

Your gift can accomplish this. Will you invest in Cox College?

Yes, I want to invest in **Cox College.**

Name: _____

Business Name: _____

Address: _____

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Phone/Email: _____

Signature: _____

I would like to donate \$ _____ to the campaign. My check is enclosed.

Please charge my credit card for my donation of \$ _____.

Visa MasterCard Discover

Number: _____

Expiration: _____ 3-digit security code: _____

Number: _____

I would like to pledge \$ _____ to be made in payments of \$ _____ over ____ years. Please send me a reminder each year in the month of _____.

I am a CoxHealth employee and would like to donate via payroll deduction. Please complete address above.

My donation amount: _____

My department: _____

My employee number: _____

Please contact me about a stock gift. Please contact me about an estate gift.

Donor recognition selected: _____

I am a Cox College or Burge alumni. Graduation year: _____

Please return your donation in the enclosed envelope or mail to Cox College Investment Campaign.

 **COXHEALTH FOUNDATION**

P.O. Box 8131
Springfield, MO 65890-3118

Phone: 417/269-7150

Fax: 417/269-9599

All donors will be recognized in a special format at Cox College. All gifts are fully tax-deductible and a tax receipt will be issued. For more information on commemorative opportunities call Lisa Alexander, President at 417-269-7109 or lisa.alexander@coxhealth.com

Nursing Shortage

Aging Population

Baby Boomer RN Retirement Rates

Recruitment and Retention

Workforce Development

ECONOMIC DEVELOPMENT

Economic Impact

Underserved Region

NORTHSIDE INVESTMENT



You can impact every one of these with your investment in Cox College.

COX COLLEGE



THE PROBLEM:

Healthcare is changing and the overall health of our communities is declining. Health professionals are more important than ever, especially nurses. Today, there exists a dramatic nursing shortage nationwide as well as in southwest Missouri. The U. S. Bureau of Labor Statistics pointed to 2.7 million nursing vacancies since 2014. CoxHealth alone has over 325 nursing positions posted. Nearly 40% of the nurses in our hospitals and clinics are over the age of 45. 16% are over 56 years of age. Retirement of nearly half of today's "Baby Boomer" nurses is on the horizon. At the same time, we as a nation and region are aging. In the next 13 years the number of seniors will increase by 75%. One of every 5 Americans will be a senior. As we age, we demand more health care. Who will care for us?

The Challenges:

Cox College is experiencing many challenges in recruiting the next generation of nurses. Millennial nurses have different expectations in a college than their predecessors. They want a campus that provides social space as well as learning space, amenities of new technology and the pride that comes with a facility that itself represents excellence. The Cox College Campus is 61 years old, technology resides next to window air conditioning units and the student space is in a basement wedged in with classrooms. The campus has great sentimental value and the alumni connection is strong within its walls. In its current condition however, it does not have a "student first" focus and the ability to provide for the expansion needed to meet the demands for more health professional students.

The Need:

The CoxHealth pipeline for nurses and health professionals is Cox College. The institution has the highest level of accreditation and the respect of the State Board of Nursing. Cox College is approved for more applicants than any other nursing college in the state. Cox College nurses also have a higher licensure passage rate at 95%, significantly above the 84.5% national average. Their intense clinical experience at CoxHealth gives them an advantage over other non-hospital related nursing institutions. The more students that can be enrolled, the more potential candidates we have for developing a robust workforce. A workforce that is also trained with CoxHealth's values, standards and commitment to excellence. With 250 seats for nurses, only 200 or less are being filled. How do we increase the number of future health care providers?

Economic Impact:

Nurses and health professionals also contribute an enormous amount to our local economy. As Springfield's two largest employers, CoxHealth and its counterpart played a major role in the 7,000 new jobs created in Springfield in 2016. However, nursing shortages will impact future growth. Expansions are not possible without the staff to fill critical positions. Additionally, more health professionals at wage levels above the regional average means more money pumped into local businesses, housing, services and recreation. More health professionals have always had a direct correlation to local economic growth. Per the Springfield Chamber of Commerce, health care collectively contributes 4.6 billion to our region. Cox College creates further opportunities by bringing people to our region. By example, enrolled students have come from hometowns in California to the west and New Hampshire to the east.



Northside Redevelopment:

Cox College is located on Springfield's north side. As a segment of our community that is economically disadvantaged, the ability to attract business and growth has been challenging. The north side has a disproportionate amount of poor, unemployed and uninsured residents. To draw growth and expansion to this area of Springfield will impact its residents. An investment in expanding Cox College can draw more people to live, shop and engage in activities around the College. It's a win for the north side.

Would YOU like to be a part of solving this health care problem, meeting a desperate community need while creating an economic impact? You can do all this if you make an investment in the future of Cox College.

The Goal.

The goal is to address the problem — educate more nurses to address the nursing shortage and impending retirement of a large percent of the current nursing population. "Grow" committed nurses through their experience at Cox College and engage them in the values of CoxHealth for a rewarding career. Help fill the workforce pipeline with not just nurses but a wide variety of health care professionals that will be the caregivers of tomorrow. Impact our region with economic growth that impacts everyone and in particular the north side of Springfield where the need is greater than any other section of our city.

THE PLAN:

Reinvest in Cox College

Create a campus environment that assists in attracting today's students. A study of college students nationwide confirmed: greater than 60% of students surveyed said the factor that most influenced their decision to attend a college was the appearance of the grounds and facilities. We will start at the parking lot and carry it through the entire building. Architectural design will respect the history of the building while encouraging a look and feel that is relevant to prospective students.

Student First

All levels of Cox College will be designed as Student First. The lower level will incorporate a new student lounge area to encourage social interaction and relationship development between lines of study. The first floor will be totally focused on student services, allowing all needs to be met from registration and financial aid to student government and book store services. The academic floors will all now hold student study/activity spaces, new conference and group learning rooms as well as expanded classrooms for the intended growth.

Impact:

Cox College has 250 spots for nursing students. In 2016, every slot was filled but come the first day of class, less than 200 students arrived on campus. A survey of those who had enrolled, paid fees and expressed their desire to attend was taken. The majority stated their final decision not to attend was based solely on the campus. Over 50 future nurses were lost in this one semester.

By improving the campus, Cox College will have a higher degree of return on filling it's nursing classes. Once the track record of full classes is proven, an application can be made to the State Board of Nursing to increase class sizes. If even 25 new openings can be granted, and all seats filled, the outcome is an additional 75 new nurses in the profession and available for hire in our hospitals and clinics. In as few as 4 years the current absence rate could be filled. Future growth would be impending.

The investment in the campus will also create jobs in the local economy, show investment in the north side and encourage others to consider the north community as a viable place to conduct business. It also preserves the 110-year history of the institution in this location and the nurses and students who are its legacy.

The knowledge that we will and can fill our workforce is the certainty that when you need care, you will have the best health care professionals ready and at your bedside.





COX COLLEGE Donor Recognition:

Gifts of all size are welcome. If you would like to be a part of the special recognition opportunities, below are the options for Adopted Room Recognition.

Ground Floor:

Student Lounge: **\$75,000**
Classroom #1: **\$30,000**
Classroom #2: **\$30,000**
Classroom #3: **\$30,000**

First Floor:

Fountain Plaza Room: **\$250,000** --DONOR SELECTED
The Plaza: **\$100,000**
Plaza Fountain: **\$25,000**
Entry Lobby: **\$20,000** --DONOR SELECTED
Bookstore: **\$20,000** --DONOR SELECTED
Waiting Lobby: **\$20,000** --DONOR SELECTED
Student Lounge: **\$5,000** --DONOR SELECTED
Student Services Center: **\$15,000**
Conference Room #1: **\$5,000** --DONOR SELECTED
Conference Room #2: **\$5,000** --DONOR SELECTED
Conference Room #3: **\$5,000**

Second Floor:

Student Lounge: **\$5,000** --DONOR SELECTED
Computer Classroom #1: **\$25,000**
Computer Classroom #2: **\$25,000**
Conference Room: **\$5,000**

Third Floor:

Student Lounge #1: **\$5,000** --Donor Selected
Student Lounge #2: **\$5,000** --Donor Selected
Radiography Classroom #1: **\$15,000**
Radiography Classroom #2: **\$15,000**
Board Room: **\$15,000** --DONOR SELECTED
Medical Coding Classroom #1: **\$7,500**
Medical Coding Classroom #2: **\$7,500**
Computer Room: **\$7,500**
Conference Room: **\$5,000** --Donor Selected

Fourth Floor:

Student Government Association: **\$7,500**
Alumni Room: **\$10,000**
Alumni Proud Plaque
in Alumni Room: **\$1,000**
Classroom A: **\$15,000**
Classroom B: **\$10,000** --DONOR SELECTED
Classroom C: **\$10,000** --DONOR SELECTED
Classroom D: **\$15,000**
Conference Room: **\$5,000** --DONOR SELECTED

Adopt a Professor:

Name on an office of a faculty
or staff with a dedication: **\$2,500**
*Financial Aid Office selected.

**All gifts may be pledged over
a period of time up to 4 years.**

www.CoxCollege.edu

www.CoxHealthFoundation.com