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# The Campaign for ROCHESTER COLLEGE



## a campaign to secure the future of ROCHESTER COLLEGE

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With a strong quest to reduce and eliminate costs while at the same time holding tuition increases below the national average, Rochester College has experienced a God-directed turnaround since the mid-2000s.

We completed and opened the long-awaited Garth Pleasant Arena, which adds an impressive home court for our sports teams and a gathering place for our campus community. Most importantly, we continue to change the lives of young people entrusted to us for their education.

We must continue investing, igniting and impacting the lives of students who are seeking to be people of deep character and genuine faith. Our students will leave here and become strong servant-leaders to their families, workplaces and communities.

In Fall 2016, our Senior Leadership Team began laying the groundwork to ensure that Rochester College will continue to be a vibrant Christian college in the Great Lakes region for decades to come.

**In recent years, dozens of small, private colleges have closed. Rochester College has survived this time of crisis, and we must continue to enhance our programs and infrastructure so that we are financially healthy for the future. Otherwise, the mission of Rochester College will be in jeopardy.**

**In order to secure our stability and go forward as a strong Christian college, we need to increase our annual enrollment from our current 1,200 students to an annual enrollment of 1,600. The campaign outlined here will give us the foundation to reach that goal in five years.**





**While the task ahead is not easy,  
the college is thinking strategically  
in these areas:**

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**Transforming the Ethos**

Recent studies show that many institutions of higher education are not responding well to the expectation of both students and their parents that college will prepare them for jobs in a rapidly changing workplace.

To ensure our graduates are prepared, Rochester College will provide students with internships that will equip them with:

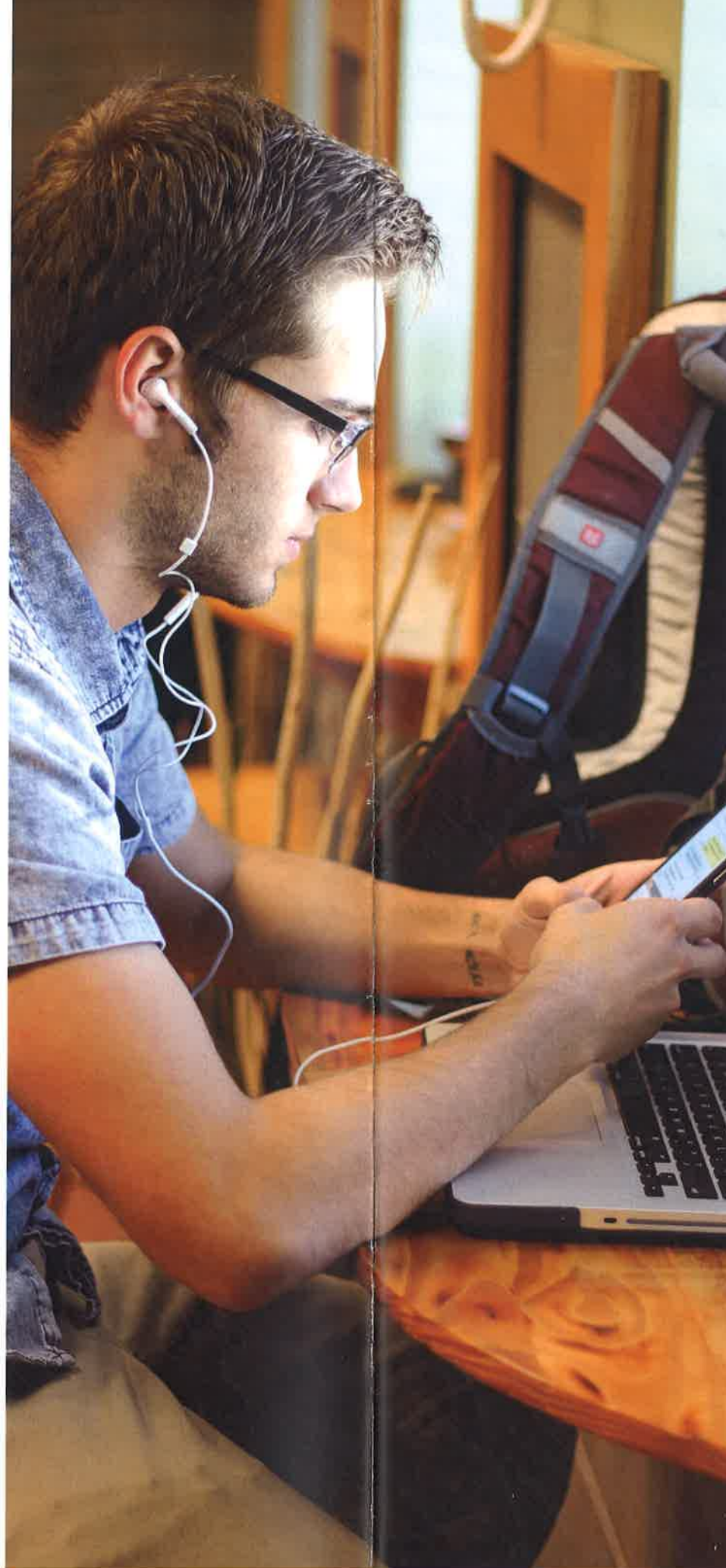
- first-hand involvement in and knowledge of the workplace
- professional connections to area businesses
- preparation for diverse and changing vocational situations

Our Center for Social Entrepreneurship will lead this effort in bridging our students' educational experience to their careers. We want to provide collaborative learning spaces on campus so that students will experience integrated and connected learning, which is critical to this effort.

**Changing our academic model**

The need to better prepare students for life after college is rapidly challenging higher education. Rochester College will implement an academic model that responds to this challenge. We will offer flexibility in the delivery and availability of classes, and we will expand our menu of program options, all while holding down costs. By increasing our teaching and learning infrastructure, we will be better able to accommodate growth.

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**Expanding athletics**

In Fall 2017, Rochester College enjoyed our largest student-athlete enrollment in history, with 270 students participating in 20 different men's and women's teams. We will add more athletic facilities to our campus, which will enable us to recruit an additional 100 student-athletes. Furthermore, updated sports facilities will boost collegiate and community spirit. Constructing an enhanced sports complex on the east side of campus will open doors to regional conference membership, which will improve our branding and public relations exposure. Most of all, building new sports facilities and adding sports will give more young people the chance to have life-changing experiences at Rochester College.

**Addressing campus technology**

**and infrastructure needs**

Technology is changing the way students learn. They use smartphones, iPads, Surface Pros and MacBooks, and we have 1,200 students who need access to this current technology. Combine these student needs with the way classroom technology is changing, from the use of smart boards to online learning, and providing up-to-date and functioning technology is a priority for today's student learner. We also need to upgrade our physical infrastructure and resources, including parking lots, maintenance operations, sidewalks, roofs, etc. We have a beautiful campus, but the infrastructure and facilities needed to support 1,600 students must be expanded, improved and updated.

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In the last five fiscal years from 2013-2017, RC has returned to healthy operating margins and has completed a successful campaign—Getting Healthy. We have accomplished many important objectives:

- Added new academic majors, including early childhood studies, social entrepreneurship, musical theatre and worship ministry
- Reduced debt by retiring \$2.6M in unsecured loans and \$1.7M in secured loans, working to financially protect the future of this institution for prospective students
- Raised \$4.5M for annual fund scholarships to help reduce the cost of attendance for our students
- Completed the Garth Pleasant Arena by raising more than \$4 million; provided a gathering place for the entire student body for chapel, sporting events and community activities
- Achieved four consecutive years of enrollment growth, with the largest fall enrollment in our history (1,212) in 2017
- Raised more than \$1 million for endowments, providing increased funding for student scholarships
- Launched a new nursing program, received state certification and national accreditation, creating more opportunities for nursing graduates—100 percent of whom are employed in the nursing field
- Moved from probationary status to full state approval for our education majors, allowing us to expand this program for students preparing for careers in K-12 education

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This new \$10 million campaign builds upon the framework we already have established, providing quality education that embeds the core values of faith, character and service in the hearts and minds of our students. We share our home in Southeast Michigan with more than 3.7 million residents. As Detroit, Pontiac, Flint and other struggling communities work to survive and rebuild, Rochester College and our students will make a difference in that journey.





# Phase 1

will accomplish the following objectives:

- 1 THE ADDITION OF A \$3.2M SPORTS COMPLEX** to enable our athletic teams to practice and play home games on campus, instead of renting facilities off-campus. An artificial turf field will be home to men's and women's soccer, men's and women's lacrosse, softball and club football. Outdoor changing rooms, concessions, press box and restrooms will allow our students, alumni and friends to enjoy a collegiate atmosphere on our campus, creating stronger bonds with the communities of Rochester and Rochester Hills.
- 2 DEVELOPING LAKE NORCENTRA** to include outdoor event space in some of the most pristine and beautiful open space in Oakland County. This investment of \$500,000 will allow us to remove our old maintenance facility and move these operations into a restored barn on campus. This move will preserve our historic barn, while beautifying the Lake Norcentra area.
- 3 UPGRADING OUR TECHNOLOGY INFRASTRUCTURE**, resurfacing our parking lots and access roads, and repairing sidewalks will require \$1.3M in investment. These improvements in infrastructure, along with enhanced landscaping, will give us a more beautiful and functional campus, providing an outstanding environment for student learning and living.
- 4 A NEW \$5M ACADEMIC CENTER** to accommodate expanded programs and expected student growth in the next five years. We have been creative in our use of resources to provide a faith-and-learning integrated educational model to our students. To continue to teach and influence young people, we must build additional learning spaces.

## Lake Norcentra Park

Green space, a boulder amphitheatre and special events stage chapel that provides recreational and leisure opportunities

## Athletic Fields

A utility turf field and accompanying press box that attracts and engages students and community members

## Academic Building

Classrooms, office space and conference rooms to help sustain and foster our growing academic community

## Barn Remodel

A repurposed structure that houses the college's maintenance operations and allows continued improvements to be made in Lake Norcentra Park

## Infrastructure

Integrating new technology and upgrading campus infrastructure to improve learning and support a growing campus community





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We cannot achieve these goals without the prayers and financial support of our alumni and friends.

We trust you see the impact our dedicated team of faculty, staff, administrators, alumni and friends make on the lives of our students.

We ask you to prayerfully join us as we implement plans to sustain this institution and influence lives for years to come.



# Athletic Fields

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RC has a deep and endearing history in athletic performance. We've won national championships in several sports, and we always strive to compete with a high level of talent, hard work and sportsmanship.

This success has been amazing when you consider our lack of appropriate facilities. With the recent opening of the Garth Pleasant Arena, we now are hosting our basketball and volleyball teams with the same level of class they have displayed on the court.

Now we need to add a utility turf field, which will allow our men's and women's soccer teams and women's softball team to practice and compete on campus. A new field will also allow us to add more sports, such as men's and women's lacrosse.

This new field and the accompanying press box and changing rooms will help us attract more athletes for all of our sports, and they will greatly improve the "front porch" of the college.







### Warrior Pride

Sports teams give us all a time to cheer for each other and root for our college. A new field will boost school spirit and increase interaction between students, alumni, parents, friends of the college, faculty and staff.



### Community

A turf field in Rochester Hills will be in high rental demand from local youth soccer clubs, football programs, lacrosse teams and children's camps. This increased traffic will strengthen our ties to local businesses and residents.



### Numbers

With the improved amenities, RC could add lacrosse as an intercollegiate sport, which will attract 50 new full-time students. We also anticipate the added value will help us attract up to 25 more students with more robust rosters in men's and women's soccer and softball. The new space could also pave the way for an additional club sport, adding another 25 students.



### Intramurals

This new space will also be home to our intramural program, which will allow our entire student body, including commuters, to engage in spirited competition. This allows us to encourage physical activity, while also strengthening student morale.



### Traffic

Bringing three current sports teams back to campus and starting at least two more will drive much needed traffic to our campus, including family members and other fans from our community and from the visiting teams. Each contest will help us engage more visitors and spread goodwill toward RC.





# Lake Norcentra Park

Lake Norcentra Park exists to be a place for people to enjoy learning, living and serving together. Opening up green space around the northwest corner of the park and constructing a few key elements will provide more opportunities for people of all ages.

The park has quickly become a place for RC students and community members alike to experience hands-on learning about environmental stewardship, historic preservation, landscaping, watershed restoration and wildlife habitat. Whether it's mapping sediment composition and water-depth charts, analyzing water quality in Lake Norcentra, or experiencing the natural elements during small group overnight or day trips, continued expansion of the park is needed to enhance learning.

Both local friends and our community are utilizing the park's paths to the Clinton River Trail and the newly constructed bike repair station. In the Cheer Garden, visitors are relaxing, enjoying area food vendors, hanging out during live entertainment, and viewing the delightful community mural.

Relocating maintenance operations, adding green space, and constructing a boulder amphitheatre and special events stage chapel will provide more recreational and leisure opportunities, such as outdoor plays, weddings, worship and 5K events. Gathering in this setting will tie together the Christian heritage of the college, strengthen relationships and enhance the core values of RC, especially the importance of being community-focused citizens.



## Need a visual?

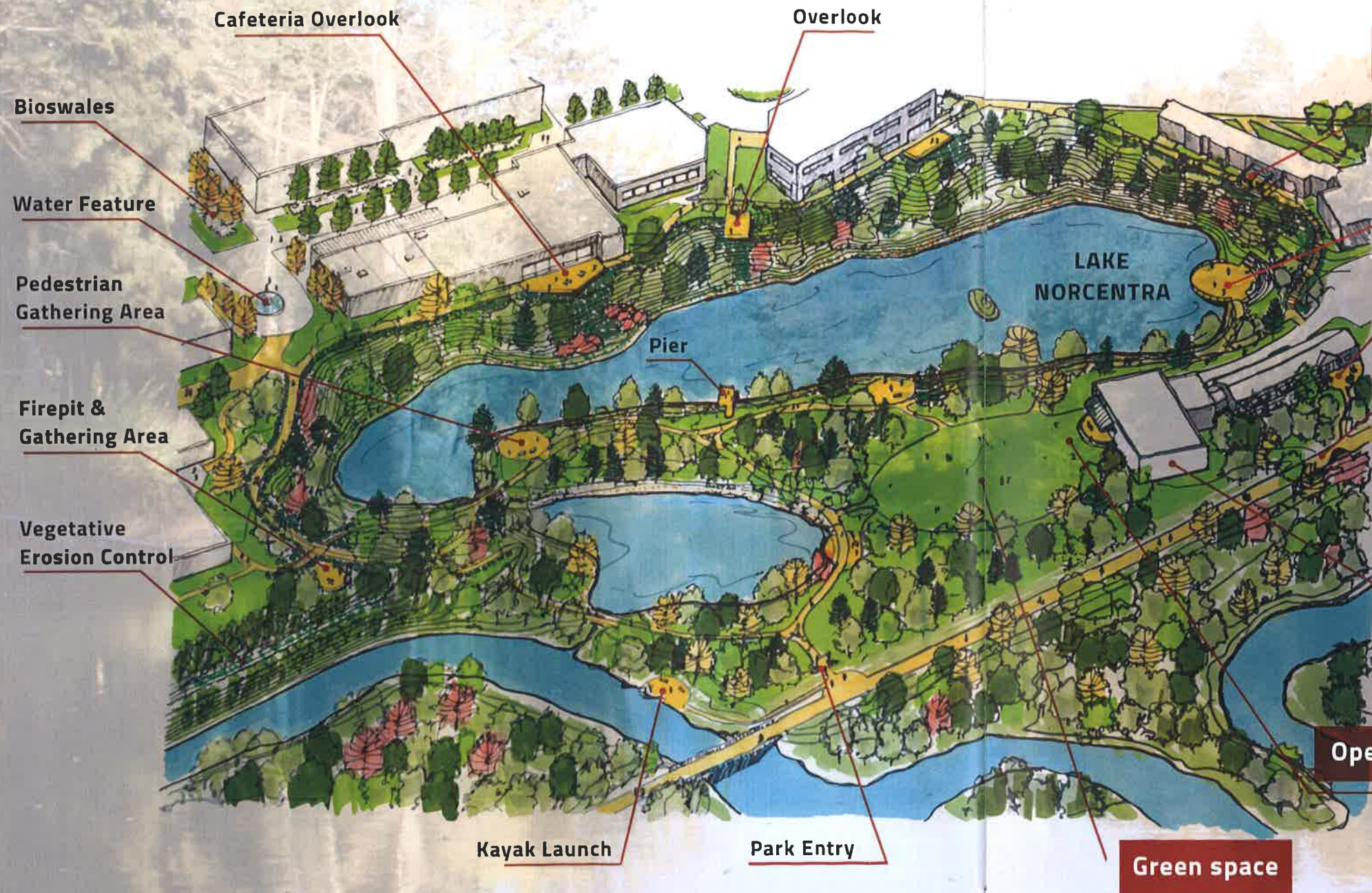
Turn the page for Lake Norcentra Park's master plan—a bird's eye view of the campus's lush backyard.

For a list of completed accomplishments, visit [lakenorcentra.rc.edu](http://lakenorcentra.rc.edu).





# Lake Norcentra Park



Gallaher Café



Amphitheatre



Refreshment Garden

Clinton River Trail



Artisan Mural

Open air chapel



Green space





# Barn Restoration

With 3,600 square feet of working space, a restored barn will house our maintenance operations, while also modeling for our students the benefits of using existing structures for sound business practices. Restoring the inside to serve as our new maintenance facility will merge the past and present together, bonding the history of this campus as a working farm to becoming an institution of higher learning.

## MAKING MOVES

Relocating maintenance operations to the repurposed barn will allow the college to move forward with creating a community space in Lake Norcentra Park.

## THE PAST & PRESENT

The outside of the remodeled facility will memorialize the deep history Rochester played within the farming industry.

## A TOOL FOR STUDENTS

More than 50 students assist in college operations, and they, too, will benefit from the use of a functional workspace. They will be exposed to trade skills such as lawn care, landscaping, tool repair, painting, furniture repair, drywall repair and light equipment repair.



## Hay! Let's talk history...

Prior to the college's opening in 1959, the founders of Rochester College purchased the 37-acre Lou Maxon estate for a campus site. Multiple efforts to increase the college's acreage culminated in 1964 with the purchase of the adjoining 54-acre Henry Gierok farm. The additional acreage included a farmhouse, a barn and some smaller farm structures that sit on the southeast corner of campus.

In 1978, Avon Township, which later became the City of Rochester Hills, selected a number of structures for inclusion in its first historic district. They listed the college barn among those structures.

In contrast to heavy timber barns of earlier eras, the barn has been identified as a "catalog barn" of lighter plank framing, erected to be a horse barn. The smaller structure to the left of the barn likely served as a "tack room" and housed saddles, bridles and other equipment for the horses. Since the college has owned the land, the buildings have been storage for everything from salt for winter to portable basketball hoops for Coach Garth Pleasant's annual Lake Norcentra Basketball Camp. The barn is now showing its age and needs immediate attention in order to preserve its heritage as one of the last remaining barns in the former farming community of Avon Township.



## Did you know?

The Rochester College barn likely was built in the early 1900s from a kit purchased through Sears.



# Academic Building

As we build upon RC's hallmark characteristics of faith, education, service and character, we need to advance our facilities to meet the needs of our professors and students. Our current classrooms, offices and conference rooms are not sufficient to sustain and foster our growing academic community.

The planned 17,000 square foot academic building will provide flexible classroom space, and the latest communication technologies will help us create professional work environments, which will enrich our students' holistic educational experiences.

With its prime location and appearance, the new facility will enable us to make a clear statement about the importance of top-notch academic facilities and the integration of the humanities with science, technology and mathematics.



Gathering space for 800 student scholars throughout:

**6**

**CLASSROOMS,  
ONE LECTURE HALL,  
A STUDENT COLLABORATION ROOM &  
ONE STEAM LAB**



**11**

**ADMINISTRATIVE SPACES**

between 10 offices and 1 conference room

For 14 years now, our Academic Symposium has brought us together to celebrate the achievements of more than 100 seniors as they present their scholarly research and professional work projects in formal presentations or through poster projects. Our hallways and classrooms are literally overflowing when these students present these capstone projects. This new facility will help us more effectively house this ever-growing "meeting of the minds."





# ROCHESTER COLLEGE

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