The Campaign for Clinton Community College

The campaign is an organized effort to raise $7.5 million in private support. It is the first capital fundraising campaign conducted on behalf of Clinton Community College.

The campaign is called “CLEARLY Clinton.”

The campaign officially begins July 16, 2011 and will conclude on June 31, 2016, or when the campaign goal has been successfully achieved.

The goal of the campaign is to provide Clinton Community College with the financial, academic, technological, and physical resources that are essential to great public community colleges. The community deserves nothing less.
We are honored to be Co-Chairs of the CLEARLY Clinton Capital Campaign for the new 21st Century Learning Commons. Clinton Community College offers education to anyone in the community with a desire to learn or to any business or organization that wishes to further the education of their employees. As a member of CCC’s first graduating class, Judy understands the quality of a Clinton education. As owners of Jeffords Steel and Engineering Company, we both realize that this service is invaluable to the community. The economic future of Clinton County will rely on the industriousness and education of its workforce. That future is brighter with the help of a continually improving Clinton Community College.

Larry & Judy Jeffords,
Clearly Clinton Campaign Co-Chairs
The Clinton Community College Vision

The College’s Mission
The mission of Clinton Community College is to provide educational opportunities that enrich minds, strengthen the economy and improve the quality of life in our region.

The Vision for Clinton Community College
As a result of our efforts in Clinton County and the North Country, individuals will be prepared to meet the challenges of a global society, our economy will thrive and the people in our region will enjoy an enhanced quality of life.

The Core Values of Clinton
- Access and Success
- Students
- Community
- Excellence
- Integrity

Molly and Jackie Bowern, CCC Class of 2012. Both are Presidential Scholars and members of the National Championship Girls Soccer team.

Cynthia Pappino and her family. Cynthia is a 2011 Nursing graduate, and recipient of the Arcarese Nursing Scholarship.

Local students show off their display at the Champlain Valley Regional Science Fair, hosted by CCC and sponsored in part by the CCC Foundation.

Facts You Should Know About Clinton Community College
- Attracts almost 40% of all college bound high school graduates in the region.
- Is the most affordable and accessible institution of higher education in our region.
- Has graduated over 10,000 students since its founding in 1966, including 1,000 nurses and over 1,000 professionals in Criminal Justice.
- Has provided educational programming and coursework for the benefit of more than 80,000 individuals in our community.
- Provides educational opportunities to more than 2,400 students each year.
- Contributes more than $57 million a year to the local economy.
- Produces more educated citizens who continue to live and work in our community with post-secondary educational skills.
- Directly serves as many as 130 local companies and businesses.
The Future of Clinton

Clinton Community College is witnessing, planning and celebrating the most significant transformation in its history. A transformation of place, of people, and of experience. A transformation fulfilling the College’s promise of service to the community.

The College has set a new foundation for strategies for success. They are:

- Increase access to Postsecondary Education in the region
- Increase retention/success to help our students and the people of our region reach their full potential
- Create a culture that embraces internationalism and diversity as essential to the economy and the quality of life on our region.
- Create a comprehensive professional development program in support of institutional effectiveness
- Develop an improved campus infrastructure that supports student access and success
- Develop a brand identity that distinguishes the College and reflects our commitment to a brighter future.

In order to accomplish these strategies Clinton Community College has launched the first and most ambitious campaign in its history. It will take the College to higher levels of service. The College plans a new 21st Century Learning Commons for the campus and the community.

This new facility will be the first building constructed in over 12 years and the purpose will be to create and pursue knowledge to boost and support the region’s economy. The CLEARLY Clinton campaign will permit the College to realize and overarching goal that has guided the institution since its founding in 1966; to serve and promote the educational and economic needs of the region.
“Community” is our middle name.

Clinton Community College is hard at work enriching minds, strengthening the economy and improving the quality of life for everyone in our region. The region’s geographic resources – Lake Champlain, the Adirondack Mountains, and our prime location on the Quebec-New York Corridor – give us an edge. That alone will not ensure a thriving community. We must attract and retain people with a creative and entrepreneurial spirit – a spirit that will start us on an upward spiral that supports our existing business and industry and draws new high-quality employers to our region. We especially need to attract young people who would settle, work and raise their families here. In order to do that, we will need to embrace cultural diversity and all its benefits.

To these ends, Clinton Community College is aligning its efforts with the region’s future. The College routinely engages stakeholders in “town hall meetings,” “fireside chats,” “summit meetings” and “think tanks.” These connect Clinton Community College to community leaders who help the College and the County envision a bright and prosperous future. Clinton Community College is focusing on areas of community need, especially those to which the College can make a unique contribution. We are leading and supporting efforts that will strengthen the economy and improve the quality of life for everyone in the community. It is our obligation, and we gladly accept the challenge.

The Clearly Clinton Campaign Plan

To keep pace with heightened competition, the CLEARLY Clinton campaign employs a two-pronged strategy to support the growth of facilities and programs.

First, the Trustees and administration have established a plan to invest in a contemporary campus featuring collaborative “21st Century Learning Commons” which will be an academic gathering place and technological hub for the College and the community.

Second, the College leadership aspires to secure critical funding for a number of permanent endowed funds. The endowed funds will provide much needed ongoing support for student access and opportunity, faculty academic scholarship and international outreach and innovation.

John E. Jablonski, President, Clinton Community College
Historically, Bluff Point was a gathering place for presidents, foreign heads of state, celebrities, and travelers from far and wide. We at Clinton Community College have the dream to reclaim the Bluff as a vibrant hub for the community—a place that will help this region to once again be a gathering place for young professionals who want to live, work and play in a culturally vibrant community, near an international border, in an area of incomparable natural beauty. Clinton County can be home to one of the finest international communities in upstate New York.

The College’s existing library is in the old Hotel’s former dining room. It does not adequately meet the learning needs of the twenty-first-century student. The size of the current library is inadequate for the current and growing campus community.

The new 21st Century Learning Commons will be more than just building a new library. It will become an academic “town square” for students, the one building on campus that virtually every student will visit everyday, making it the center for commuting as well as residential students.

The vision for the 21st Century Learning Commons extends beyond an information warehouse, as libraries have historically been, and instead encompasses a busy, active learning community. The 21st Century Learning Commons will focus on supporting the growing demand for collaborative student learning that takes place outside of the traditional classroom. It will be a centerpiece and information hub empowering users to access cutting-edge academic support services in a single location. By integrating resources for students and faculty, the 21st Century Learning Commons evokes synergy through proximity and promotes academic engagement and success.

The 21st Century Learning Commons will engage learners and enable a broad range of learning; paper and electronic, intentional and casual, solitary and community. It will be a Learning Commons that acknowledges that true learning is not just the acquisition of knowledge; it requires the formation of wisdom, shaped not only through classes, reading and research, but also through membership, collaboration, discussion and conversation. The new 21st Century Learning Commons will celebrate the College and community’s history and future.

“In an investment in knowledge pays the best interest.”

- Benjamin Franklin
Students will be able to conduct research, obtain reference and tutorial assistance, write papers, tabulate data, develop e-portfolios, and collaborate in small groups on multimedia projects in a one-stop-shopping mode. Our vision for the 21st Century Learning Commons is to create spaces that enhance student learning and foster integration, collaboration, and a sense of community while encouraging independent and critical thinking in an active learning environment.

The 30,000 square-foot 21st Century Learning Commons will combine the full resources of the library with accommodative support services and provide student access to instructional technology, collaborative learning areas, and individual study spaces that respond to demand of the modern student-centered learning experience. The 21st Century Learning Commons will include Tutoring, Math Center, Writing Center, Student Testing, Student Copy and Print Services, e-Learning Resource Center, and Student Work Showcase Space.

For example, Tutoring Services will offer students free tutoring in nearly every subject. Services will vary to suit students needs and schedules. Individual and group tutoring will be available. Well-qualified tutors help students in most college subjects, including composition, grammar and punctuation, and other writing issues. Tutors are trained to help students master subject matter, improve study skills and develop self confidence.

The 21st Century Learning Commons is not only critical to the social and economic development of our region but it is also critical to the development of our future generations.

The 21st Century Learning Commons will open windows; windows into so many worlds through words and ideas, windows that will provide information and change lives everyday. Walking through the doors of the new 21st Century Learning Commons will be much like opening a best seller. People will be captivated by the character, intrigued by the endless possibilities, and it will lead to a wonderful experience.

Just as the windows of the 21st Century Learning Commons will shed new light, we hope your generosity sheds light on the future for Clinton Community College. Windows of the 21st Century Learning Commons have now opened for you to honor the past, share the present and build a bridge to the future.

Your support of the proposed new 21st Century Learning Commons places you among the passionate advocates that learning hubs bring great value to the campus and the larger community. Gifts from alumni and friends, faculty and staff, students and parents help build Clinton’s strength to serve.

“Fortune favors the prepared mind.”
- Louis Pasteur
Naming Opportunities

There are many ways to support the CLEARLY Clinton campaign and the vision for the proposed 21st Century Learning Commons. The following are naming opportunities throughout the new building:

The Learning Commons Building ....................... $2.5 million
First Floor ................................................. $500,000
Second Floor .............................................. $500,000
Entrance Pavilion ........................................ $250,000
North Library Stacks and Reading Room .......... $250,000
South Library Stacks and Reading Room ........ $250,000
North Gallery Concourse ................................. $150,000
South Gallery Concourse ................................ $150,000
Reference and Circulation Center .................. $125,000
Second Floor Study Pavilion ......................... $125,000
Accommodative Services Center .................... $125,000
Historical Archives ...................................... $100,000
Tutoring Center .......................................... $100,000
Computer Lab ............................................ $100,000
B.I. Classroom ........................................... $100,000
Group Testing Center ................................... $100,000
North Study and Reading Alcove ................. $50,000
Testing Room ............................................. $50,000
Computer Lab ............................................ $50,000
Offices, Individual Testing Suites, Study Spaces, Conference Rooms and Group Study Rooms .......... $10,000 to 25,000
Endowed Funds

Endowed funds are to Clinton Community College what retirement funds are to an individual – they represent set-aside resources for the future. A strong endowment assists the College’s everyday operating budget in a way that provides financial depth and, most importantly, permits confident planning.

Endowed Funds of all kinds will allow Clinton Community College to deliver greater value and attain higher levels of quality than would otherwise be possible with purposely low tuition rates and sometimes uneven state and regional public funding. In difficult economic times endowed funds can help “sustain” Clinton enabling the College to develop stronger teaching programs, invest in new technologies, and create new physical assets that are needed now to better serve our students and community.

Endowed Support for Student Access and Opportunity

Clinton Community College seeks endowment for scholarships and other forms of support, as well as named loan funds, to be awarded on the basis of need and academic performance.

Endowed Support for Faculty Academic Scholarship

A major objective of the CLEARLY Clinton campaign is to secure additional endowed funds, so that the college can continue to strengthen and maintain the quality of its scholarship and faculty.

Endowed Support for International Outreach and Innovation

“Community” is our middle name. Clinton Community College has strengthened neighborhoods and communities with new and innovative degree and non-degree programs that fit the current needs of the citizens of the region. In addition to the efforts of individual faculty and departments, Clinton Community College is dedicated to more broadly-focused activities through the Ronald B. Stafford Center for Arts, Science and Technology, Social Sciences and Humanities, as well as the William H. Forrence Health, Physical Education and Recreation Center. Such efforts extend the college’s impact to fields of inquiry important to its neighbors.
Gift commitments to the Campaign may be in the form of pledges over several years, deferred gifts such as estates and life insurance as well as annual gifts. All types of gifts play a vital role in maintaining Clinton Community College’s record of prudent spending while investing in new space and programs. Unrestricted gifts to the annual fund allow the College to expend financial resources where the need is the greatest. Accordingly, the campaign also affirms the importance of the CLEARLY Clinton campaign by including all gifts to the College in the campaign totals.

Four Ways to Give

1 Cash gifts are usually made in the form of a pledge payable over several years or a convenient period of time. Gifts can also be any asset that can be converted to cash such as a valuable art collection.

2 Life Insurance gifts can be new policies or old ones for which the College Foundation is a beneficiary in whole or in part. Older adults sometimes have paid up policies that were purchased many years ago that can be provided as a contribution.

3 Gift Annuities and Trusts are a wonderful way to make a contribution because the donor (or others as determined by the donor) is able to receive a very attractive income for life. This giving technique is especially useful for those who may wish to make a large gift but cannot afford to contribute so much of their retirement nest egg unless there is a solid, dependable return. Such gifts to the College are managed by TIAA CREF.

4 Estate Plans are perhaps the easiest way to give because the donor contributes a percentage of their estate through an irrevocable provision in a will or living trust. We like to think that at least everyone could leave 1% or more of an estate to Clinton Community College. Usually, estate plans involve the creation of endowed funds named for the family or donor. A simple sentence can produce a wonderful gift for the College. For example, “I wish to make a gift commitment to the Clinton Community College Foundation for the direct benefit of the College. I wish to leave % of my estate to the CCC Foundation. The use of these funds is described in documents attached to this last will and testament.”

Gifts can be made payable to:
Clinton Community College Foundation, Inc.
136 Clinton Point Drive • Plattsburgh, New York 12901
A student receives assistance in the current tutoring center, and students work together in a forensics laboratory. International students from China enjoy an American style breakfast to celebrate Thanksgiving.

A nursing student studies in the anatomy and physiology laboratory, and student Bhavna Patel receives a Cliftonhanger, creative arts award from assistant professor Ian Burcroff.
CLEARLY Clinton

Our Community Campaign for the College

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