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DMACC Magazine

DMACC DES MOINES AREA COMMUNITY COLLEGE FOUNDATION Celebrating 50 YEARS

Decades of Excellence

PAGE 8

A PUBLICATION OF DES MOINES AREA COMMUNITY COLLEGE FOUNDATION | FALL/WINTER ***2022***

Director's Message

As we prepare to close out 2022, one word continues to come to mind for me: "*Special*."

During 2022, we were afforded the opportunity to celebrate the 50th anniversary of the DMACC Foundation. That celebration included a variety of activities, events, communications and more. It allowed us to shower praise on those who laid the groundwork for what we are today, while giving thanks for the donors who continue to serve as the driving force behind our mission and vision.

In our 50 years of service to the students, faculty and staff of DMACC, private gifts to the Foundation have made possible the growth of our footprint in the state, the construction of new facilities, the expansion of services and the education of thousands upon thousands of individuals pursuing their dreams.

That level of support can only be described as *special*.

Our goal going forward is to take the momentum we have built during this year of celebration to launch into our next 50 years.

As a supporter of the Foundation, you are aware of the vital role DMACC plays in offering opportunity to all who seek it. You are providing the unmistakable spark that lights the fire in a student determined to improve their life by gaining advanced education or a new set of skills. In so many instances, the only way that spark is ignited is through the generosity of private donors.

Put simply, your contributions are *special*.

We are fortunate to live in a state that values the kind of education only community colleges can provide. We are reminded daily that our donors and community members appreciate what we do and are willing to step up time and again when asked.

Thank you for joining us in marking 50 *special* years of service to the College we have all grown to love. We look forward to continue working with you as we grow to serve more and more students in the next 50 years.

Sincerely,

Tara K. Connolly
Executive Director
DMACC Foundation

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DMACC Magazine

FALL/WINTER 2022

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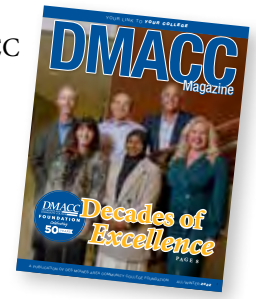
ABOUT *DMACC MAGAZINE*

DMACC Magazine is a publication of the DMACC Foundation & Alumni Association. If you have questions or story ideas, please email them to foundation@dmacc.edu.



Thank you to the Ankeny Campus Student Activities Office for sponsoring a portion of the costs to produce *DMACC Magazine*. Your support is greatly appreciated!

Save the Date: We're Back June 22, 2023!

Des Moines Area Community College
15th Annual
CEO GOLF Invitational

A RECORD LEVEL OF SUPPORT
$481,200
RAISED FOR SCHOLARSHIPS!

What better way to mark the 50th Anniversary of the DMACC Foundation than with a record amount of support from the generous sponsors and supporters of our 15th Annual DMACC CEO Golf Invitational?

This year's event was held June 23 and raised an amazing **$481,200** . . . ***sending us well over the $4 million mark in the tournament's storied history!*** That incredible level of support makes it possible for the Foundation to award a record $2 million in scholarship support during the 2022-23 school year.

Your support is nothing short of spectacular. Thank you to Dennis Albaugh and the Talons Golf Course for hosting the tournament, and to all of our dedicated sponsors and golfers for continuing to invest in our mission. Together you are helping countless students pursue the career path of their dreams. ***Thank you!***

DMACC DES MOINES AREA COMMUNITY COLLEGE FOUNDATION Celebrating 50 YEARS

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DMACC DES MOINES AREA COMMUNITY COLLEGE FOUNDATION

Our donors are instrumental in removing financial barriers for our students. Presented here is a closer look at how we are funding Iowa's next generation of leaders.

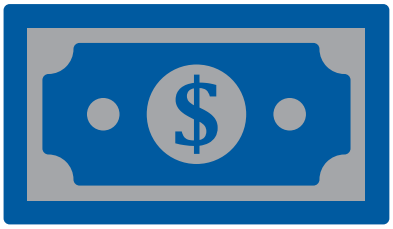
Inside *the Numbers*

DMACC DES MOINES AREA COMMUNITY COLLEGE FOUNDATION *Celebrating* 50 YEARS

Scholarship allocations have increased steadily in the last decade, topping $1 million for the first time during fiscal year 2017 and $2 million in fiscal year 2023. The fiscal year 2023 allotment represents a record amount of support and a more than 300% increase in support when compared to fiscal year 2013.

Scholarship *Impact*

Through the DMACC Foundation, students from nearly 100 academic and technical programs receive scholarship support. Numbers below are from fiscal year 2023.



$2,002,779

A record scholarship allotment.

Students who received a Foundation scholarship have a:

- **25.2%** higher three-year retention rate
- **28.5%** higher graduation rate

than non-scholarship recipients.

Scholarship Recipient Success Rate

Top Award Recipients by Program

- Liberal Arts (AA)
- Associate Degree Nursing (AAS)
- Associate General Studies (AGS)
- Liberal Arts (AS)
- Accounting Specialist (AAS)

95%+

More than 95% of DMACC graduates remain in Iowa to live and work after completing studies.

Lowest Tuition

Lowest cost of tuition for Iowa residents at $178/credit hour.

The Census Bureau reports that over an adult's working life, high school graduates earn an average of $1.2 million, while Associate's degree holders earn about $1.6 million, a gain of $400,000.

1,479

Number of students who benefited from a DMACC Foundation scholarship.

355

DMACC Foundation scholarships available.

$1,354

Average scholarship award.

50 Years of Service

DMACC
DES MOINES AREA COMMUNITY COLLEGE
FOUNDATION
Celebrating
50 YEARS

Growth of Foundation has contributed to success across DMACC's campuses.

With the establishment of the DMACC Foundation 50 years ago, the concept of service was at its core. With a focused and engaged Board, remarkable things have happened during the last five decades.

From dozens of capital improvement projects to millions of dollars of support for student scholarships, the DMACC Foundation—and the thousands of private donors who have made gifts—has been a critical contributor to the College's growth and success in the past five decades.

In the Beginning

With humble roots and under the direction of its first Executive Director Richard Byerly, the initial aim of the DMACC Foundation was to establish a structure for accepting donations—to include a payroll deduction system for staff donations—and to create a scholarship fund. From Day 1, the Foundation was focused on building relationships with leaders in the community.

"The DMACC Foundation Board had a really strong and extensive network throughout the metropolitan business community that extended all the way up to Ames and back down to Des Moines," says Jeff Segin, who was among the earliest members of the Foundation Board. "I was interested in having an opportunity to serve with them."

The Foundation started with a total budget of $43,000 for scholarships and grew at a steady pace. By leveraging the connections Segin speaks of, in 1978, 141 scholarships totaling $130,120 werer delivered to students at the DMACC Ankeny, Urban and Boone Campuses—the three campuses that existed at the time.

An Expanding Reach

That spirit of service in the early years led to the Foundation's support of projects that saw DMACC's reach expand through the 1980s and 90s with the additions of the DMACC Carroll Campus, DMACC Newton Campus and DMACC West Campus. Tom Friedman began his Foundation Board service in the midst of this rapid growth. He says that while bricks and mortar were important, the mission of the Foundation remained focused on serving students.

"The foundation wasn't nearly as large then as it is now," Friedman says. "Our primary goal was to raise money specifically for scholarships for people who wanted to go to school but might not be able to afford it. We wanted to help them further their education so that they could go into the world and make Iowa a better place to work and live."

Setting the Stage for Continued Growth

Into the 2000s, the Board's scope expanded to assisting with a series of high-profile capital projects that included notable expansions on nearly every campus including Southridge Center, Perry VanKirk Center, Ames Hunziker Center, Iowa Culinary Institute, the Karl Chevrolet Automotive Training Center, Boone Student Activity Center, Criminal Justice Training Center, the Carroll Campus expansion and more.

The growth in support for facilities didn't diminish from the Foundation's initial emphasis of supporting students. During the last decade alone, scholarship allotments have increased by more than 300%, including a record $2 million this year. For those who served in the early years, the impressive growth of the Foundation comes as no surprise.

"The whole time I was on the board, you could see we were making a difference with the scholarship program and with a number of special projects," Segin says. "You could see how the leadership of the Foundation Board working closely with the leadership of DMACC was able to bring forth a lot of great opportunities throughout the entire DMACC region."

Today & the Future of the DMACC Foundation

The first Director of the DMACC Foundation was tasked with developing a mechanism in which donors could provide private gifts in support of student scholarships. From its founding under Richard Byerly through today's leadership of Tara Connolly, the Foundations Executive Directors have played a critical role in advancing support for the College.

In its 50 years, the Foundation has allocated more than $19,470,892 in student scholarships, 73% of which has been distributed in the last 11 years.

This years celebration of our 50th anniversary has provided an opportunity to look back on our journey," Connolly says. "I feel fortunate to serve in a role that has been filled by some remarkable individuals during the last five decades. They laid the groundwork for the incredible things we are doing today. That service-first philosophy has sustained us for 50 years and I am confident it is what will guide the Foundation in the next 50 years.

Today the DMACC Foundation has assets of $21 million and allocates $2 million in scholarship support. Recently completed strategic planning will facilitate growth in the Foundations footprint and help us to better serve students.

Thank you to these exceptional leaders for their service to the DMACC Foundation as Executive Director:

Tara K. Connolly	**Joe Rippetoe**	**Nedra Jackson**
Ganesh Ganpat	**Fred Gilbert**	**Kay Henninger**
Dory Briles	**Ann Schodde**	**Richard Byerly**

DECADES *of Excellence*

Pictured below left to right: Marty Kenworthy, Tamara Kenworthy, Darren Herrold, DMACC Foundation Executive Director Tara Connolly, Fardowsa Salat, Rick Hermann and Christina Moffatt.

Decades of *Excellence*

For five decades, the DMACC Foundation has provided critical financial support to ensure students can pursue their dream.

Throughout 2022, we have reflected on the DMACC Foundation's 50 years of service to students, faculty, staff and the community. We have had the opportunity to visit with current and former scholarship winners, donors, faculty and staff, board members and those throughout our communities. Engaging with those we have served—*and those who have served the Foundation*—helped us gain deeper insight and appreciation for the impact the Foundation has had in its five decades of existence.

Notably, the conversations we've had for this issue of *DMACC Magazine* have been humbling. We are proud to share the stories of this handful of our alumni, knowing our donors played an instrumental role in giving so many remarkable students their start.

'70s

Tamara & Marty Kenworthy

While Tamara and Marty Kenworthy had different reasons for choosing DMACC's Boone Campus, their experience there leaves them with warm memories. The couple met there in the late 1970s.

Marty chose DMACC primarily to play baseball while he took a pre-engineering class load. Tamara, a native of Boone, was looking for a college option that would allow her to identify a potential career path. The college proved a perfect fit for them both.

"The first thing DMACC gave us is that it is where we met and dated," says Marty, who practices business, commercial real estate and construction law. The couple pursued different colleges after DMACC and then rekindled their romance at a friend's wedding and have been married for 38 years. "In addition to that, the curriculum was robust and prepared me for my studies at Bradley."

"For me, I had the opportunity to participate in groups like FBLA-PBL," Tamara says of the oldest and largest student business organization in the country, which still has a chapter on the Boone Campus. "That experience gave me tremendous speaking, leadership and business opportunities that I continue to credit today."

Tamara, while completing her education at UNI and the University of Cincinnati with an MBA, owns a planning, research and marketing firm called On Point Strategies, and continues to give back to DMACC as Secretary of the Foundation Board. Marty has served as an adjunct professor in the past. In addition, the couple gives generously in support of students.

"We believe in DMACC," Tamara says. "It offers education for a variety of career paths and a better life for a lot of students."

'80s

Rick Hermann

The college journey was anything but a straight line for Rick Hermann. He started his studies at Iowa State University in the late 1970s, but soon realized it wasn't a good fit. It was his sister who finally encouraged him to give DMACC a try.

"I transitioned to DMACC and it was like an oasis," says Rick, who studied Business Administration on the Ankeny Campus. "It honestly prepared me to transition to an even more advanced level of education, in a manner that required I take it seriously."

Rick used the foundation of his DMACC education, which was supported in part by scholarships from the DMACC Foundation, to get into sales. Today, he is the National Outside Sales Director for Weathertech Automotive. While his studies have proved instrumental in his career, he says his fondness for DMACC is about more than what he learned.

"DMACC is where I met my wife, Mary," Rick says. "That is the best thing I took out of my time there."

'90s

Darren Herrold

Certain he wanted to be a teacher, Darren Herrold threw himself into his Liberal Arts studies on DMACC's Ankeny Campus in the early 1990s. He eventually landed on a specialty in history.

"The history professors I had were just awesome," Darren says. "They made everything relevant and it was so enjoyable. They prepared me to focus on my learning and my education moving forward. The DMACC experience set the foundation for me to be a successful student."

In addition to his studies, Darren spent two years in student government at DMACC. Today he is a history teacher and a member of the DMACC Alumni Association Committee. He says giving back to DMACC ensures that today's students have access to the same opportunities that proved so valuable for him.

"It is a good feeling to know we're raising money to fund scholarships," says Darren, who benefited from Foundation scholarships while he was at DMACC. "Giving back is a great way for alumni to have a voice on DMACC's campuses."

Christina Moffatt

In her studies and in her work, Christina Moffatt has learned that bigger isn't always better. It was the small class sizes and more hands-on approach that impressed her about DMACC in the late 1990s and early 2000s. She now helps small businesses make a big splash as a Business Development Officer at PurposeBank, a division of VisionBank.

She says the individualized education she received at DMACC inspired her to help aspiring business owners in a variety of stops during her career.

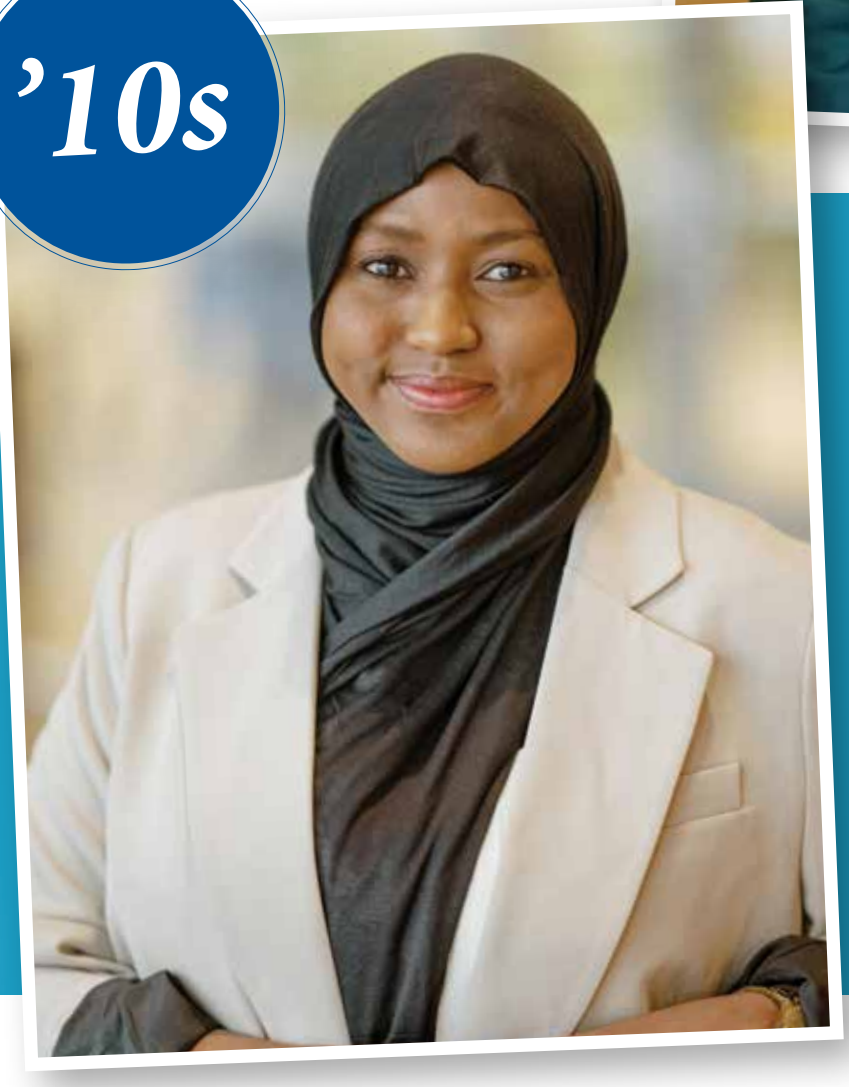
"For me it was just such a pivotal time," Christina says. "DMACC allowed me to grow without having a definitive answer of what I was going to be for the rest of my life."

She remains involved with DMACC in a number of ways today and says the school continues to impress.

"It's not the same experience you're probably going to get at a bigger school, but there are so many things to plug into," she says. "If any student is looking for a connection in business, there is someone at DMACC who will make a valuable connection happen."

'00s

'10s



Fardowsa Salat

After moving from Tennessee to Des Moines at the age of 21, Fardowsa Salat knew she wanted to go to college, but was unsure what she wanted to study. She enrolled at DMACC, taking classes on both Urban Campus and Ankeny Campus in 2018. In those classes, she developed a passion for health promotion.

Fardowsa says that the DMACC experience was just what she was looking for.

"I loved the diversity that DMACC offered, both in terms of the people and the options to study," says Fardowsa, who was supported by DMACC Foundation scholarships. "I felt like I belonged at DMACC."

Fardowsa transferred to Grandview University in Des Moines after completing her studies at DMACC. She is now the Immunization Coordinator at Primary Health Care. She says she is thankful for her time at DMACC.

"I knew I wanted to go into a medical field, but at DMACC I realized I like the educational aspect of it," Fardowsa says. "DMACC is what led me to where I am today."

Pictured at the Ribbon Cutting from left to right: Tara Connolly, Executive Director of the DMACC Foundation; Joe Pugel, Chair of the DMACC Board of Directors; Dr. Samantha O'Hara, DMACC Criminal Justice Program Co-Chair and Professor; Jake Hedgecock, Security Director at Prairie Meadows; Rob Johansen, Urbandale Police Chief; Rob Denson, DMACC President; Buzz Hoffman, DMACC Criminal Justice Professor Emeritus; Steve Barger, DMACC TSA Homeland Security Program Chair and Professor; Jessica Cole, DMACC Criminal Justice Program Co-Chair and Professor; and Jim Stick, Academic Dean of Liberal Arts at DMACC.

New Facility Opens on Ankeny Campus

We hosted an Open House and Ribbon Cutting on Friday, Sept. 9, to celebrate the new DMACC Criminal Justice Training Center on the Ankeny Campus.

The 1,500-square-foot training center provides a realistic setting, complete with traditional home furnishings and top-notch equipment, that allows for enhanced learning and training opportunities for our Criminal Justice students, as well as criminal justice professionals from throughout Iowa and beyond. A total of 82 donors contributed more than $300,000 to help fund construction of the new Center.

DMACC President Rob Denson says the new Criminal Justice Training Center "is truly a DMACC facility." It was designed by the DMACC Architectural Technologies Program with the assistance of Program Chair and Professor Mike Gatzke, and constructed by students in the DMACC Building Trades Program under the direction of Program Chair and Professor Ned Rasmussen. Students in the DMACC Horticulture program also helped landscape the exterior.

The Center has already seen significant use by students and criminal justice agencies for training purposes. There is no other facility like it in Central Iowa, and very few comparable facilities exist on college campuses across the nation.

To learn more about the DMACC Criminal Justice Program and the new DMACC Criminal Justice Training Center, visit https://criminaljustice.dmacc.edu.

Showing Up for Students

More than 200 runners and walkers—and a record number of sponsors—showed up on a PERFECT fall morning in support of DMACC students at the Fifth Annual DMACC Alumni 5K Walk/Run on October 1. We took advantage of sunny skies and seasonally warm temperatures for an exhilarating lap around the Ankeny Campus in support of DMACC student scholarships.

The event raised nearly $10,000 for student scholarships—our biggest number for the event yet! In addition to the participants, we offer a hearty thank you to the volunteers who made it possible, and our generous corporate supporters including:

Presenting Sponsor (for the fifth year in a row) GreenState Credit Union, Breakfast Sponsor The District, Media Sponsor Creative Choice Solutions, Medal Sponsor Vernon Company, Entertainment Sponsor Hazel Creative, Timing Sponsor US Air Force, Mile Marker Sponsor Alumnus Taufeek Shaw and Lola's Fine Sauces, and Race Day Sponsors Alumna Erica Carrick and Wagging Tails Pet Services, Bloyer Chiropractic, Dr. Mark Menadue (DMACC Foundation Board member) and Acute Care, Inc., DLR Group and DotDash Meredith. Our In-Kind donors included Vernon Company, Fitness Sports, Scheels, Fleet Feet Des Moines, Crystal Clear Water and DMACC Alumni Association members.

If you couldn't make it this year, we hope you'll join us next year!

PHOTOS & RESULTS!

To see photos and check out a full summary of results, visit us online.

"We have experienced in-person the good works that are done at DMACC and the many thousands of people who have been helped."

—Chris Vernon

Difference Makers *for Students and the State*

If there is one thing Denise and Chris Vernon appreciate, it is quality. As such, they share a fondness for DMACC and the role it plays in preparing the next generation of Iowa's leaders for the workforce while serving as an economic engine across the state.

Specifically, the couple is enamored with the Iowa Culinary Institute (ICI). They are so impressed with the program that they recently established a planned gift that made the DMACC Foundation the beneficiary of one of their life insurance policies.

The couple come by their love of DMACC honestly. Denise is a graduate of the Financial Services and Business Administration program on the Ankeny Campus. Chris, who serves as the fourth-generation CEO of Newton-based Vernon Company, learned from his parents the importance of supporting high-quality education at institutions like DMACC. Together, they take pride in knowing their planned gift will provide a meaningful helping hand to students long into the future.

"We have experienced in-person the good works that are done at DMACC and the many thousands of people who have been helped," Chris says. "That is what resonates with us. Having parents who modeled philanthropy throughout their lives also encouraged us to thoughtfully plan the way we would support the organizations we felt a connection to."

Chris and Denise say they review their estate plans regularly to ensure their vision for giving remains in alignment with their passions. When it comes to DMACC, that passion is centered on the ICI.

"We ask each other regularly what we are most connected to," Denise says. "There are some common themes that always are there and one of those is the ICI at DMACC. Number one, we love great food, so that is part of it. But we also appreciate the many close friendships we've made and what this world-class food preparation leadership program offers students. Education is something we feel strongly about."

The couple regularly attends the ICI's Gourmet Dinner Series and gives annually in support of scholarships and the French Chef Exchange. They see establishing a planned gift as a logical way to extend their impact, even after they are gone.

"When it comes to the ICI, the impact for us is that most of these chefs and food service students stay in the community or remain in Iowa," Chris says. "It is exciting to go to a restaurant or a club and see a chef who has come up through the ICI. That is improving quality of life right here where we live. In all respects, when we give to DMACC, we feel like our gifts make a difference for the students and for Iowa."

Pictured left to right: MD Isley, DMACC Vice President for Academic Affairs; Diane and Steve Crossett (on behalf of their son Caleb Crossett); Jeff Fiechtner; Demir Miljkovic; Callie Ayers; Jay Slight; Shawn Loney; Timothy Meals; and Tara Connolly, DMACC Foundation Executive Director

Honoring Excellence at Annual Awards

On October 11, the DMACC Foundation and Alumni Association hosted the annual Alumni Awards celebration. The event offered an opportunity to recognize high-achieving DMACC graduates.

This year's honorees included:

Outstanding Alumni Award

The Outstanding Alumni Award is the highest honor given to DMACC alumni by the Alumni Association. This award honors and recognizes alumni who provide service to their community, country, and/or fellow citizen; have had great professional or personal achievement since graduation; and/or continue to be involved in the life and work of DMACC.

- Shawn C.F. Loney, VP of Pleasant Hill Operations, Dee Zee Inc.
- Timothy C. Meals, Story County Attorney, Story County Attorney's Office
- Demir Miljkovic, Captain – Technical Rescue, Urbandale Fire Department
- J.B. (Jay) Slight, Head Principal, Northview Middle School, Ankeny Community Schools

DMACC Alumni Early Achievement Award

The DMACC Alumni Association created the Alumni Early Achievement Award in 2011 to recognize alumni who have graduated from DMACC within the last ten years and have displayed exemplary personal or professional achievement or volunteer service to their community. Nominees shall not be currently enrolled in an institution of higher learning.

- Callie Jo Ayers, Care Coordinator, Mary Greeley Medical Center, Ames
- Caleb Crossett, Chef, Castor Corvallis (Oregon)

Impact Award

The DMACC Alumni Association created the DMACC Impact Award in 2011 to recognize DMACC alumni attendees of at least 12 credit hours who make an impact within their community, profession and/or DMACC.

- Jeff Fiechtner, Retired PE/Adaptive PE Teacher, Ben Franklin MS, Fargo (ND) Public Schools

Congratulations to this year's winners!

FOUNDATION *Board*

Our Leadership

As the preferred giving channel for all DMACC initiatives, the DMACC Foundation works cooperatively with individual donors, local businesses and support organizations to ensure funding is available for student scholarships, facility and program enhancements and more. We thank these Board members for their vision and service:

Rita Perea, President
Scott Bennett, Vice President
Tamara Kenworthy, Secretary
Kristi Christensen, Treasurer
Mike Grandgeorge, Past President
Mark Rasmussen, Alumni Committee Representative
Jim Heckman, Boone Committee Representative
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Life's Calling

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Nominate Notable Alumni!

The DMACC Alumni Association is currently seeking nominations for the Outstanding Alumni Award, DMACC Alumni Early Achievement Award and the DMACC Impact Award. The deadline to submit nominations for all three awards is April 10, 2023.

For more information and to learn the criteria for each award, visit us online at dmacc.edu/alumni/awards

STAY UP TO DATE!

For the latest information on Foundation and Alumni Association events, call 515-964-6229.

Shop in Support of Students

As more and more folks turn to Amazon for their shopping needs, thousands of nonprofits are benefiting from the use of Amazon Smile. This program donates 0.5% of eligible purchases on Amazon to a charity of your choice. You can now select Des Moines Area Community College Foundation as your charitable organization.

To support the DMACC Foundation, on the desktop site, navigate to **smile.amazon.com** and designate your charity just below and to the left of the search bar. On mobile, click the menu icon in the top left, scroll down to settings and click "Amazon Smile" and select DMACC Foundation as your charity of choice.

You can direct your support to the DMACC Foundation at: smile.amazon.com

You don't need to create a separate account. Simply shop as you normally would, and the donation will be made at no expense to you.

This is a simple way to generate dollars for scholarships, facilities and program enhancements while shopping for your favorite things!