



## OUR CHALLENGE

Cherokee County is projected to lose 14% of its workforce in the next ten years due to an aging population and young professionals leaving the area after graduation.\*

### **Cherokee County workforce projections for 2028**

- 1,000 less workers (ages 20-64)
- The 20-24 year old age bracket will decrease 23%
- The 25-29 year old age bracket will decrease 31%

\*Iowa Workforce Development

### Proposed Solutions and Strengthened Partnership

To address the issue, the state of Iowa will be implementing Future Ready Iowa in the fall of 2019. This initiative will focus on building Iowa's talent pipeline to fill jobs by paying for tuition and fees in high demand jobs.

Western Iowa Tech Community College would like to customize/tailor this initiative to address the specific needs of Cherokee County. WITCC is committed to collaborating with the county to help make college more accessible to Cherokee County residents thereby encouraging young talent and skilled workers to remain and work in the local economy.

# THE CHEROKEE COUNTY PROMISE

The Cherokee County Promise is a plan that pays for tuition and fees (after applying gifts and non-repayable financial aid) for all programs at Western Iowa Tech Community College in Cherokee. Only Cherokee County residents who take classes in the WITCC Cherokee campus or online are eligible. The Promise begins in the fall of 2018.

## *The Cherokee County Promise*

### Eligibility

- **Eligible for Cherokee County residents who take classes at WITCC in Cherokee or online**  
*Students must be registered through the WITCC Cherokee Campus*
- **Pays for tuition and fees for all programs**  
*Students pay for books and living costs*
- **Students must be enrolled in a minimum of 9 credit hours**
- **Students may be funded through the Cherokee Promise Program for 3 years**

### Sustainability

Students must commit to living and working in Cherokee County for 3 years post-graduation. They will be required to sign a commitment letter to the Cherokee County Program.

*\*For students seeking a 4-Year Degree, the Director of the Cherokee Campus will advise them on the best way to accomplish this. They will be considered for acceptance into the Cherokee Promise program on a case-by-case basis.*

## Funding and Support

### Western Iowa Tech Community College

Western Iowa Tech Community College upholds the Cherokee County Promise to current and future students by absorbing the necessary costs of expanding existing programming and creating new programs, such as materials, equipment, building modifications and staffing. The college also upholds the responsibility in administering and monitoring the funding as well as promoting the program to prospective students.

### Cherokee County Community Partners

Support in the form of donations from businesses and individuals is key to the success of the Cherokee County Promise. Several local businesses have pledged their contribution to the project including: Cherokee State Bank, Cherokee Industrial Corp., Cherokee Regional Medical Center and RJ Thomas.

### Money Raised Here - Stays Here

All of the funding remains in a Cherokee County Promise account within the WITCC Foundation. Donations that exceed the need of the project may be delegated to program support upon recommendation by the Cherokee County Promise Committee and approval of the WITCC Board of Directors.

# WE NEED YOUR SUPPORT

WITCC wants to see the communities in Cherokee County not only survive, but thrive in the years ahead. The Cherokee County Promise is a great way to attract and retain future workers and families. We ask you to consider being a part of this program, and make a Leadership Gift Pledge or Major Gift Pledge to ensure its success.

## Fundraising Goal(s)

- Raise \$450,000 in Pledges (payable over 5 years) by Dec. 31st, 2018
- Receive \$100,000 (of the \$450,000 pledged) in Cash by Dec. 31st, 2018

### Leadership Gifts - Pledge +\$30,000, payable over 5 years

Pledge Amount (suggested gifts & payment schedule)	2018	2019	2020	2021	2022
\$75,000	\$25,000	\$12,500	\$12,500	\$12,500	\$12,500
\$60,000	\$20,000	\$10,000	\$10,000	\$10,000	\$10,000
\$45,000	\$15,000	\$7,500	\$7,500	\$7,500	\$7,500
\$30,000	\$10,000	\$5,000	\$5,000	\$5,000	\$5,000

### Major Gifts - Pledge \$7,500 - \$29,999, payable over 5 years

Pledge Amount (suggested gifts & payment schedule)	2018	2019	2020	2021	2022
\$15,000	\$5,000	\$2,500	\$2,500	\$2,500	\$2,500
\$7,500	\$2,500	\$1,250	\$1,250	\$1,250	\$1,250

### Supporting Gifts - Pledge \$2,500 - \$5,000 payable over 5 years

Pledge Amount (suggested gifts & payment schedule)	2018	2019	2020	2021	2022
\$5,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
\$2,500	\$500	\$500	\$500	\$500	\$500

# LEADERSHIP COMMITTEE & CONTACT INFORMATION

Thank you to the following Cherokee County Community Members and staff at Western Iowa Tech Community College for their vision, leadership and contributions toward this project.

## *The Cherokee County Promise - Leadership Committee*

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Joan Ballantyne - Committee Co-Chair

Joe Lundsgaard - Committee Co-Chair

**Curt Johnson**

President, Cherokee State Bank

**Matt Johnson**

CEO/President, Cherokee Regional Medical Center

**Terry Murrell, Ph.D**

President, Western Iowa Tech Community College

**Steve Thomas**

President, RJ Thomas Manufacturing

**Darla Struck, Ph.D**

Director, WITCC Cherokee Campus/Northern Service Area

**Brenda Perrin**

President, Screen Builders

**Jim Braunschweig**

Executive Director, WITCC Foundation

### FOR MORE INFORMATION ABOUT THE CHEROKEE COUNTY PROMISE

**Darla Struck**

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Director of Cherokee Campus/Northern Service Area  
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### QUESTIONS ABOUT GIVING OR TO MAKE A CONTRIBUTION

**Jim Braunschweig**

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**WESTERN IOWA TECH COMMUNITY COLLEGE  
CHEROKEE CAMPUS**

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