

Partnering for Success

Working with the business community to support our colleges

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COMMUNITY COLLEGES

Importance of Statewide Corporate Relationships

Maintaining Relevancy

- Strategic partnerships designed to bridge connections between the system and the business community

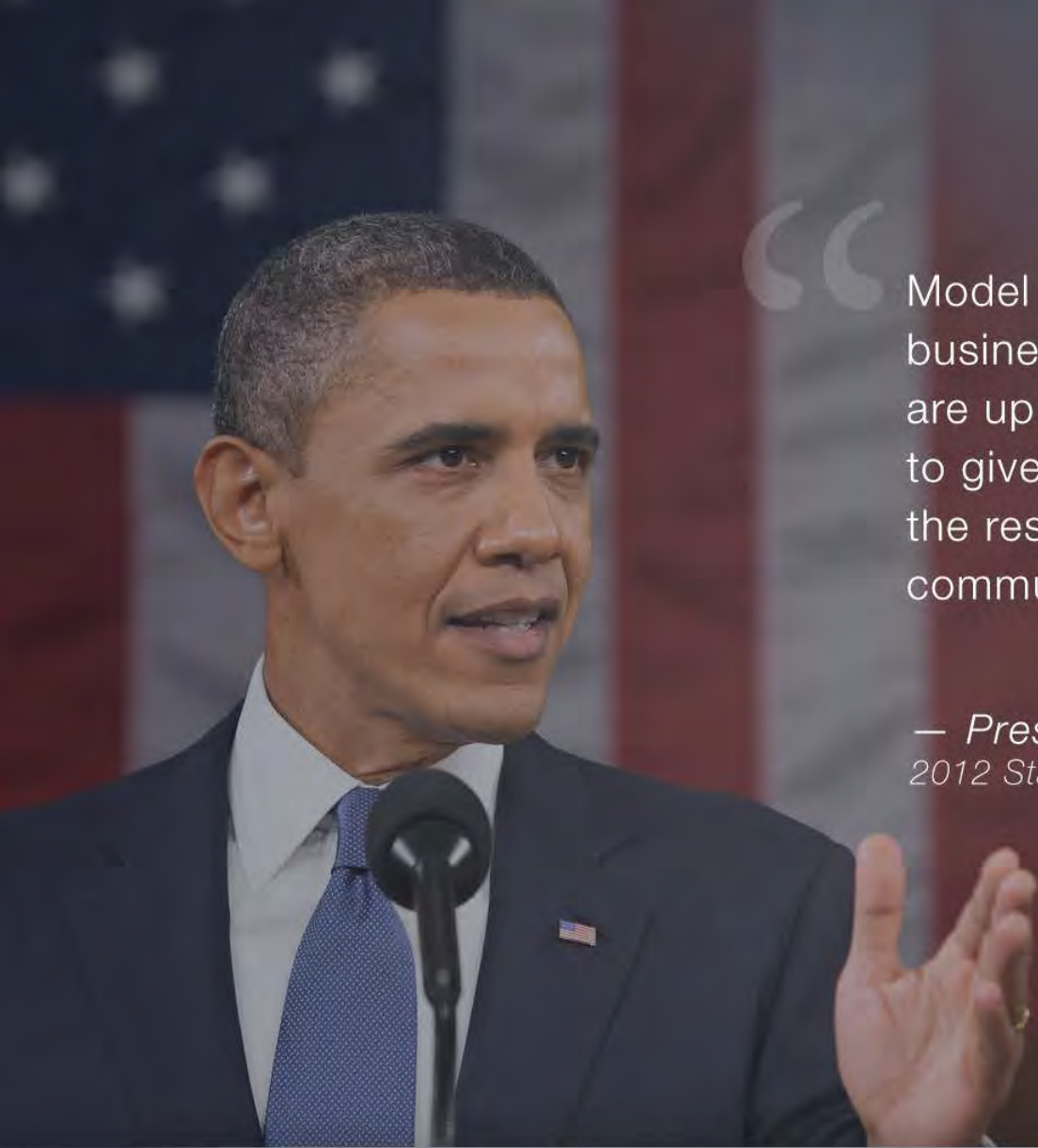
Corporate Contributions

- Diversifying investments in education for long-term funding stability

Leveraging Resources

- Utilizing the purchasing power of the system to maximize cost savings





“ Model partnerships between businesses and community colleges are up and running. Now you need to give more community colleges the resources they need to become community career centers. ”

— *President Barack Obama*
2012 State of the Union Address



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Statewide Corporate Relationships: Value to the System

- **Bulk purchasing contracts**
 - Save millions of dollars annually for colleges, students, faculty, and staff
- **Scholarships and Workforce Development**
 - Nearly 200 scholarships funded through corporate partnerships via Osher Scholarship Initiative which created the statewide California Community Colleges Scholarship Endowment
- **Funding to operate a diverse range of programs and services**
 - Over \$5.2 million in corporate sponsorship funding in FY2012 alone directly supporting system-wide programs, initiatives, or events



Overview of Statewide Opportunities: Engaging the Business Community

- **CollegeBuys Program**
 - Offers savings on software, furniture, and supplies
- **California Community Colleges Scholarship Endowment (Osher Initiative)**
 - Provides thousands of student scholarships annually, in perpetuity
 - Every California Community College participates
- **Career Pathways - Student Intern Sponsorships**
 - Provides career development opportunities for students
- **Philanthropic Sponsorships and Grants**
 - College Seen Photo Contest
 - Chancellor's Circle
 - Statewide events & initiatives



Feature Partners & Programs

Partnership

- CollegeBuys Program
- California Connects
- Chancellor's Circle



Microsoft

Statewide Offerings

- Provides significant discount on Microsoft software and resources
- Provides institutional discount pricing to colleges
- Provides IT Academy subscriptions to all California Connects colleges

Benefit to the System

- Valuable technology needed to enhance educational experience
- Significant cost savings for students, faculty, and staff
- California Connects students receive Microsoft proficiency certifications (resume building opportunity)



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Feature Partners & Programs



Partnership

- CollegeBuys Program
- California Community Colleges Scholarship Endowment

Statewide Offerings

- Provides significant discount on educational and office furnishings
- Contributes 1% of purchases to the Scholarship Endowment (totaling over \$275,000 to date)

Benefit to the System

- Significant cost savings for colleges
- To date, contributions to the Scholarship Endowment will generate a minimum of 17, \$1,000 scholarships annually in perpetuity



Feature Partners & Programs



Partnership

- Career Pathways Program
- California Community Colleges Scholarship Endowment

Statewide Offerings

- Student intern sponsor
- Contributed \$2 million to the Scholarship Endowment

Benefit to the System

- Career Pathways sponsorship provides life-shaping career opportunities and resume building experiences for students
- Contribution to the Scholarship Endowment will generate a minimum of 150, \$1,000 scholarships annually in perpetuity



Feature Partners & Programs



Partnership

- California Connects
- California Community Colleges Scholarship Endowment
- Philanthropic support

Statewide Offerings

- Discounted mobile broadband services to California Connects participants
- Contributed \$50,000 to the Scholarship Endowment
- Grant opportunities

Benefit to the System

- California Connects partnership expands broadband internet access to underserved populations throughout the state
- Contribution to the Scholarship Endowment will generate approximately 4, \$1,000 scholarships annually in perpetuity
- More than \$100,000 in grant funded programs to date



Feature Partners & Programs



Partnership

- CollegeBuys Program
- College Seen Photo Contest sponsor (philanthropic support)

Statewide Offerings

- Provides up to 85% discount on Adobe software for students
- Provides institutional discount pricing to colleges
- Provides full suite of software to winners of College Seen Photo Contest in all nine categories (approximate value of \$1900 each)

Benefit to the System

- Significant savings to colleges, students, and faculty
- Valuable opportunity for College Seen Photo contest applicants



Feature Partners & Programs



Partnership

- Philanthropic support
- Chancellor's Circle

Statewide Offerings

- Event sponsorship
- Cost savings and direct contributions to California Community Colleges

Benefit to the System

- Over \$1.4 million in financial and program support contributed directly to partnering colleges
- Supports a variety of statewide programs and services



Feature Partners & Programs

J.P.Morgan

Partnership

- Philanthropic support
- Discounted statewide investment management services

Statewide Offerings

- Veterans Summit event sponsorship
- Grant opportunities
- Investment management services

Benefit to the System

- Cost savings on management fees of investment portfolio
- Supports a variety of statewide programs and services



Outlook: On the Horizon

Prospective Partnerships

- Workforce Development
 - Bank of America
 - Blue Shield
 - Sempra
 - Walmart
 - Wells Fargo
- Student Success
 - Citigroup
 - Met Life
 - New York Life
- Veteran's Initiatives
 - Boeing
 - Charles Schwab
 - Home Depot
 - Majestic Realty
- Digital Literacy
 - AT&T
 - Qualcomm
 - Verizon



Get Involved: Ways You Can Help

- ✓ Foster connections between the system and corporate funders
- ✓ Increase awareness of current needs of the system among the business community
- ✓ Advocate within the business community of issues impacting the community college system
- ✓ Increase awareness of statewide opportunities for corporate partners to interact with the system



Thank you



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