



**M State Foundation and Alumni**  
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## **Announcement**

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**For Release: Immediate**

### **M State Foundation and Alumni**

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Minnesota State Community and Technical College (“M State”) is creating M State Foundation and Alumni to unify three separate campus foundations – Detroit Lakes Area College Foundation, Moorhead Community & Technical College Foundation, and Wadena Area College Foundation – into a single foundation that will also better address the needs of alumni.

The new foundation is being created to enable M State to face extraordinary challenges in coming years, particularly levels of public funding that are inadequate to the needs of M State. The need for private philanthropy – especially major gifts, capital gifts, and endowments – to fund M State’s programs and facilities will increase dramatically.

Without consolidating its several college foundations into one foundation as well as the determination to implement best practices in fund development program methodologies, it is likely to fall short. Here are some of the salient issues:

- Fund development is fragmented into five separate foundations, with lack of adequate coordination between them much less the pursuit of common goals and objectives.
- The fund development staff is forced to divide support efforts between five foundations, stretching its resources and impeding forward progress in critical fund development methodologies.

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- The foundations have varying levels of compliance with higher-education best practices for fund development programs.
- There is insufficient accountability, such as in the case of foundation board members who continue to serve despite exceeding term limits.
- The existence of five foundations, particularly where increasing numbers of students take classes from two or more M State campuses and online, leads to confusion in the minds of students, alumni, and other key constituents.

The good news is that the rates of growth projected for giving in 2017, 3.6 percent, and in 2018, 3.8 percent, are higher than the average rates of growth realized in the most recent 10-year period ending in 2017, 1.2 percent, and 2018, 2.6 percent. In other words, M State is poised for a substantial increase in charitable giving in Minnesota and, indeed, the United States.

The consolidation of the separate foundations into M State Foundation and Alumni will unify M State's fragmented fundraising efforts and thereby bring to the fund development process a greater efficiency and effectiveness.

M State is also presented with a strategic opportunity with regard to students and alumni. Today's students and tomorrow's alumni see M State as one school with four campuses. Its four campuses attract students who regularly utilize the programs offered by more than one campus and take advantage of online options that span the campuses. Alumni, too, are often perplexed by the existence of five foundations. The new foundation will present them with a unified foundation in support of the college.

The new foundation will also be in a better position to reduce time and expenses as well as increase effectiveness in these areas, among others:

- Gathering and disbursement of larger regional/national gifts and grants
- Bulk purchasing of services
- Audits
- Accounting
- Software
- Broader marketing with regional impact and standard messaging
- Reduction of competition of donor cultivation
- Sponsoring and hosting regional retreats and taskforces focused on increasing private charitable support
- Combined clearinghouse for best practices
- Securement of larger initiatives and greater fiscal earning opportunities
- Standard process across the board for student engagement
- Reduction in duplication of services and processes
- Board recruitment and retention

The creation of M State Foundation and Alumni is underway, with an expert consultant as well as an experienced attorney working with President Kennedy and Denise Laymon, Chief Development and Alumni Officer, to establish the new foundation in the next few weeks.

