

IMAGINE

the difference we will make together



LANDMARK
COLLEGE



"There are other schools that have spent hundreds of years establishing themselves as centers of academic excellence. We've had universities that established themselves teaching black people before the era of civil rights and think how proud those schools stand today. We have the opportunity to be that school for neurodiversity. To stand proud and say we are teaching those values because it's so much more than disability accommodation; it is civil rights and it is culture."

– John Elder Robison, advisor/guest lecturer to
LC's Center for Neurodiversity

As you read this, the neurodiversity movement is at a critical juncture.

In the 35 years since Landmark College was founded, society has gradually but perceptibly moved toward the social justice perspective of neurodiversity voiced by John Elder Robison. Among other milestones, we've seen:

- The Americans with Disabilities Act and subsequent legislation making equity for neurodivergent people the law of the land
- The Education Industry moving away from a one-size-fits-all mentality
- Technological advances helping make classrooms more inclusive
- Scientific research deepening our understanding of learning disabilities, ADHD, and autism in ways that are more nuanced and humane.

With an **alumni population that is nearly 10,000 strong and living in all 50 states as well as 56 countries**, Landmark College has already had a major influence on cultural perceptions about the value of neurodiversity and how it fits in with the movement toward a more equitable and just society. From our humble beginnings as a 2-year college preparatory experience, we now:

- Confer associate and bachelor's degrees to undergraduate students on a campus replete with student activities;
- Offer a variety of programs that help students be better prepared for life in institutions of higher education;
- Share our knowledge with the global education community through post-baccalaureate studies and professional development.

Our founders imagined fairness in education and made it manifest in Landmark College. Your help is needed to ensure the progress we are making endures and takes root for future generations.

Join us in imagining what we can achieve together: a society that better understands and utilizes the talents of *all* individuals previously underserved by traditional models and programs.

The imperative to fulfill the unique educational mission of Landmark College has never been greater.

1

The workforce demands it. *Not only because we are in an era of full employment, but more companies are appreciating the benefits and talents of neurodivergent thinkers. We must better prepare our students for 21st century job opportunities and enlighten those already in the workforce.*

2

Neurodiversity is expanding. *Refinements in diagnostic tools and methods mean more individuals are identifying with learning differences than ever before and at younger ages. Our web-based programs must expand to serve the growing numbers of neurodivergent high school students, as well as the educators who work with the LD community at all grade levels.*

3

The competitive landscape is shifting. *Other colleges and universities tout their accommodations for students with learning disabilities, no matter how meager or inadequate. We must maintain the comprehensive level of support that is our main value proposition and increase our ability to provide financial support for deserving, college-capable students.*

With your help, we can continue to strengthen the underpinnings of our core philosophy and expound the value of neurodiversity to levels that reverberate across all facets of society.

"It takes an out-of-the-box school to train out-of-the-box thinkers. The way Landmark College approaches learning is needed now more than ever to help us meet 21st century work and life challenges."

– David Lucchino ‘##,
Landmark College Alumnus and
Founder/CEO of Frequency Therapeutics



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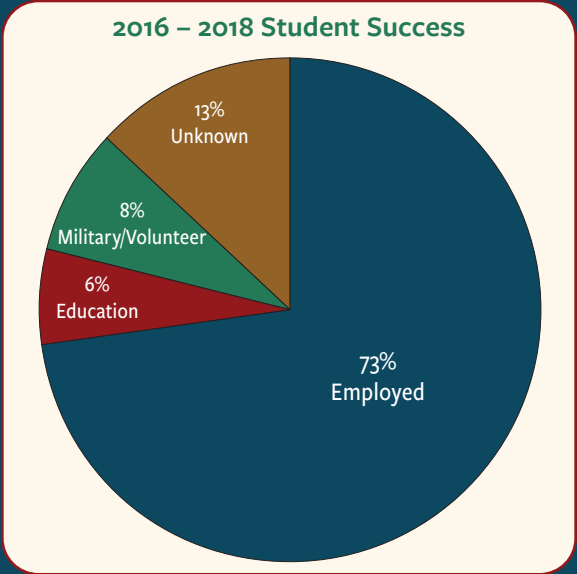
Championing Student Success

Throughout our history, Landmark College has been a pioneer of change and support for students who learn differently. We offer a model where students can recognize, understand, and leverage their strengths as neurodivergent individuals; where they can advocate for their rights as learners and citizens; and where they can prepare for an ever-evolving future.

Our approach works. Nationally, only 20 percent of students with LD earn a bachelor’s degree. **At Landmark College that statistic jumps to 65 percent, which is significantly above the national average of 50 percent for all college students**, including those without an LD.

Our achievements to date are made possible by individuals who, time and again, connected their dreams with strategic, focused actions. Whether it was expanding the scope of LC programs, investing in capital projects or increasing access for underserved families through scholarships, supporters have helped the College anticipate needs and fulfill, leading to student success.

Since 2016, **88%** of LC bachelor’s degree graduates report successful placement. This compares favorably with 2017 National Center for Educational Statistics that reported **86%** of young adults (25 –34) with at least a bachelor’s degree were employed.





“Landmark College has been wonderfully supportive for William. We have watched his abilities develop in ways that are both important and exciting. And when I say ‘abilities’, I mean things that he was born with but really didn’t surface.”

Bill Epifanio, father of William Epifanio '19
B.A. Liberal Studies graduate

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Setting the Standard

U.S. News & World Report's 2020 college rankings recognized Landmark College in these prominent areas of performance: Best Undergraduate Teaching College and Most Innovative College. And, for the first time, we were ranked among the best regional colleges in the North.

Landmark College's success is directly attributable to the fact that we have one of the most aspirational yet operational missions in higher education. Our rigorous programs prepare students to enter the workforce or pursue post-graduate studies.

And because our neurodivergent students often see, feel, and understand the world differently, we offer them opportunities to apply and leverage their unique perspectives to achieve solutions in and out of the classroom. They engage in hands-on professional internships, compete for and develop funded start-up enterprises, and participate in LD-related research with our faculty and staff.

“Landmark College showed me how to unlock my learning, which, in turn, unlocked my art.”

Dave Cole. '97
Artist



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Amplifying Our Influence

Throughout our history, Landmark College has been a paragon of transformation and innovation in the field of LD and neurodiversity. Our work enlightens and influences others in education, policy making, advocacy, and beyond.

Increasingly, we are collaborating with businesses to nurture understanding of the thinking and solutions offered by individuals with LD. Our students successfully compete for internships and jobs at progressive and enlightened businesses like Hasbro, Inc.; our faculty and administration share LC's experiences and perspective with organizations like the Microsoft Inclusive Workplace Council; and we have **forged new partnerships with Fortune 500 companies that seek to advance their neurodiversity-based initiatives**, including JPMorgan Chase, SAP, and EY.

In order to be truly transformative, we also reach beyond our own classrooms and campus. The online programs we provide—dual enrollment for high school students and post-baccalaureate certificate courses for educators—are effective solutions and opportunities. Online education is here to stay, but students with LD would be at a disadvantage without the LC model.

Imagine how many lives have been truly transformed by Landmark College, and how many more are waiting to be changed.



In 2019, Landmark College was the first U.S. College to be designated a Neurodiversity Hub, joining a worldwide consortium of businesses, organizations, and institutions in building a pipeline for bright, educated, and highly competent neurodivergent individuals to enter the workforce.

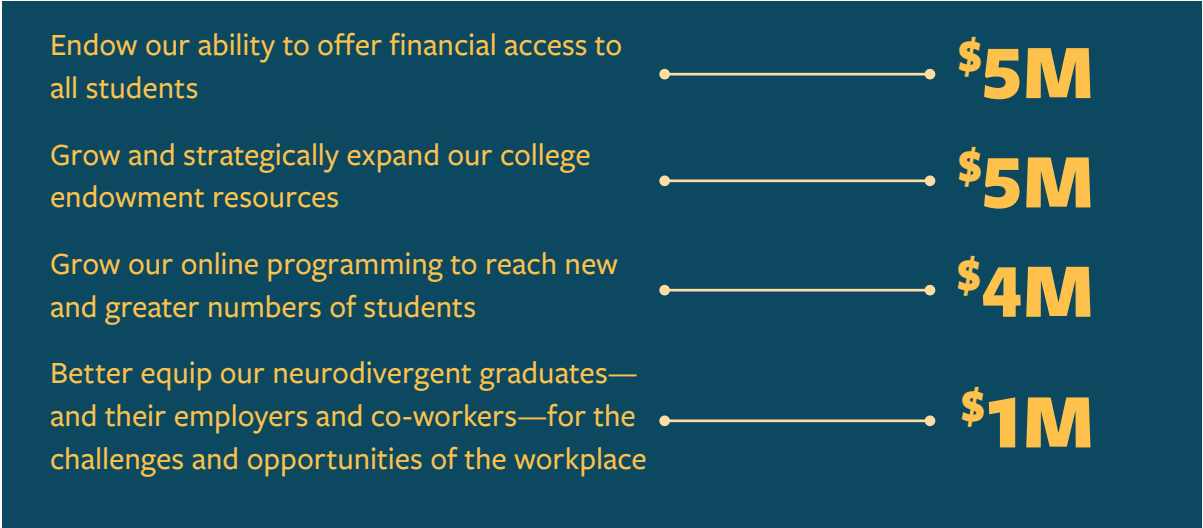
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Your Support Being the Tipping Point

The need to access our unique educational offerings grows daily. Even though **1 in 5 children in the U.S. have a learning difference**, less than 8 percent of America’s colleges and universities offer structured support programs for those students.

While we know that no other college can offer the same comprehensive educational and social development model, they may be able to provide other incentives or opportunities to students who would benefit from attending Landmark College.

Your investment in the strategic priorities identified in this campaign would enable the College to surpass our current thresholds for providing financial and programmatic opportunities for students with LD.



Read on and imagine the difference you can make in partnership with us.



“At Landmark College, I learned how I learn. I discovered that my dyslexia is a gift — a different way of seeing the world. It opened up my mind to what I could do.”

Architect Lorissa (Keller) MacAllister, Ph.D. '91
President & Founder, Enviah: Environments for Health

“The tools LC gave me helped me develop and accomplish what I wanted. It remains with me today in all facets of my life.”

Wes MacAllister '92
Strategist and turnaround specialist for distressed companies

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Increasing Student Scholarships

As the neurodiversity movement gains traction, more colleges and universities are advertising support for neurodivergent students. While none of them can claim to provide the same comprehensive approach as Landmark College, they frequently have a recruitment advantage with financial incentives.

Landmark College provides over 70 percent of all students with significant institutional aid (an average of nearly \$25,000 per student annually), but even with additional state and federal aid, for many a gap still exists.

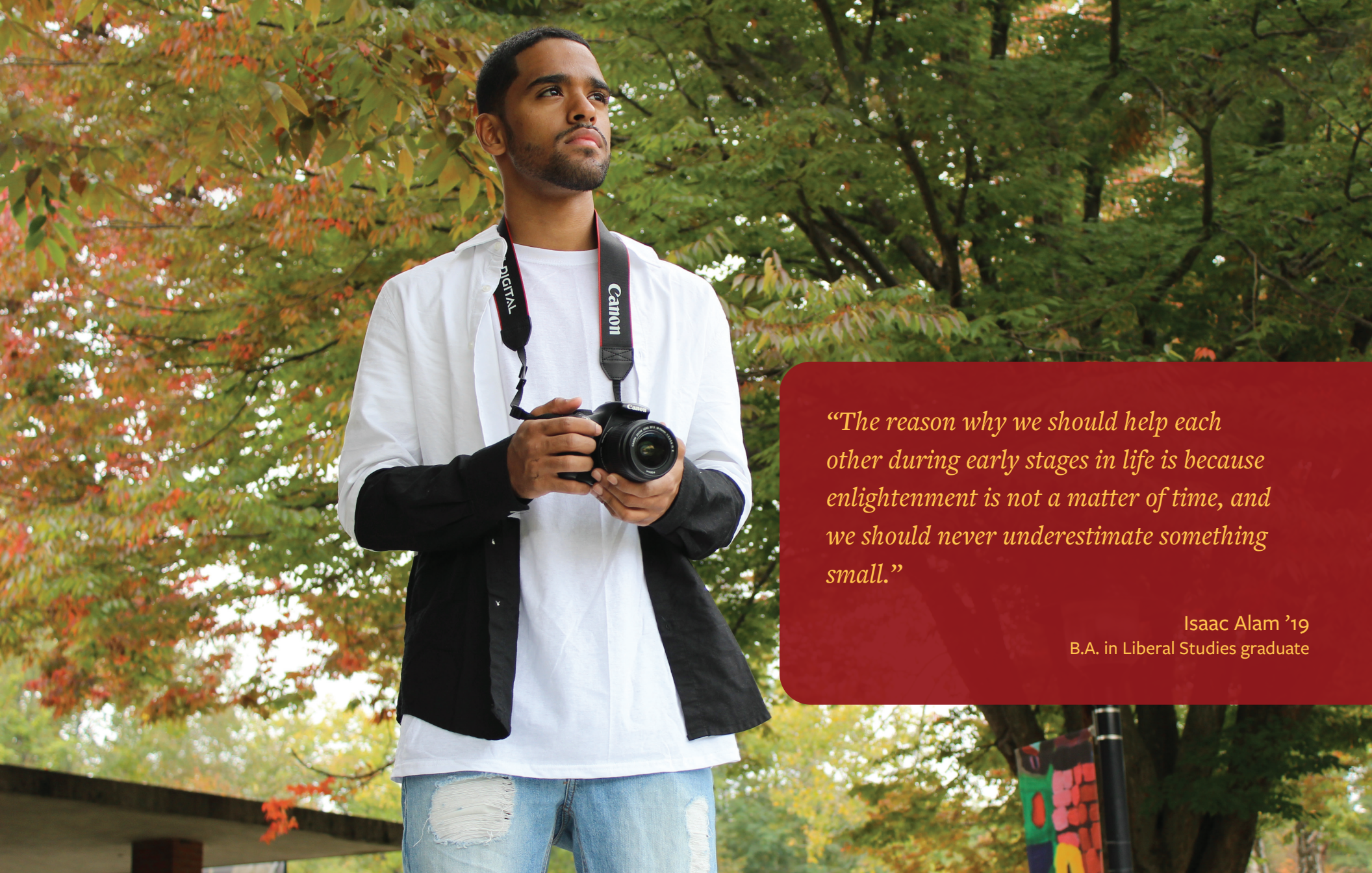
Endowed scholarships play a critical role in determining whether or not a student is able to access a Landmark College education. **With more resources, we can touch a broad socio-economic spectrum of families**, both at the onset of college and through their academic career.



Our Goals

Landmark College seeks to build an endowed student assistance fund that will enable us to create a foundation of perpetual, reliable support for future generations of LC students and assist us in our efforts to:

- Increase and sustain overall enrollment
- Enhance student diversity
- Reward students who persist and improve in their studies
- Promote retention of students toward graduation
- Recognize and support noteworthy academic achievements with scholarships



“The reason why we should help each other during early stages in life is because enlightenment is not a matter of time, and we should never underestimate something small.”

Isaac Alam '19
B.A. in Liberal Studies graduate

IMAGINE

Growing the Principal Endowment

Since our founding, donors have consistently and generously understood the value of investing in Landmark College's endowment. These funds are an enduring foundation for our future, built by past and present donors who believe in sustaining our unique mission.

Judicious financial management and prudent stewardship of funds have enabled LC's endowment to steadily grow through investments.

Yet, at \$22.4 million, our current endowment fund remains modest. If LC is to keep pace with an ever-changing educational environment, ensure the relevance and impact of our academic programs, meet the growing educational needs of our students, and ensure access, we must increase the endowment base.

Investments generated by LC's endowment help ensure a reliable operating income stream that allows our College to plan and act with confidence during times of challenge and opportunity. Most of all, because only a portion of our endowment earnings is spent and all original gifts are preserved as principal, our endowment keeps growing, and thus giving from one generation to the next.



Our Goals

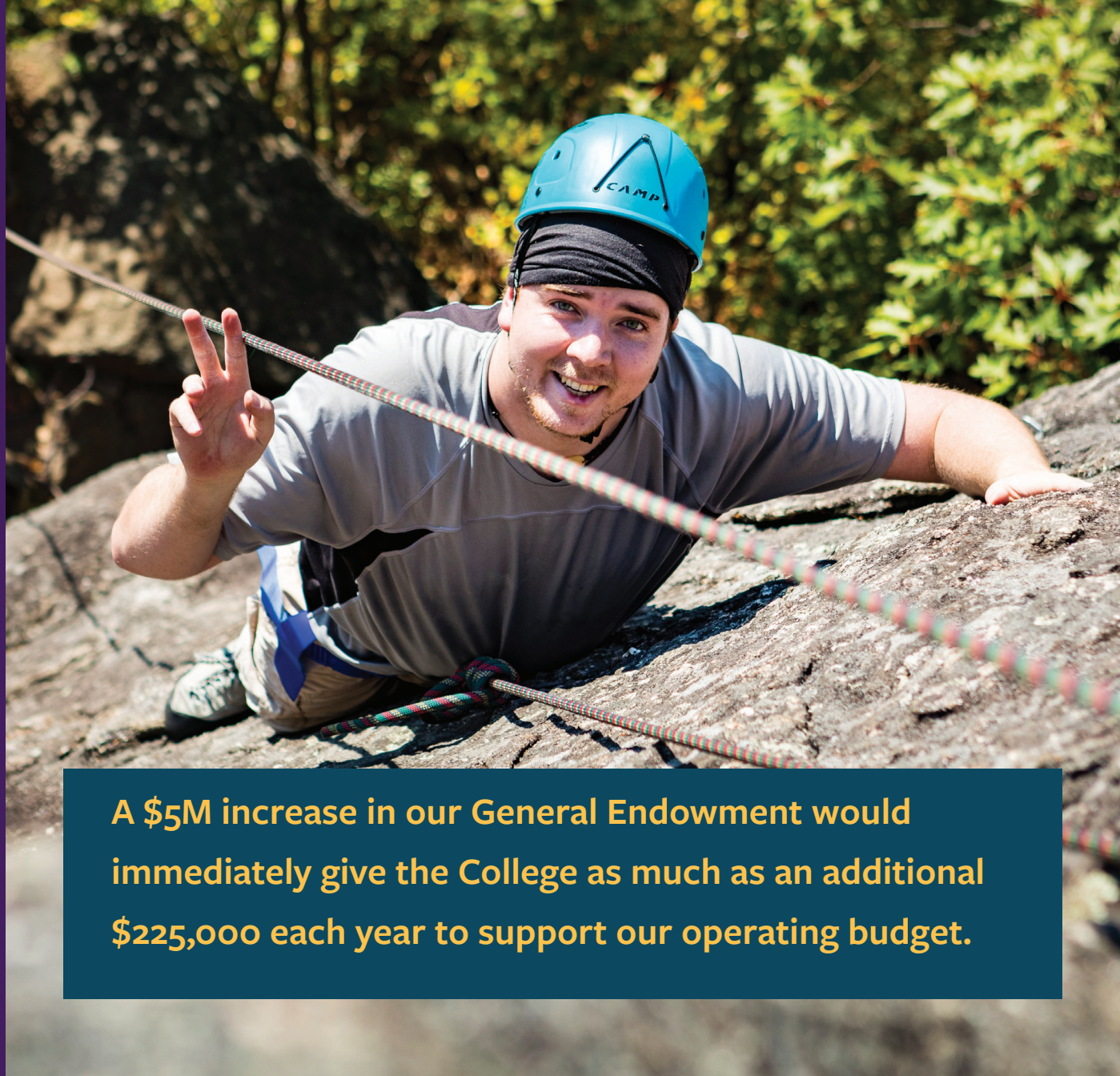
Building our endowment will provide greater resources to:

- Fund institutional priorities, both short- and long-term
- Manage challenges that arise from external conditions that adversely affect funding, competitive balance, or demographic shifts
- Capitalize on opportunities offered by innovations in teaching methods and technologies

Opportunities for Giving

Endowments offer donors the opportunity to create living legacies. The following are representative of specific projects that can be perpetually funded through the LC endowment:

- General, unrestricted endowment fund to address greatest areas of need
- LC's Landmark College Institute for Research & Training
- Endowed professorships that recognize outstanding scholarship and attract quality faculty
- Specific academic, student life, or administrative departments and initiatives



A \$5M increase in our General Endowment would immediately give the College as much as an additional \$225,000 each year to support our operating budget.

IMAGINE

Expanding Online Programs

The vast majority of students with dyslexia, ADHD, and autism are academically underserved. Although our traditional residential education is the answer for many students with learning differences, many more could experience LC's unique approach via online learning—from focused studies to, eventually, full degree programs.

Colleges were once largely defined by their campus and surrounding community. Today, online learning offers institutions the ability to extend their identity and serve students anywhere in the world. That potential is especially ripe for Landmark College: **as yet, no institution of higher education has established itself as the leader in online, post-secondary education for neurodiverse learners and the educators who serve them.** With our growing online offerings in dual enrollment for high school students and postbaccalaureate certificate programs, Landmark College is poised to assume that role.

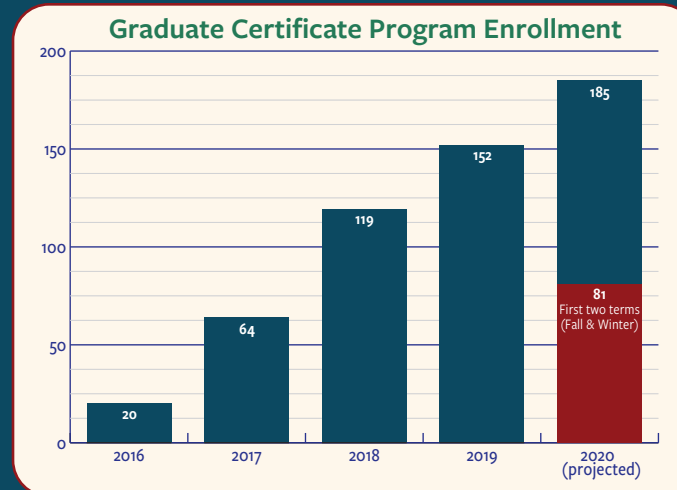
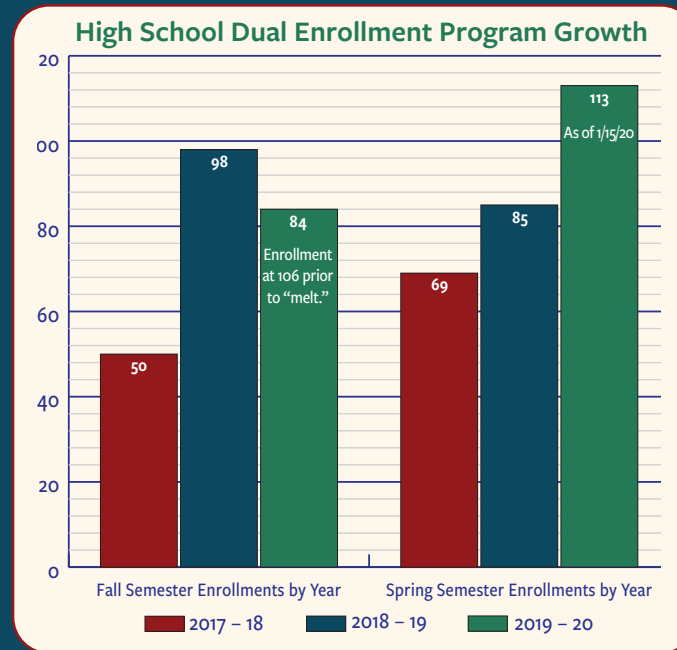
We aim to become the leading online resource for students who learn differently and the educators who serve them in primary, secondary, and post-secondary levels and in all educational environments (e.g., public, private, and homeschooled).



Our Goals

- Create an scalable infrastructure that ensures quality offerings through additional staff and the acquisition of advanced software, data servers, accessibility tools, and media storage.
- Develop content that expands the breadth of our programs and courses, and added expertise for course analysis, delivery, assessment, and improvement.
- Increase capacity for marketing and building customer relationships.

- Build a face-to-face support component to online programs in targeted areas around the United States, allowing LC to offer transition/gap year programs as needed



Landmark College's current online programs have experienced auspicious growth. Our biggest challenges have been building capacity to keep up with demand.

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Enhancing Career Readiness

As the *Boston Globe* notes in a November 2018 article “Companies tap into an underused but highly capable workforce,” businesses large and small are actively recruiting neurodivergent workers because of their “unique abilities to see patterns, think creatively, and focus on repetitive tasks,” among other talents.

By creating targeted and meaningful experiences and opportunities to support career readiness, Landmark College could help our student realize their potential as powerful agents of change. Our graduates carry the awareness, compassion, and understanding they have gained into their careers, contributing to the greater good of society as young professionals.

We know that where our students intern and work can nurture their growth and confidence. It also educates and enlightens those around them. For this reason, our College is forging strong partnerships and alliances with businesses, organizations, and agencies where students can fully realize their talents and abilities.



Our Goals

- Employment Readiness: Develop increased on-campus employment experiences, workshops, career counseling, and courses to prepare students to meet and exceed employer expectations.
- Employment Integration/ Internships: Foster relationships with and provide training to organizations offering internships for our neurodivergent students.
- Career Placement: Create a comprehensive network of support to help students search

Recent Internship Sites and Employers

BioTek • Broad Futures • C&S Wholesale Grocers • EY • The Greenwood School
JPMorgan Chase • SAP • Vermont Genetics Network • The Wolf School

for and secure employment after graduation, including networking opportunities and expansion of our current employer database, workshop offerings, and portfolio and résumé review services.

- Partnerships/Outreach: Promote LD-focused hiring practices in the workplace and advance public understanding of the benefits of a neurodiverse society through staff outreach, national networking and presentations, and development of workplace networks and training.

What employers say about Landmark College students they hire:

"[Brian] is doing great so far! I can't express how happy I am we were able to make this work"

Jamell Mitchell, EY

"Jenna's work was accurate consistently error-free. She had great respect for her work and remained super focused on her task until completion."

Rick Holloway, Chroma Technology

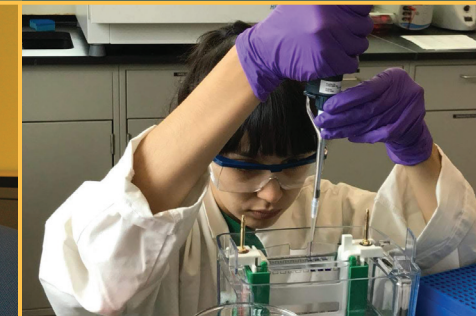
"Last week, Anais gave an excellent presentation to the lab group about the techniques she has been using. I was really impressed; she gave such a clear and easy-to-follow presentation on a rather difficult subject."

Dr. Jana Kraft, University of Vermont

Brian Ramsaur '19, hired by EY the Monday after his graduation ceremony.

Jenna Pavucek interned at Chroma Technology in summer 2019.

Anais Sidonia '19 interned at The Kraft Lab in summer 2018.



IMAGINE THE DIFFERENCE

"Your support of the Campaign for Landmark College taps into our intrinsic human motivation to do good so others may do well. Your gift will have a powerful cascading effect as we work to advance public understanding of learning differences, advocate for the rights of neurodivergent individuals, and serve as a multi-modal educational model that changes lives for those who think and learn differently."

– Dr. Peter Eden, President of Landmark College

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HOW TO GIVE

Gift of cash

Securities or mutual funds

Bequest in a will or trust

Life insurance policy or pension

Gift of real estate





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