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Dear Friends:

When Virginia Commonwealth University began the Campaign for VCU in 1999, we embarked on our most ambitious and extensive capital campaign ever. I am pleased, honored and grateful to report that with the outstanding support of you, our valued donors and friends, we have surpassed that goal. At the June 30 close of the Campaign, more than 67,000 individual, corporate and foundation donors had contributed $410,341,216 to the Campaign for VCU.

The ambitious campaign goal reflects VCU’s ongoing commitment and dedication to serving our students, the Richmond community and the commonwealth of Virginia. Our success is in large part attributable to the hard work and dedication of our numerous volunteers. I also am amazed by the time, energy and enthusiasm exhibited by our campaign leaders — Co-chairs Charlotte and Jim Roberts, who led the efforts on the MCV Campus; and Vickie (B.S. ’76) and Tom (B.S. ’76) Snead, who focused on the Monroe Park Campus; and Honorary Campaign Chair Dick Robertson (B.S. ’67) — as well as the trustees of our four fundraising foundations.

When we publicly launched the Campaign for VCU in 2004, we set out to accomplish eight major initiatives:

1. Fight the war on cancer.
2. Relieve the national nursing shortage.
3. Provide our businesses with well-trained and motivated engineers and business executives who have great technical and business skills.
4. Grant greater access to the fulfillment of the American dream through scholarships.
5. Improve patient care.
6. Establish Central Virginia as a national leader in the life sciences.
7. Attract bright and ambitious students and faculty to our community.
8. Enhance our area’s cultural and artistic atmosphere.

Over the following pages, you’ll see how we’ve put your generous donations to work to accomplish these goals. We’ve done so much more, too. If you would like to learn more about the wonderful achievements of the Campaign for VCU, visit www.advancement.vcu.edu.

I believe that this campaign, while for VCU, was really about the impact on our students, our community and, consequently, our society. Together, we have not only made VCU a better place for learning, but we also have made our community and, indeed, our world, a better place for living.

Once again, thank you. We could not have done it without you.

Sincerely,

Eugene P. Trani, Ph.D.
President
To fight a cancer epidemic that killed an estimated 560,000 people last year, it takes an integrated national effort — an effort that Virginia Commonwealth University’s Massey Cancer Center, as one of only 63 National Cancer Institute-designated Cancer Centers in the country, is helping to lead and shape.

With the $43.5 million, 80,000-square-foot Goodwin Research Laboratory, funded in part by a generous gift from William H. and Alice T. Goodwin, the Massey Cancer Center is doing its part to fight the war on cancer.

The state-of-the-science building is quickly attracting top cancer researchers to the university and Massey, said Dr. Steven Grant, who is the Shirley Carter and Sture Gordon Olsson Professor of Oncology, associate director for translational research and co-leader of the Cancer Cell Biology Program at Massey Cancer Center. An accomplished cadre of researchers has already started work in the building, which also features a 3,000-square-foot healing garden.

“The Goodwin Research Laboratory has allowed the Massey Cancer Center to concentrate, in one geographic location, a significant number of cancer researchers with common interests in developing new understandings of and treatment approaches for various forms of cancer,” Grant said. “Aside from providing shared core equipment that will benefit these researchers enormously, the proximity of researchers within the Goodwin laboratory will foster cross-fertilization of ideas, which will hopefully lead to important breakthroughs.”

Fellow researcher Dr. Andrew C. Larner is a new addition to the Massey staff. The Goodwin Research Laboratory was a factor in his decision to join the VCU faculty, Larner said.

“The cancer center is the ideal environment to facilitate the exchange of ideas between investigators for cancer therapies,” said Larner, who also holds a Ph.D. in pharmacology. “This facility is uniquely designed to allow for maximum interactions between basic scientists who are interested in understanding cell growth and transformation and clinicians who can use the results of the studies conducted in the lab to treat patients with cancer.”

Larner emphasized the need for private support, especially when dealing with a killer like cancer.

“Novel approaches to research, especially high-risk research, which can result in major breakthroughs, are not well-funded by standard sources like the National Institutes of Health,” Larner said. “Funds from private donations can allow scientists to explore new areas and to develop novel approaches to understanding basic biological questions. The information from these studies can then be translated to patient care. High-risk experiments can be undertaken more expeditiously and with greater chances of significant success from private donations.”

Luring such accomplished physicians and researchers as Grant and Larner is proof that the Massey Cancer Center is making a difference in the fight against cancer, said Dr. Gordon Ginder, director of Massey Cancer Center.

“The Campaign for Massey helped elevate us to a new level by providing the funding and facilities necessary to support the extraordinary research of nationally recognized scientists like Drs. Grant and Larner,” Ginder said.
Relieve the national nursing shortage

The nation will need an additional 1.2 million registered nurses by 2014, reports the U.S. Bureau of Labor Statistics. Driving this national nursing shortage, according to experts, is a lack of nursing educators and insufficient classroom space, not a lack of student interest.

With the April grand opening of a new School of Nursing education building, VCU is doing its part to help combat the problem. The facility allows for greater student enrollment as well as encourages more nurses to become faculty. VCU President Eugene P. Trani, Ph.D., says the building is vital.

“The increased space and state-of-the-science facilities give the School of Nursing an improved ability to be a part of the solution to the nursing shortage by educating more nurses who will enter the work force as competent health care professionals,” Dr. Trani said at the grand-opening event. “And as a top-ranked nursing school in the country for graduate programs and research, the school’s critical role in producing more nurse educators also will be enhanced.”

The four-story building cost $17 million — $14 million in state and university funding and $3 million in private gifts. James C. Roberts, co-chair of the Campaign for VCU, and Dr. Percy Wootton, chair of the VCU School of Nursing Advancement Council, spearheaded the effort to raise awareness of the need for the facility and to raise funds.

The facility features a clinical learning center where students can learn to provide care on high-tech patient simulators. The building also provides a 150-seat auditorium, research laboratories and a community outreach nursing center.

The facility replaces the old Cabaniss Hall, which was most recently known as the Nursing Education Building. It had housed the nursing school for almost 80 years.

Nursing Dean Nancy F. Langston, R.N., Ph.D., FAAN, says the building’s new features have helped the school, currently ranked 27th in the country for National Institutes of Health-funded nursing research, to grow by providing students with a learning environment that simulates an authentic hospital setting.

“Oh our clinical learning center will facilitate our moving forward in interdisciplinary education by providing a venue where our students can engage in simulated care situations before having to work together in the complex environment of the hospital,” Langston said.

She also says the program’s new facility will give greater numbers of qualified nursing instructors the space to teach more students efficiently and creatively, which is paramount to curbing the nursing shortage.

Filling more than a canvas

An added feature of the new School of Nursing building is a donation of more than 100 watercolors by Dr. W. Baxter Perkinson Jr., VCU alumnus and former rector of the VCU Board of Visitors. The collection, painted specifically for the new school to underscore the importance and pervasive presence of art in the practice of nursing, is called “106 in 2006” and is permanently displayed in the building.
With innovative teachers, award-winning students and a new, state-of-the-art joint home for the schools of Business and Engineering near completion, Virginia Commonwealth University is proving to local employers that the schools are integral to bringing fresh talent into the work force. In fact, the cohesive campus was the brainchild of local business leaders William H. Goodwin and Steven A. Markel, who also spearheaded the engineering and business campaign efforts, respectively, lending leadership and personal philanthropic support.

Engineering Dean Russell D. Jamison, Ph.D., said VCU’s unique approach to nurturing students has resulted in graduates who transition easily and successfully into the competitive job market.

“Our approach to linking business and engineering in the new Monroe Park Campus expansion is … a vital component to raising our level of competitiveness in the coming years,” Jamison said. “Combined with that, our growing partnership with the VCU Medical Center allows us to offer students and faculty exceptional research opportunities in collaboration with medical faculty members. Our faculty is engaged in diverse research, with many leading their fields.”

That excellence also is evident to local companies looking for talented new employees. Steven B. Brincefield, senior vice president at commercial real estate firm Thalhimer/Cushman & Wakefield, said he recently hired three VCU graduates.

“Thalhimer has found that VCU graduates are well-trained academically, articulate and socially prepared to merge easily into the business environment,” Brincefield said. “We believe that VCU’s urban university setting and the university’s close ties to the surrounding business community provide a beneficial platform for learning and developing those business skills crucial for success.”

VCU’s performance at the 2005 and 2006 Microsoft Imagine Cup competitions is another example of the successful collaboration between the schools of Engineering and Business. For two years in a row, a VCU team represented the U.S. in the international competition. Their projects were based on a theme sponsored by Microsoft, and both teams placed among the top 12 in the world.

“In much the same manner as the capstone practicum required of all information systems students, students who participated in the Imagine Cup competition were able to direct their skills and education toward a real problem without the ‘safety net’ of the academy,” said Imagine Cup supervisor Jeffry Babb, who is also a VCU graduate and teaches informational systems in the School of Business. “I liken the experience to what might be encountered in a great internship. Except in this case, the students had to be much more self-motivated and self-actuated.”

Now, with the projected completion of the 11-acre, $228 million Monroe Park Campus expansion, which was a major component of the Campaign for VCU, the schools’ students will learn in cutting-edge facilities.

“Our faculty is engaged in diverse research, with many leading their fields.”

– Russell D. Jamison, Ph.D., dean, VCU School of Engineering

provide our businesses with well-trained and motivated engineers and business executives who have great technical skills
Grant greater access to the fulfillment of the American dream through scholarships

When high school teacher Carmen Glass was told by school administrators she had to acquire a bachelor's degree to keep her job, the cards were stacked against her. With two teenage daughters ready to attend college and a newly unemployed husband, money was tight for the Colombian immigrant and her family.

So when Glass, 51, received the Yvonne Engleson Rodriguez Benner Scholarship, she said it was life changing. Initially dependent on loans to afford full-time tuition, Glass said the scholarship helped lighten her financial burden and made it possible for her to afford to go to graduate school.

“I am delighted to be part of an institution where its people use their blessings to finance the training of one person so he or she can reach out to dozens or hundreds that they cannot personally help,” Glass said. “This diploma is going to unlock the doors to those places and opportunities which were once impossible to me.”

Family and friends established the scholarship in memory of Benner, an active and admired member of Virginia Commonwealth University's Board of Visitors, who passed away in August 2001. The scholarship is one of 250 endowed scholarships established during the Campaign for VCU.

Awarded based on need to a merit-worthy student majoring in journalism, government, English, Latin American studies, international affairs or a related field, the partial scholarship can be renewed for an additional three years.

Glass, who graduated in May with a degree in Spanish, hopes to pursue her master's degree in social work once she has finished paying back the loans she took out to supplement her scholarship support. She said she wants to encourage young people to take a more active stance on social work in their local communities.

“One of the greatest dreams of my life is to teach and inspire young people to find their place in society by discovering their identities and fulfilling their dreams in this life,” Glass said.

Glass, who also works as an academic adviser at the School of World Studies, said VCU students have a great responsibility to effect change in local school systems. By interacting with younger students and showing them the importance of education, college students will encourage more inner-city kids to make better choices, she said.

Stephen D. Gottfredson, Ph.D., provost and vice president for academic affairs, said VCU has established itself as a university that gives students of all socioeconomic backgrounds the opportunity to succeed in an accessible and affordable way.

“For years, VCU maintained a mission of affordability,” Gottfredson said. “That’s an important part of who we are ... any student of promise can seize the opportunity we’ve provided and achieve the dream that can be realized through the completion of a college education.”

Each year, more than $160 million in student aid is disbursed to more than 14,000 students. For many students, scholarships help make the dream of earning a college degree a reality.
Improve patient care

When Stanley and Dorothy Pauley donated $5 million through the Pauley Family Foundation to the Campaign for VCU, their contribution aimed to expand the Virginia Commonwealth University Heart Center’s staff and capabilities and, ultimately, improve patient care.

Their donation was just one of many integral gifts made to the Campaign for VCU that support life-changing research and improvements in patient care. Dr. Antonio Abbate, assistant professor in the Department of Internal Medicine, said his research at the Pauley Heart Center would not have been possible without private funding.

“As a young researcher, it is very difficult to access federal funding and, therefore, donated funds are often the only source for us,” Abbate said. “Without this kind of generosity, I think that research will experience a great crisis.”

Dr. George Vetrovec, the Kimmerling Professor and Chair of Cardiology who leads the Pauley Heart Center, said private support helps recruit rising stars such as Abbate.

“The support of the Pauley family is invaluable in providing financial resources for start-up costs while Dr. Abbate is becoming established,” he said. “It also raises the profile of our work, and combined with our ongoing clinical and investigative teamwork, it makes us a very attractive partner for other institutions.”

Those partnerships yielded tangible results last year when doctors at the Pauley Heart Center performed the first artificial heart implant on the East Coast. The implanted device, known as the TAH-t, supported the circulatory system and organs of a Virginia man with end-stage heart failure while he waited for a donor heart to become available. The VCU Medical Center is one of just 10 hospitals worldwide certified to implant the TAH-t, which is the only total artificial heart approved by the U.S. Food and Drug Administration.

With 64 million Americans battling cardiovascular disease and more than 930,000 of them dying from the disease each year, private gifts that advance research are essential to winning the fight against the nation’s leading cause of death, Vetrovec said.

“Dr. Abbate’s work will establish a link between basic science laboratory work and the application of new ideas in the clinical realm, thus translating basic science into clinical advances and moving the field forward,” Vetrovec said.

In the past 30 years, Abbate said, mortality rates for heart attacks have dropped from 40 percent to 10 percent.

“If it weren’t for research efforts, we would still be practicing medicine as we did 40 years ago,” Abbate said. “Experience has proven that many past treatments were more harmful than beneficial, and that overall direct experience — research — is more valuable than opinion. We now have great drugs and treatments, but we need to continue testing them in order to be sure of their safety and effectiveness, and we need to look for even better ones.”

Dr. Jerome F. Strauss, dean of the School of Medicine, thinks improved patient care is tied directly to scientists’ abilities to explore new areas of groundbreaking research.

“Increased funding provides new opportunities for our doctors, allowing them to take innovations uncovered in the lab and apply them at the patient’s bedside,” Strauss said. “With new communication and collaborations between bench researchers and physicians — like we see in the Pauley Heart Center — we can create partnerships and a more vigorous atmosphere for translational research.”
Establish Central Virginia as a national leader in the life sciences

With today’s increasing complexity and interrelationship of scientific disciplines, Virginia Commonwealth University has moved to the forefront of universities offering a new, “connected” approach to the study of life sciences.

Rather than train students in a specific, but isolated, field of science, VCU Life Sciences now provides students with multidisciplinary training, preparing them for the rapidly changing job market. Gifts to the Campaign for VCU have helped pave the way for this new approach to teaching life sciences.

In 2006, the Howard Hughes Medical Institute awarded a $1.5 million grant to VCU. This grant fueled greater interaction and collaboration among VCU Life Sciences and departments within the College of Humanities and Sciences, such as Computer Science and Mathematics, as well as in the School of Medicine.

Just a year later, VCU was one of only 31 biomedical research institutions to receive an additional $750,000 grant from HHMI. This second grant will help encourage students in kindergarten through 12th grade and their teachers to participate in programs designed to enhance their understanding and appreciation of the life sciences.

Richard J. Rezba, Ph.D., director for VCU’s Center for Life Sciences Education and program director for this grant, said the grant will be a boon to VCU and the community.

“This award from HHMI enhances VCU’s visibility on a national level in the fields of biomedical research and science education,” Rezba said. “Many more science teachers will know about the university and what it has to offer when their students are making decisions on which college to attend.”

The VCU Life Sciences program, he explained, is adapting to reflect shifting educational attitudes about the interdisciplinary nature of the sciences as well as increasing numbers of students who are interested in pursuing life sciences as a career.

“One of the major ways [the program is changing] is that it is getting larger — more faculty, incredible resources, such as the VCU Rice Center for Environmental Life Sciences, and impressive support from state and federal agencies, foundations, corporations and individuals,” he said. “Our goal is to nurture children’s curiosity, increase their knowledge of science and inspire them to consider careers in basic and health sciences through classroom, laboratory and field activities.”

The VCU Rice Center, comprised of 343 acres on the James River in Charles City County donated to the university by Inger Rice in 2000, serves as a biological classroom, giving VCU faculty and students, as well as students, teachers and researchers from the community, the opportunity to work in a natural environment.

VCU’s changing life sciences program is providing an avenue through which the university can better reach out to the community, said Reuban Rodriguez, Ph.D., vice provost and dean of student affairs.

“This is just another way, through an interdisciplinary approach, that VCU has become a leader in that particular program,” Rodriguez said. “We host not only students who are interested in coming to the university for academic programs, but [we] also partner with the community and others who want to come and learn what we’re doing.”
The Power of Personal Philanthropy

Within the past five years, the Virginia Commonwealth University Honors College has undergone a major overhaul, with the introduction of an honors undergraduate research program, the significant expansion of the curriculum, the creation of new student organizations and the establishment of the Office of the National Scholarship Coordinator.

This growth, said Honors College Dean Timothy Hulsey, Ph.D., stems from the more than $1.9 million raised for the college through the university’s budget process and the Campaign for VCU. Former Board of Visitors Rector Jay M. Weinberg took the reins of the honors campaign, making leadership gifts and encouraging others’ involvement. Honors was the first during the Campaign for VCU to reach its goal.

When the campaign was launched publicly in 2004, one of the main goals was to attract bright and ambitious students and faculty to campus. The growth and development of the Honors College is doing just that, Hulsey said.

“We have completely revamped our curriculum and soon will begin offering a new Honors Core Curriculum. One long-term goal is to create a new, expanded honors facility on campus that will house our offices, the honors residence hall, as well as honors classrooms and meeting rooms,” he said.

Through the Honors Summer Undergraduate Research Program, Hulsey said, students work individually with faculty, assisting with research and scholarly activities.

“Students get involved in faculty labs as undergraduates, which makes them much more attractive to graduate programs when they apply,” Hulsey said. “Having faculty members teach honors classes gives them opportunities to try new pedagogical techniques that can then be taken back to their non-honors classes. And, because of our special programs, we attract top-quality students to VCU who might not come here otherwise.”

Stephen D. Gottfredson, Ph.D., provost and vice president of academic affairs, said the Honors College’s guaranteed admission for students to VCU’s professional programs, such as the schools of Medicine and Dentistry, are another pull for top students.

VCU’s diverse student and faculty population, entrepreneurial spirit and growth trajectory also have made the school more attractive, Gottfredson said.

“For faculty, it is very clear that this university is on the move in a way others are not,” he said. “People [at VCU] are willing to think about alternative approaches. … There are a lot of things about VCU that are different from our peer institutions.”

Thanks to the Campaign for VCU, which ran from 1999 to 2007, the university has made great strides in its ability to attract the highest-caliber students and faculty through the creation of new opportunities to provide endowed support.

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see Community, continued on Page 14
Enhance the area’s cultural and artistic atmosphere

Ranked in 2005 as the No. 1 public arts school in the nation by U.S. News & World Report, Virginia Commonwealth University’s School of the Arts is already known for its standards of excellence. But that doesn’t mean the school is coasting on its stellar rankings.

Generous donations to the Campaign for VCU have helped the school upgrade its facilities while enhancing the region’s cultural and artistic atmosphere by hosting performances and creative collaborations with some of the world’s top acts.

“The School of the Arts is just an incredible force, supporting much of the arts activity that happens in Richmond,” said Dean Richard E. Toscan, Ph.D.

The 2006 residency by the Urban Bush Women, a Brooklyn, N.Y.-based dance troupe, is one example of the school’s extensive relationships with world-class performers in the professional arts community, Toscan said. The residency was funded, in part, from a generous grant from the E. Rhodes and Leona B. Carpenter Foundation. From 2001 to 2006, the foundation has donated almost $500,000 to the VCU dance program.

“The significance of this type of grant is that it has created a link between Richmond and New York, so our students have a real path laid out for them when they make the transition into their profession,” Toscan said.

The dance troupe, which aims to illustrate through dance African-American strength and to promote the idea that art is a catalyst for change, came to VCU as part of the Artists-in-Residence program. For seven weeks, the group worked with students, conducted community workshops and performed.

James Frazier, Ed.D., chairman of VCU’s Department of Dance and Choreography, said that while the Urban Bush Women’s stay in Richmond was important to all dance students, it had special meaning for African-American dance majors.

“VCU Dance has a statistically large population of African-American dance majors. At one time, we had surpassed the national average in university dance programs more than twice over, though our own African-American students make up roughly a third of our numbers,” Frazier said. “Bringing in UBW was one of many ways that we attend to the diversity of our student body and the communities in which we reside, while also exposing them to artists of the highest caliber.”

In addition, the Campaign for VCU has helped enhance the cultural and artistic atmosphere for students and the community through the School of the Arts’ music program with an updated VCU Music Center, located at the corner of Harrison Street and Grove Avenue. Upgrades include the addition of an elevator system and improved acoustics. The teaching and rehearsal facility is slated to reopen during the 2007-08 academic year.

The original structure, which housed Grove Avenue Baptist Church until its acquisition by the university in 1977, had been expanded over the years to accommodate an increasing number of music students. In April, three additions were demolished to allow for a complete reconstruction of the building’s rear wing. A $1 million gift from Richmond philanthropist and jazz enthusiast W. E. “Bill” Singleton and his wife, Dale Harman Singleton, has renamed the VCU Music Center in memory of the couple’s longtime friend, jazz pianist James W. Black. Mr. Singleton previously donated $2 million to benefit the Jazz Studies Program. The Performing Arts Center was renamed in his honor.
Nursing, continued from Page 7

“The faculty of the School of Nursing has been very responsive to the community’s need for new nurses by increasing the enrollment in programs that lead to the graduation of new nurses,” Langston said. “Every aspect of the school is on an upward trajectory — whether it is our enrollment, our research, our alumni and friend support of the school or our national reputation.”

Nurse practitioner Allison A. Gregory, (B.S. ’98; M.S. ’00) works at the Fan Free Clinic and is an adjunct faculty member in Maternal Child Nursing at VCU. She says finding nurses willing to teach has been problematic for schools.

“As a nurse, I know there is a high burnout rate in nursing, making it hard to keep good employees in the work force where they are needed and keeping potentially good nursing educators from spending the time and energy to consider teaching,” Gregory said.

With VCU’s enrollment growth in its master’s and Ph.D. programs, Gregory said, the university is encouraging more nurses to pursue teaching.

Mary-Colleen Millage, 25, is one nursing student benefiting from the program’s growth. Millage, who is enrolled in the School of Nursing’s accelerated master’s program, said the building does more for students than provide them with new facilities — it unifies the School of Nursing.

“I think having everyone in one building brings more connection among people in all different programs,” Millage said.

Langston is also excited about where the school is headed.

“For the first time, we have a facility that lives up to the quality and caliber of the people who represent the VCU School of Nursing’s proud heritage and its bright future,” she said.

Executives, continued from Page 8

The four-story business building will include a 200-seat auditorium, a café and a joint career center. Another feature is the Wallace Johnston Room, located on the first floor of the School of Business building. The space, provided by donated funds and named after beloved VCU professor “Dr. Wally,” who passed away this year, will be used as a team-building room where students can meet to discuss strategies and plan presentations.

An expansion of the engineering school will feature an enhanced health and life sciences engineering laboratory and research space. In addition, the new Da Vinci Center will offer students a program through which they can coordinate creative projects with other VCU schools, including the School of the Arts, Jamison said.

“The new School of Engineering expansion will allow us to increase our student enrollment from 1,100 to 1,700 students over the next seven years and will provide critical laboratory and research space for our faculty members and students,” Jamison said.

Likewise, the new building gives business students about 135,000 square feet in which to study and allows for an enrollment increase of about 1,000.

This growth would not be possible without private support, Jamison said.

“Our scholarship funding has grown tremendously, and this alone makes us much more competitive,” Jamison said.

Community, continued from Page 12

And donations continue to be an important driving force behind the university’s expansion, Hulsey said.

“We are working to expand study-abroad opportunities for honors students, especially with our partner universities. Our goal is to have at least 25 percent of honors students studying abroad each year,” he said. “Many of our needs, especially scholarships, cannot be funded with state money. If we are to be able to provide financial support for these excellent students — many of whom come from out-of-state — we must raise money to provide for scholarships.”
Donors, make your voices heard!

Donor survey enclosed