

Advanced Technology/Technical Trades Wing Renovation Committee
January 30, 2024
Agenda

1. Welcome
2. Compliance/Reporting
3. Committee Structure
 - a. Planning/Design Team
 - b. Construction Team
 - c. Fundraising Team
 - i. Fundraising
 - ii. Communication
4. Expectations
5. Future Meetings
6. Other

Advanced Technology/Technical Trades Wing Renovation Committee

January 30, 2024

Present: Dr. Washington; D. Alexander; A. Chapman; E. Dominianni; M. Dunneback; P. Eagan; T. Labadie; B. Lueth; G. Pestun; A. Siebers; V. Warkoczeski

Dr. Washington welcomed the group and thanked them for participating. He indicated this group will serve as the steering committee for the upcoming capital campaign. He stated that the group will be creating and driving the message relative to the campaign.

Project Information

- Total dollars: \$39M
 - \$19.5M allocated from the state
 - \$19.5M to be matched by the college
 - College funds to be used first
 - Brian to follow up re: deadline for college to raise the match
 - College to submit documentation re: expenditures
 - State to reimburse after documentation reviewed
 - If project exceeds \$39M, college will provide the additional funding needed, not to exceed 3-5% of the project, pending approval from the State.
 - Construction Project Manager will help keep project within budget
 - Question raised whether equipment is included in the scope of the project
 - Dannie to follow up and advise
 - State dollars can only be spent on infrastructure
 - College dollars to be used for equipment
 - Architectural and Project Manager costs are part of the college's match
- Anticipated project timeline: approximately 3 years
- Architect RFPs to be submitted ASAP
 - Project plans/drawings must be submitted to the state by September 2026
 - Additional concept drawings/renditions needed
 - Hope to have in 30-60 days

Compliance/Reporting

- Must document to the State how funds are being used
- Frequent reporting "check points" throughout the campaign

Steering Committee Structure

- Three workgroups
 - Planning/Design (Dannie to be point person)
 - Will work with the architects
 - Construction (Dannie to be point person)
 - Will work with the Project Manager/contractor

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- Fund Raising (Alisha to be point persons)
 - Fundraising Workgroup
 - Will work with Foundation mainly
 - Communication Workgroup
 - Will work with the Foundation and Marketing Department

Campaign Process

- Silent phase to be launched first
 - Targeting Lead and Major donors
 - Anticipate 75-80% of the match will be raised during this period
 - Approximately/hopefully 1 year
 - Concept Drawings/plans needed for silent phase
 - Major donor identified; ready to commit once drawings/plans have been reviewed
- Public Phase will follow to raise balance of funds needed for the match
 - Detailed communication plan for public and lower-end donors to be developed
 - Messaging to be consistent and regular
 - Campaign Web Page
 - Marketing to monitor
 - Front facing
 - Updates
 - Drone fly-overs
 - Conceptual drawings
 - FAQ's
 - Donation link
 - Social Media
 - Videos – Why KVCC students?
- Will seek additional 10-15% over match amount for deferred maintenance, etc.
 - Dollars raised in excess of KVM campaign went into separate fund for future use
- Naming rights will be available
 - Board policy to be reviewed
- Personnel
 - Fundraising arm will also have Capital Campaign Steering Group with “boots on the ground” workgroups
 - Foundation Directors, college Trustees, Vendors (auto and construction), etc.

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Expectations

- Steering Committee will meet monthly unless otherwise needed
- Steering Committee Charter
 - Dannie and Alisha to develop which will include beginning and end
 - Charter to be submitted to Tracy within the next three weeks
- Workgroups to meet prior to monthly Steering Committee
- Suggestion made to review documents from BHLC campaign
- Communication
 - Faculty communication very important
 - ? Focus Groups
 - Help faculty to understand
 - the entire space, not just specific areas
 - Function of the space drives the physical structure
 - Need to incorporate future needs/"what if's"