

COLLEGE OF THE DESERT FOUNDATION | *Sound buildings. Sound Futures. (Rough)*

V.O. – 3:30 minutes

Take a moment to think about what education means to you and your family. How *important* is it to have a high-quality learning environment? How critical is it for students to have a secure and constructive place to study – the best atmosphere possible in order to learn? Most people would agree – it's essential.

The issue of whether there *exists* a need for improving community colleges leaves little in the way for disagreement. Nearly everyone agrees with the evidence supporting the growing lack of funding for community colleges. There is no end to the talk – but often something as basic as a well maintained building in which to learn, falls to the bottom of the list.

In March of 2004, citizens of the Coachella Valley unanimously passed Bond Measure B, a \$346.5 million dollar bond initiative, which allowed the College of the Desert to expand its current campus location in addition to developing east and west

locations in the valley. This bond provided the college with the necessary funds to begin construction of the first phase of a multi-phase campus expansion already well underway. Phase one includes a new nursing facility, a public safety complex, a student commons learning center and a high-tech classroom building. All of these buildings will be state-of-the-art using the most current technology. A "win" for students *and* facility at the college – but, there is a catch...

Due to the variable economy in the State of California, community colleges may, nor may not, receive critical financial support needed to address the vigorous capital costs for upkeep of these much-needed buildings. As technology changes and systems become more sophisticated, these buildings will need to be sustained and updated – A cost not covered by Bond Measure B. A comfortable environment and properly maintained buildings are a necessity, not an option if students are to truly benefit and thrive.

In the spirit of stewardship, the College of the Desert will be creating endowed funds to provide vital funding necessary to keep these buildings on the cutting edge of technology for the foreseeable future – a campaign to preserve the legacy that the people of the Coachella Valley have helped to create.

The college views the creation of these funds as *responsible* stewardship and wise business management. We are asking for your help in order to maintain the quality of each facility. As a way of demonstrating your commitment to our mission, we are offering “naming opportunities” for buildings, lobbies, classrooms, professor’s offices and other high visibility areas. Funds generated by these naming opportunities will allow the college to maintain the quality of each building well into the future. Donations towards these naming opportunities shall be kept in an endowment fund until deemed necessary to utilize.

Reflect on what your financial contribution can mean to the thousands of hopeful and eager minds that embark on the road to education each and every semester. Your gift of support will allow generations of students to have access to educational opportunity in the years to come. Sound buildings equal sound futures.

We ask again – think about what education means to you and your family. The need is great. The time is now. Make an impact, become part of our legacy. Secure the future, today.

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