

# Campaign Planning

BOT Retreat • September 2022



**UNC**

# Campaign Planning

## Accomplishments to Date

- Retained Grenzebach Glier and Associates (GG+A) as campaign counsel
- Completed Readiness Study
- Completed Peer Benchmarking
- Completed Alumni & Donor Data Analysis and Report
- Visioning & Priority Setting Workshops with Campus Leaders Held
- Case Self Study and Interviews
- Development of Case Draft
- Development of Campaign Goal
- \$20 Million Raised!

## Fall 2022 Final Steps

- Test Case for Support
- Leadership Briefings and Donor Interviews
- Final Feasibility Report Completed
- Final Goal Established



# Case for Support

## Priority One: Student-Centered

A central element of our vision for the future of UNC is that this will be the university where students come to complete their degrees. Our track record lends credence to that aspiration. Our students are everyone. They are young adults, parents, and grandparents. They are people of color. They are veterans. They are people who come from low- and middle-income backgrounds. One attribute they share: Their chances of completing their degree would increase if they had greater financial, academic, cultural, and family support.

## Sample Gift Opportunities

- New Scholarships
- Emergency and/or Food Insecurity Grants
- Childcare Grants
- Augmented Mental Health Services
- Stipends for Traditionally Unpaid Work
- Enhanced Student Success initiatives
- Enhanced Bridge Programs
- Open Educational Resources
- Cultural Center Improvements



# Case for Support

## Priority Two: Market-Smart

A key element of our vision for the future of UNC is that this will be the university where students launch successful careers. Fulfilling this element of our vision is imperative – not only for our students, but for the people of our state. Right now, Colorado faces a critical challenge. Our rapidly growing population is up against a significant shortage of key professions — those who serve, treat, heal, and educate. It is a social and economic perfect storm. It is not a storm that is gathering on the horizon. It is a storm that is upon us.

## Sample Gift Opportunities

- Creation of a College of Osteopathic Medicine
- Expansion of School of Nursing
- Funds for Teacher Preparation Programs
  - Diverse Recruitment
  - Student Support
  - Faculty & Facilities
  - School Psychology offerings



# Case for Support

## Priority Three: Community-Engaged

It is essential for the future of UNC that our whole university be engaged with the world — in terms of service, research, culture, and thought leadership. We believe that being engaged in the world begins with our home community — and we also believe that it has the potential for far-reaching impact.

## Sample Gift Opportunities

- Becoming a Hispanic Serving Institution
  - Scholarships for traditionally underrepresented students
  - Student Support Programs
  - Faculty and staff professional development
- Mental Health Service Enhancements
- Community Arts through College of PVA
- Community-Engaged Learning and Research



# Campaign Goal

## Our Goal - \$150,000,000

We have historic aspirations for UNC. We seek to create programs, provide resources, and develop opportunities to ensure that our students can thrive in our environment, earn their degrees, and transition into successful careers and meaningful lives as the bedrocks of their communities. To achieve this, we need to invest. We will invest in supporting students, supporting faculty, adapting curricula, and creating and growing programs. We will face one of the greatest needs in our society by creating a new College of Osteopathic Medicine, and we will enrich the lives of everyone in our community by fostering a dynamic university culture of exploration, inspiration, and connection.

\$50 million	Endowment for scholarships, faculty positions, and leadership positions
\$50 million	Current use funds to adapt programs, renovate facilities, and provide grants
\$50 million	Start-up funding for the College of Osteopathic Medicine, to be joined with funding from the state and other sources



# Your Input!

## Your Input & Reactions

Please share your observations, impressions, and questions.

## Our Questions for You

- Do these initiatives meet the needs of the community, region, state?
- Is our vision clear and compelling?
- Are these initiatives compelling? Why or why not?
- Which of the initiatives resonate with you? Which don't?
- What do you think about embarking on a campaign now? Of this size?





UNIVERSITY OF  
**NORTHERN**  
**COLORADO**

**THANK YOU!**