training it provides. NIACC enjoys a "Top 20" reputation across the nation, but its facilities are aging and future needs of business, industry, and students look different than in the past. Through a strategic planning process with staff, faculty, Board, and community leaders, NIACC identified over \$26 million in possible enhancements. Following conversations with over 100 community leaders, citizens, businesses, and politicians throughout North Iowa, that number was reduced to reflect the priorities identified and that a number the Board members, faculty, staff, alumni, and friends deemed most important and were willing to support. Thus, the NIACC Board and the NIACC Foundation Board decided to conduct the second major gifts campaign concluding with a celebration of the 100th anniversary of the College in 2018.

Who is conducting the *Keeping NIACC First Campaign*?

The College's elected Board of Directors and the NIACC Foundation's Board of Directors jointly decided to conduct this campaign. College/Foundation staff members are assigned to manage the Campaign with direction and support. The Foundation Board and College decided to avoid the cost of hiring a professional fund-raising firm and elected to utilize local community volunteers to conduct the Campaign and to reach the goals. The need is great, and the support from the community and volunteers has been enthusiastic and strong. The local leadership is confident in leading and directing the Campaign to a successful conclusion.

What is the NIACC Foundation?

The NIACC Foundation was formed in 1968 as a tax-exempt nonprofit organization to raise money to assist the College and its students. Currently, 23 North Iowans serve on the Board of Directors and represent all the counties in the College's service area. The Foundation Annual Report, published in the NIACC *InTouch* magazine in the fall, provides additional information as does its website located at www.niacc.edu/foundation.

As a Tax-Assisted College, why does NIACC need to raise private dollars?

NIACC is tax-assisted, not tax-supported. As a percentage of total revenue, state assistance has declined from 54.5 percent in 1984 to 43 percent in 2014. Yearly state increases do not cover increased annual operating costs let alone provide support for campaign initiatives. All of the truly distinctive facilities on the NIACC campus supporting its strong programming have been supported with private gifts. Tax revenue is not enough to maintain the exceptionalism of the College let alone position it to meet the demands of the 21st Century. Only private donations make this possible.

Why not just raise tuition and fees?

While the College Board is committed to keeping tuition and fees as low as possible due to diminished state funding, tuition and fees have had to increase. Over the last 10 years, tuition and fees have increased 48 percent (\$105 in 2006-07 to \$155.75 in 2015-16), and Iowa college graduates are "high on the list" of student debt.

Doesn't NIACC also receive revenue from property taxes?

Yes. The property tax is 20.25 cents per 1,000 in valuation. This money cannot be used for tuition and allows for enough funding to maintain our facilities some expansion/rehabilitation, but it is not enough to fully meet the changing needs of our communities, businesses, and students.

Will the campaign accept multiyear pledges?

YES! Multiyear pledges (5 years or less preferred) enable investors to make more significant investments than might be possible with one-time cash gifts. The pledge option also provides investors more time to create endowed funds that will leave a permanent legacy, if so desired. Our Foundation staff can provide details on endowment funding.

Does the campaign want only cash donations?

NO! We encourage individuals to give serious consideration to noncash gifts such as annuities, stocks, bonds, land, real estate, trust, retirement funds, in-kind gifts, etc. Appreciated assets can provide tax advantages as can IRA distributions. Other options include planned gifts through a will, life insurance, or creation of a trust. We suggest that investors discuss these gifts with their tax, financial and legal advisors, as well as with our Campaign staff to determine the kind of gift that will best suit their personal circumstance and be of maximum benefit to NIACC. The NIACC Foundation has a variety of brochures providing additional information of gifting options.

Does the Campaign only want large donations?

Any amount is welcome. Giving is a very personal matter; no one should overextend themselves through donations. The College has appreciated the many small gifts that have been given to the NIACC Foundation over the years, and all of those small gifts have added up and provide short-term benefit to students in scholarships and long-term benefit in helping keep NIACC First in many ways.

Can I designate my gift for a particular purpose?

Absolutely! Gifts can be given without restriction, a preferred method, which allows the NIACC Foundation to meet the most immediate needs of the College. Or, gifts can be designated for a particular facility, area, project, or program of the College. Simply indicate on your pledge card if

you want to direct your gift to one of the major initiatives or to a specific area of the College--or even to be unrestricted for best use.

Are there opportunities for named or memorial gifts?

Many opportunities are available for investors to make named gifts or gifts in memory (or in honor) of a loved one or respected individual. Investors interested in these kinds of gifts should contact the Foundation Office. A list of naming opportunities will be made available.

How can I make a gift to the Campaign?

Just complete and return your pledge card to the volunteer who visited you or return it to NIACC Foundation Office.

How long is this Campaign going to last?

It is expected to be completed in time to begin construction and complete the renovations/additions in time to celebrate the 100th anniversary of the College in 2018. Ideally, it is expected to last 6-12 months to meet with all the identified prospective donors.

How will investors be recognized?

All donors will be recognized on our Campaign donor wall and will be listed in our Foundation Annual Report. Specific gift amounts will not be listed, but donors will be recognized and grouped within gifting ranges on our historical donor wall, and all donors will be recognized on the Campaign donor wall. Named endowment funds provide a perpetual recognition opportunity. Those donors wishing to remain anonymous may do so.

How will donors be kept informed of the Campaign progress?

Information will be shared on the NIACC website and the NIACC Foundation website. Articles and press releases will be submitted to the local media as well.

Ways To Give

Ways To Give

Making a charitable gift to the **Keeping NIACC First Campaign** is an important and personal decision. There is much satisfaction in giving that comes from knowing through your gift you are investing in the lives of students, area employees, individuals, businesses, and organizations that depend upon and benefit from the mission of NIACC.

We hope the following information will be helpful as you consider the various ways in which you may support the **Keeping NIACC First Campaign**.

Gifts are investments in the future of the College and North Iowa in the form of monies or property given without any expectation of any direct return value or other compensation on the part of the donor. Restricted gifts are used in accordance with the parameters set forth by the donor in consultation with the College and Foundation. Unrestricted gifts allow the NIACC Foundation to support the College and utilize the funds toward the projects identified in the Campaign literature or other needs of the College.

Types of Gifts

Pledges: Future gifts of monies or property. The NIACC Foundation will accept pledges to support the **Keeping NIACC First Campaign** up to five years in length.

Cash: Currency, check, and credit cards are acceptable methods of payment.

Grain/Livestock: Corn, soybeans, or any commodity the College could sell.

Appreciated Stocks and Bonds: Shares of publicly traded companies.

Real Estate: Gifts of property: agriculture, commercial, or residential.

Matching Gifts: Employers may have matching gifts programs to match their employees' gifts to the College.

Retirement Savings: Naming the College as a beneficiary of an IRA, profit sharing, or other retirement plan can be an effective tax strategy. First, consult your tax advisor.

Life Insurance: Naming the College as a beneficiary.

Planned Gifts:

Naming the College through a will or utilizing many of the vehicles that are available such as Charitable Gift Annuities, Charitable Remainder Trusts, or Charitable Lead Trust. The NIACC Foundation website provides additional information on these gift options and other options for gifting. You can even compute a hypothetical Charitable Gift Annuity which can provide the donor with income for life and a residual gift to the NIACC Foundation at one's death. You can have a calculation provided online, in the privacy of your own home, to get a preview of the income you would receive, the possible tax benefit, and the residual expected gift to the College. Check it out at www.niacc.edu/foundation, click Gift Planning and then select Gift Illustrator.

Of course, another good option is calling the NIACC Foundation Office for information and advice. Tax and legal advice must come from one's own professional advisors as the NIACC Foundation does not provide tax or legal advice.

If you plan to include NIACC in your will, the preferred legal bequest language for the NIACC Foundation is:

"I bequeath to the North Iowa Area Community College Foundation, EIN 23-7023677, presently at 500 College Drive, Mason City, Iowa 50401, (written amount, percentage, fraction of estate or description of property) for its unrestricted use."

Making a charitable gift to the **Keeping NIACC First Campaign** is an important and personal decision. There is much satisfaction in giving that comes from knowing through your gift you are investing in the lives of students and area employees.



Dear Donor,

I'm sure you are aware of the important role North Iowa Area Community College (NIACC) plays in helping people whose lives are impacted by the education, leadership, and partnership the College provides. NIACC continues to be challenged to offer outstanding academic and career programs with limited funding from the State, a small amount of local property tax, and our desire to minimize tuition increases for students. It is only through the generosity of our benefactors that we can continue to make our College a model of excellence.

NIACC will celebrate its 100th Anniversary in 2018, and everywhere you look on campus, you find evi-

dence of the private investment which has allowed the College to be a unique and exemplary educational institution. The Pappajohn Center; the Murphy Manufacturing Center; the Muse Norris Conference Center; the North Iowa Community Auditorium, and the Recreation Center are examples of the generosity and support of business, industry, foundations, and private citizens supporting the College and its mission.

The goal of our **Keeping NIACC First Capital Campaign** is \$15 million of which the College has identified and earmarked \$5 million internally, leaving \$10 million needed from private investments and grants. Reaching our goal in this Campaign will allow NIACC to enhance our health care, diesel, music, science, technology, engineering, and mathematics facilities to continue providing quality educational programs. Through such improvements, students in these core and emerging critical fields will have modern facilities and equipment to learn the skills needed for success. Without the continued support of generous donors like you, these needed facility improvements will likely go unmet.

We also have a razor-sharp focus on helping employers fill the gap of middle-skilled workers in North Iowa. During the economic downturn, people turned to NIACC more than ever. We train people and help them get back to work.

- 97% of NIACC career and technical graduates obtain jobs.
- 91% of NIACC students continue to live and work in North Iowa.
- Since 2010, NIACC has supported the creation of more than 950 jobs in North Iowa and \$7.75 million in job training funds for these new positions.
- Since 2010, NIACC has assisted employers by providing \$647,000 worth of training to 1,049 incumbent workers throughout North Iowa.

In order to continue making a positive difference in the lives of our students, it is vital for this Capital Campaign to succeed. I encourage you to make a donation to the **Keeping NIACC First Campaign**. By making a tax-deductible donation to our Capital Campaign, you'll be directly contributing to the success of future generations of students who will in turn contribute to the long-term success of North Iowa.

NIACC is depending on your assistance and generosity to provide for the educational needs of our students and the communities we serve. Please be assured that your contribution will be put to good use to provide the facilities needed to prepare students for further education and employment.

Regards,

A handwritten signature in blue ink that reads "Steven D. Schulz". The signature is fluid and cursive, with a large, stylized 'S'.

Dr. Steven D. Schulz
President
North Iowa Area Community College

Together We Can Make these Dreams a Reality for North Iowa



STEM Wing Renovation

One of the greatest needs at NIACC is to remodel the science wing which in turn entices students to attend the College by creating better student-faculty collaboration, maintaining the excellent reputation NIACC has for students transferring to a four-year institution, and supporting STEM courses that serve as the framework for a multitude of academic majors and programs across the campus.



Health Care Simulation Center

The construction of a state-of-the-art Health Care Simulation Center is necessary to continue to meet the needs of NIACC students pursuing a career in the health care industry. The Simulation Center will be a facility that provides real-world experience for health examinations, medical techniques, and emergency simulations.



Diesel Technology Facility

In recent years, the rapid growth of the diesel trucking and agriculture diesel fields has created a shortage of skilled workers in the area of diesel technicians. In order to properly meet the needs of this challenge, NIACC must expand and upgrade its training facilities.



Piano and Music Enhancements

As part of our commitment to excellence in music and performance, NIACC must take steps to improve the quality of the pianos and facilities which are critical components for instruction and performance for students and professional performers scheduled at the North Iowa Community Auditorium.



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Mason City, Iowa 50401
www.niacc.edu/foundation