

**APPROVAL OF A CONTRACT FOR CONSULTING SERVICES FOR IVY TECH'S
RETURN ON INVESTMENT (ROI) FUNDRAISING CAMPAIGN**

RESOLUTION NUMBER 2009-30

WHEREAS, the College has worked with the Clements Group to complete a feasibility study to determine the potential of raising significant outside support for students and programs, and

WHEREAS, the favorable results of the feasibility study indicate that Ivy Tech has the ability to raise between \$49,000,000 and \$62,000,000 through a coordinated statewide campaign, and

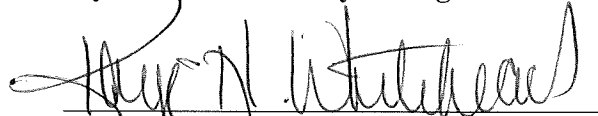
WHEREAS, the Clements Group has served as campaign counsel for significant fund-raising efforts of community college systems in both Georgia and Kentucky and now is very familiar with Ivy Tech's statewide system, and

WHEREAS, the College wishes to contract with the Clements Group for training, counsel and campaign assistance for this major coordinated statewide fund-raising effort, and

WHEREAS, the total cost of the contract with the Clements Group for 24 months of service from its President and CEO, Senior Vice President, and three senior level fund-raising consultants will not exceed \$800,000, including expenses incurred by the Clements Group in providing those services;

NOW THEREFORE BE IT RESOLVED, that the State Board of Trustees authorize and direct the College President, or his designee, to execute a contract with the Clements Group for fund-raising services for a term of 24 months and for a total amount not to exceed \$800,000, after the contract has been reviewed by the College's General Counsel.

**State Trustees
Ivy Tech Community College of Indiana**



Kaye H. Whitehead, Chairman



Anne K. Shane, Secretary

Dated July 16, 2009

Ivy Tech Community College
Contract for Consulting Services for Ivy Tech's
Return on Investment (ROI) Fundraising Campaign
July 16, 2009

Ivy Tech has worked with the Clements group since October of 2008. During the summer of 2008, an RFP was released for a feasibility study to determine the College's ability to raise funds at eight discrete campus locations as well as for Ivy Tech as a whole. Five firms responded to that RFP, and three were interviewed. The committee involved agreed that Clements should be awarded the original contact.

The College has been quite pleased with their work and the staff assigned to our project. Clements Group staff conducted 321 personal interviews with community and business leaders throughout the State, but focused in and around Indianapolis, South Bend, Elkhart, Columbus, Sellersburg Muncie, Anderson, and Northwest Indiana (Gary, East Chicago, Valparaiso and Michigan City).

The results for the feasibility study indicate an opportunity for Ivy Tech to move forward in a coordinated campaign for these campuses with a combined working goal of \$49 - 62 million. As has been past practice, we would like to secure counsel to help augment staff in this process.

There are several good reasons for the College to continue with Clements Group:

1. They have proven their competence in the feasibility project. Reviews of their performance by staff, volunteers and interviewees have been very positive.
2. Staff, volunteers, and 321 community leaders are now familiar with the consultants who will be assigned to our project, including the President and CEO, their Senior Vice President, and three senior consultants.
3. The firm is the only one we found with direct experience with statewide community college systems, having worked in Georgia and Kentucky on similar projects.
4. Pricing is very competitive. In fact, we are getting the consulting done cheaper than our most recent campaigns using other counsel. In a review of 6 campaigns from calendar year 2000 through 2007 (Evansville, Terre Haute, Warsaw, Bloomington, Valparaiso/Portage, Kokomo), consulting costs ranged from \$99,000 to \$154,000. The length of time for consulting services varied from 12 – 20 months. The average contract was \$120,000 for 16 months, including expenses. Our proposed Clements contract for 8 campuses and the college-wide component will not exceed \$800,000, including expenses. The consulting period will be 24 months. The average campaign cost is \$89,000. The average length of campaign is 18 months. During preliminary discussions with Clements, they noted their normal contract is 18 – 24 months and with expenses would run in the \$200,000 - \$250,000 range.
5. We will not have to spend the time getting another consultant up to speed and inculcated in the Ivy Tech way. This will allow us to continue the momentum we have built through the feasibility study process.
6. An analysis of hiring two, senior level employees at total gross costs plus travel, demonstrated a savings of only \$75,000 over two years compared to the proposed Clements Group contract, which includes the services of 5 consultants.

The benefits of continuing the College's relationship with Clements are many. The total fees for this contract for services will not exceed \$800,000 over 18 – 24 months.

Action requested: Approval of the contract so we can move ahead with campaign activity.