2013
Forty Years &
Growing Stronger
BRTC plays a primary role in the economic development of our region’s future—not just that of our graduates. It pleases me that many of you realize that fact. I’m sure that you also realize that as someone once said “There ain’t no such thing as a free lunch!” People in business have modernized this aphorism into what they term “ROI” or “Return on Investment”…or, simply stated, “What do I get for my money?”

Last year Economic Modeling Specialists, Inc., a widely respected firm, did an extensive economic impact study of BRTC. To summarize the inch-thick report, it stated that BRTC students enjoy a 21.7% rate of return on their investments of time and money, with full payback for their educational expenses in only seven years. The “ROI” on a BRTC education is obvious. However, BRTC not only gives an extraordinary rate of return to our students. The report also states that for every dollar of state and local tax money invested in the college today, BRTC yields a cumulative of $22.60 in benefits that accrue to Arkansas residents, in terms of added taxable income and avoided social costs. It is hard for anyone to find this type of ROI in today’s economy! To put this in perspective, the average annual added income due to the activities of BRTC and its former students equals $178.6 million, which is equal to almost 10% of the total BRTC Service Area economy.

These positive developments—and more—can continue…IF we are able to generate more resources for our students. State formula funding for BRTC has fallen to less than 66% of need. BRTC has a history of holding the line on tuition and fee increases, and has the lowest percentage of increase in the state over the last decade. Part of our mission is to have as many of our citizens in northeast Arkansas as possible to have the opportunity for affordable education and/or training. One reason is that only 10% of the residents in our Service Area have a bachelor’s degree. BRTC offers our residents the most reasonable opportunity to escape poverty and give their children a better future. We must not let these opportunities pass, leaving yet another generation searching in vain for that pathway to prosperity. Your pledge to join me and other donors will result in the best ROI in the region…and our future.

Kelly and Bridgette Rose
“Growing Stronger 2013 Annual Campaign” Co-Chairs

Bridgette and I both consider it a privilege to serve as co-chairs for this year’s annual “Growing Stronger 2013 Annual Campaign.” Having both benefited from our own attendance at Black River Technical College, we certainly understand the very positive impact that this wonderful school can have on the lives of its students. As a banker and as community-focused residents of this area, we also know the influence of this college on our region’s economic and cultural growth and are eager to assist in enhancing that focus through the “Growing Stronger 2013 Annual Campaign.”

The BRTC Foundation and the “Growing Stronger 2013 Annual Campaign” can have a tremendous impact on our region through funding services and programs that go beyond the traditional classroom. Your contributions can provide opportunities for not only BRTC students, but for everyone in the region to experience unique programs and events, such as nationally acclaimed speakers and stage productions that will enrich the lives and experiences of those who attend. Your contribution can also provide a real difference in the lives of a student by enhancing their education experience through funding their attendance at a conference or event or providing a needed resource on campus. A gift of any size can also be matched to your own interest or focus as you direct which area will benefit from your contribution.

Bridgette and I ask you to join us in giving at any level in which you feel comfortable to help BRTC continue to help our region grow and prosper. Make your contribution to the “Growing Stronger 2013 Annual Campaign” and to the ongoing success of BRTC and our region.
Areas of Giving

- Scholarships
- SEAS (Special Event and Activity Support)
- Unrestricted (General Operation of Foundation)
- Library
- REACH
- Other

PROPOSED LEVELS OF GIVING

Annual Campaign

- Founders' Club $10,000+
- Trustees' Club $5,000 - $9,999
- President's Club $1,000 - $4,999
- Chairman's Club $500 - $999
- Director's Club $100 - $499
- Supporter $1 - $99

“River of Givers” Donor Wall

Lifetime Contribution Totals

- Black River Circle $100,000+
- Current River Circle $75,000 - $99,999
- Eleven Point River Circle $50,000 - $74,999
- Fourche River Circle $35,000 - $49,999
- Spring River Circle $25,000 - $34,999

At BRTC you will find...

- Affordable tuition of $77 per credit hour
- Online and traditional courses
- College transfer courses
- Over 37 different options in Certificates, Certificates of Proficiency, and Associate Degrees
- Continuing Education
- Tuition waiver for those age 60 or over
- Campuses at Pocahontas and Paragould
- Career Pathways program

LEVELS OF GIVING

Annual Campaign donors will be acknowledged as shown here in a funding report at the completion of the “Growing Stronger” campaign. Those who wish to give anonymously may do so by checking the box on the pledge form.

Gifts in this annual campaign will be added to donors’ previous gifts as appropriate in BRTC’s record of lifetime giving. Donors whose cumulative giving totals $25,000 or more will be recognized on a new “River of Givers” Donor Wall in the Business Technology Center.

Forty Years & Growing Stronger 2013
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I suspect that many of you, like me, have at one time or another, received support and assistance from others as you set about achieving your goals or reaching your dreams. I know that I am indebted to many people in various ways for opportunities that have come my way. As I think about those times when I was the recipient of assistance, particularly assistance in attaining my education, I am reminded of the importance of BRTC’s “Growing Stronger 2013 Annual Campaign.”

This—the campaign—is something we do because it is right to help others as we are able. It is something we do also because when we help others, we help ourselves.

Each time someone completes a degree or certificate at BRTC and gets a job, all of us benefit. Each time someone completes his or her program of study and then moves on to the next level of higher education, we are all elevated. Each time someone learns a new skill, or completes a course, or perhaps learns to look at life and at him/herself with greater awareness and understanding, all of us are better than we were before.

That’s why it makes such good sense to support this campaign as much as possible. The level of support each of us can provide varies, of course, but the benefits resulting from our contributions are equally substantial for everyone. I hope you will join me in support of the “Growing Stronger 2013 Annual Campaign” at whatever level you can afford.