

"We found a true partner in Performa Higher Education. They helped us create a shared vision that allowed us to dream big yet understood the balance between financial constraints and the 'wow' factor needed for donor cultivation and ultimately student recruitment and retention. We are pleased with their creativity, follow through and results. The comfort level between Performa's team, our senior leadership and our board has been a refreshing experience."

John Reynders

President
Morningside College
Sioux City, Iowa



For more details on this institution's success, visit www.PerformaHE.com

Challenge >>>

Morningside College was in the beginning stages of kicking off a \$30 million capital campaign. President Reynders knew the current campus master plan needed to be altered to awake a grander vision for the college. In particular, there was an immediate need for new student housing to accommodate the 57% enrollment growth created in the last 5 years. A fellow president introduced Performa Higher Education as a potential partner in creating this visionary plan and developing student housing that would support their students' Journey of Independence®.

Solution >>>

A partnership was forged to modify the current master plan to improve the aesthetics of campus and build new environments to attract and retain students and excite donors. Construction has just begun on a new apartment-style residence hall; the first themed housing on campus that will help the College fulfill their vision to be a premier residential college. The synergistic understanding of facilities and enrollment, 3D renderings and the design process itself have all helped facilitate fundraising; the College has exceeded its \$30 million goal with 2 years to go in its capital campaign.

Performa
HIGHER EDUCATION

Joanne Soliday
jsoliday@performahe.com

Tom Gavic
tgavic@performahe.com