

Feasibility Study Summary





Grow Here.
Train Here.
Work Here.



Driving the Present *SHIFTING THE FUTURE*

Automotive Careers Training Center Feasibility Study Overview

The Central Community College Foundation and its consultant, Tom Paulson Consulting (TPC), conducted a feasibility study during the week of September 18-22, 2023, to seek the counsel of business and community leaders to determine if Central Community College should launch a major gifts campaign in central Nebraska. The campaign would support an \$18 million automotive center and establish a \$500,000 automotive careers scholarship and program endowment fund. TPC conducted 51 interviews for the study.

The conclusion of the feasibility study suggests all the key elements of a successful campaign are present, including a high approval rating for the college, a clearly defined case for support for the project, the availability of well-known leadership and a high indication of financial support. The CCC Foundation plans to proceed with a campaign after giving full consideration to the input provided in the report.

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*THIS IS AN ISSUE FOR EVERYONE WHO OWNS A CAR, DRIVES A CAR,
INSURES A CAR, HAS A FLEET OF CARS, LOANS MONEY FOR AUTO
PURCHASES ... ON AND ON!*

- Feasibility Study Participant

”

A lay of the land ... **IN CENTRAL NEBRASKA**



Challenges of the **REGION'S ECONOMY**

- 1 Shortage of workforce
- 2 Affordable housing
- 3 Taxes
- 4 Inflation
- 5 Low wages



94%

of respondents do not believe there will be an adequate number of **technically skilled workers** to meet the demands of the region in the near future (two to five years). Central Community College is viewed as an **integral part** of the solution to close the gap.



90%

of respondents believe the degrees offered by Central Community College are either important or very important in **meeting the needs** for the students in the region.



92%

of respondents have either a positive or very positive impression of **Central Community College**.



84%

of respondents have either a positive or very positive impression of the **administration, staff and faculty** of Central Community College.

“

OVER THE NEXT 5-10 YEARS, OUR INDUSTRY WILL NOT BE RECOGNIZABLE ... DO YOUR BEST TO ANTICIPATE. NEED TO BE AWARE OF THE FACT OTHERS HAVE INVESTED IN THEIR FACILITIES. CCC IS NOW BEHIND. THIS PROJECT IS NECESSARY. IT HAS TO HAPPEN IN ORDER TO RECRUIT AND RETAIN STUDENTS. - Feasibility Study Participant

”

Driving the Present/**SHIFTING THE FUTURE PROJECT:**

The Automotive Careers Training Center at the Hastings Campus is 80 years old. Despite periodic renovations, the facility is no longer able to keep pace with the growing training needs for the region's automotive industry.

CCC has placed a high priority on the construction of a new center to serve the automotive technology and auto body technology programs. The 42,000-square-foot facility will feature modern classrooms, spacious service bays, enhanced lighting, increased safety features, state-of-the-art equipment and advanced training aids.

“

**This is sorely
NEEDED.**

**It is long
OVERDUE.**

- Feasibility Study Participant

”

90%

of respondents have a positive or very positive impression of the proposed automotive center and its potential impact on students, the region and the college.

84%

believe the automotive center will meet the goals and priorities CCC has for its graduates and the region.

“

**Don't wait to start until you have gotten the \$3.5 MILLION,
or the cost of the building WILL GO UP.**

- Feasibility Study Participant

”

The preliminary cost of the center is \$18 million. CCC is able to allocate \$15 million to the project. With the addition of a \$500,000-endowed initiative for a program and scholarship-endowed fund, the unmet need is \$3.5 million.

“Definitely needed. A big selling point is that CCC has \$15 million of the \$18 million needed for the project.” - Feasibility Study Participant

88%

of respondents were very positive or positive toward the CCC Foundation conducting a major gifts campaign seeking **\$3.5 million** from private-sector funding to accomplish this project.

of respondents were very positive or positive toward establishing an endowed fund to **support scholarships and future enhancements** for the automotive and auto body programs.

believe a 12-month solicitation strategy to be well-advised, with pledges given over a **three to five year period.**

“

**The investment is pennies on the dollar
ON WHAT THE AREA WILL GET BACK.**

- Feasibility Study Participant

”

94% of respondents said they would or may make a financial contribution to the project.

84% of respondents stated they personally would or may be willing to participate in the campaign organization in some way.

NEXT STEPS

1. The Central Community College Board of Governors has approved the project to construct the new Automotive Careers Training Center.
2. The Central Community College Foundation Board of Directors has approved the pursuit of a \$3.5 million fundraising campaign.



Message from

Dr. Matt Gotschall

Central Community College President

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A study of this kind yields a lot of information that will not make it into the executive summary. We have heard the feedback and we are using it to inform our decisions about the project as we move forward. At CCC, we will balance the needs of industry with the educational process within the constraints of the resources available to us. We understand the role we play in fulfilling a dire need in the automotive and auto body industries in central Nebraska and know how critical transportation is to get the essential work done throughout the state. As we move forward to maximize our students and communities, we look to you, our partners, to help us achieve this goal.

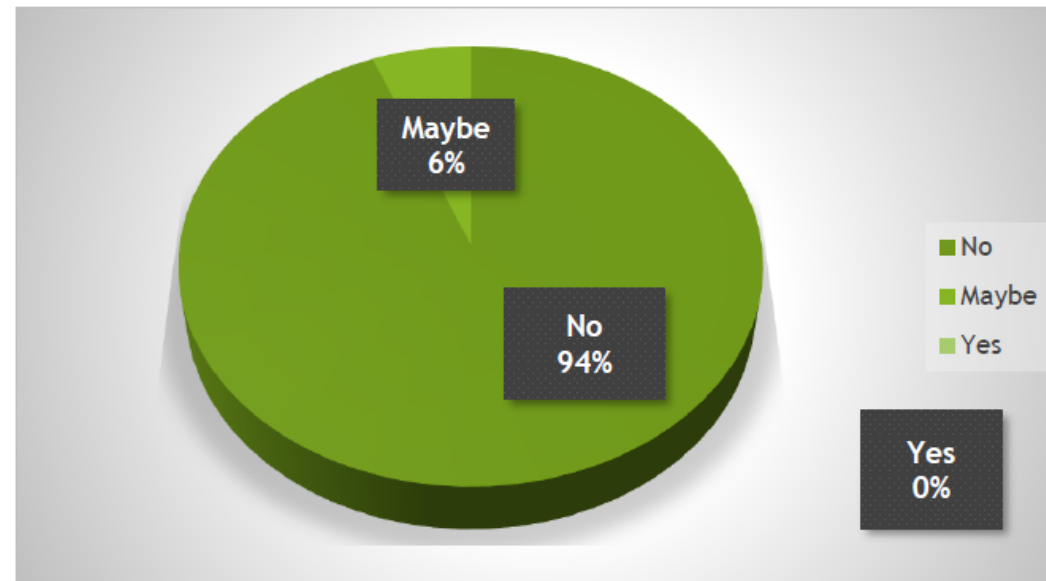
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As part of the project and campaign, THE COLLEGE AND FOUNDATION WILL:

- Approve architectural and engineering firms and continue to meet with industry leaders, faculty and staff to assist in finalizing plans.
- Secure campaign leadership representatives from the service area.
- Develop naming rights opportunities for the facility.
- Develop a full case for support that addresses questions and highlights areas of clarification needed regarding the project.
- Develop a campaign calendar and strategy. A campaign is expected to begin spring 2024.

Will there be an adequate number of technically skilled workers to meet the needs of the region for the next two or the next five years?

The vast majority of those interviewed do not believe there will be an adequate number of technically skilled workers to meet the demands of the region in the near future. Central Community College is viewed as an integral part of the solution to close the “gap”.






Strengths of Central Community College

Student success

Responsiveness to business and industry

Good effort on increasing enrollment



It has always been a result-oriented college

The wide variety of training that is offered

Instructors are local and know what is going on

Leadership of the administration

Alumni success


Keeping facilities updated

Job placement of graduates

Approachable with regard to economic development

Scholarship support for students

Success in fundraising campaigns




Staff and Faculty are very knowledgeable and concerned with the outcome of their students

Areas of Improvement for Central Community College

Continuing education for instructors

Add in-field working to programs by rotating students into work settings and then back into the classroom during their course of study



Improve dated facilities


Keeping instructors and technology relevant

Add dorms to the Grand Island campus

Close the “gap” between what an instructor gets paid and what they can earn employed in their industry.

Need to reach high school students more effectively

Preparing for the future needs of the region and state



Be willing to change as needs change

Employers are desperate for internships

Increase visibility of Central Community College

Connect with business and industry regularly

Continue development of quality programs

Increase trade-based programs in Columbus

Remain abreast of technological advancements in industry

Other Input –

Program/
Project Design
Notes

Invest in Faculty
Training



- With a new facility, Central needs to invest in continuing education for its faculty so they stay current.
- These are highly technical programs and instructors need continued education. We spend 200 hours a year on training each of our technicians, and that is barely enough.
- The program is 25 years old, and is being taught that way. A few are progressive, but the rest need to come along.
- It's like a used car, it might look great on the outside, but it can have serious deficiencies. Having the best building and equipment is only a portion of the job of graduating top-notch technicians.

Other Input –

Program/
Project Design
Notes

Design

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- Need a certain amount of space, lighting, and equipment for frame alignment and ADAS equipment, make sure you make it the right size in the beginning.
 - Preliminary design in the brochure is very hard to see and makes it hard to tell if it will actually be what is needed.
 - Need to get input from those in the industry and implement that input into the design of the center.
 - Look at other new builds around you for ideas.
- ➡ Need to be aware of the fact others have invested in their facilities (Metro & Milford), Central is now behind.
- ➡ Over the next 5-10 years our Industry will not be recognizable...do your best to anticipate.
- Electric vehicles are perhaps not really as practical for Nebraska as other areas, be careful on investing too much into this portion of the equation.

Other Input –

Program/
Project Design
Notes



Comments and
Questions



- I like the design. This will attract students and their parents.
- Has the enrollment in these programs been increasing, dropping...or is it level for the past years?
- There is no dealer specific training in Central's auto program. Can that be incorporated?
- The Right to Repair laws are very impactful and important to the auto body industry. Right to Repair keeps dollars local...repairing a vehicle rather than totaling it and buying a new vehicle not made here.

Other Input – Campaign Case Thoughts - Timing



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- This is sorely needed. It is long overdue. It could almost be too late.
 - There is never a good time for a campaign.
 - There are numerous projects going on, but with that being said you can't wait for the "right" time, now the time is right!
 - Donor fatigue can be an issue.
 - Competing projects...Hospital, YMCA/Generations of Impact.
 - Inflation, Recession, and interest rates
 - Don't wait to start until you have gotten the \$3.5 million, or the cost of the building will go up.
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- It will only get more expensive if you wait.

Other Input – Campaign Case Thoughts - Support



- This is an issue for everyone who owns a car, drives a car, insures a car, has a fleet of cars, loans money for auto purchases...on and on!



This project is necessary. It has to happen to recruit and retain students.

- This is a supportive area and this is a good investment.
- Doing this for Auto will be a challenge but it will be positive over time.




This investment is pennies on the dollars on what the area will get back.

- There is capital out there waiting for a place to “flow” into good projects, show the benefit of this project.

Other Input – Campaign Case Thoughts - Support



- We want Central to be successful in the project, even though it doesn't fit our model, we see value of growing the technician base.
 - The amount needed to be raised for this project seems very doable, it's a lot less than what I thought it would be.
-  Definitely needed. A big selling point is that Central has \$15M of the \$18M needed for the project.
- We have a history of hesitation. Each campaign has been more successful than anticipated and was completed sooner than anticipated.

Other Input – Campaign Case Thoughts - Advice



- You will need to broaden the scope of your “asks” to go outside the obvious...dealers & repair shops. You will need to reach out to other sectors to raise the needed money. Banks, manufacturers, truck body repair, RV repair, estimators, sales, parts counters, etc.
- Auto Tech students are employable in many other sectors...aviation, mechatronics, anything that requires mechanical detail. These students are employable in many other fields of work.
- Need to locate and develop relationships with Nebraska and National Automobile Dealers and Auto Body Associations.

 This project may only be seen as affecting the Hastings campus, Need to enlarge that vision to be successful.

Respondents provided the following information regarding the number and size of gifts needed in a campaign designed to achieve a \$3.5 million goal.

1. Respondents identified 66 individuals, businesses, and organizations as having the potential to make a gift of \$1 million or more to the project over a 3 to 5-year period. Of those, 17 were named more than once.
2. Respondents identified 39 individuals, businesses, and organizations as having the potential to make a gift of \$500,000 to \$250,000 to the project over a 3 to 5-year period. Of those, 3 were named more than once.
3. Respondents identified 35 individuals, businesses, and organizations as having the potential to make a gift of \$100,000 to the project over a 3 to 5-year period. Of those, 2 were named more than once.

There are 119 “unduplicated” names contained in the three lists.

Gift Table Needed to Raise \$3.5 Million

Gift Levels	Number of Gifts	# of Prospects	Contribution
\$1,000,000	1	5	\$1,000,000
\$500,000	1	5	\$500,000
\$250,000	2	8	\$500,000
\$100,000	5	20	\$500,000
\$ 75,000	3	12	\$225,000
\$ 50,000	5	15	\$250,000
\$ 25,000	8	24	\$200,000
\$ 10,000	20	40	\$200,000
\$ 5,000	15	30	\$75,000
\$ 2,500	20	40	\$50,000
Total	80	199	\$3,500,000

Next Steps –

- Feasibility Study Mailing
- Assemble Campaign Leadership
- Define Naming Rights
- Campaign Leadership Meetings
- Prospecting Meetings
- Development of Case Statement
- Cultivation of Lead Donors
- Industry Input Session

THANK YOU!

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