YOUR BUILDINGS = YOUR BRAND
You are a product of your environment. So choose the environment that will best develop you toward your objective. Are the things around you helping you toward success – or are they holding you back? "

W. Clement Stone
VALUE
of your brand

environmental graphics

OPPORTUNITIES

case study: ICC
VALUE
of your brand
VALUE is determined by what a customer is willing to pay.
HIGHER ED ENROLLMENT

- 4-Year College/University: 55%
- Community College: 45%
Average tuition costs vary significantly:

- **Community College:** $0
- **Public University:** $20,000
- **Private University:** $35,000

For example, an average tuition at Community College is $0 compared to $4,000 at a Public University and $30,000 at a Private University. This difference can lead to over $3,000,000 in additional yearly revenue.
Average tuition... $4,000/yr at CC vs $20,000 at public university and $30,000 for private university. 5,000 FTE (15 per semester) is over $3,000,000 in additional yearly revenue.

$0

$4,800

$20,000

$35,000

+25% per credit hour, at an average of 5,000 FTE (15 credit hours per semester) =

$3,750,000 Per year
$1,200,000

Per year

+10% enrollment, 500 additional FTE

4-Year College/University 50%

Community College 50%
BEFORE
front entry
Eisenhower High School
Decatur, IL
FUTURE is in our own hands.

“Noble ideas must be supported by education and hard work.”
MAVERICK

mav·er·ick (ˈmav(ə)rɪk/) noun: maverick; plural noun: mavericks an unorthodox or independent-minded person. synonyms: individualist, nonconformist, free spirit, unorthodox person, original, eccentric
EXTERIOR
The Sustainability WALKWAY

Creating the National Sequestration EDUCATION CENTER
THROUGH LEARNING MINDS CHANGE.
WE BELIEVE BY CHANGING MINDS,
WE CAN CHANGE
THE WORLD.
BY CHANGING MINDS WE CAN CHANGE THE WORLD.

Illinois Central College
YOUR BUILDINGS = YOUR BRAND
BECAUSE LIFE DESERVES DESIGN

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