

NEWS ADVISORY

J. Sargeant Reynolds
Community College



FOR IMMEDIATE RELEASE

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J. Sargeant Reynolds announces \$15 million campaign

RICHMOND, Va. (November 29, 2007) – J. Sargeant Reynolds Community College today announced a \$15 million major gifts campaign to provide financial resources to address the community's need for a skilled and educated workforce. This is the largest community college campaign announcement in Virginia history to date. Campaign funds will increase access to scholarships, address the high school drop-out crisis, and provide skilled workers for Greater Richmond in critical shortage areas such as healthcare, education and service industries.

“We know that when our students as individuals prosper, so do the businesses and neighborhoods in our community,” said JSRCC President Dr. Gary Rhodes. “But we need the help of our friends and partners to ensure we continue to meet the workforce needs of the community and make room for more students.”

Cherise James-Cobb, a JSRCC graduate, shared her success story during the campaign announcement – expressing gratitude for the higher standard of living she and her family are benefiting from thanks to a quality and affordable college education.

“Reynolds was an educational light for me,” she said. “It guided me from a land of poverty to a land of prosperity of mind, finances and power.”

Many Reynolds students are part-time and balance family, work, and school. Without scholarship support many would not attend college. Scholarships, along with other initiatives such as Middle College and the Urban Teachers Institute, are one of the campaign's major initiatives to remove barriers for students.

In addition to addressing critical workforce shortages, the Virginia community college system projects an additional 40,000 college students by 2012. For more information on the campaign or information on ways to give, visit www.reynolds.edu/campaign.

J. Sargeant Reynolds Community College is the third largest college in the Virginia Community College System. Reynolds offers a variety of programs and services to the residents of the City of Richmond and the counties of Hanover, Henrico, Goochland, Louisa and Powhatan. The college operates three comprehensive campuses located in rural, urban and suburban settings and serves over 18,000 credit students. The Community College Workforce Alliance provides training to an additional 14,000 non-credit students each year. Additional information is available at the College's website: www.reynolds.edu.

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