

# IMAGINE CAMPAIGN

## Increasing Student Scholarships

More institutions are advertising academic and social skills support for neurodivergent students. Though none provide the all-encompassing and transformative support as Landmark College, they often have a recruitment advantage by offering more institutional financial aid.

Over 95% of LC undergraduates received institutional (LC) aid in 2021 – 2022, with an average award of \$19,555. Even with additional state and federal aid, however, a formidable financial gap still exists for families due to our cost, which is driven by the comprehensive learning-living model needed for student success.

Affordability is often the only barrier to LC. You can change that by helping us strengthen our ability to award a greater level of scholarship aid.

### Our Objective

To increase endowed student assistance funds that provide a foundation of perpetual, reliable support for future generations of LC students. Support received thus far has allowed the College to:

- Enhance student diversity
- Stabilize and recently increase overall enrollment
- Better assist students to persist in their studies and reach their full academic and social skills potential
- Improve retention of students toward graduation
- Relieve some students and families from the burden of high debt

Updated: November 3, 2022



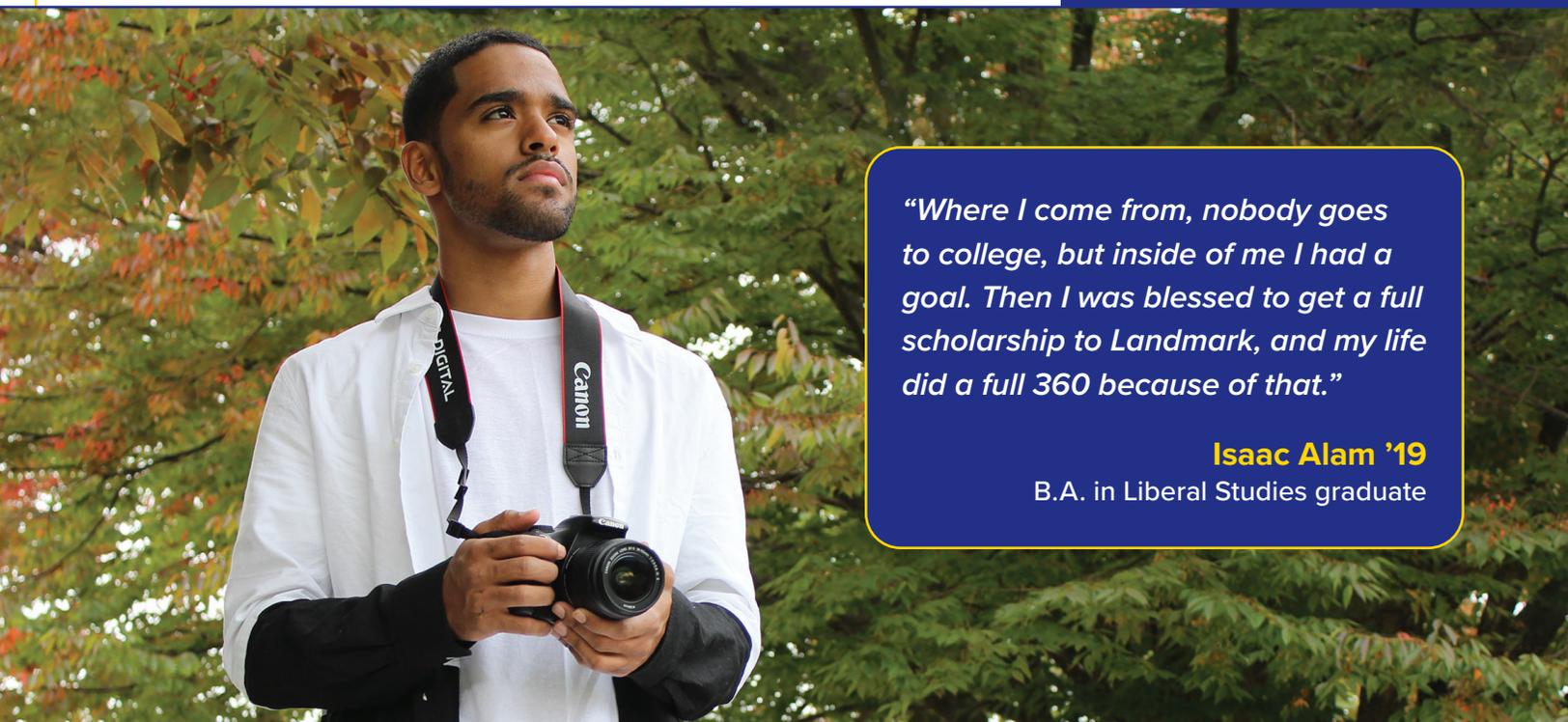
**Raised to Date:**  
**\$2,289,252**

\$8.2M in Institutional Aid awarded in 2021

21% of our students are Pell-eligible

**With more support, we could:**

- Provide access to LC for a broader socioeconomic range of families
- Offer full-tuition scholarships
- Better support LC Online programs through financial aid
- Provide many students the chance to experience Study Away



*“Where I come from, nobody goes to college, but inside of me I had a goal. Then I was blessed to get a full scholarship to Landmark, and my life did a full 360 because of that.”*

**Isaac Alam '19**

B.A. in Liberal Studies graduate

# IMAGINE CAMPAIGN

## Growing the Endowment

Landmark College's endowment is an enduring foundation for our future, built by donors who believe in sustaining our unique mission.

Smart financial management and stewardship of funds have enabled LC's endowment to steadily grow. Yet, at \$29 million, our current endowment remains modest. Investment earnings generated by LC's endowment help provide a reliable operating income stream that allows the College to plan and act with confidence during times of challenge and opportunity. And, as original gifts are preserved as principal, our endowment keeps growing, thus giving from one generation to the next.

If LC is to meet the needs of our students and provide them more academic and professional opportunities, offer greater access to our model, ensure the quality of our academic and student life programs, and keep pace with an ever-changing educational environment, we must increase the endowment base.

Your gifts help us sustain the College now and build for the future.

### Our Objectives

- Capitalize on opportunities that emerge in higher education
- Manage challenges that arise from external conditions, such as economic downturns and the pandemic that adversely affect funding, enrollment, and more
- Fund in-house discovery research, which allows us to continuously and substantively innovate and thus improve our model and offerings
- Fund institutional priorities, both short- and long-term, such as Study Away, Social Pragmatics, and student clubs and activities

Updated: November 3, 2022

Goal  
**\$1.7M**

**Raised to Date:**  
**\$1,358,438**

Enhanced support for student activities and awards, such as student government, Golden Key and Phi Theta Kappa Honor Societies, and student conference participation

Strengthening of the Center for Neurodiversity programs to broaden understanding of learning differences in society

### With more support, we could:

- Broaden the work of The Centers for Diversity and Inclusion
- Expand support for student interest groups
- Enhance student athletics and e-sports programs

A \$3M increase in our General Endowment would immediately give LC as much as an additional \$135,000 each year to support initiatives and programs.



# IMAGINE CAMPAIGN

## Expanding LC Online Programs

Landmark College's traditional residential education is often the answer for many college-capable students with learning differences (LD)—such as dyslexia, **ADHD**, or **autism**. However, many more students with LD could experience our unique approach via properly engineered online learning.

As yet, no institution of higher education has established itself as the leader in online, postsecondary education for neurodiverse learners and the trained and experienced educators who serve them. Landmark College, through LC Online, is the most qualified and best positioned institution to do so. With growing LC Online offerings in dual enrollment for high school and transition program students, college-level online programs, as well as postbaccalaureate certificate programs, your support will strengthen LC Online in important ways.

### Our Objectives

- Create a scalable online program infrastructure that ensures quality offerings through additional faculty, staff, and technology
- Develop content that expands the breadth of our programs and courses, including a stronger STEM curriculum
- Increase capacity for marketing, recruiting, and partnership development
- Expand online learning opportunities to support our college-level programs

Updated: November 3, 2022

Goal  
**\$5M**

**Raised to Date:**  
**\$4,562,222**

25% average annual growth rate for Online Dual Enrollment since 2019; with expected enrollment of 300+ for 2022-2023

Graduate certificate program will add third area of specialization in Fall 2022

Creation of College START, LC's online first-year program

### With more support, we could:

- Offer additional scholarships
- Develop associate and baccalaureate programs
- Increase regional and national marketing and advertising
- Reach more public school and home school settings

LC Online has developed unique options and programs that lead to college-level skills, credit, and success. Moreover, Dual Enrollment, College START, and our online associate degrees can be stand-alone or part of an intentional pathway to full-time enrollment at our Vermont main campus.



# IMAGINE CAMPAIGN

## Enhancing Career Readiness

Businesses large and small are actively recruiting neurodivergent workers because of their unique problem-solving abilities and creative thinking. By developing meaningful opportunities to support career readiness, LC helps students realize their potential as agents of change.

Internships nurture students' confidence, while educating and enlightening the employers and colleagues with whom they interact and collaborate in the workplace. For this reason, LC is establishing partnerships and alliances with businesses, organizations, and agencies where students can fully realize their talents and abilities.

Recent internship sites and employers include Bank of America, BroadFutures, C&S Wholesale Grocers, Computer Aid, Inc., Dell, EY, the Greenwood School, Hasbro, Inc., JPMorgan Chase, MamaSezz, SAP, Tufts Point 32 Health and Vermont Genetics Network.

### Our Objectives

- Foster relationships with and provide training to organizations offering internships for neurodivergent students
- Increase on-campus employment experiences, workshops, career counseling, and courses to prepare students to meet and exceed employer expectations
- Create a network of support to help students search for and secure employment after graduation
- Promote LD-focused hiring practices in the workplace and advance public understanding of the benefits of a neurodiverse society

Updated: November 3, 2022

Goal  
**\$1M**

**Raised to Date:**  
**\$435,000**

Developing corporate partnerships include AT&T, Prudential, and Verizon

Initiated "Landmark Launch" to help graduates move into the next phase of their lives

Added a career advisor position

### With more support, we could:

- Assist students with internship commuting costs
- Fund targeted site visits for students to tour area companies and organizations
- Train more staff to administer career-readiness assessment tools, such as the Birkman Personality Test

"William is very organized, and his execution is excellent. He's a part of things, rather than just doing his job and going home."

Lisa Lorimer & Meg Donahue  
Co-founders of MamaSezz on  
the work performance of William  
Epifanio '19.



# IMAGINE CAMPAIGN

## New Strategic Initiatives

New Strategic Initiatives allow Landmark College the flexibility to respond to emerging challenges or opportunities, such as expansion of our “micro-campus” locations like the Bay Area Success Center, and to invest in campus improvements, including carbon footprint reduction and accessibility.

LC has shown its commitment to carbon footprint reduction through a solar array and the installation of rooftop heat pumps at the MacFarlane Science, Technology & Innovation Center. Future projects may include upgrades to windows and doors to greatly increase heating and cooling efficiencies, starting with the Fine Arts Building (FAB.)

Additionally, LC is committed to accessibility overall. We need to install an elevator to provide full access to all floors of LC’s Library.



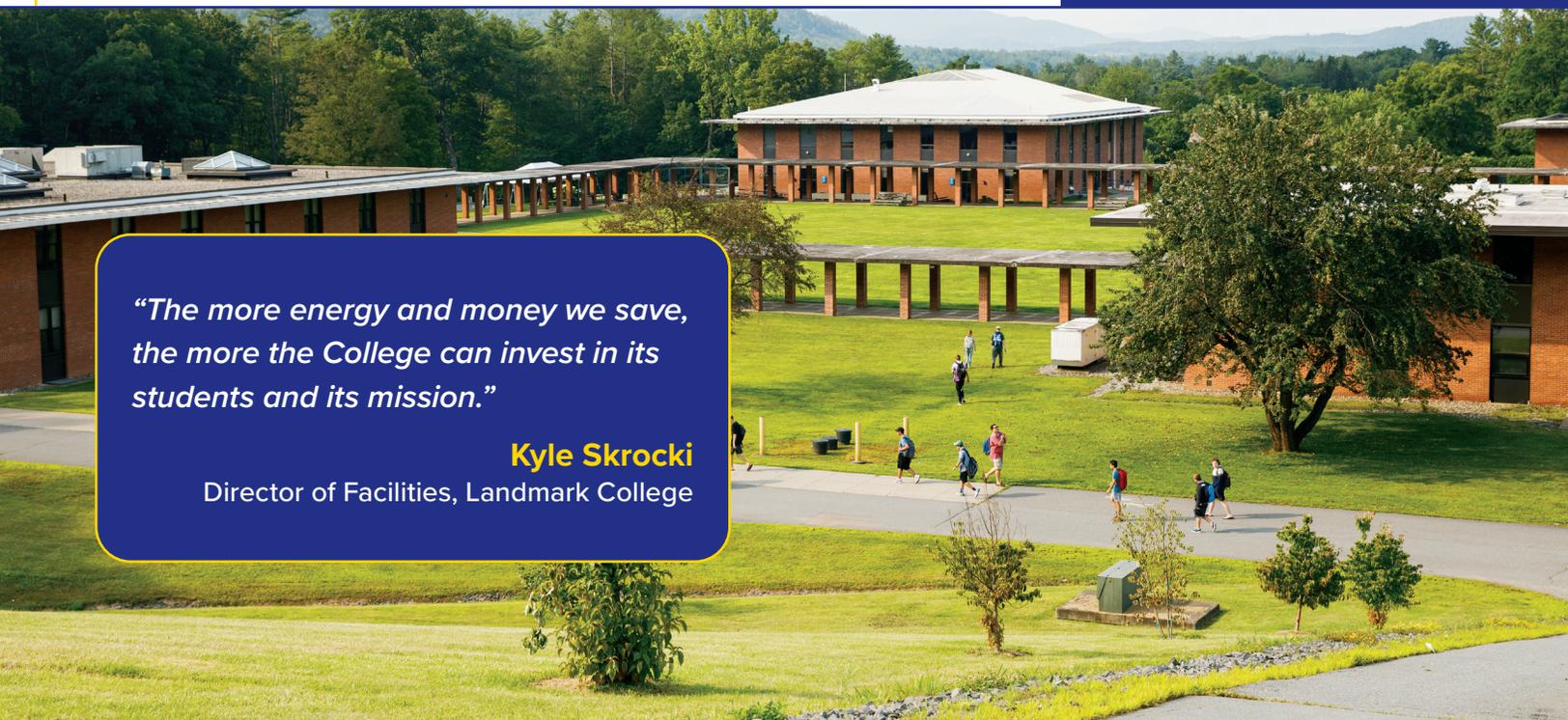
Updated: November 3, 2022

Goal  
**\$1.6M**

**Raised to Date:**  
**\$2,129,676**

### With more support, we could:

- Address campus building envelope, e.g., upgrade doors and windows.
  - **NOTE:** A generous carbon footprint reduction pledge will match gifts up to \$100,000.
- Initiate the Library elevator project to allow building access.
- Support Bay Area Success Center growth and start new micro-campus sites.



*“The more energy and money we save, the more the College can invest in its students and its mission.”*

**Kyle Skrocki**  
Director of Facilities, Landmark College