

PLANNING STUDY RESULTS

"The plans are amazing. I love the vision and the potential."

For the first time in more than a decade, Brownell Talbot shared an overarching vision for its campus and endowment. The school unveiled a new campus master plan and new endowment priorities inspired by the 2019-2023 strategic plan and invited the entire school community to give feedback by participating in a planning study.

"This plan will help support a growing enrollment."

Designed to test the BT community's support and to assess the feasibility of a comprehensive capital campaign, the planning study focused primarily on phase one of campus improvements and endowment priorities – including the transformation of East Campus with a new state-of-the-art building to replace the current Lower School wing.

Thank you to the BT family and friends who took time to share their feedback and the Steier Group for conducting the study. **The study revealed wide-spread excitement and support to move ahead with the campus master plan.** Here are highlights from the study's key findings:

The study revealed wide-spread excitement and support to move ahead with the campus master plan.

*"The community is buzzing about this project! The sooner we start the better."
"This project is long overdue and critical for BT's future."*

OVERALL STUDY OBSERVATIONS

- Participants recognize BT as a premier educational institution with a challenging curriculum that prepares students.
- Participants are excited about the campus master plan and recognize that a significant investment in BT's campus and endowment is overdue and critical to the school's future. Many correlate it with enrollment growth and educational excellence in keeping with the caliber of the BT experience.
- Participants indicated a trust in the community to unite to raise the necessary dollars.

WHAT'S NEXT?

Participants in the study encouraged the school to maximize the functionality and cost efficiency of the proposed project. As a result, BT is partnering with Tetrad Property Group, along with Alley Poyner Macchietto Architecture, the architecture firm that created the campus master plan. Once this assessment is complete, the Board of Trustees will finalize the construction phases and endowment goals, which will then be shared with the entire BT community so that all supporters can begin to think about how they might invest in BT students and campus. We pledge to keep you informed of our progress and plans as we move forward with confidence and excitement for the future.

BY THE NUMBERS

95% of respondents favor a capital campaign

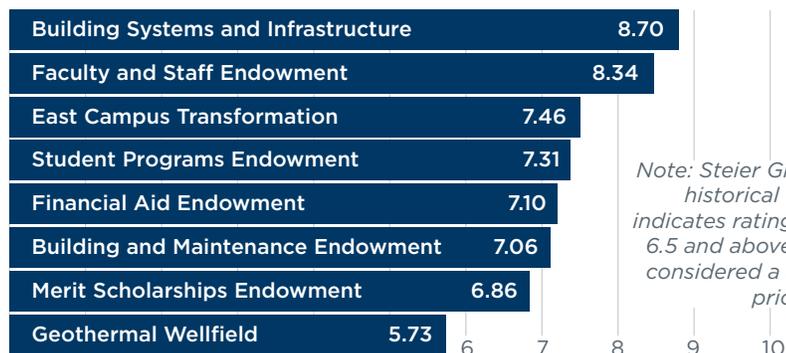
76% indicate they will financially support a campaign

74% ranked a tax-deductible gift to a campaign for Brownell Talbot at high or medium priority for their family

PRIORITY OF RESPONDENTS

Study participants identified the top three priorities:

- 1 Building Systems and Infrastructure
- 2 Faculty and Staff Endowment
- 3 East Campus Transformation



Interested in learning more about the future of BT's campus and endowment? Visit brownell.edu/masterplan or call Vice President of Advancement Shannon Gilroy at 402.556.3772 to schedule a time to meet.