



CASE FOR

# College of Continuing and Professional Studies



UNIVERSITY OF MINNESOTA

**Driven to Discover<sup>SM</sup>**

The College of Continuing and Professional Studies at the University of Minnesota inspires and serves learners in all stages of life to pursue knowledge, gain experience, earn credentials, and see the world in new ways.

Philanthropy helps our learners succeed.

## Inspiring and serving a diverse and expanding population of learners

The College of Continuing and Professional Studies (CCAPS) provides access to the best of the University of Minnesota, particularly for nontraditional students. Many are the first in their families to attend college. Some are returning to school after life events forced them to put their degree plans on hold. Others are working professionals who want to advance their knowledge in fast-changing fields or industries but have limited resources to return to the classroom. Most are preparing themselves for careers of the future.

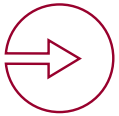
The many programs CCAPS delivers are responsive to the marketplace and prepare students to contribute to society. Flexible and applied bachelor's and master's degrees focus on key industries; certificates advance career options; and thought-provoking courses and seminars, many of which are offered online and at convenient times, provide vital professional growth opportunities for learners of all ages and backgrounds.

Several events in 2020 exposed the inequities that exist within society and higher education. We seek to bridge some of those gaps by making our programs accessible to as many individuals as possible. This includes increasing scholarship support for learners of all ages and backgrounds. Additionally, it is CCAPS' goal to attract and support a more diverse and inclusive group of instructors to reflect the broad diversity of our students.

Through private giving, CCAPS will build the support necessary to encourage and reward ambition, grow and sustain diversity in the classroom, and foster opportunities for a diverse and expanding population of learners to contribute to society today and in the future. Our focus is on three specific areas:



Providing more scholarships to students so they can graduate without burdensome debt



Recruiting high-potential and diverse students in competitive and high-demand fields



Attracting and supporting a diversity of instructors who bring a wealth of real-world experience to the classroom



## CAMPAIGN GOALS



## Providing more scholarships to help students graduate without burdensome debt

**\$100,000**

Many CCAPS students face a variety of financial challenges as they pursue their degrees. About half of our undergraduate students are the first in their families to attend college. They have big dreams but must work hard to overcome barriers, including the significant cost of earning a college degree. More than half of our students are eligible for federal financial aid, and many are returning learners who for some reason had to put their college plans on hold.

CCAPS invests in these capable and diverse students to ensure that they have access to the many career-focused degrees and learning opportunities the University of Minnesota offers and that they are job-ready when they graduate. Investment in CCAPS scholarships strengthens our ability to attract and retain our community's future leaders and allows us to connect them with resources and opportunities across many disciplines and fields of interest.



**BILAL SYED**, a recipient of the CCAPS Scholarship, majored in Health Services Management with a public health minor. As a student, he was the vice president of the Pakistani Student Association and an intern for Be The Match.

*“ This scholarship will help me immensely in accomplishing my goal. I realized health care management was the perfect thing for me—I’d be able to help people, be challenged by the work, and have a work environment that fit me better. Because of this scholarship, young students like me are on track to help our communities, and that is something deserving of massive praise. ”*



## Recruit high-potential and diverse students in competitive and high-demand fields

**\$100,000**

Many organizations look to the University of Minnesota for talent. In recent years, there has been a call for skilled and knowledgeable graduates from majors offered by CCAPS, including construction management, health care and health services management, information technology, biological sciences, addictions and mental health counseling, and horticulture.

CCAPS competes with other universities for these students. Current scholarships are available to students who are at least halfway through their degree programs. These funds would be used to offer scholarships to incoming students, increasing our ability to attract high-potential and diverse students into our programs.

**BRINNON KUBISTA**, who completed a dual major in architecture and construction management, was the first recipient of the Knutson Construction Scholarship. She was also a recipient of the PCL Construction Management Scholarship.

*“Through the financial assistance these generous scholarships provide, I’ll be able to complete my degree without the stress of long-term financial burden.”*

## Attract and support a diversity of instructors who bring a wealth of real-world experience to the classroom

**\$100,000**

CCAPS courses are taught by leading faculty from the University as well as professionals in the community who bring expertise and years of experience into the classroom. We support these experts with curriculum development, teaching advice, and technology to ensure that students have meaningful learning experiences.

We want our instructors to better reflect the changing diversity of our students, and we will use these funds to recruit instructors who represent greater diversity, and ensure their success in the classroom.

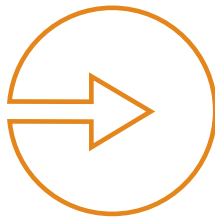


**DEANNA CUMMINGS**, Arts and Cultural Leadership faculty member, co-founder and former CEO of Juxtaposition Arts, an organization that prepares young urban artists to enter the creative workforce through education, employment, and empowerment.

*“ Know yourself. Think about how to bring the best of yourself to whatever you’re doing. As leaders, we sometimes feel like we must know everything, but we don’t. When we know our strengths and weaknesses, we’re better able to lead collaboratively. People want to be involved, not directed.”*



**Philanthropic gifts in support of continuing and professional studies at the University of Minnesota will advance career opportunities and produce the diversity of talent essential for thriving communities. Your generosity will help us to inspire and serve a population of learners in all stages of life.**



**TO LEARN MORE** about how you can invest in the University of Minnesota College of Continuing and Professional Studies, contact Courtney Barrette at [barr0396@umn.edu](mailto:barr0396@umn.edu) or 612-625-1253.

Together, with a belief in a better tomorrow



***Driven.***

The University of Minnesota Campaign



[ccaps.umn.edu/giving](https://ccaps.umn.edu/giving)