

Louisiana Community and Technical College System (LCTCS) And The Case for Private Philanthropic Investment

The Challenge

“Workforce availability and quality have become a major economic development challenge for Louisiana, hindering the economic growth of virtually every region in the state.

From the Governor’s Plan to Redesign Workforce Development
March 2008

The Louisiana Community and Technical College System (LCTCS) represents the colleges of the people of Louisiana. The stronger and more adept these institutions are at serving students and their communities, the brighter the economic future will be for all residents of Louisiana. The success of LCTCS in assisting its colleges state-wide to emerge as enhanced engines for personal, career and academic mobility will depend on a new, more vigorous and productive public-private partnership.

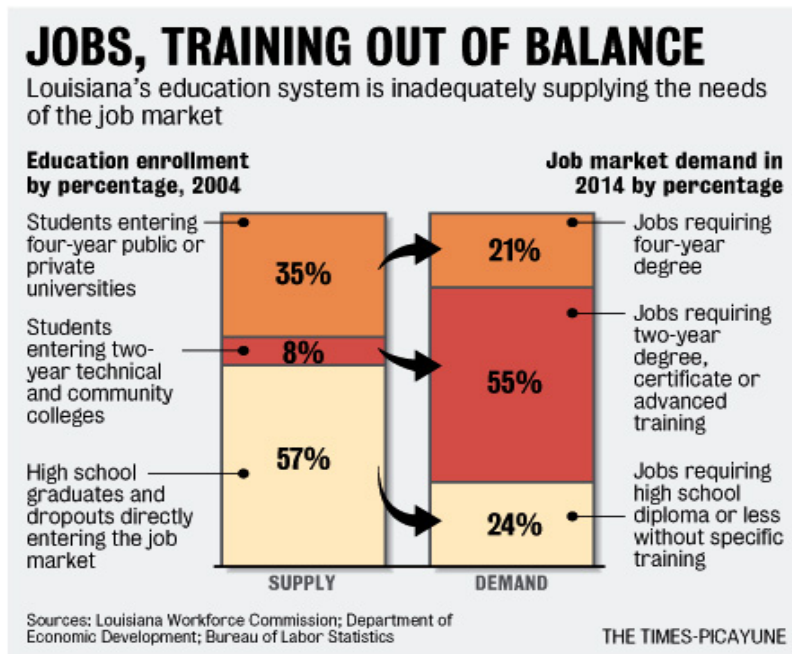
The Gap

It is apparent that a training and education gap exists today in Louisiana. Businesses with major operations in the state cannot find qualified employees. Under-skilled workers find it difficult to earn a living wage and provide for their families. Jobs go unfilled or are filled by workers recruited from out-of-state or internationally. Nearly 70 percent of businesses considering moving to or expanding in Louisiana cite workforce issues among their greatest concerns.

The value of education and training is not fully appreciated by our high school students. In today’s job market, 55 percent of the jobs available in Louisiana require a two-year degree, certificate or advanced training (see chart below). Yet only 8 percent of Louisiana’s high school graduates pursue education beyond high school at one of Louisiana’s seven community colleges, two technical community colleges, and 38 technical college campuses. Given the LCTCS emphasis on quality programming and commitment to building strong strategic partnerships with business and industry, increasing this participation rate is the System’s major goal.

Although relatively new in comparison to state systems created decades ago, the Louisiana Community and Technical College System (LCTCS) is actively pursuing a strategic plan designed to make it one of the nation’s most effective in terms of student success and service to local business and industry. By the year 2012, enrollment needs to more than triple, from the current 52,000 to 160,000 students. Success in this endeavor will require a combination of public and private investment.

The majority of colleges in the Louisiana system are fewer than 10 years old, many are still in temporary facilities and most have been chronically under-funded. Much needs to be done to build campuses and develop and equip programs that train students for high tech, high wage, high demand jobs.



The challenge is significant, the pathway is clear – we are committed to building the necessary team of educational professionals and volunteer civic leaders to succeed.

Our Vision

There is a Brighter Future ahead for Louisianians. Education, business and government leaders are placing an urgent and dramatic new emphasis on training and education through the Louisiana Community and Technical College System for the tens of thousands of skilled jobs that are currently unfilled. Through bricks and mortar improvements, development of new programs to meet workforce demands in growth sectors of the economy, and unprecedented student recruitment and retention efforts, the LCTCS will rise to the challenge of bridging the education and training gap.

The benefits to students, families, business and communities will be many-fold. Students will have lifelong access to the education and training they need to prepare for skilled jobs that offer living wages and opportunities to advance. Businesses will have access to employees who are highly skilled and ready for work. Communities will become more vibrant and sustainable because businesses will prosper and families will thrive.

Our Plan

The LCTCS is in a position to bridge the education and training gap in Louisiana. Creating capacity to deliver education and training that is critical to Louisiana's future, the LCTCS must:

- Build, renovate and equip buildings on virtually all of its campuses.
- Develop and expand programs to meet the workforce needs for key industries in each economic region of the state.
- Add faculty and staff to serve rapidly growing enrollment.

The State of Louisiana is making unprecedented investments in building and renovating LCTCS campuses. Additional funding is proposed for expanding workforce training programs. This infusion of public funds comes at a critical time; it will dramatically increase the LCTCS' capacity to meet workforce needs.

There is yet another important capacity that must be created to ensure that Louisiana's community and technical colleges continue to serve as sustaining assets for students, businesses and communities long into the future—*the capacity to seek and secure financial resources from friends and alumni of the LCTCS.*

While it is anticipated that public funding will provide the resources required to operate as good colleges, philanthropic dollars will provide the resources required to become great colleges.

Just as most of our colleges are young, so are the foundations that were formed to support them. Many have no staff and few resources dedicated to fundraising activities. As a result, the capacity to secure significant philanthropic investment for building and enhancing facilities and programs is severely limited.

The LCTCS recently created the position of Executive Director of System Advancement to develop and implement a plan to support the creation and growth of foundations for every community and technical college in the system. These individual foundations will provide a focal point for developing a base of friends and donors whose contributions can begin to enrich college efforts to support the transformation of Louisiana's workforce.

The LCTCS Foundation, formed in 2007, will support this effort by providing direct support to the colleges and their foundations for education and training, staff and board development, fundraising tools, campaign feasibility studies, best practice resources, and other capacity-building services and support.

The mission of the LCTCS Foundation is to secure private resources to advance the System's ability to transform Louisiana's workforce. The LCTCS Foundation will fulfill this mission by funding:

- Fundraising capacity-building for the all the colleges of the LCTCS
- Activities that enhance visibility and strengthen support for the LCTCS at the community, parish, state, and federal level.
- International workforce partnerships that prepare students to succeed in a global economy.
- Innovative academic and training programs that improve student achievement

Our Invitation

Much of the success this past year in developing support for LCTCS colleges and in growing capacity to meet workforce needs is due to Foundation support of advancement activities. Please join us in this effort by making a contribution to the Louisiana Community and Technical System Foundation. Our goal is to build a brighter future for Louisiana, one student at a time. Your support can be directed to:

The Philanthropy Initiative

- Build a state-wide culture of philanthropy for community and technical colleges through activities that
 - Support fundraising capacity-building for LCTCS colleges including grants for staff salaries, professional development activities, technical systems and support, and feasibility studies for capital and major gifts campaigns
 - Develop state-wide communication strategies that promote a culture of giving to community and technical colleges
 - Implement strategies that spotlight the success of LCTCS colleges

Workforce Advancement

- Ensure a sustainable, skilled workforce through activities that build partnerships with key stakeholders and offer solutions to community and sector challenges
 - Regional and statewide workforce planning workshops
 - Activities that build legislative support for workforce initiatives
 - Local community engagement activities that support LCTCS colleges

Global Competitiveness

- Create a globally competitive workforce in Louisiana by bringing the world to the LCTCS and taking the LCTCS to the world
 - International system and college partnerships
 - Student and faculty exchange programs

Programs of Excellence

- Enhance learning outcomes for students by recognizing and supporting excellence in teaching and learning
 - Recognition of outstanding students and faculty
 - Recognition and support of innovative academic and training programs

“Our greatest export is not oil and gas or crops; it’s the sons and daughters of Louisianians who leave because they don’t pursue opportunities in Louisiana. There is nothing that would more improve the quality of life for our people than by training them so they can hit the ground running.”

Governor Bobby Jindal
Quoted in the Shreveport Times
March 26, 2008