



NORTHWEST FLORIDA STATE COLLEGE

Memo

To: Board of Trustees
From: Dr. Cristie Kedroski, Interim President
Date: November 19, 2024
Re: Athletics and Sound the Siren Campaign Update

Following the August 2024 agenda item on Raider Athletics, the College provides this additional update on the status of Raider Athletics funding.

Raider Athletics Scholarships

Raider Athletics scholarship expenses are estimated to total \$1,539,800 in academic year 2025-2026, comprised of \$788,000 for tuition, fees, books, and meals and \$751,800 for housing. In August 2024, the College projected an \$800,000 shortfall in athletics scholarship funding for the 2025-2026 academic year. Because National Letters of Intent for the upcoming academic year are executed as early as November 1, it was crucial for the College to address this funding gap immediately. As previously discussed, the College determined to use auxiliary revenue sources to cover the scholarship expense deficit for the 2025-2026 academic year generated from the following sources: \$275,000 from athletics sponsorships, \$275,000 from Workforce Development auxiliary contract revenue, and \$275,000 from a new CHS marketing and athletics campaign that will provide CHS students, and their families access to Raider Athletics events.

As of November 1, Raider Athletics has already raised \$64,000 of its \$275,000 contribution with additional proceeds expected from the Raider Golf Tournament, Raider Club, Rodeo, and additional arena rentals and sports camp – all dedicated to cover the 2025-2026 athletic scholarship expenses. From Workforce Development, the College expects to net \$275,000 from a new Florida Department of Corrections contract for statewide inmate training services. This contract will move forward following the Board's approval of a purchase greater than \$325,000 from a vendor the College is engaging to provide the statewide services, which is reflected later in this month's Action Item agenda under Purchases over \$325,000. Lastly, conversations are underway between Athletics and the Collegiate High School regarding the sponsorship program. Based on these funding sources, the College is committing to National Letters of Intent for academic year 2025-2026.

Sound the Siren Campaign

The Foundation has begun the first set of solicitations for the campaign. The Foundation is focusing its attention on the largest gifts first, which are known as the lead or advance gifts. To date, three separate conversations have begun with donor prospects about the possibility of 7-figure gifts. Individualized strategies are being created to map out the needed cultivation and solicitation plans for other lead donor prospects.

The Foundation is also giving attention to those who are the closest to the College and campaign. Thinking of concentric circles, those people include Foundation Board members, Trustees, and Campaign Steering Committee members. The next circle are Raider Athletics donors and Raider Club members. The Foundation has begun solicitations of members of these groups and is forming individualized strategies for each prospect.

The Sound the Siren Campaign Steering Committee has been instrumental in the development of campaign prospects and initial solicitations. Steering Committee members are Dick Cannon, Mike Flowers, Cory Fosdyck, Chad Hamilton, Bernard Johnson, Jearl McCall, and Dewayne Youngblood.

Supplemental Athletic Program Data

Following the August Board meeting, Board members inquired about other Florida College System (FCS) athletic programs. Enclosed with this memorandum is initial supplemental information detailing FCS athletic programs relative to NWFSC's four athletic teams and other sports offered at each FCS institution.