

Foundation/Advancement/Enrollment Report to the College Council
Central Christian College of KS
June 2024

Prepared by Dr. David Ferrell

Foundation/Advancement/Enrollment

1. **Capital Campaign Goals** – The different projects are a) dining hall renovation (\$800,000), b) residence hall expansion (\$1,900,000), c) rehabilitative & mental health program expansion (\$100,000), d) outdoor fitness park (\$200,000), e) annual fund and scholarships (\$1,500,000 over three years). The three year total for the four projects is \$3,000,000. Adding the annual fund three year total is \$1,500,000 for a grand total of \$4,500,000.
2. **Capital Campaign Current Numbers** - A total of \$2,976,957 (as of Thursday, June 6) has been confirmed as officially pledged toward the campaign. An additional \$365,125 has been officially asked, but not confirmed. On top of this, another \$118,000 was reported on a fall 2022 survey completed by potential donors who indicated an estimate of the amount they could help us on the campaign. We have heard back from Mingenback and they are gifting us \$50,000 toward the dining hall renovation and asking that we reapply next May for 2025 and 2026 gifts. We will also approach the Broadhurst Foundation for a dining hall gift. Other Foundations will also be approached. The dining hall deconstruction and reconstruction is well on its way.
3. **Specific numbers** of note for pledges and cash are: *Residence Hall* - \$795,650; *Fitness Court* - \$175,060; *Curriculum* - \$16,320; *Dining Hall* – \$490,935; *Where Needed Most* - \$1,093,928 (this gives the College flexibility to where it can be applied); and *Annual Fund* - \$198,144 has been pledged. *Other* -\$206,920 - Donors have also had their own projects which are included here. This includes a recent planned gift of \$100,000 setting up an endowed scholarship upon the passing of the alumnus. This equals the \$2,976,857 listed above in number 2. If counting just the four “projects” of \$3,000,000 less \$100,000 pulled from WNM to Annual Fund, \$2,471,893 has been raised or 82.3 percent.
4. **Appointments Made** - Thus far, 201 individual appointments have been conducted by President Favara, Joe Johnston or Dr. David Ferrell (and a couple of other people) with either an individual or a couple.
5. **Software** – We have made the transition to our new software, Bloomerang. We are excited about the possibilities of enhanced productivity this change will bring.
6. **Business Drive** – Joe has conducted the 2024 version of the Central Business Drive. We have topped the \$45,000 goal and are currently at \$48,235 with one \$300 check yet to collect.
7. **Homecoming 2024** – Adriane and Joe and others are busy planning a successful Homecoming. We are planning for a very active 1964 reunion celebrating their 60 year reunion. We may be unveiling our first ever Impact Award. Stay tuned.
8. **HOF 2025** – Hall of Fame has been moved to April 12, 2025. It will not be a part of Homecoming in 2025. Stay tuned for more information.

Admissions on-line/on-ground

- A. **Admissions Numbers** – top of the funnel (apps/admits) have been strong all year. We hit 100 net deposits as of last week's report which represents the second highest deposits we have had at this time in the recruiting cycle over the past 10 years. Area colleges are reporting lower deposit numbers this year compared to last year due to the FAFSA uncertainty so we are blessed. The financial aid process is finally lining up and, in the end, should be more streamlined than in the past.
- B. **Element 451** – transitioning to a new CRM for admissions which will allow more efficiency and effectiveness in developing our own recruiting materials, maintaining our data base and communication procedures. This CRM has AI capabilities as well. This is exciting to learn the possibilities.
- C. **Referral Program** – re-implementing a comprehensive referral program including current students, prospective students, alumni, board, faculty/staff, etc. There appears to be some positive ground being gained through referrals.
- D. **Encoura** – testing the waters with Encoura (formerly NRCCUA) for online lead generation. We are transitioning from Clark which has not lived up to their contract claims. We used extensive data compiled by David Irving to make informed decisions. Encoura finally went live last week.
- E. **Cyber Security/Data Analytics** – starting new programs in these areas. Communication and recruiting is ramping up. Faculty from the business department has made contact with McPherson High School gaining several leads.