

March 19, 2020

20-117

NAME THE STUDENT SERVICES SPACE AT PCC
SYLVANIA IN HONOR OF CHRISTINE AND TOM
NEILSEN

PREPARED BY: Ann Prater, Executive Director, PCC Foundation

FINANCIAL
RESPONSIBILITY: Ann Prater, Executive Director, PCC Foundation
Executive Committee, PCC Foundation
Sylvia Kelley, Executive Vice President

APPROVED BY: Mark Mitsui, College President

REPORT: Naming opportunities are exclusively controlled by the College, and as such the PCC Foundation has submitted a naming proposal to the College Board of Directors for the philanthropic naming of the Student Services Center in the CC Building of the PCC Sylvania Campus in honor of Christine and Tom Neilsen.

The naming proposal and naming agreements detail the Neilsen's extraordinary and generous volunteer service. The couple has contributed more than \$468,000 to PCC, including a \$280,000 gift to establish scholarships for equitable student success.

Chris has been a PCC Foundation Board member, a PCC Emeritus Board member and now she and Tom are the co-chairs of PCC's first comprehensive campaign. They have also been honored by the College Board with the PCC Patron Award in 2019 for their service.

In recognition of their exemplary volunteer and philanthropic service, the PCC Foundation Board has recommended that the Student Service area on the second floor of the CC Building on the PCC Sylvania campus be named in their honor.

RECOMMENDATION: That the PCC Board of Directors approve the naming of the Student Services space in the College Center Building on the Sylvania Campus the Christine and Tom Neilsen Student Services Center.



February 28, 2020

To: PCC Board of Directors

FROM: Ann Prater, Executive Director, PCC Foundation

APPROVED BY: PCC Foundation Executive Committee

CC: Mark Mitsui, PCC President

RE: Nomination for a philanthropic naming of PCC Sylvania Student Services space in honor of Christine and Tom Neilsen

Summary:

Christine (Chris) and Tom Neilsen have generously supported PCC's first comprehensive campaign, both as major donors and campaign leaders. In recognition of their generous gifts of time and resources, the PCC Foundation requests the PCC Board approve name the Student Services area in the CC building of the PCC Sylvania campus in their honor.

Overview:

In December 2016, the PCC Foundation Board launched its first comprehensive campaign with the unanimous support of the College Board of Directors. Our goal is to raise minimally \$20 million in private philanthropic contributions and an additional \$5 million from public partners. To date, the Foundation has raised more than \$30 million through current and planned gifts.

This historic campaign gives PCC the vehicle not only to generate large and small contributions, but also to engage with and recognize community supporters in exciting ways. Significant gifts offer the opportunity for the College and Foundation to recognize and honor a donor whose generosity advances our mission, furthers our capacity to serve students and our community, and enhances our growth and reputation. Specifically, philanthropic naming represents a poignant and prominent honor for a donor deemed worthy of such recognition.

Longtime supporters and volunteer leaders Chris and Tom Neilsen are especially deserving of this recognition.

The Portland couple was honored by the Portland Community College Board of Directors in 2018 as recipients of the Distinguished Patron Award, which recognizes extraordinary levels of service to the College. Chris and Tom previously owned Neilsen Manufacturing Inc., a Salem-based family business serving the high-tech industry, before retiring to Portland in 2007. Chris then served on the PCC Foundation Board of Directors from 2010 to 2015, including a term as Board President, because she wanted to make a difference in the lives of PCC students. Chris and Tom currently serve as co-chairs of PCC's Campaign for Opportunity, leading board and volunteer support to ensure the success of the PCC Foundation's first-ever comprehensive campaign.

Chris and Tom proudly count PCC among their top philanthropic priorities. In addition to generously sharing their time and volunteer leadership, they are strong proponents of PCC's Future Connect program, contributing more than \$70,000 specifically to support first-generation, low-income students through Future Connect scholarships and ongoing career guidance. In 2016, Chris and Tom committed to make an additional five-year, \$280,000 lead gift signaling their early support for PCC's comprehensive campaign — bringing their total contributions to PCC to more than \$468,000 over the past decade. Chris and Tom are among PCC's most loyal volunteers, opening their home to PCC Foundation guests for multiple fundraising and friend-raising events, including the first presidential meet-and-greet with Mark Mitsui upon his arrival in Portland.

In a recent interview, Chris said "Every student story is an inspiration. Both of us are humbled by the persistence and desire by PCC students to make their lives better. We are proud to support them in accomplishing their dreams. And we know that as they do that, they impact their own families and the community positively."

Naming Opportunity:

Naming opportunities are exclusively controlled by the College, and as such the PCC Foundation must submit this naming proposal and a naming agreement to the College Board of Directors for consideration. Attached is the gift naming agreement and a schematic showing the space that would be named.

The Foundation respectfully asks the College Board to approve this request based on the following:

- While the PCC Foundation Gift Policy recommends a minimum gift of \$1,000,000 for naming a building. This space constitutes a small portion of one floor of the CC building.
- The Neilsen's have contributed more than \$468,000 to PCC.
- The Neilsen's through their commitment of resources and time, have demonstrated a deep commitment to equitable student success.
- This naming provides a significant opportunity to celebrate the power of private investments in our public institution.
- PCC has a tremendous amount of buildings, structures, property, and other assets with the potential to name with little prior history of doing so for philanthropic reasons. This gift honoring Chris and Tom Neilsen provides a great opportunity to begin this process in a thoughtful and meaningful way.

Recommendation:

That the PCC Board of Directors approve the naming of the Student Services space in the CC Building of the PCC Sylvania campus in honor of Chris and Tom Neilsen.

PCC Sylvania College Center

Proposed Naming Location of **Christine and Tom Neilsen Student Services Center**
(as shown in shaded area below)

