Set the Standard:
Higher Values in Higher Education

The Campaign for
Student Scholarships
Faculty Support
Capital Improvement
Information and Technologies

Quad Cities
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.

WIU President Al Goldfarb
WIU—The Public Choice in the Quad Cities

Since 1913, Western Illinois University has been offering courses in the Quad Cities. Today, we are the only public university in the Quad Cities area, serving more than 1,300 juniors, seniors, and graduate students.

A National Leader in Quality and Affordability

Recognized by the Princeton Review as a “Best Midwestern College” and a top Midwestern Master’s Institution by *U.S. News and World Report*, Western Illinois University provides academic excellence and educational opportunities.

Our Quad Cities campus offers the advantages of a large university—accomplished faculty, modern technologies and facilities, and broad academic and extracurricular opportunities—coupled with the benefits of a small college experience; personalized attention from faculty, administration, and staff.

Recognized by the Princeton Review as a “best value” institution and by the State of Illinois for our strategies in keeping costs low, quality meets affordability at Western Illinois University.

“Western Illinois University—Quad Cities has given me a high quality education at a cost I can afford.”

—Amy Lofgren, Recreation, Park and Tourism Administration

WIU-Quad Cities offers:

**Doctoral Degree Program**
Educational Leadership

**Specialist Program**
Educational Leadership

**Master’s Degree Programs**
Biology
Business Administration
Counseling
Educational and Interdisciplinary Studies
Educational Leadership
Elementary Education
English
Health Education
Law Enforcement and Justice Administration
Liberal Arts and Sciences
Museum Studies
Reading
Special Education

**Post-Baccalaureate Certificate Programs**
Environmental GIS
Health Services Administration
Police Executive Administration
Zoo and Aquarium Studies

**Instructional Design and Technology:**
Certificates in Distance Learning; Graphics Applications; Multimedia; Technology Integration in Education; and Training Development

**Upper-Division Bachelor’s Degree Programs**
Accountancy
Board of Trustees
Elementary Education
Information Systems
Law Enforcement and Justice Administration
Liberal Arts and Sciences
Management
Manufacturing Engineering Technology
Marketing
Recreation, Park and Tourism Administration
Set the Standard:

Student Scholarships and Fellowships: $1,600,000

Campaign Objective

To provide educational opportunities.

Enrollment Plan for Growth

Western Illinois University’s strategic plan, Higher Values in Higher Education, supports Quad Cities campus growth to 3,000 students. The Quad Cities campus has experienced 9.4 percent growth in the past three years, your support makes the students’ dreams a reality.

Partnering with the community colleges in the area, Western Illinois University is prepared to meet the demand for public higher education beyond the associate’s degree. Your contributions make the students’ dreams a reality.

WIU-Quad Cities Student Profile

The student population in the Quad Cities is highly diverse. Many are first-generation college students, and represent a broad range of age groups. We serve students of all ages and interests. Most of our students work at least part-time, and more than 90 percent receive some form of financial assistance.

Our graduates typically remain in the Quad Cities region after graduation. They contribute greatly to the professional talent and leadership of the region.

Some examples of area businesses employing WIU-QC grads are:

• Deere & Co.  • RSM McGladrey
• WQPT-TV  • Quad City Bank & Trust
• Isabel Bloom  • Genesis Medical Center
• Rock Island Arsenal
• Quad Cities area police departments
• Quad Cities area school districts
“My assistantship allows me a little financial freedom, in that I no longer have to take out massive loans to cover tuition.”

—Meecheeca M. McNeal, Counselor Education
Set the Standard:

Capital Improvements: $4,000,000

Campaign Objective

To provide state-of-the-art learning environments.

In 2003, the John Deere Foundation made a generous gift of 20 acres of prime riverfront property, located in Moline, for the expansion of the Western Illinois University-Quad Cities campus.

There is a universal consensus for the expansion of public higher education opportunities in the Quad Cities as an effective means to attract and keep businesses in the area. The State of Illinois will provide the funding for construction. WIU-Quad Cities will partner with community volunteers and donors to generate the funds needed to provide the services and support critical to our students in their pursuit of academic excellence.

Manufacturing Tech Teaching Lab .......................$500,000
Automation Tech Teaching Lab ..........................$500,000
Executive Studies Center .................................$250,000
Manufacturing Technology Computer Lab .........$200,000
Electronics Lab ..............................................$200,000
Electronic Classrooms (13) ($75,000) ..........$975,000
Large-Tiered Classroom ..................................$150,000
Community Room ..........................................$75,000
Professional Writing and Academic Support Center ...$50,000
Finishing/Aesthetics ......................................$1,100,000
Expanding Western Illinois University-Quad Cities benefits all of the Quad Cities. The expansion of our campus is an exemplary model of public, non-profit, city and county government, state, federal, and private entities all working together to support one vision, one cause: making Western Illinois University the leader in quality, accessibility, and affordability amongst our peers.
Set the Standard:
Faculty support: $1,200,000

Campaign Objective
To support academic excellence.

Faculty Profile
Our highly qualified, diverse faculty promotes critical thinking, engaged learning, research, and creativity in a supportive learning community. With your support, we will continue to provide an academic environment that encourages lifelong learning—through endowed chairs, distinguished professorships and fellowships, and the President’s Excellence Fund—to support the academic mission of Western Illinois University-Quad Cities.

Endowed Distinguished Professorship ..................$500,000
Endowed Professorship (2) (each) .......................$500,000
President’s Excellence Fund ..............................$200,000

“WIU-QC is just as I hoped, a small school providing a large education.”
—Curtis Johnson, Manufacturing Engineering Technology
Set the Standard:

Information and Technologies: $1,200,000

Academic excellence demands access to the latest information and emerging technologies, as well as to modern, fully equipped classrooms. 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.

- Computer labs (2) ($100,000) ...............................................................$200,000
- Equipment upgrades to “smart” classrooms (2) ($75,000) .........................$150,000
- Technology equipment, furnishings .........................................................$850,000
Set the Standard:

Giving Opportunities

Thanks to a generous gift of land and facilities from John Deere and Company, WIU has the opportunity to enhance and expand our facilities—both on the current 60th Street campus and on the new Riverfront Campus that sits on the bank of the Mississippi River just east of downtown Moline.

Your many opportunities for giving include technology laboratories, the Executive Studies Center, high-tech classrooms, and a large-tiered classroom, as well as commitments to our aesthetically-pleasing, safe, and sustainable campus facilities, grounds, and infrastructure.

Your gifts will support a learner-centered campus that maintains our proud traditions.

Manufacturing Technology and Automation
  Technology Teaching Labs (2) (each) ...............$500,000
  Executive Studies Center (ESC) .........................$250,000
Manufacturing Technology Computer
  Laboratory and Electronics Labs (2) (each) ......$200,000
  Large Tiered Classroom ...................................$150,000
  Distance Learning Classrooms (2) (each) ..........$100,000
  Community Room ...........................................$75,000
  Electronic Classrooms (13) (each) ..........$75,000
  Information Resources Center.............................$75,000
  Professional Writing and
  Academic Support Center.................................$50,000

“WIU-QC was a wonderful place to do my graduate work. I feel empowered to have had such inspirational and supportive faculty. I am thankful for the many people that helped shape my life.”

—Jeter Smith, Counselor Education
Today we presented four opportunities for giving: student scholarships, faculty support, capital improvement, and information and technologies.

Of course, there is a fifth category of giving that is equally important. General “unrestricted” giving enables us to direct the funds to areas of institutional need. Your entrusted gift enables us to be agile and responsive to changing circumstances and student needs.

As you give to Western Illinois University-Quad Cities, you may be certain that your investment will continue to support our academic excellence, educational opportunity, personal growth, and social responsibility.

Furthermore, your gift will be coupled with a campus committed to growth and raising its economic impact in the region from $10 million to $50 million annually. Our success is predicated on student success. Your contributions will set the standard in supporting a learner-centered campus that maintains our proud traditions.

Dr. Joseph Rives, Vice President
Western Illinois University-Quad Cities
Contribute by Mail or Online

- You may contribute with a pledge or gift by check or credit card, using the attached gift form.
- For your convenience, you may also visit wiu.edu/Foundation to make contributions online. Click Donate Online to make a secure credit card gift, pay an existing pledge, or create a new pledge. The WIU Foundation accepts Visa, MasterCard, American Express, and Discover.
- As a WIU employee, you may click Ways to Give to learn how to set up your payroll deduction.

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.