





Fundraising Update

New Engineering Building

A Presentation to the Board of Trustees

March 12, 2020



The Case for Support

- Flagship college drives overall success.
- Tech has an engineering history and legacy worth celebrating!



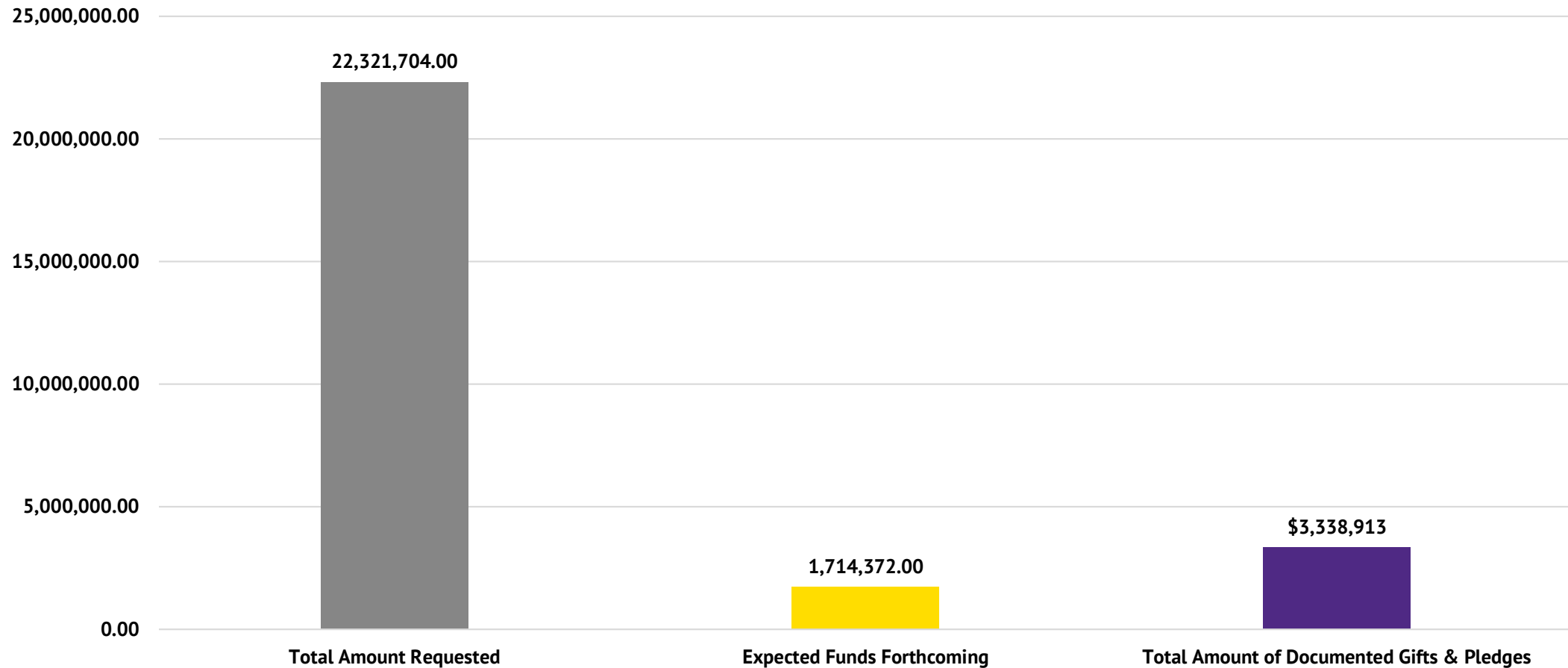
- New pedagogical approaches required different kinds of spaces.
- Competitiveness



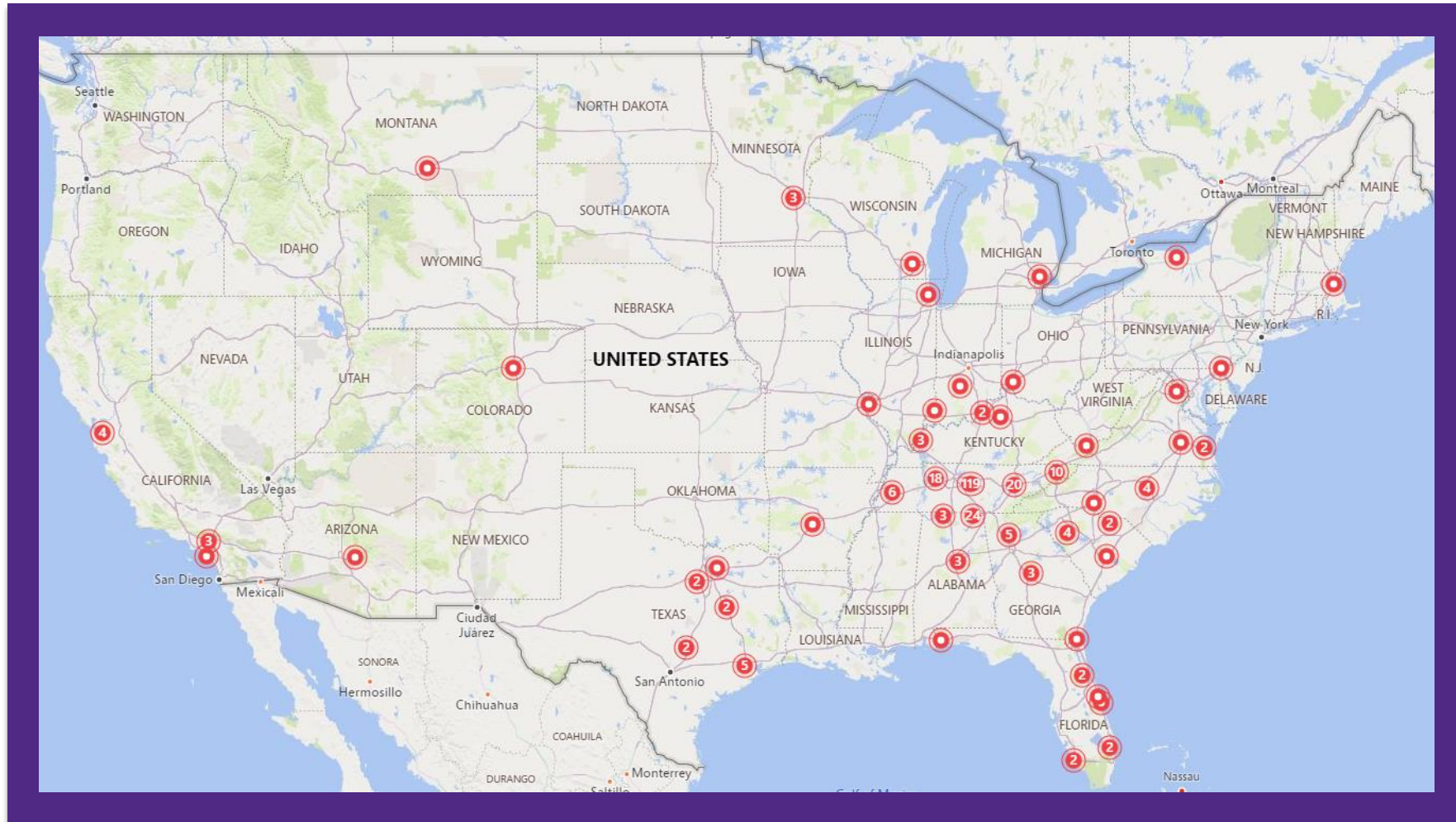
Progress to Date

Fund Raising Progress on the New Engineering Building

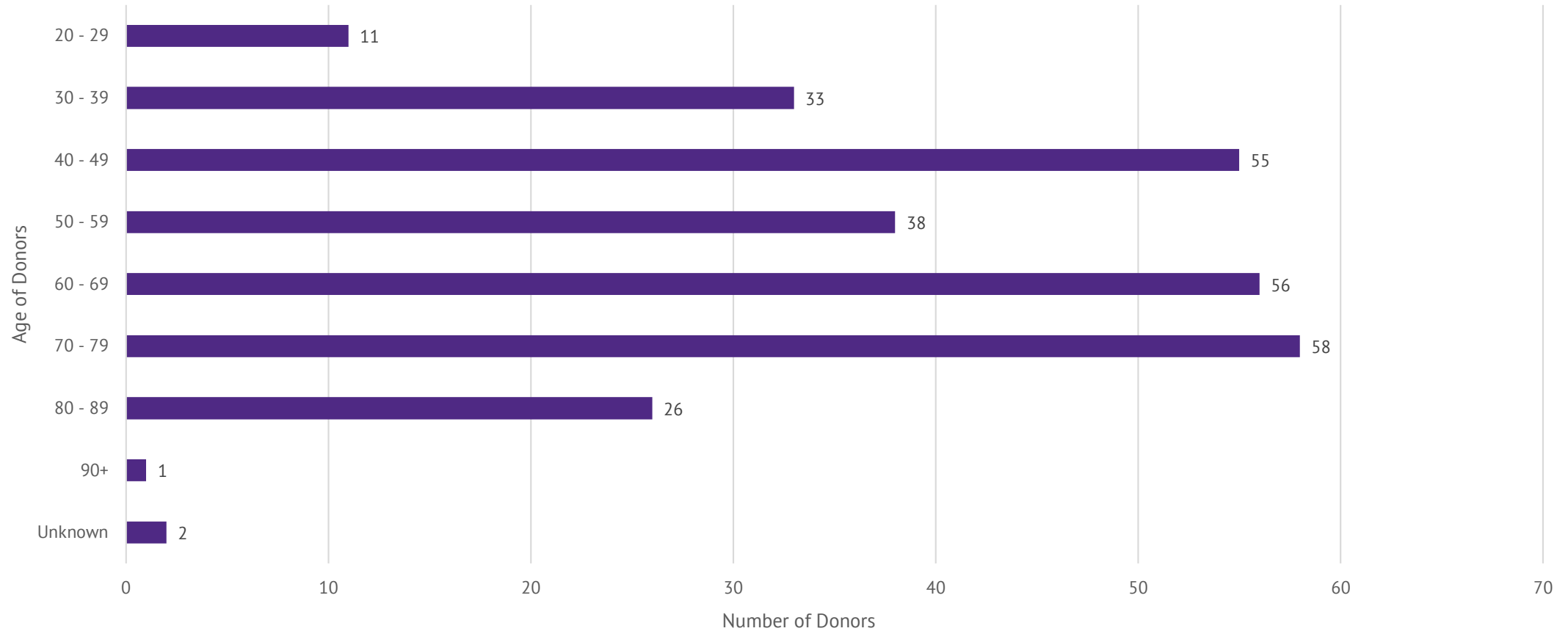
Chart shows total amount requested through proposals (gray), amount expected based on communication with donors after placing proposals (gold), and amount received from documented gifts and pledges (purple).



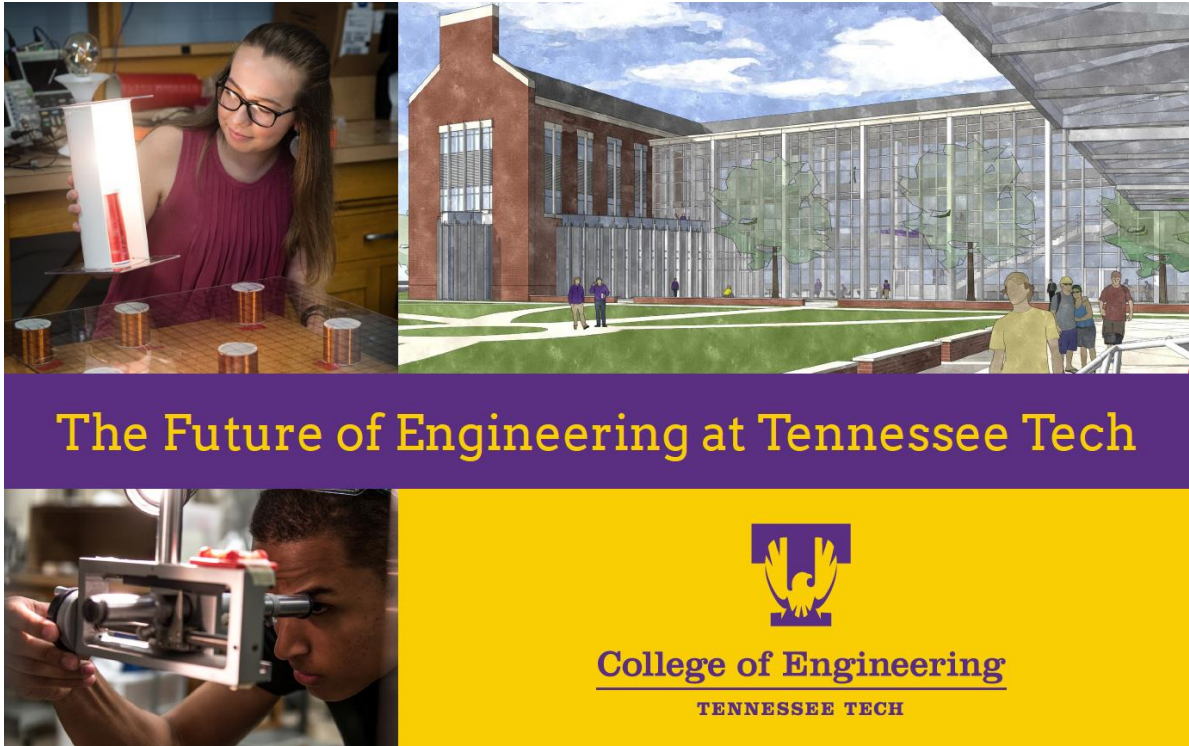
Heat Map



Age Distribution



Impact of the Engineering Building Mailer

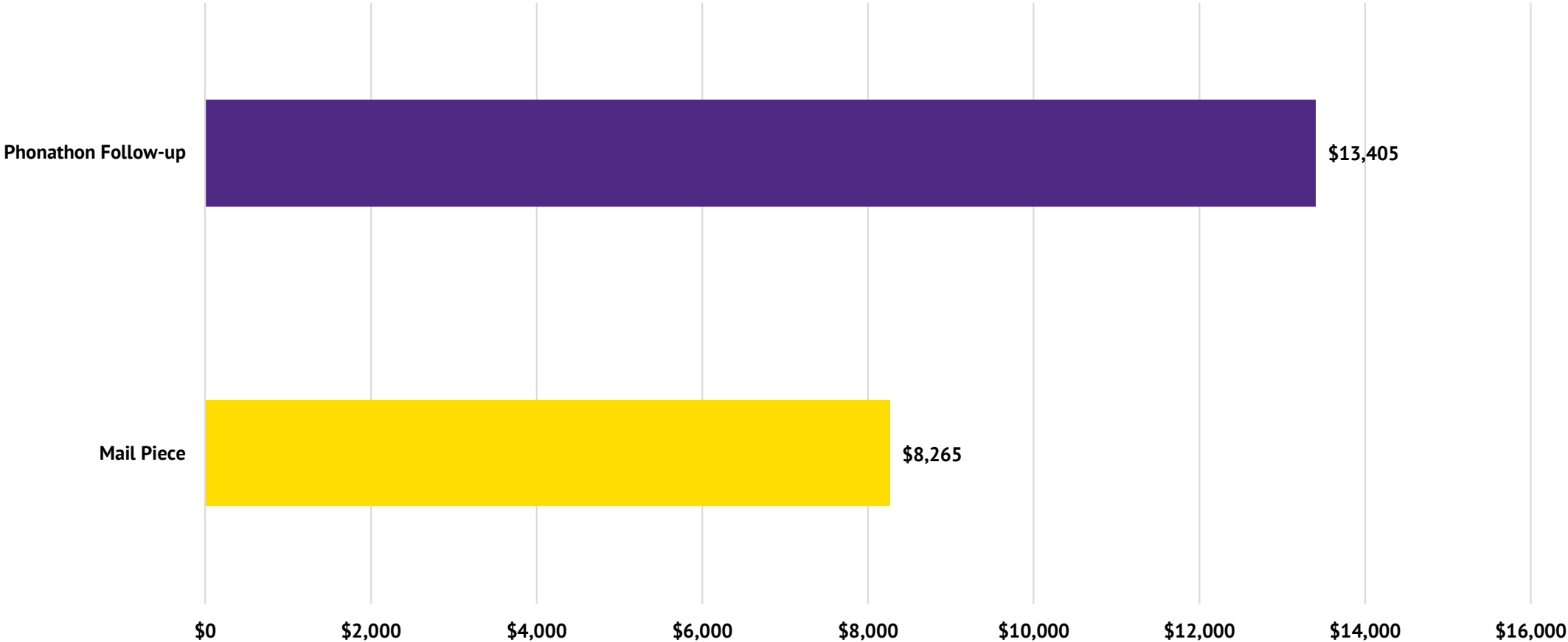


- Mailed in January 2020
- Monetarily, the impact has been modest (\$8,265)
- Greater impact has been in the form of leads
- Mailer should be viewed as part of a multi-faceted campaign that is committed to increasing awareness and inviting every Tech Engineering alum to give



New Engineering Building

Results from Engineering Building Mailer and Spring 2020 Phonathon



Engineering Building Mailer

Over the last 10 years, enrollment in Tech's College of Engineering has grown 52%, resulting in a space shortage. In its design, the new 100,000-square-foot engineering building nods expectantly toward the future, but internally it will celebrate the history, legacy and pride of Tech Engineering.



Engineering Building Mailer

Along with classrooms and labs, this signature facility will provide flexible, engaging, cross-disciplinary spaces that change how students learn. Technology-infused classrooms and labs can be repurposed and reconfigured quickly and will facilitate collaboration on real-world problems. Ample formal and informal gathering spaces will encourage conversations and help build a community of scholar-practitioners.



Reflections



