

Set the Standard:

Higher Values in Higher Education

Funding for the Future

Western Illinois University seeks private support for a comprehensive **campaign of \$60 million** to support our bold institutional initiative and strategic plan, **Higher Values in Higher Education**.

Higher Values in Higher Education is more than the name of our strategic plan. It is the daily expression of how Western students, faculty, staff, and alumni maintain the university's high standard of excellence. To accomplish our goals, Western must expand funding to embrace our core values: Academic Excellence, Educational Opportunity, Social Responsibility, and Personal Growth.

Our Vision

Western Illinois University aspires to become the leading comprehensive, masters-granting university in the United States. We strive to make our educational programs truly transformational experiences for students. Western graduates will be educated for broad civic engagement and responsible citizenship in the world. They will not only be prepared to earn a living, but be committed to contributing to the global community.

Western is committed to providing accessible, high quality educational programs and financial support for our students. Western provides opportunities for personal growth in an environment that supports development as individuals within a global community.

Our History

From our origins as a regional state normal school established in 1899, the University's mission has broadened. Western has become known for its well-rounded, strongly committed graduates. Over the years, Western's institutional role expanded to include majors that prepared high school teachers, the state's earliest and most successful extension program, a multi-faceted graduate school, a liberal arts program, and distinguished colleges devoted to arts and sciences, business and technology, education and human services, and fine arts and communication. Western has earned a reputation for increasing public access to affordable, high quality degree programs and for fostering student development in all areas.

*Western students are part of a
University committed to social
responsibility.*



"Why Western? . . . I could get in my car in a matter of 90 minutes and have access to Dr. Andrea Graves, a Juilliard and North Texas graduate, in my own back yard . . . And it doesn't stop with the music department. The political science department gave me Dr. Vin Auger, Harvard alumni and an absolutely brilliant man."

*—Farah Zolghadr
Music*



The Present

Western Illinois University is a leading regional comprehensive university with an urban commuter campus in the Quad Cities as well as the traditional residential campus in Macomb. The University, with an outstanding, diverse faculty and staff, offers programs of study for more than 13,000 students from Illinois, the nation, and the world. Following a century of growth and development, the University maintains a strong sense of community and has retained its deeply rooted commitments to holistic education.

Western has been cited by **The Princeton Review** as one of the nation's best-value undergraduate institutions and was featured in "America's Best Value Colleges" (2007). The guide profiles 150 colleges with excellent academics, generous financial aid packages, and high value for cost of instruction. Western's commitment to access and affordability, as demonstrated by our unique Cost Guarantee and GradTrac programs, has helped earn this well-deserved national recognition. Western has been recognized as one of the **Best in the Midwest Colleges** by **The Princeton Review** for four consecutive years, and as one of just 21 public universities ranked a Tier 1 Midwestern Masters Institution by **U.S. News & World Report**.

In 2007, Western celebrated 50 years as a University, having expanded from its humble beginnings as a teacher's normal school with the vision to become *the* leading master's-granting comprehensive university in the United States. Western Illinois University stresses the interaction between students and faculty, concentrating primarily on teaching and learning. Western's recognition at the state and national levels, as reflected in the national rankings, places this goal within reach.

With your assistance, Western can realize its vision of becoming the leading comprehensive university in the United States.



Our New Opportunity and the Role of Private Support

Expanding opportunities for Western students is directly related to the support the University receives through increased philanthropic investment in the **Higher Values in Higher Education** strategic plan. Western Illinois University seeks partners to assist in translating our core values into action.

“The Western Experience” is successful because of the personal attention our students receive. Attracting exceptionally qualified and first generation students and nurturing them inside and outside the classroom are fundamental elements of this experience. Preserving these qualities requires resources beyond those provided by the state.

Western consistently ranks high in its student-to-faculty ratio and percent of full-time faculty in comparison to other comprehensive universities. The number and quality of our faculty and small class size are integral to the Western experience. To compete for outstanding teachers, scholars, and researchers to educate Western’s students, and to foster their continued academic development, increased funding is needed for faculty recruitment, retention, and professional development.



“Each year is better than the last. I become aware of more opportunities on campus and meet more people. I had no idea how many opportunities Western gives students to get actively involved.”

—Jackie Carl
Communications Major and Westernette
Glendale Heights, IL



Private support is needed for Western to enhance its teaching, learning, and research with the latest technology and the finest facilities.

As Western strengthens its educational experience, the need for building renovation and new facilities is inevitable. No new state-funded academic facilities have been built on the campus since 1977, and keeping existing facilities in good repair has been difficult with sparse state allocations. With private support, creating and maintaining safe, attractive places to live and learn will become a priority.

Finally, additional resources are needed to equip our classrooms, laboratories, and service facilities with the latest technologies and tools necessary to adequately prepare our future leaders. The need for technologies, library materials, media, and access to information has changed drastically in recent years, and Western must keep pace with these latest developments.

With your generosity, you have the opportunity to make a lasting impact by investing in our students, faculty, and facilities while enjoying the personal satisfaction of knowing you have strengthened the educational experience at Western. ***Your support touches the lives of our students every day on both of Western’s campuses.***



Set the Standard:

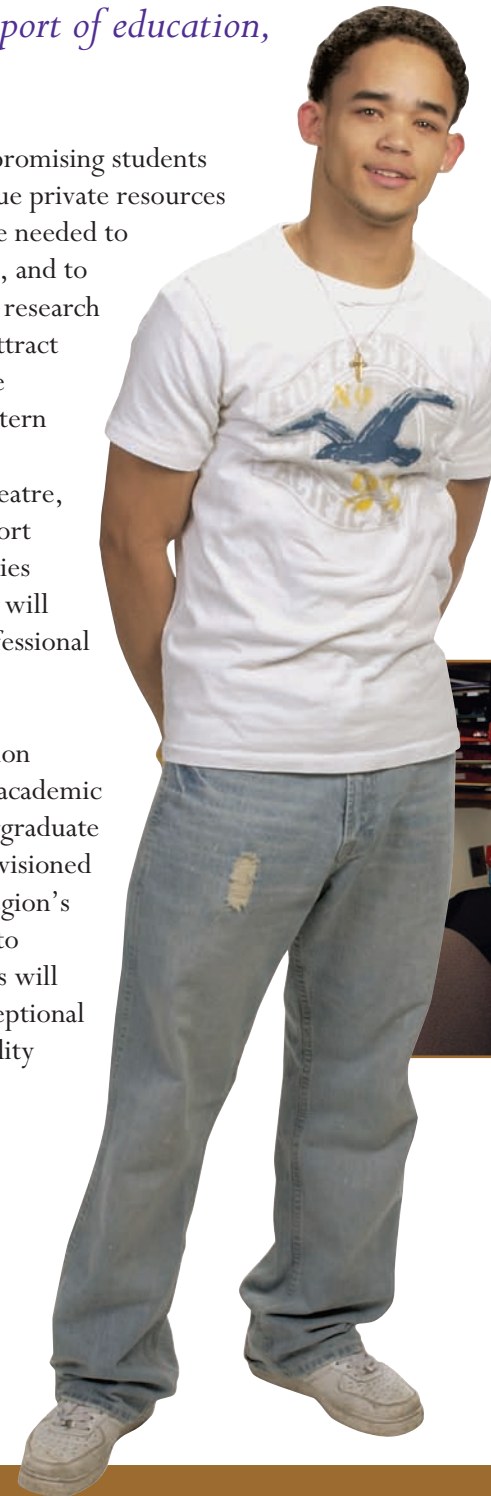
Student Scholarships: \$20 million

Campaign Objectives

Create endowed scholarships, support existing scholarships, and expand student awards in support of education, research, and service.

Escalating college costs and competition for promising students demand that the University aggressively pursue private resources specifically for students. New scholarships are needed to support undergraduate and graduate students, and to fund collaborative internship agreements and research awards. Additional scholarship funding will attract and support more highly qualified and diverse students to outstanding long-established Western programs in business and education, or new programs such as forensic science, musical theatre, and graphic communication. Additional support will also enhance applied research opportunities for students working with senior faculty, and will enable selected students to participate in professional conferences.

The nature of the Quad City student population creates opportunity for both need-based and academic achievement scholarship support at the undergraduate and graduate levels. Specific programs are envisioned for single parent scholarships as well as the region's diverse population. Funding for scholarships to recognize high achieving Quad Cities students will reward outstanding scholars and provide exceptional students an opportunity to receive a high quality public higher education without leaving the community.



*Scholarships are sought for new and existing programs.
A \$25,000 gift will endow a scholarship in perpetuity.
Opportunities to participate including the following:*

- Academic scholarships: WIU Foundation Scholarships to attract diverse and academically talented students.
- Center for International Studies: Foundation scholarships to support the internationalization of the Western Illinois University community.
- Centennial Honors College: Foundation scholarships for academically talented and motivated students.
- Quad Cities: Scholarship support to assist all students with expenses and support underrepresented groups in the area.
- College of Arts and Sciences Students/Faculty Research and Creative Activity Fund: Enhance student learning experiences through research grants, travel awards, and conference funds.
- College of Business and Technology scholarships for undergraduate and graduate students. Additional support for transportation and entry fees for student competitions, honorariums for speakers, and student learning excursions.



- College of Education and Human Services scholarship, internship, student teaching, and research support.
- College of Fine Arts and Communication: Support to existing scholarships as well as undergraduate internships in music, theatre, and broadcasting, and graduate internships in music.
- Athletic Scholarships: Endowed scholarships for student athletes.
- Graduate Fellowships: Endowed fellowships to support outstanding graduate students.



"Receiving a scholarship gives kids like me hope. There is nothing more fulfilling than having a university wanting YOU to attend their school. This feeling is far bigger than the monetary worth of the scholarship."

—Delmar Dade
Law Enforcement and Justice Administration
Waukegan, IL

Endowed scholarships are essential in all disciplines across the University. More students gain access to a superior public education, and society realizes the benefits of well-developed graduates who enrich their communities and professions.



Set the Standard:

Faculty Support: \$15 million

Campaign Objectives

Endow faculty chairs, professorships, and fellowships to support faculty teaching, research, and service.

Highly qualified, diverse faculty members promote critical thinking, engaged learning, research, and creativity in a community that encourages lifelong development as learners, scholars, teachers, and mentors. To provide the best instructional support for our students, Western Illinois University must compete nationally to recruit and retain outstanding faculty. Establishing endowed chair and faculty positions in major disciplines will attract eminent scholars and provide financial support for teaching, research, and service projects by faculty recipients. Western's four academic colleges seek to add endowed chairs, professorships, and fellowships.

The Centennial Honors College, Center for International Studies, Institute for Rural Affairs, and the University Libraries (in addition to the four colleges) welcome opportunities for faculty research within and across disciplines as well as collaborative service projects with local agencies and school districts.

Business professors Carolyn (marketing) and Jim Tripp (finance) have committed \$25,000 to endow an Executive in Residence program for the College of Business and Technology. When fully endowed, the program will fund two executive speakers and two executive residences annually. "After we retire," says Jim, "we would like to look back and know that WIU students are benefiting from the knowledge and experience of seasoned corporate leaders. Western gave us the professional life we were seeking and this is our way of giving back."

"An endowed professorship is the 'golden egg,' so to speak. There are so few out there, and faculty often aspire for these positions. It was almost surreal that I was named to an endowed professorship at age 26. It's a great honor. It allows me to research and promote this region's rich history in a way that might not be possible without this endowment."

—Jeff Hancks

University Library Archives Director in Icarian and regional sciences and endowed professorship recipient



Among these opportunities are the following:

- An endowed chair in educational leadership in the College of Education and Human Services to support Western's first doctoral program, an Ed.D. in educational leadership.
- Endowed faculty positions in Western's College of Fine Arts and Communication to bring outstanding, nationally-known artists to campus for extended periods of time to work with students, faculty, and regional audiences.
- An Endowed Professor of Instruction for University Libraries to provide the support needed to research and implement teaching methods in response to the changes in information dissemination.
- An endowed University-wide scholars-in-residence program to attract distinguished faculty leaders in the University's accredited College of Business and Technology.
- In the College of Arts and Sciences, endowed chairs to support the Center for Education and Research on Substance Abuse and to support the Center for Environmental Monitoring as well as an endowed scholar-in-residence position to support programs in liberal education.



"Faculty at Western go out of their way to help students. I have a friend at another university who is also a musical theatre major; he can't believe how involved the faculty is here and how much support and time they commit to students."

*—C. J. Langdon
Musical Theatre*

- Endowed scholar-in-residence program featuring cross-disciplinary symposia, seminars, and lectures with the purpose of engaging the entire University community in conversation on the value and role of the liberal arts as integral to the education of students.



Mentoring individual students on the methods, policies, ethics, and politics of scientific research is important to Dr. Jeanette Thomas, WIU Distinguished Faculty Lecturer. She states, "It is my privilege to work with senior and graduate students in biology at WIU. I often wish parents could share the golden moments of academic maturing, when 'the spark is ignited' for the excitement of research. It's a very dramatic age, and I watch students grow into confident, knowledgeable researchers—my new colleagues."

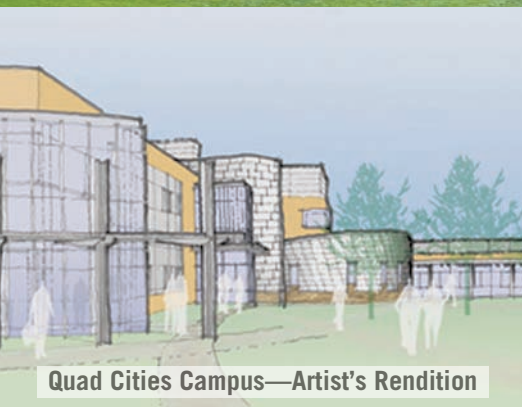
*—Jeanette Thomas
Biological Sciences Faculty*



Performing Arts Center



Alfred D. Boyer Stadium



Quad Cities Campus—Artist's Rendition



Multicultural Center—Artist's Rendition



Alice Kibbe Field Station

Set the Standard:

Capital Improvement: \$15 million

Campaign Objectives

Create new facilities; upgrade existing facilities.

Moving Western Illinois University from a top-tier, Midwestern public comprehensive university to a leading nationally recognized institution requires facilities designed to serve the University's students, faculty, staff, and citizenry of the region and state today and into the future.

- As its highest capital priorities, the University is seeking state support for construction funds for a new Performing Arts Center (PAC) for the Macomb campus, and to remodel and expand the facilities on the WIU-Quad Cities riverfront campus. Following the release of state planning funds for these two projects in 2006, University and community leaders continue to seek state funds to begin the construction projects. Private funds will be essential for the purchase of equipment and technology to support and equip these facilities.
- Sherman Hall Auditorium Renovations: The University's first place of assembly provided a place for chapel services attended by both faculty and students. While its classic appearance will be protected, the auditorium will be renovated and furnished to accommodate small group meetings and stage presentations, and to provide a lounge area for quiet reading and reflection.



Academic Facilities

Western's four academic colleges have identified facilities improvements that would benefit from private support, including:

- **Maurice G. Kellogg Science Center Renovation:** The facility would enable WIU to provide a strong science program for both in-service and pre-service pre K–12 teachers and model the delivery of activity-based science instruction. The new classroom/laboratories will be models for Illinois school districts seeking to develop science teaching facilities in their respective elementary/middle schools.
- **Alice Kibbe Field Station:** The present field station is a living laboratory offering research opportunities for faculty, and learning and research experiences for undergraduate and graduate students. A new laboratory and teaching facility will allow for significant expansion of on-site, year-round teaching and learning experiences as well as development of long-term projects related to environmental projects on the Mississippi River.
- **College of Business and Technology Stipes Hall addition:** This will provide space for new technological ventures for students and faculty, including a virtual reality decision theater for use in instruction and research.



- **Leslie F. Malpass Library First Floor Renovation:** Expand shelf space and improve storage for library materials using compact shelving and Cold Room Storage of Archives/Special Collections materials.

Athletic Facilities

Intercollegiate athletic programs at Western have long provided opportunities for students to enrich their lives through athletic competition as a powerful complement to the University's academic offerings. The diversity of Western's student-athletes is an essential component of the overall campus cultural and ethnic community, and a high quality athletic program needs first-rate facilities to attract and retain outstanding student-athletes. Private support for intercollegiate athletic facilities improvement includes:

- **Football stadium renovation** to modernize and accommodate today's football environment. The renovation would incorporate new seating, a press box, concession stands, restrooms, coaches' offices, classrooms, and meeting space.
- **Synthetic Turf Practice Facility** for multiple sports, including football, soccer, softball, baseball, and track.
- **McKenzie Soccer Stadium:** lights, seating, and a press box to update competition and viewing areas for this high-performing sport.
- **Locker room facilities** for women's soccer, swimming/diving, and tennis.



"I feel I'm where I need to be at this point in my life. With school and football, I feel I'm progressing very well; and Western has been great at getting me where I need to be academically and athletically."

—Herb Donaldson
Broadcasting
St. Louis, MO



Set the Standard:

Information and Technologies: \$10 million

Campaign Objectives

Provide technology and equipment for instructional support.

Academic excellence demands access to the latest information and emerging technologies, as well as modern, fully equipped classrooms and laboratories. Improvements to classrooms, diagnostic equipment for testing and research, and the latest technologies in a range of disciplines are needed to augment educational opportunities for students and faculty:

- **Library Information Commons:** Integrating traditional library reference with Internet resources to more effectively meet the information needs of today's student. The Information Commons would create an environment to support collaborative student learning and demonstrate the integration of print and Internet resources not limited to time or geographical location.
- **Library Collections & Materials:** Endowments to underwrite library collections and materials would support the expansion of resources to support classroom instruction and research across all disciplines.
- **Multicultural Center:** The University's diverse student population will benefit from the facilities and services of a newly created Multicultural Center for student and community activities and events. The Center is being established with student fees, yet additional resources are needed to provide for technology and equipment in this facility.
- **Academic Program Discretionary Funds:** Funds to support academic programs where the need is greatest in all four academic colleges, the Centennial Honors College, and the Center for International Studies.



- **Program Development:** Funding is needed to develop and support new initiatives such as the Center for Environmental Monitoring and the Center for Education and Research on Substance Abuse. These are but two examples of innovative programs, already researched and planned, with start-up funding from individual donors. Additional funding is needed to make these centers fully operational.
- **Security Analysis and Options Trading Simulation Lab:** The College of Business and Technology plans to establish computer-based trading simulation labs at both the Macomb and Quad Cities campuses. These labs will have high-end computers, cutting-edge software, a big board, and a stock ticker. Students taking courses in finance, economics, and agricultural economics will benefit from the new interdisciplinary trading labs.



With the constantly changing technology in all segments of the global workplace and society, it is essential for the University to provide students, faculty, and staff the information and technology resources to be prepared for success.



"I know all of my professors so well in my majors, and they know me. We joke with one another, and I have a great deal of respect for them. I enjoy these learning experiences because they are great people and very knowledgeable."

—Joe Wojowski
French and Spanish
Homer Glen, IL



Set the Standard:

Higher Values in Higher Education

Summary

Western Illinois University's position is strong as we embark on this ambitious **Set the Standard: Higher Values in Higher Education** campaign. We have earned national recognition by both **The Princeton Review** and **U.S. News & World Report**, and our Grad Trac and Cost Guarantee Programs serve as models within the state of Illinois and beyond. We have added our first doctoral program and several new undergraduate programs.

Western's endowment is solid, and while it has grown to a record level it has not kept pace with the needs of our students and faculty, as well as our need for facilities, technology, and information.

Your investment is a meaningful way to share in the personal experience that characterizes a Western education. There are many avenues toward touching the lives of our students and faculty, and to improving our facilities and strengthening instruction on both of Western's campuses.



"I was surprised to receive so many scholarships. Having these scholarships means I don't have to worry so much about my finances while in school; and since I am responsible for half of my tuition, later on I'll have lower student loans to pay off."

—Taylor Ruder
Kinesiology and Dietetics
Washington, IL

We believe that, with your help, Western will retain the personal qualities that characterize its educational experience while it becomes an institution of national prominence.

Following are areas to consider as worthwhile of your support:

Student Scholarships and Support

- Four-Year Scholarships—\$300,000
- Foundation Textbooks—\$200,000
- Non-Traditional Student Scholarships—\$200,000
- Foundation Study Abroad—\$100,000
- Endowing a scholarship, award, or fund requires a minimum \$25,000 contribution.

Faculty Support

- Endowed Chair: \$1.5 million
- Distinguished Professorship: \$500,000
- Endowed Professorship: \$250,000
- Faculty Development, Research, Named Award: \$25,000

Academic Units

College of Arts and Sciences

- Alice Kibbe Field Station
- Center for Environmental Monitoring
- Center for Education and Research on Substance Abuse
- Student/Faculty Research and Creative Activity Fund
- Scholar-in-Residence Fund

College of Business and Technology

- College Naming Opportunity
- Stipes Hall addition
- Knoblauch Hall renovation
- International student travel and internship funds
- Mobile computer lab for marketing, finance and supply chain management courses
- Security Analysis and Options Trading Simulation Labs at Macomb and Quad Cities campuses



Set the Standard:

Higher Values in Higher Education

Student Scholarships

Faculty Support

Capital Improvement

*Information and
Technologies*



WESTERN
ILLINOIS
UNIVERSITY

The Campaign for Western Illinois University



Set the Standard: Higher Values
in Higher Education campaign is an ambitious effort on the part of Western Illinois University alumni and friends to raise a minimum of \$60 million by the year 2012. It is the largest campaign in the history of Western Illinois University. Your contribution to this campaign will produce results.

Student success is the goal of the entire Western community. Our promise is to educate and prepare a diverse student population to thrive in and contribute to our global society. We accomplish this through the individual attention we give to our students, and through our commitment to our core values of Academic Excellence, Educational Opportunity, Personal Growth, and Social Responsibility.

Four key campaign areas have been identified as central to strengthening the educational experience at Western: Student Scholarships, Faculty Support, Capital Improvement, and Information and Technologies. Support for these four initiatives will shape Western's future and facilitate our move from an institution of regional importance to one of national prominence.

Western is a community of caring and commitment, and we invite you to be an active member of our community through your investment. Our core values challenge us to do the best by our students, and we ask the same of you. Together, we can **Set the Standard** for Western Illinois University.

College of Education and Human Services

- Student Teaching/Internship/Field Experience Funds
- Student Research Funds
- Endowed Chairs in Educational Leadership and Law Enforcement & Justice Administration
- Visiting Scholars Program
- Faculty Excellence Fund
- The Classroom of the Future
- Kellogg Science Center Renovation
- Technology in Teaching & Learning Fund
- Endowed Director for Center for Best Practices in Early Childhood Education
- Innovative Projects Fund

College of Fine Arts and Communication

- Public Service Event Underwriting
- Guest Artist/Lecture Endowments
- Equipment and Technology Upgrades

Centennial Honors College

- Honors Scholarship Program
- Honors Seminar Program
- Honors Thesis Program
- Undergraduate Research and Creative Works
- Pre-Law Symposium

Center for International Studies

- International House
- Western English as a Second Language Institute
- CIS Global Perspectives Speaker
- International Student Scholarships
- Study Abroad Scholarships
- WESL Institute Scholarships

University Libraries

- Library Information Commons
- Leslie F. Malpass Library First Floor Renovation
- Library Collections and Materials
- An Endowed Professor of Instruction

Intercollegiate Athletics

- Football Stadium: \$10,000,000
- Synthetic Turf Practice Facility: \$800,000
- McKenzie Alumni Soccer Stadium: \$300,000
- Mary Ellen McKee Softball Stadium: \$250,000
- Western Hall Athletic Training Facility: \$100,000
- Women's Swimming/Diving and Tennis Locker Room: \$50,000
- Women's Soccer Locker Room: \$50,000



- Athletic Scholarships
- Endowed Coaching Positions
- Multiple Naming Opportunities

Student Services

- Multicultural Center: Technology and Equipment
- Student leadership, organization, and cultural programs
- Residence life and late-nite programs
- Support for University child care center
- University Union facility renovations

Facilities

- Performing Arts Center (PAC)
- WIU-Quad Cities Riverfront Campus
- Sherman Hall Auditorium Renovations

Many exciting opportunities exist for your support of the **Set the Standard: Higher Values in Higher Education** campaign.

Endowed scholarships are essential in all disciplines across the University, not only to attract and retain outstanding students, but also to keep a Western education accessible and affordable.

How can I give to Western Illinois University?

There are many different gift-giving options, and a number of them offer significant tax and income benefits. Options include: cash gifts; pledges; and gifts of appreciated property such as stock, securities, real estate, or other types of personal property. These give the donor a charitable deduction, in most cases for the full fair-market value of the property, plus capital gain tax savings. Real estate may include a residence, farm, or lot. Personal property may include rare books, works of art, or antiques.

The Western Illinois University Foundation has established a secure website in order to allow you to make a pledge, credit card gift, or payment on an existing pledge. You can donate at www.wiu.com/giving. VISA, MasterCard, American Express, and Discover are accepted.

The WIU Foundation offers many avenues for those who wish to associate the name of a family member, individual, or company with a project of enduring worth.



WIU Foundation

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www.wiu.edu/foundation