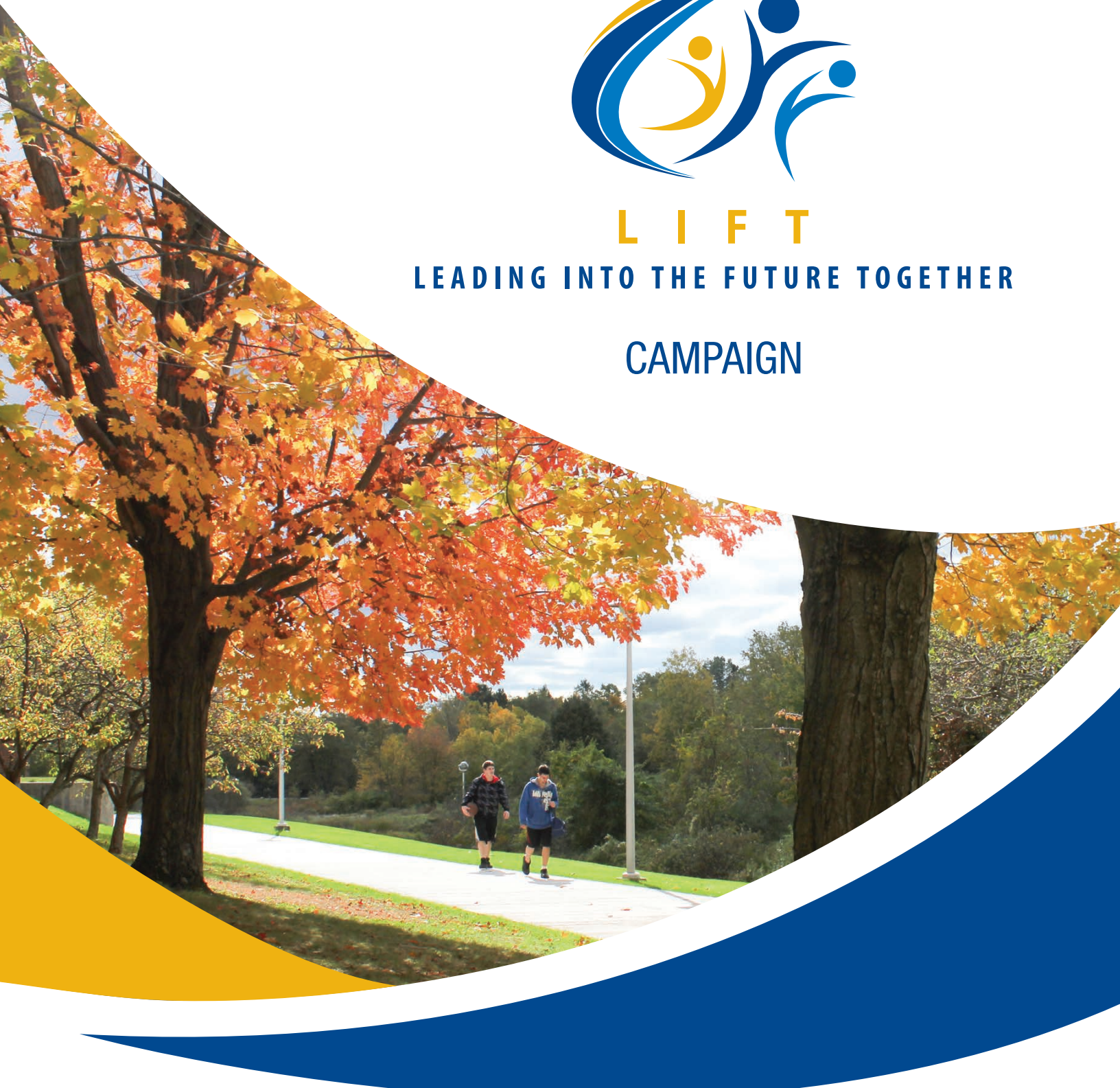




L I F T

LEADING INTO THE FUTURE TOGETHER

CAMPAIGN





Dear Friends,

Those of you who know me know that I am a committed optimist — and there's good reason to be. We have so much to celebrate at Northern Essex. With a distinguished faculty and more than 60 programs of study, the college maintains a strong reputation as a robust regional center of excellence.

I am proud to have the opportunity to partner with people like you who also know our future is bright, and are committed to supporting accessible high-quality education in the Merrimack Valley.

The *Leading Into the Future Together* (LIFT) Campaign is designed to strengthen student support, campus facilities, and technology in order to meet the needs of our students, business and industry partners, and the communities we serve

I hope that as you learn more about these important efforts you will be inspired to join us as we launch the LIFT campaign.

With your help, we can maximize our collective abilities to lift our students and communities to great new heights!

Sincerely,

Lane A. Glenn

President

Northern Essex Community College



L I F T

LEADING INTO THE FUTURE TOGETHER



The mission of Northern Essex Community College is to educate and inspire our students to succeed.

The mission of Northern Essex Community College is to educate and inspire our students to succeed. We provide a welcoming environment focused on teaching and learning—strongly committed to unlocking the potential within each student and empowering our diverse community of learners to meet their individual goals. We are a community college dedicated to creating vibrant and innovative opportunities that encourage excellence and enhance the cultural and economic life of our region.

- » Close to 6,000 students are enrolled in credit associate degree and certificate programs on the Haverhill and Lawrence campuses.
- » 6,700 take noncredit workforce development and community education classes on campus, and at businesses and community sites across the Merrimack Valley.
- » Northern Essex is the only state college located in the lower Merrimack Valley Region of Massachusetts.

The *Leading into the Future Together* Campaign focuses on four major initiatives:

- 1 Expansion of NECC in Downtown Haverhill with the creation of a Hospitality and Culinary Arts Institute
- 2 Modernization of NECC's Haverhill Campus Sports and Fitness Center and outdoor fields
- 3 Improvement to Haverhill and Lawrence Campus Technology, Library upgrades and development of Student Success and Support Centers
- 4 Creation of the NECC Promise, a program that will bridge the gap between sources of federal and state student financial aid and the cost of community college education



HOSPITALITY AND CULINARY ARTS INSTITUTE

A satellite campus in downtown Haverhill is planned to house our Hospitality and Culinary Arts Institute. The Commonwealth has provided \$3 million to create new instructional facilities. An additional \$1 million investment is critical to program support and facility infrastructure.

NECC currently offers an Associate of Science Degree in Business Management: Hospitality and will offer a Culinary Arts Certificate program. Both programs will be located at "The Heights of Haverhill", a 10-story, 65,000 square-foot luxury mixed-use development that Lupoli Companies is building at 192 Merrimack St in downtown Haverhill.

Northern Essex will occupy the second and third floors of the building and that space will include culinary labs, a computer lab, and classroom space. The building will also have a first-floor restaurant and a 10th floor function facility, which would provide internship opportunities for Northern Essex students, in addition to internship pathways with local employers.

Foodservice is a large industry and can be found in restaurants, stadiums, convention centers, cruise ships, banquet halls, retail stores, hospitals, universities.

According to the U.S. Bureau of Labor Statistics, employment among chefs and cooks is expected to grow 10 percent until 2026, faster than the average for all occupations. Income growth will result in greater demand for high-quality dishes at a variety of dining venues. As a result, more restaurants and other dining places are expected to open to satisfy consumer desire for dining out.

A career in culinary arts requires a commitment to working hard and a passion for food. The kitchen environment is high energy, fast paced and demanding. It requires a professional approach to problem solving, built on teamwork and solid kitchen skills and cooking mastery.

Kitchen positions are organized in tiers or ranks. Most cooking jobs start at the bottom; however, college preparation, a certificate or an associate degree will accelerate career progress.

With more skills, culinary employees can take on more managerial and leadership responsibilities like supervising and hiring, planning menus, controlling and estimating costs or ordering and inventory management.



Andreas Fleckenstein

Coordinator of NECC's Culinary & Hospitality Programs

Andreas Fleckenstein is a graduate of the Culinary Institute of America (CIA) and Cornell University's Hotel and Restaurant Administration Program, with over 25 years of experience in the culinary and hospitality fields.

Fleckenstein is an ACF (American Culinary Federation) Certified- Executive Chef and Culinary Educator (CEC, CCE), and has also earned the National Restaurant Association's FMP credential (Foodservice Management Professional.)

He has taught culinary arts and hospitality at Cornell University, Purdue University, Central Piedmont Community College, Baltimore International College (Now Stratford University), and the Art Institute of Washington, and served as associate dean, Management, Marketing & Culinary Arts at Salt Lake Community College in Utah, and most recently, as executive chef and continuing lecturer at Purdue University in Fort Wayne, Indiana.



Jessica Goulet

Three Sport Athlete

"Being at NECC and part of a team helps me stay focused. To play you need good grades. Playing volleyball and basketball keeps me motivated."

Jessica is a dean's list student, played on the women's volleyball team, which won the regional championship, and plays on the women's basketball team.

The fitness center has become her second home. If Jessica isn't practicing for volleyball or basketball she can be found behind the activities desk where she works as a work-study student.

Outside Groups Currently Using Athletic Facilities:

- » Haverhill Elite Track Club
- » Merrimack Valley Eagles Basketball
- » Team Boston Baseball
- » SHOW Baseball
- » New England Regional Volleyball Association
- » NFL Flag Football League



SPORTS AND FITNESS CENTER

The Sport and Fitness Center, built in 1971, includes a gymnasium with two basketball courts, volleyball courts and a pull-down batting cage. It also houses the Wellness and Fitness Center and a dance studio.

The athletic program provides opportunities for students in varsity sports that include baseball, basketball, cross country, softball, track and field, and volleyball. An intercollegiate golf program will return in 2019.

Upgrades to the Sport and Fitness Center will strengthen our athletic programs and would include resurfacing and replacement of the basketball court, as well as renovation of locker rooms, bathrooms, and office spaces.

The Sport and Fitness Center is a hub for positive social interactions for varsity, intramural, and recreational sports team members as well as students who take advantage of the gym and fitness programs. It also provides additional recreation and fitness opportunities to the college's students, faculty and staff, while opening doors to the community.

With your support we will enhance the facilities that these student-athletes call home, while also creating additional intercollegiate opportunities for both male and female students.

NECC athletic program has a rich tradition of success both on the field and in the classroom:

- 17 Regional Team Championships
- 11 Individual Track and Field District Champions
- 3 Individual Track National Champions
- Baseball 2016 National Runner-Up
- Baseball 2012 National 3rd Place Team
- Baseball 6-time reigning Region XXI Champions
- More than 20 All-Americans
- 17 Academic All-Americans
- Numerous athletic careers at NCAA Division I, II and III schools.

**10%
GROWTH**

**Employment among
chefs and cooks is
projected to grow
10% by 2026.**



TECHNOLOGY

Our students have grown up using technology. It's how they learn, it's how they communicate with each other, and it's fundamental to how they perceive the world. Technology plays a central role on college campuses today. It engages students, enhancing their educational experience, and it provides opportunities for college staff and faculty to collaborate and learn from best practices.

We are working hard to ensure that we continue to embrace the importance of technology as a learning tool for our students, as a professional development instrument for our faculty and staff, and as a vehicle for economic and workforce development for the communities we serve.

Student Success Management System

With the adoption of a new student success management system called *Navigate*, NECC will revolutionize the way we interact with students from the time they apply to the college, through advising and registration, course scheduling, teaching and learning, extracurricular activities, internships and job placement, and more.

Navigate is the first Student Success Management System that provides the complete suite of capabilities for a coordinated and proactive approach to student success management. It was built from the ground up specifically for community colleges and is the only student success technology that has received Complete College America's GPS Direct Seal of Approval two years in a row. It will also enable the college to collaborate with 475+ colleges and universities



on student success challenges through cohort wide webinars, training intensives, an online member community, and an annual student success summit.

Upgrade Our Smart Classrooms and Computer Labs

Our students need to be challenged academically and to do that, they need access to the latest technology. We also need to give our faculty the best tools available to teach our students—the kind of technology tools found in local and national businesses and industries.

When our students graduate from Northern Essex, we need to ensure that they have the skills sought by employers and that they are ready for work on day one. Exciting, cutting-edge technology strengthens student engagement and improves understanding. This campaign will enable the college to upgrade smart classrooms.

Upgrading our computer labs will enable us to run the latest applications and students will be able to use those applications well into their professional careers. Providing innovative technology for students is a critical aspect of their learning environment as well as a practical skill when they enter the workplace. This campaign will enable us to upgrade our computers.



LIBRARY UPGRADE

The academic library has long been viewed as a center of learning on any college campus. In addition to providing study space for students and faculty, college and university libraries have historically served as warehouses for books and other printed media for research. With advancements in technology, instruction methodologies and student learning styles have changed. Meeting the needs of today's academic community means offering advanced technology centers, spaces for both group and individual study, and access to various mediums of information.

The proliferation of electronic resources has certainly increased the availability of materials for our users. However, ebooks are not a universal substitute for printed materials; in fact, most NECC students still study and learn better with traditional printed matter, because of a comfort level or off-campus connectivity limitations. As such, the library serves an invaluable role in providing access to the necessary resources for student learning.

Our Lawrence campus library has outgrown its facilities. This campaign will allow us to meet the needs of our students.





NECC Promise Program



STUDENT SUCCESS CENTERS

The
Centers
will **SERVE** AS A
UNIFIED HEADQUARTERS
OF ALL **student support**
services
at the **college**

Student Success Centers will be located on each campus and serve as a “first home” for all new and undeclared (or exploratory) students. The recruitment, application, admission, and onboarding processes will be integrated in these Centers to increase the student’s sense of belonging upon arrival.

In addition, the Centers will house student life/engagement and leadership programs, student clubs, and serve as the headquarters of the Student Government Association. Student leaders will serve as peer mentors, and ambassadors will interact with and support new and prospective students.

The Centers will enable faculty/staff to sort students by their academic and career interests and help those who are unsure of their path with intense career exploration in the First Year Seminar, workshops, and other modalities. The Centers will serve as a unified headquarters of all student support services at the college.

Faculty and staff will work closely in the Centers to deliver a more holistic experience to our new students and those most unsure of their college goals. This campaign will enable the college to equip the Centers and provide needed resources to offer activities for students that will guide them as they explore their educational and career pathways.



Massachusetts is the most educated state in the nation. Half of our workforce has a bachelor’s degree or higher, compared to only about a third nationwide.

But geography is often destiny, and far too many people, especially historically marginalized populations are still being left behind.

The benefits of a college education are clear. Here in the Bay State, workers with an associate’s degree earn, on average, \$12,000 more each year, or nearly half a million dollars in a lifetime, compared to someone with only a high school diploma; and a bachelor’s degree is worth considerably more: \$28,000 a year, or \$1.1 million over a career.

Credentials from a community college like NECC are valuable in the local workforce, too. Ninety-four percent (94%) of NECC graduates live and work in the communities we serve. Within a year of graduation, 95% are successfully employed in fields like healthcare, information technology, and life sciences; or are continuing their education in a bachelor’s degree program at nearby public and private universities.

But we need to do more.

The Massachusetts Department of Higher Education estimates that the Commonwealth will be 60,000 college educated adults short of the workforce we need by 2025. NECC has helped grow new four-year degree options through our “Communiversity” partnerships, providing satellite campus space and access to reduced cost bachelor’s degrees with Regis College and Northern Vermont University, and transfer opportunities to nearby Cambridge College.

We have also partnered with area school systems on an “Early College” program that now offers high school students the opportunity to earn up to 24 college credits by the time they graduate, to continue their studies at NECC, and complete an associate’s degree in two years or less.

Our efforts have already begun to make a difference.

Over the past five years, the number of students participating in dual enrollment or “Early College” coursework at NECC has increased from a few dozen to more than 200. Early College offers a range of skills including dedication and responsibility. Moreover, it provides a window of opportunity not often available to youth whose parents have not experienced college. Often the knowledge gained through early college empowers high school students through critical thinking, improved writing skills, a strong work ethic and time management skills.

But for many, even the modest costs of attending a community college like Northern Essex after high school still puts the goal of a college degree out of reach.

By building an endowment through this campaign, the NECC Promise Program will help prepare the local workforce and grow the middle class by guaranteeing the educational costs, including tuition, fees, books, and a laptop computer, to ensure that up to 100 Early College students a year complete their associate degrees, and are prepared to transfer into bachelor’s degree programs, or go directly to work in high demand career fields in the local economy.



Jonathan Aguilar
Lawrence Engineering Science, 2018

An Early College course in “Engineering Design Graphics” that Jonathan Aguilar took while a senior at Lawrence High School changed the direction of his life, showing him he could be successful in college and ultimately leading him to Northern Essex Community College.

“I’m the first in my family to attend college, and if I hadn’t taken that college course while in high school, I’m not sure I would have enrolled in college. It made me realize, I could do this.”

At Northern Essex, Jonathan earned a Certificate in Computer Aided Drafting and Design in 2015 and an Associate Degree in Engineering Science in 2018, and then transferred to UMass Lowell, where he entered the mechanical engineering program as a junior.

He has already collected an impressive number of internships on his resume and that, along with his education, should make him well qualified for his chosen career in the research and development of innovative technologies.

WAYS TO GIVE

> PLEDGE PERIOD

Most donors find that they are able to increase the size of their gift if they can make payments over a period of time. Donors are encouraged to make pledges over a 36-month period [four tax years], allowing tax deductions for each year in which payments are made. A longer pledge period can also be arranged. Pledges will be scheduled to begin at the convenience of the donor.

> CASH PAYMENTS

Technology has changed the way many donors make, track and maximize their charitable giving. Payments are made automatically with more efficiency and are more cost effective while monthly statements provide required IRS documentation. Donations made on credit cards can accrue rewards points and some companies allow for the redemption of points to make charitable donations. Your credit card company can provide more information about its giving program.

> GIFTS OF APPRECIATED SECURITIES AND PLANNED GIFTS

Gifts of appreciated securities may enable you to give more than you thought possible. Stocks and bonds that have appreciated in value and have been held for more than 12 months may be donated with distinct advantages to the donor and Northern Essex Community College.

Bequests, endowed gifts and other planned gifts are unique opportunities to support Northern Essex Community College. Please let us know if you would like information about the many variations of how to make a donation and benefit from the tax deduction.

> GIFTS OF REAL ESTATE, LIFE INSURANCE AND OTHER PERSONAL PROPERTY

Gifts of real estate, life insurance and other personal property are also accepted and may offer certain advantages to a donor. Your tax attorney, accountant or financial advisor can help you determine the most advantageous form of giving to suit your particular tax or financial situation. Northern Essex Community College can provide you with a list of local professionals if you are in need of a referral.

> IN-KIND GIFTS

In-kind giving can have a major impact on reducing the cost of construction and renovation projects. For example, corporate suppliers of building and landscaping materials can gift materials to an organization to reduce the cost of building and renovation. Northern Essex Community College would be happy to discuss this option.

> MATCHING GIFT PROGRAMS

Some companies have matching gift programs in which the company may match an employee's gift in greater or lesser amounts. If you or your spouse/partner are affiliated with such a company and would like to take advantage of this opportunity, please forward the company's matching gift form with your signed pledge card.





NECC

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