



STUDY OVERVIEW

CCS Fundraising is pleased to share this Executive Summary of the North Florida College (NFC) Planning Study Final Report. The Study's objectives were to conduct 50+ strategic discussions with core NFC stakeholders comprising Board members, business leaders, donors, alumni, and community members. CCS conducted 44 strategic discussions to:

- Assess stakeholders' experience with, and perceptions of the College;
- Gather reactions and advice regarding a proposed fundraising campaign;
- Identify potential campaign leaders, donors, and volunteers; and
- Determine participants' willingness to engage in the proposed campaign.

The information provided is the result of these personal discussions. The content of these conversations and individual responses to questions are not attributable to specific individuals.

RECOMMENDATIONS

- Develop a robust "evergreen" Case for Support that includes a clear strategic vision and articulates the **role of philanthropy** and the NFC Foundation in partnership with the College.
- Create a donor engagement strategy to demonstrate the importance of giving, which would include the creation of a **Development Task Force** comprised of community members passionate about philanthropy for the College.
- Strengthen the NFC database to ensure robust, accurate information while increasing engagement with alumni and parents to uncover **new prospects** with existing affinity for the College.
- Although it may be premature for the College to move forward with a proposed fundraising campaign, CCS sees an excellent opportunity to engage in a program to strengthen and expand the culture of philanthropy at the College.

STUDY FINDINGS

PERCEPTIONS & REACTIONS

91%

of participants have a “very positive” or “positive” perception of NFC.

68%

of participants had a “very positive” or “positive” reaction to the Preliminary Case for Support.

54%

said now is the time for the College to embark on this campaign.

WILLINGNESS TO ENGAGE

98%

of participants indicated they would consider a gift to the campaign.

65%

of participants considered the proposed campaign as their “highest” or a “high” philanthropic priority.

90%

of participants would consider volunteering for the campaign.

PRIORITIZED CASE ELEMENTS

When asked to prioritize the two tested case elements, respondents identified their level of prioritization of each on a scale of “highest priority” to “low priority.” The numbers below show the percentage of respondents who indicated each priority as “high” or “highest.”



Main Campus Investment (66%)



Bolstering Service Center Locations (74%)

NFC TOP STRENGTHS:

Quality of Academics

Faculty & Staff

Attention to Students

Nursing Program

Trade Certifications

Parent Engagement

NFC CORE CHALLENGES:

Enhancing Community Presence

Local Economy

Student Recruitment

State Funding

PARTICIPANT COMMENTS

- *“Our kids here in North Florida don’t have the opportunities some other kids have. North Florida College is a local institution that gets our children an education they deserve.” – Former Trustee*
- *“I love the College. My time there changed the trajectory of my whole life. My kids went there, too. But I don’t know what’s going on around there now and haven’t heard from them much.” – NFC Donor*
- *“Our students are not numbers. They are names. We follow them and know who they are. This is a local, affordable school with highly education instructors who care for kids as people.” – Faculty Member*
- *“We must educate the community about the importance of this College and the importance of giving back.” – Corporate Partner*



Thank you to everyone who shared their time, thoughts and perspectives during the study process.

