



GORDON STATE COLLEGE FOUNDATION

CASE FOR SUPPORT



HIGHLANDERS FORWARD



ABOUT GORDON STATE COLLEGE

Gordon State College was founded in 1852 and is proud of its history. We think of it as a gem within the University System of Georgia. While Gordon State College attracts students from across the state and nation, our 14-county primary service region includes Bibb, Butts, Clayton, Coweta, Crawford, Fayette, Henry, Lamar, Meriwether, Monroe, Pike, Spalding, Talbot, and Upson.

Our beautiful campus offers a high-quality education to students at a very affordable cost. Gordon offers small class sizes with 20:1 student to professor ratio and offers 27 degrees with 11 four-year bachelor's degrees and 16 associate-level degrees. We offer a vibrant campus life with on-campus, apartment-style living, along with an active theater and music programs plus an esteemed Honors Program. Gordon also strives to replicate excellence outside of the classroom with four athletic teams and a more than 100 student clubs and organizations.

An investment in Gordon State College is a shared mission to create a highly-educated workforce that benefits our region and state. It's our battle cry: Highlanders Forward!

ECONOMIC IMPACT

Gordon State College contributed nearly \$137 million to the regional economy and provided 1,182 jobs in fiscal year 2019, according to a report released by the University System of Georgia. Of the college's total job impact, 316 jobs are on campus with an additional 866 off-campus jobs that exist due to institution-related spending. According to the report, spending by GSC students accounted for \$86 million of the \$137 million contributed to the regional economy.

VISION STATEMENT

Gordon State College will be a leader and primary educational partner in elevating our region's economic prosperity and educational attainment through collaboration, integrated educational experiences, and a vibrant campus culture.

MISSION STATEMENT

To be a catalyst for exceptional and accessible education through innovative teaching, engaged learning, and transformative experiences for the benefit of our students, the communities we serve, and the world we live in.

GOVERNANCE OF GORDON STATE COLLEGE

The Gordon State College Foundation, established in 1972, seeks to support and enhance the work of Gordon State College through securing financial resources for the further development and growth of the College.

Through contributions to the Gordon State College Foundation, generous individuals, businesses and civic organizations endow scholarships that ensure access to higher education for students. The foundation awards these scholarships annually to students chosen based on criteria such as academic success, financial need, and extracurricular activities. Award amounts vary among the many scholarships of the foundation.



CORE VALUES

- **Student Focused**

Placing students at the heart of everything we do through accessible education, personalized resources, and engaged communities.

- **Life-Long Learning /Scholarship**

Empowering and promoting academic rigor, professional development, and personal growth that results in ethical and honest life-long critical inquiry with a global perspective.

- **Excellence**

Fostering excellence through rigorous and innovative experiences driven by the institution's mission of delivering quality programs, services, and education.

- **Respect**

Cultivating an atmosphere that promotes integrity and embraces diversity, where all are valued and included regardless of economic, social, religious, or political background.

- **Collaboration**

Promoting a culture of collaboration where meaningful relationships between faculty, staff, students, and the community are formed in an environment of transparency with high expectations of excellence for professionalism and service.



STRATEGIC PLANNING PRIORITIES

STRATEGIC IMPERATIVES
TO ACCOMPLISH THIS VISION,
GORDON STATE COLLEGE MUST:



ESTABLISH A DISTINCTIVE
IDENTITY BUILT ON A
COLLABORATIVE CAMPUS
CULTURE SUPPORTED BY OUR
INSTITUTIONAL VALUES



PROMOTE STUDENT
EXCELLENCE THROUGHOUT
THE ACADEMIC JOURNEY



STRENGTHEN COMMUNITY
ENGAGEMENT AND
PARTNERSHIPS

ATTRIBUTES
OF A GRADUATE

The Highlander EDGE

We will prepare our students for success after graduation. Gordon State College graduates will embody the following four key attributes—the Highlander EDGE. Faculty and staff will work to foster these attributes through their work and interaction with students.

ENGAGED
INNOVATORS

GSC graduates will have the ability to think critically and creatively, enabling them to tackle complex problems with confidence.

ETHICAL
LEADERS

GSC graduates will have gained a deep appreciation for local community service as well as global issues. They will approach leadership with respect for everyone involved in the process.

DEDICATED
SCHOLARS

GSC graduates will have acquired not only the necessary knowledge and skills to be successful in their chosen careers, but also a commitment to life-long learning that traverses all aspects of their lives.

GIFTED
COMMUNICATORS

GSC graduates will have a strong foundation in spoken and written communication as well as quantitative reasoning skills that enable them to share ideas with others effectively.



AFFORDABILITY
AND ACCESSIBILITY

For a total close to \$2,200 a semester for 15 credit hours for in-state tuition and fees, Gordon State College provides the most affordable state college education in our region. Gordon State offers an attractive alternative to the cost of college at a major university with credits transferable throughout the University System of Georgia. Gordon also offers multiple articulation agreements with higher education partners in the technical college system as well as public and private colleges and universities allowing students to earn a degree for a fraction of the overall cost paid by their peers.

The Gordon State College Foundation offers more than 120 scholarships to full-time students with a 2.5 or higher grade point average.

Gordon's campus is centrally located 45 miles south of Atlanta and 35 miles northwest of Macon, creating access for students who may not have an opportunity to obtain a college education. Gordon State College is the number one selection for state colleges for

freshmen entering college from high schools in our region.

Gordon State's popular dual enrollment serves about 500 annually on our main campus as well as our McDonough Center as students start college and complete high school at the same time. We also serve a population comprised of a high number of first-generation college students. We offer extensive options for academic counseling and learning support programs to ensure that all students feel empowered to pursue their professional goals.

Adult Learners or Non-Traditional students, defined as a student who is 25-years-old or older or has been out of high school for five-years or more and/or a Veteran, enjoy the flexibility of day, evening and online courses that provide students the opportunity to work full or part-time while completing their degree. It is one more way Gordon State College is seen as a pathway to the future, whether it is entering the workforce or continuing education through graduate school.

FACULTY SPOTLIGHT

DR. AMANDA DUFFUS, ASSOCIATE PROFESSOR OF BIOLOGY

Duffus received GSC Foundation's inaugural GSC Foundation Faculty Award, coordinated the highly successful Undergraduate Research Symposium, a large student-centered event requiring collaborative, planning, and interpersonal skills. Throughout her ten years at the college and has mentored about 50 research students both at Gordon and other intuitions and has overseen more than 100 various student-led projects.

Duffus was nominated for the Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring, which is the nation's highest honor for mentors who work with underrepresented groups to develop the nation's human resources in STEM. Other honors include: Interim Associate Director of the Global Ranavirus Consortium; President Elect of the Georgia Academy of Sciences; Co-Chair of the Pathogens/Parasite/Disease Taskforce for Southeast Partners in Amphibian & Reptile Conservation; Associate Editor of Amphibian Diseases.



ALUMNI SPOTLIGHT

ORNELLA OLUWOLE (BS'15)

Officially a medical doctor, graduating from Medical College of Georgia, Augusta University in the Spring of 2020 and was awarded the Z.W. Gramling Award for outstanding qualities and leadership in the field of anesthesia, Oluwale started her higher education at Gordon State College and served as president of the Student Government Association. She is currently an anesthesiology Resident at Medical University of South Carolina.



ALUMNI SPOTLIGHT

DON NEUNER (1965-70)

Don Neuner, a consultant with more than 40 years of expertise in business, engineering and distribution, graduated from Gordon Military College - High School Division. He entered Georgia Tech in 1970 and graduated with bachelor's (1974) and master's degrees (1976) in Industrial Management. Don also serves on the Gordon State College Foundation Board of Trustees and is past President of the GSC Alumni Advisory Board.

STAFF SPOTLIGHT

JOY MATTHEWS, FINANCE AND ADMINISTRATION COORDINATOR

Matthews was recognized for the inaugural GSC Foundation Staff Award. Matthews' nominee wrote, "On a professional level, Joy is everywhere. She always always strives to learn more about her job and those around her in the best interests of the college and her professional development. She spent countless hours learning and working with the offices of the Bursar, Financial Aid, Admissions, and the Registrar to coordinate and manage the on-campus call center and more. Does a lot of things above and beyond her regular job duties. Joy was a student at Gordon and works at Gordon because she wants to be at Gordon."

Matthews said, "It's been a pleasure working and interacting with students faculty and staff the past five years. I was stunned to receive the first staff award. It was very humbling and made me realize my impact across campus. I believe in the mission and purpose of the Gordon and serve with my whole heart."



STUDENT SPOTLIGHT

DEQUARIOUS LOPER, HUMAN SERVICES MAJOR

"Being a Gordon State College student has been very fascinating and eye-opening. Not only have I grown as a student, but I think I have grown even more so as a person. Through engaging in the clubs, organizations and events that Gordon has to offer, I have learned responsibility and how to be a leader and effective communicator. I am a member of GSC Toastmasters and AAMI (African American Male Initiative). I am also a resident assistant for Gordon's on-campus housing. These opportunities have helped me grow out of my introverted nature and become more social."



STUDENT SPOTLIGHT

HANNAH RUTLEDGE, 2020 GSC OUTSTANDING SCHOLAR

"I started out small and got more involved as each semester progressed. Faculty are helpful and encouraged me to achieve academic excellence. I have served as president of the Honors Club and I am an active member of the History Club. I love participating in events and attending meetings. I also tutor in the Student Success Center. It has been a job that has lead to many opportunities and much personal growth. I have had a rewarding college experience with many sweet memories while still having the comfort of my home."

PRIORITIES

At Gordon State College, there are numerous opportunities that alumni, prospective donors and donors can engage in.

The current priorities at GSC where financial support is needed includes:

- **ENDOWMENTS/SCHOLARSHIPS**

Provide endowments/scholarships, directing awards, where possible, to initiatives identified in the GSC strategic enrollment management plan.

- **GAP/EMERGENCY FUNDING**

Provide gap/emergency funding to provide institutional flexibility and meet the changing financial need of students. Provide designated and unrestricted resources to support faculty, staff and programs of GSC.

- **DESIGNATED AND UNRESTRICTED RESOURCES TO SUPPORT FACULTY AND STAFF**

Recognize excellence across campus. We will strengthen GSC’s identity across the region and the state by recognizing and promoting quality work and career success by our faculty and staff. Specifically, the college will seek to affiliate itself with or invest in events, designations, and other recognitions that demonstrate the quality and excellence of Gordon State College. We will further advance this objective by investing in on- and off-boarding, cross-training, professional development opportunities like the Highlander Leadership Academy and the Center for Teaching & Learning.

Promote life-long learning and professional development for personal growth that results in ethical and honest, critical inquiry with a global perspective. GSC’s Strategic Plan objective includes ensuring that college faculty and staff members are provided with at least one professional development opportunity annually aimed at expanding the understanding of their role.

- **SUPPORT FOR IDENTIFIED ACADEMIC PROGRAMS AND GSC INITIATIVES SUPPORTIVE OF GSC’S 2019-2024 VISION**



FAST FACTS

STUDENT ENROLLMENT
2020-2021
3,200+

FULL-TIME STUDENT
15 CREDIT-HOURS,
TUITION AND FEES PER
SEMESTER
\$2,215

SCHOLARSHIP
ENDOWMENTS
113

ENDOWMENT VALUE
\$15.4 Million

STUDENTS OF COLOR
47%

STUDENTS LIVING WITHIN
14-COUNTY SERVICE REGION
78%

FEMALE STUDENTS
67%

“THE OPPORTUNITY FOR THE FACULTY AND STAFF TO LEARN TOGETHER IS A KEY FACTOR IN CREATING A SUCCESSFUL ACADEMIC ENVIRONMENT AND REITERATES THE POWER OF WE! WHEN EACH PERSON CAN BETTER UNDERSTAND HOW THEY CONTRIBUTE TO LEARNING, INSIDE AND OUTSIDE OF THE CLASSROOM, THEN GORDON STATE WILL BE ABLE TO FULFILL OUR MISSION TO OUR STUDENTS AS WELL AS TO THE REGION AND STATE.”

DR. KIRK A. NOOKS
PRESIDENT, GORDON STATE COLLEGE

NAMING OPPORTUNITES



NAMED SCHOOLS AND ACADEMIC DEPARTMENTS - \$1,000,000 TO \$5,000,000

Associating an individual, corporation, or foundation name with a school or an academic department indicates a great commitment on the part of the donor, acknowledging the highest level of partnership between the College and the donor.

A donor may establish a named academic department with a transformational outright gift whose net present value is deemed appropriate in relation to the current anticipated cost of operating the school or academic division. Funds received in keeping with BOR policy will be set aside for an endowment to support the school/academic division. In addition to a fully endowed chair, the funds generated by the endowment will provide resources for student scholarships within the discipline (following scholarship guidelines through the advancement department), an annual symposium, research, library resources, and equipment. Named endowed lectureships, faculty development funds, scholarships and lecture series may be named by additional donors within each academic division.

Minimum Annual Gift: 20 percent of the determined total required endowment

NAMED CHAIR - \$300,000 MINIMUM

A donor may establish a fully endowed chair with an outright or irrevocable gift whose net present value equals or exceeds \$300,000 for a chair. In addition to the salary supplement provided, these funds may provide additional support for the following (non-inclusive):

- Teaching and research
- Equipment, laboratory resources, and computer resources

- Library resources
- Research assistants' stipends
- Conference attendance and travel
- Course development
- Relocation expenses
- Publishing, patent application or artistic creation

The parameters of the usage of the funds will be determined by the department with the approval of the Gordon State College Provost and Vice President of Finance and Administration when the gift has been received.

Minimum Endowment Gift: \$300,000
Minimum Annual Gift: \$100,000

NAMED ENDOWED PROFESSORSHIP - \$100,000 MINIMUM

A donor may endow and name a professorship. These funds may provide a supplement to the available salary for an existing faculty member, or provide honoraria and expense for visiting faculty or extended residences of up to one academic year.

Minimum Endowment Gift: \$100,000
Minimum Annual Gift: \$40,000

NAMED CENTER - \$100,000 MINIMUM

With a gift of \$100,000, a donor may endow a center such as the College's Student Success Center to bring distinguished speakers to campus associated with that center.

Minimum Endowment Gift: \$100,000
Minimum Annual Gift: \$20,000

NAMED LECTURE OR LECTURE SERIES - \$30,000 MINIMUM

With a gift of \$30,000, a donor may endow a lecture or lecture series fund to bring distinguished speakers to campus.

Minimum Endowment Gift: \$30,000
Minimum Annual Gift: \$15,000

NAMED SCHOLARSHIPS - \$25,000 MINIMUM

These endowments generate income to provide annual awards to a student. Most are generally based on a combination of financial need and academic performance. Funds may also be established to support student-athletes. The donor may state preferences under college guidelines.

Minimum Endowment Gift: \$25,000
Minimum Annual Gift: \$5,000

BUILDINGS - \$1,000,000 TO \$5,000,000

Gordon State College has a number of existing buildings on campus that are available for naming under the BOR guidelines. The minimum range for naming a building on the Gordon State College campus will consider a number of factors: the age and size of the building, the cost of construction and the significance of the building. An annual gift minimum of 20 percent will be expected for any naming and the total gift pledged should be realized within five years. A portion of this gift will be set aside as an endowment in keeping with BOR policy.

Among the naming opportunities on the Gordon State College campus are the following buildings:

BUILDINGS	AMOUNT
Academic Building	\$1,200,000
Alumni House	\$80,000
Alumni Memorial Hall	\$1,300,000
Aquatic Center	\$500,000
Fine Arts Building	\$1,620,000
Georgia House	\$50,000
Gordon Commons 1	\$1,700,000
Gordon Commons 2	\$1,700,000
Gordon Commons 3	\$1,700,000
Gordon Village	\$4,000,000
Honors House	\$30,000
Instructional Complex	\$5,000,000
Nursing & Health Sciences Building	\$2,800,000
Spencer House (402 Spencer St.)	\$30,000
Student Center	\$2,300,000
Student Activity and Recreation Center	\$2,700,000
Student Services Center	\$500,000
Office of Innovative Education and strategic Initiatives and Community Education (301 Spencer St.)	\$30,000

**INTERIOR NAMING
OPPORTUNITIES - \$25,000 TO
\$500,000**

Interior namings do not require the approval of the BOR and are allowed at the discretion of the GSC President. Areas such as classrooms, computer labs, lecture halls, auditoriums, conference rooms, offices, and gathering places/informal areas may all be named. The gift amount for such a naming may range from \$25,000 to \$250,000 depending on the size and significance of the facility.

The following is a sampling of potential interior naming opportunities:

INTERIOR SPACES	AMOUNT
The Legacy Room	\$75,000
The Highlander Room	\$75,000
The Russell Hall Seminar Room	\$75,000
Academic Building Computer Lab	\$100,000
Creative Media Lab	\$100,000
Student Center Auditorium	\$100,000
Fine Arts Auditorium	\$500,000
Student Activity and Recreation	\$500,000
Center Arena Floor	
Classroom / Lecture Hall with 50 seats or more	\$50,000
Classroom with 25 seats or more	\$25,000

RECOGNITION CEREMONIES

Recognition Ceremonies may be held at the occasion of a naming once that naming has been approved by the USG Board of Regents and after consultation with the College, the donor, and the Board of Regents. The Chancellor and the Board of Regents will be notified as soon as possible of the date and time of such an event.



**GORDON
RANKED #18
IN TOP PUBLIC
SCHOOLS***

*GSC ranked No. 18 in Top Public Schools in the Regional Colleges South category according to the 2021 edition of the U.S. News and World Report Best Colleges list.



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