Expanding Possibilities

The Campaign for Community College of Philadelphia
This is a historic time at Community College of Philadelphia as we undertake our first-ever capital campaign. We invite you to join us in supporting *Expanding Possibilities: The Campaign for Community College of Philadelphia* as we seek to raise $10 million by June 30, 2011.

We are off to a great start! Generous gifts from several corporations, foundations and individuals have brought us within sight of our goal. We are thrilled to report that the College has been awarded a highly coveted Kresge Foundation Challenge Grant of $1.2 million which will help us continue our strong momentum and take us over the top.

To help us meet this challenge, your support is vital. Please partner with us as we work to expand possibilities for our students and our city.

JAMES E. NEVELS  
Founder and Chairman,  
The Swarthmore Group  
Campaign Co-chair

DANIEL K. FITZPATRICK  
Citizens Bank President and CEO  
for Eastern Pennsylvania,  
New Jersey, and Delaware  
Campaign Co-chair
We offer possibilities for those looking to make a change for the better—to learn new skills, to earn an associate’s degree in one of today’s high-demand fields, or to begin the path toward a bachelor’s degree. Today, almost 35,000 students are enrolled in our 70 degree and certificate programs at our Main Campus, Regional Centers, neighborhood sites and corporate locations.

We offer possibilities for local employers, who look to us for workers who are ready to succeed—or for the training programs that will keep their businesses competitive. Community College of Philadelphia helps make this city work.

Now we face a challenge. As more and more students and organizations turn to us, seeking a high quality education that is both affordable and accessible, we find that our facilities and resources are no longer sufficient to meet the demand.

The College needs to grow. But it’s not just our buildings and facilities that need to expand. We also need to do more to support our students and programs. In short, it’s time to expand the possibilities here at Community College of Philadelphia.

In response, the College is seeking to expand:

- Our Main Campus, to create new space for learning, for expanded student services and for implementing new programs;

- The Northeast Regional Center, to better meet the needs of students and businesses in this community; and

- Support for our students, through funding for new scholarships, academic programs, equipment and more.

But we can’t do all this alone. Public funding, the traditional mainstay of our support, now varies from year to year, sometimes greatly. As a result, we can no longer rely on public dollars alone. Like other community colleges, we must increasingly turn to private support to keep tuition low and help the College grow.

To help realize our ambitious plans, the Community College of Philadelphia Foundation has launched its first-ever comprehensive capital campaign, Expanding Possibilities. The Foundation is seeking $10 million in public and private support to close the funding gap and meet the $85 million cost of expanding both the College’s facilities

We invite our friends to join us in this historic effort to expand the possibilities.
RICH DOWNS’ possibilities were not promising in the summer of 1964. A mediocre high school student, the 18-year-old had been turned down by every college to which he’d applied. Then he spotted a banner over a Philadelphia store: “Open—Community College of Philadelphia.” Rich walked under that banner, and his possibilities expanded forever. Rich signed up for the business program at the brand new college. That choice led him into the accounting classroom of Dr. Edward Anderson, head of the College’s Division of Economics and Business Administration. Dr. Anderson became Rich’s mentor and friend, urging the young man to pursue possibilities of which he had never dreamed. Rich graduated from the College’s first class in 1967, with an associate’s degree in General Business. Later, at Dr. Anderson’s suggestion, he earned his bachelor’s at Drexel University and his MBA at Temple University. After a stint as an accountant at Price Waterhouse, Rich moved to American Foodservice Corporation, where he remained for the next 36 years, moving up the ranks from Controller to Chief Financial Officer and Vice Chairman of the Board. Rich gives all the credit for his success to Community College of Philadelphia, which he sees as the “changing point in my life.” Over the years, Rich has given back to the College in many ways, by sponsoring the Edward Anderson Scholarship Endowment, in honor of his mentor, and by serving on the Board of the Community College of Philadelphia Foundation. Now, Rich is supporting the College’s first capital campaign, by serving on the Campaign Steering Committee and by making a leadership gift toward the expansion of the Main Campus. It’s his way of returning the favor the College gave him more than 40 years ago.
More and more students are coming to Community College of Philadelphia to pursue their path to possibilities. As a result, our enrollment has grown from 1,200 students in September 1965 to almost 35,000 today. This growth has created a demand for more space in many of our facilities, especially at the Main Campus and Northeast Regional Center. To better serve today’s and tomorrow’s students, the College has developed plans to expand at these two sites.

**Main Campus** Our Main Campus, at 17th and Spring Garden streets, was designed for a student body much smaller than what it now handles—approximately 16,000 students—and it is clearly inadequate for the larger enrollment we expect in the coming years. More space is needed for classrooms and learning, as well as for student services. To meet this need, the College will take three steps:

- Build a new 45,500-square-foot facility, known as the Pavilion, next to the West Building. This will be the home of our popular Hospitality programs—Culinary Arts and Hospitality Management. It also will house a Welcome Center for our Admissions Office, dining commons, and seminar and meeting spaces for classes and corporate training programs.

- Renovate the West, Bonnell and Mint buildings to create much-needed classrooms, especially for high-demand programs including Construction Management, Computer-Assisted Design and Communication Arts.

- Create a one-stop Student Services Center, where students can find key college support services, including Admissions, Academic Advising, Registration and Financial Aid. By consolidating these services, the College hopes to make it easier for students to get the support they need to succeed.

**Northeast Regional Center** The need to expand is equally pressing at the Northeast Regional Center. The Center is clearly addressing a need for the Northeast Philadelphia community, as it has grown tremendously since it opened in 1995. More than 2,500 students are enrolled each year—many more than the facility can handle. In fact, the College has had to lease space offsite to accommodate the current enrollment.

The College will renovate the current facility and construct a three-story building perpendicular to it, creating a new, unified center. With more classrooms, new and improved student services, a new dining space and resources for local businesses, this expansion will benefit both the students and organizations of this community. It also will allow for new programs, including Biotechnology, Computer Forensics and Health Services Management.

Both the Northeast Regional Center and the Main Campus Pavilion will be constructed using the latest “green” building techniques. When the two buildings open in 2010, the College expects that they will be certified by the LEED (Leadership in Energy and Environmental Design) Green Building System, which encourages sustainable green building and development practices.

Both the Northeast Regional Center and the Main Campus expansion will be constructed using the latest “green” building technology.
The construction of the Pavilion, a new 45,500-square-foot facility at 17th and Spring Garden streets, is the cornerstone of the College’s plan to expand the Main Campus. Parts of the West, Bonnell and Mint buildings also will be renovated during this project. With this expansion, the College will be able to accommodate an additional 1,000 students at its Main Campus.

**Project Cost: $56 million**
The Pavilion will house the College’s popular Culinary Arts and Hospitality Management program, and the Barnes & Noble College Bookstore.

Prospective students will come to the Welcome Center to learn more about the College.

New dining commons will serve students, faculty and staff at the Main Campus.

Seminar and meeting rooms will support corporate programs as well as classes for adult students.

Space on the ground floors of the Bonnell and Mint buildings will be renovated to house a one-stop Student Services Center, which will bring all student services together in one convenient place.

With this expansion, the College will have room to create the specialized classrooms and labs needed to launch new programs in fields such as Engineering Technology and Biotechnology.

Burt, Hill is the architect for the Pavilion construction and Main Campus renovation.
The College will expand the possibilities for students and businesses in the city’s Northeast by renovating the existing facility at the Northeast Regional Center and constructing a new building, which will increase the square footage from 60,000 to 116,000. This project will allow the College to enroll twice as many students as it does now at this facility.

*Project Cost: $29 million*
- A two-story atrium, enclosed in glass, will welcome students to the new building.

- The first floor will feature a dining facility, coffee bar and Internet café for students, faculty and staff.

- A one-stop Student Services Center will bring all enrollment-related functions, such as Admissions, Financial Aid and Counseling, together in one convenient location.

- The Learning Commons will help students succeed. It will be home to a new library, learning lab, computer labs and other learning support resources.

- A large meeting room will be available for community functions as well as classes.

- The new building will feature general classrooms as well as new Biology labs and Music and Art classrooms. With these expanded learning spaces, the College will be able to expand current academic programs and introduce new offerings.

- New Small Business Education, Growth and Training Services will be tailored to the needs of local businesses.

- Fletcher Thompson is the architect for this expansion project.
In JOSEPH HEARD’s old neighborhood in North Philadelphia, education didn’t matter much. High school was considered optional. And college? College wasn’t even a remote possibility. Like many of his peers, Joseph dropped out of high school. He admits that he came close to ending up in one of the places that often claimed young black men in his neighborhood: the prison or the graveyard. Joseph was determined. When he went back to earn his high school diploma, he found that he enjoyed learning for the first time in his life. That’s when he decided that maybe college was possible. Several four-year colleges told Joseph that he didn’t have the grades to get in. Then he found Community College of Philadelphia. “The College was willing to give me a chance,” Joseph explains. For Joseph, one of the best things about the College was that everyone was so positive. “At no point did anyone there, not a teacher, not an administrator, not a member of the support staff, tell me that something wasn’t possible. If anything, they told me to set my sights higher.” Joseph took that advice to heart and earned his associate’s degree in Science and Math. Joseph is now in a dual BS-to-PhD program at Syracuse University. He plans to earn his doctorate in Applied Mathematics and pursue a career in science. It’s a possibility Joseph never even dreamed about back in his old neighborhood.

“Community College of Philadelphia was willing to give me a chance…”
Our Students’ Needs

New and improved facilities are just one part of the College’s plan to expand possibilities for its students, corporate partners and city. Also critical is funding for the many programs and services that support students and enrich their experience at the College. Despite our efforts to keep costs low, the College’s tuition is higher than that of many local community colleges, in large part because public funding has not kept pace with the rising cost of education.

SCHOLARSHIPS Community College of Philadelphia takes pride in offering an education that is accessible to all. As a result, many of our students need financial assistance with the cost of tuition and fees. Some turn to federal and state grants and loans. The College also lends a hand, by providing much-needed scholarships, many funded through the generosity of alumni and friends. In 2008-2009, the College and its Foundation provided $700,269 in scholarships to almost 700 students. Unfortunately, the demand for scholarship dollars is almost always greater than the available funds. With enrollment growing, the need for scholarship funding is greater than ever—making scholarship support one of the campaign’s top priorities.

Scholarship support of Community College of Philadelphia is also an excellent investment. Since the College’s tuition costs are affordable, each scholarship dollar goes far, yielding more returns than it would at a private university. The College’s alumni and friends are invited to support scholarships in one of two ways. Outright gifts provide immediate scholarship funding to meet the needs of current students. Gifts to establish endowed scholarship funds are invested in the College Foundation’s endowment, where they generate annual income to fund scholarships in perpetuity. Endowed scholarships can be named for the donor or for someone the donor wishes to honor, for example, a family member or professor.

PROGRAMS Today, the College offers more than 70 programs that lead to an associate’s degree or a certificate. Many of these programs have been strengthened thanks to gifts from alumni, friends and local companies. With the College expanding current offerings and adding new programs, the need for such support is growing. Donors are invited to expand the possibilities for students by supporting specific academic programs, for example, Accounting, Culinary Arts and Hospitality Management, or Engineering. Philanthropic support also can help to strengthen many college programs that enrich the student experience. That includes everything from athletic programs to the music library to study-abroad programs.

UNRESTRICTED SUPPORT Unrestricted support is key to the College’s commitment to offering an education that is both affordable and accessible. Such support helps the College bridge the widening gap between tuition and the true cost of an education. In addition, unrestricted support gives the College the flexibility to meet unexpected or pressing needs.

Scholarships are the best way to keep an education within reach for students whose resources are limited.
Growing up in Northeast Philadelphia, CHRIS MARTINEZ didn’t think much about the possibility of college. Chris has not one but two disabilities that make college challenging: a learning disability as well as a physical disability, juvenile rheumatoid arthritis, which causes pain in his joints and saps his energy. But once Chris began working after high school, he realized that he wouldn’t go far without more education. Fortunately, he found Community College of Philadelphia, which gave him just what he needed to succeed: flexibility, affordability, and best of all, support. Still, it was a difficult road. Chris started in the “lowest of the low” English classes, and worked his way up, taking advantage of the tutoring the College offered. He also worked closely with the staff in the College’s Center on Disability, which gave him strategies for coping with his learning disability. Three years later, Chris’ hard work has paid off. “I’ve come a long way,” Chris admits. He’s now a better reader, a better writer and a better learner. The College rewarded Chris’ success with a Foundation Scholarship and the Hispanic Leaders of the Future Award. Another benefit: As Chris’ skills have grown, so has his confidence. Now, Chris is just a few credits shy of his associate’s degree in Health Care Management. He then plans to pursue his bachelor’s and master’s degrees in this same field, which will open up a world of possibilities for Chris in the growing health care industry.
Making the Path Possible

More and more students are coming to Community College of Philadelphia to expand their possibilities. And the College is responding, by expanding to meet those students’ needs.

The College can’t do it alone. Community College of Philadelphia is seeking $85 million in public and private funding to expand its Main Campus and Northeast Regional Center and create new opportunities for its students.

The Commonwealth of Pennsylvania has pledged its support to the two expansion projects. The city of Philadelphia, through its annual allocation, will support both projects. But their support, although generous, is not sufficient. Private donors are critical, not just for the capital projects, but for the College’s plans to help more students through increased funding for scholarships and programs.

That’s why the Community College of Philadelphia Foundation has launched its first comprehensive capital campaign—Expanding Possibilities. The campaign is seeking $10 million in public and private support toward the College’s $85 million plan.

This is the largest and most ambitious fundraising goal in the College’s history. But it’s also much more. This campaign is an important investment in what Community College of Philadelphia does best—improve lives, launch careers and create possibilities that never existed. It’s an investment that will yield dividends for our students, our corporate community and our city.

The Kresge Foundation Challenge

To receive the $1.2 million, we must raise an additional $2.1 million in private funds by June 30, 2011. It’s a challenge we will meet together, with your generous support.

Community College of Philadelphia has been awarded a highly coveted challenge grant from The Kresge Foundation, an organization that is known for its strict standards and commitment to building institutional capacity. Lauded as a national cornerstone of charitable giving, The Kresge Foundation is widely respected for funding transformative projects. Since it was established in 1924, The Kresge Foundation has supported the growth of the nonprofit sector and specifically capital campaigns. Although our request was for $1 million in support of our Expanding Possibilities Campaign, The Kresge Foundation awarded us a challenge grant of $1.2 million—an honor we simply could not have anticipated.

Please join us in this historic effort. With your help, the possibilities are endless.
Kim Fuller arrived in Philadelphia three years ago with everything she owned stuffed into a plastic bag. Forty-one, homeless and addicted to drugs, Kim was about to do something she had done many times over the past decade: check into a rehab program. At rehab, Kim met a former addict who had gone back to school to become a counselor. This counselor had a powerful message for Kim: “As an addict, you worked hard to get the wrong things. Why not work hard at something that will better you?” The message hit home. After 20 years away from the classroom, Kim decided to return to school so she could help others like herself. Soon afterwards, Kim made her way to the Welcome Center at Community College of Philadelphia. “I want to go to school,” she explained, “but I don’t know how to take the first steps.” The College made it easy, and Kim enrolled in the Behavioral Health and Human Services program, where she received more support. Fast-forward two years. Kim has graduated from her recovery program, stayed clean, completed half of the credits toward her associate’s degree, earned a Foundation Scholarship from the College, and been inducted into Phi Theta Kappa, all while working full time and volunteering at both her recovery program and her church. Now Kim is looking forward to completing not only her associate’s degree, but also her bachelor’s and master’s degrees. She hopes to become an advocate for children, the elderly and others who’ve been abused. “The College has given me an open door to so many opportunities,” Kim explains. “I used to be afraid of the future, but now I’m excited by the possibilities.”
A TRADITION OF EXPANDING POSSIBILITIES

- Community College of Philadelphia has served nearly 600,000 students since opening its doors in 1965.
- The College is the only public institution of higher learning in Philadelphia and the second largest institution of higher education in the city.
- Approximately 94 percent of the College’s graduates remain in the Philadelphia metropolitan area to live and work.
- Approximately 68 percent of graduates in transfer programs continue on to four-year institutions.
- More than half of our former students say they would not have been able to pursue a degree or specialty training without the College.
- The College serves those who are most in need of an education, but the least likely to get it. The majority of the College’s students are 25 and older, two-thirds are women and 67 percent are minorities.
- The College is the largest single point of entry into post-secondary education for minorities in Pennsylvania.
- The College is seventh among all community colleges in the nation in the total number of associate’s degrees awarded to African-American men and women.

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