

**Southeast Tech**  
Southeast Tech Foundation Capital Campaign  
**EXECUTIVE SUMMARY**

**Purpose:**

To provide the School Board information about the Southeast Tech Foundation Capital Campaign and ask for a vote on approval of spending up to \$350,000 of Southeast Tech's reserve funds.

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The Southeast Tech Foundation has been in the process of preparing to launch a capital campaign. After an RFP process this spring, the foundation interviewed three consultants and made the decision to hire National Community Development Services (NCDS). The foundation hired NCDS to do a feasibility study that was conducted over the summer and completed in September. The results of the study found that the Southeast Tech Foundation has asking rights to conduct a capital campaign with a goal of \$4.5 million dollars. The capital campaign will seek resources to fund initiatives that will lead to an increase in enrollment to 3,000 students by year 2022.

The foundation does not have enough unrestricted funding to fund the capital campaign. The Southeast Tech Foundation is requesting that Southeast Tech use reserve funds up to \$350,000 to fund the campaign.

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**Administrative Recommendation to School Board:**

The Sioux Falls School Board approve and authorize Southeast Technical Institute to enter into a contract with National Community Development Services (NCDS) to conduct a capital campaign on behalf of the Southeast Tech Foundation and further authorizes the expenditure up to \$350,000 from the Southeast Tech reserves for capital campaign related costs and expenses.

# Southeast Tech Foundation Capital Campaign

## Fueling Our Future

*A commitment to Sioux Falls Employers*

# Background of Southeast Tech Capital Campaign

## Fall 2016

- Discussions started about a Capital Campaign in conjunction with 50 year anniversary

## Spring 2017

- RFP to select a campaign consultant
- Interviewed 3 applicants
- Selected Tom DiFiore with NCDS
- Sector Breakfast events

## Summer 2017

- Conducted 50 industry partner interviews
- NCDS completed feasibility study and proposal for fundraising assessment

## Fall 2017

- October 10, 2017 Southeast Tech Foundation votes to move forward with approval for campaign
- November 21, 2017 Southeast Tech Advisory Council votes to endorse the Southeast Tech Foundation Capital Campaign and the ask to use Southeast Tech reserve funds to pay for campaign expenses up to \$350,000

# Fueling our Future : 5 Year Plan

## Objective:

*Expand the pipeline of tech career students to fill more high demand jobs to enable Sioux Falls continued economic growth*

## Five Year Goals – to be achieved by 2022:

*Increase enrollment by 30% to 3,000 students*

*Increase degrees, diplomas, and certificates awarded by 50% to 1,375*

*Double Non-White Student Enrollment to 20%*

# Fueling our Future : 5 Year Plan

## I. Increase Enrollment

### 1. Promote Tech Careers and Southeast Tech

- Hire 1-3 career coaches
- Create and execute a professional, comprehensive marketing plan
- Hire and train additional admission staff
- Market, promote and “connect” the Southeast Tech through better more strategic signage – especially along I-29 as outreach and promotion to Sioux Falls residents

### 2. Diverse Student Outreach

- Identify and enlist leaders and influencers in various ethnic communities to ensure students and parents understand the opportunities available through Southeast Tech and accessibility of career training
- Increase admission and enrollment assistance to these populations, especially related to language, completing forms and documents, financial assistance, etc.

### 3. Scholarships

- Continue and expand the industry partnership of Build Dakota Scholarships
- Create new scholarships for specific programs and degrees
- Establish an endowment for future growth of financial assistance opportunities

# Fueling our Future : 5 Year Plan

## II. Industry Connections and Student Success

### 1. Customized Programs to Meet Industry Needs

- Create **opportunities and “pathways” for high school students** through partnerships with the Career and Technical Education Academy, and through the establishment of pre-apprenticeship programs in construction and trades
- Work with industry to create **specialized / customized certificates** that allow entry into specific fields in less than two years
- **Internships, apprenticeships, and other work-study programs** that allow students to work in their chosen careers while earning their degree
- Establish an **Opportunity Fund to ensure Southeast Tech’s future ability to respond and react quickly** to unforeseen industry needs and opportunities, changes in industry techniques / technology, and high impact economic development strategies and prospects.

# Fueling our Future : 5 Year Plan

## 2. Student Success & Retention

- *Establish, staff and operate a Diversity in Tech Education Center.*
  - A partnership with University Center, housed in the former SDSU Nursing School space in Southeast Tech's Health Sciences building
  - Staff and resources to assist diverse student populations with all aspects of their education, including enrollment, financial aid, class selection, housing, part-time employment, etc.
  - Provide best practice and innovative resources to faculty and administrators to enhance their instruction of diverse students
  - ***Goal is to increase enrollment and retention of non-white students at Southeast Tech to at least 20% (2018 enrollment of non-white students is 10.2%) – especially in healthcare programs.***
  - Establish dedicated resources to connect students with ***part-time job opportunities***
  - Ongoing ***research and planning for future capacity needs***, including program expansion, building and equipment needs, student living and amenities

# Our Ask

- Sioux Falls School Board approval to utilize up to \$350,000 of Southeast Tech reserve fund to finance the capital campaign
  - Estimated campaign costs run 8-12%
- Support from the Sioux Falls School Board during the campaign

# Next Steps

## December

- Dec 6 – Sioux Falls School Board approval
- Dec 12 – Southeast Tech Foundation vote to approve 9 month contract with NCDS
- Work with stakeholders to finalize case for support

## 2018

- Official start to the capital campaign
- Finish capital campaign fall of 2018