



# FY18 IMPACT REPORT



UNIVERSITY ADVANCEMENT



**[engage.cwu.edu](https://engage.cwu.edu)**

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Central Washington University  
Family Members,

It is with great pride that I present the first ever University Advancement impact report. This 2017-18 fiscal year report represents the culmination of three distinct variables critical to the ongoing success and advancement of Central Washington University.

This is a signature moment in the life of Central Washington University, a moment made possible by the amazing support of our alumni and donors. They are the dreamers. They are the believers. They are the heroes in this tremendous story. Through their dedication, commitment and investment, they have single-handedly changed the narrative of what is possible here at Central.

They have reminded us yet again of the positive change and transformation that can be accomplished when a group of Wildcats, full of grit and empowered by their love for this amazing university, engage around a compelling vision.

For their generosity and impact in the lives of our students, alumni, and community, we are eternally grateful. It's a great day to be a Wildcat and a great day to be a part of the Central Washington University family. And the best is yet to come.

All the very best,

Scott Wade  
Vice President for University Advancement  
scott.wade@cwu.edu

### **VISION**

around our  
mission, values,  
and priorities



### **ENGAGEMENT**

of our alumni,  
donors, community  
members, students,  
faculty, and staff



### **INVESTMENT**

in an intentional  
and personalized  
approach that  
results in  
transformational  
support for the  
university

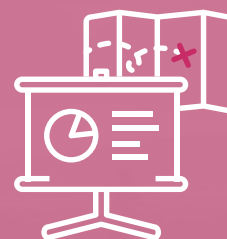
## MISSION (Our Why)

University Advancement (UA) exists to build a movement of greater community, connection, and capacity for Central Washington University—so that its mission can be more fully lived out (loud) in the lives of its students, faculty, alumni, donors, and friends.



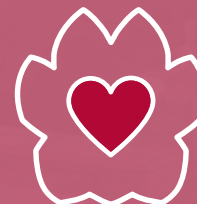
## VISION (Where We Are Going)

Over the next five years, and through collaborative partnerships with campus and volunteer leadership, UA will plan, resource, and initiate a comprehensive alumni and donor engagement campaign that will position Central Washington University as the premier higher education experience in the West, as well as a first-choice recipient for the time, talent, and resource investments of our core constituents.



## COMMITMENT (How We Will Work Together)

Realizing that how we accomplish our work together is as important as the end result, UA commits itself to being a forward-thinking, learning organization where first class talent is recruited and retained within a highly collaborative culture that honors innovation, best practice, and the individual/collective strengths of UA team members, campus partners, and volunteers. We highlight some of these shared attitudes, behaviors, and beliefs within our University Advancement Commitment.



## UNIVERSITY ADVANCEMENT COMMITMENT

This signature moment in CWU's history demands that each member of the UA team possess and exhibit:

1. A deep sense of calling and personal responsibility to the University Advancement mission and vision.
2. An attitude of graciousness and hospitality toward all constituents (internal and external) at all times.
3. An excitement and enthusiasm in confronting challenges and achieving never before realized goals.
4. A spirit of humility that values the needs and perspective of others before the needs and perspective of self.
5. A tenacity of hopefulness that actively pursues the initiatives necessary to make possible what was once thought impossible, to bring proactive solutions to identified problems.
6. A persistence toward believing the best in people, their intentions and motivations.
7. A resistance toward creating unnecessary conflict, conspiracy, or suspicion that only creates division, negativity, and a progress-stifling work environment.
8. An openness to speaking and hearing truth within an environment of collaboration and civility.
9. A demonstrated desire to pursue excellence in all aspects of one's work as an act of stewardship in advancing CWU's transformational work in the lives of students, alumni, friends, and donors around the world.



## University Advancement supports all five core themes of Central Washington University's strategic plan:

### Theme 1: *Teaching and Learning*

Objective 1.1: Enhance student success by continually improving the curricular, co-curricular, and extracurricular programs.

### Theme 2: *Inclusiveness and Diversity*

Objective 2.1: Enhance the environment of inclusiveness for faculty, staff, and students.

### Theme 3: *Scholarship and Creative Expression*

Objective 3.2: Increase the external funding received for research, scholarship and creative expression by faculty, staff, and students.

### Theme 4: *Public Service and Community Engagement*

Objective 4.1: Enhance the commitment and level of cooperation between the university and external communities.

### Theme 5: *Resource Development and Stewardship*

Outcome 5.1.3: Foster a culture of philanthropy that results in transformational financial support.

#### Indicator 5.1.3.1

Increase alumni and constituent engagement opportunities regionally and within each of the academic/student life units.

#### Indicator 5.1.3.2

Increase private financial support around a compelling philanthropic vision for the university.

#### Indicator 5.1.3.3

Increase percentage of engagement and giving from internal stakeholders including administrators, faculty, staff, and leadership boards.

**Given the mission, vision, and values embraced by CWU, it is clear that enrollment and philanthropy will play a major role in the financial health of the institution.**



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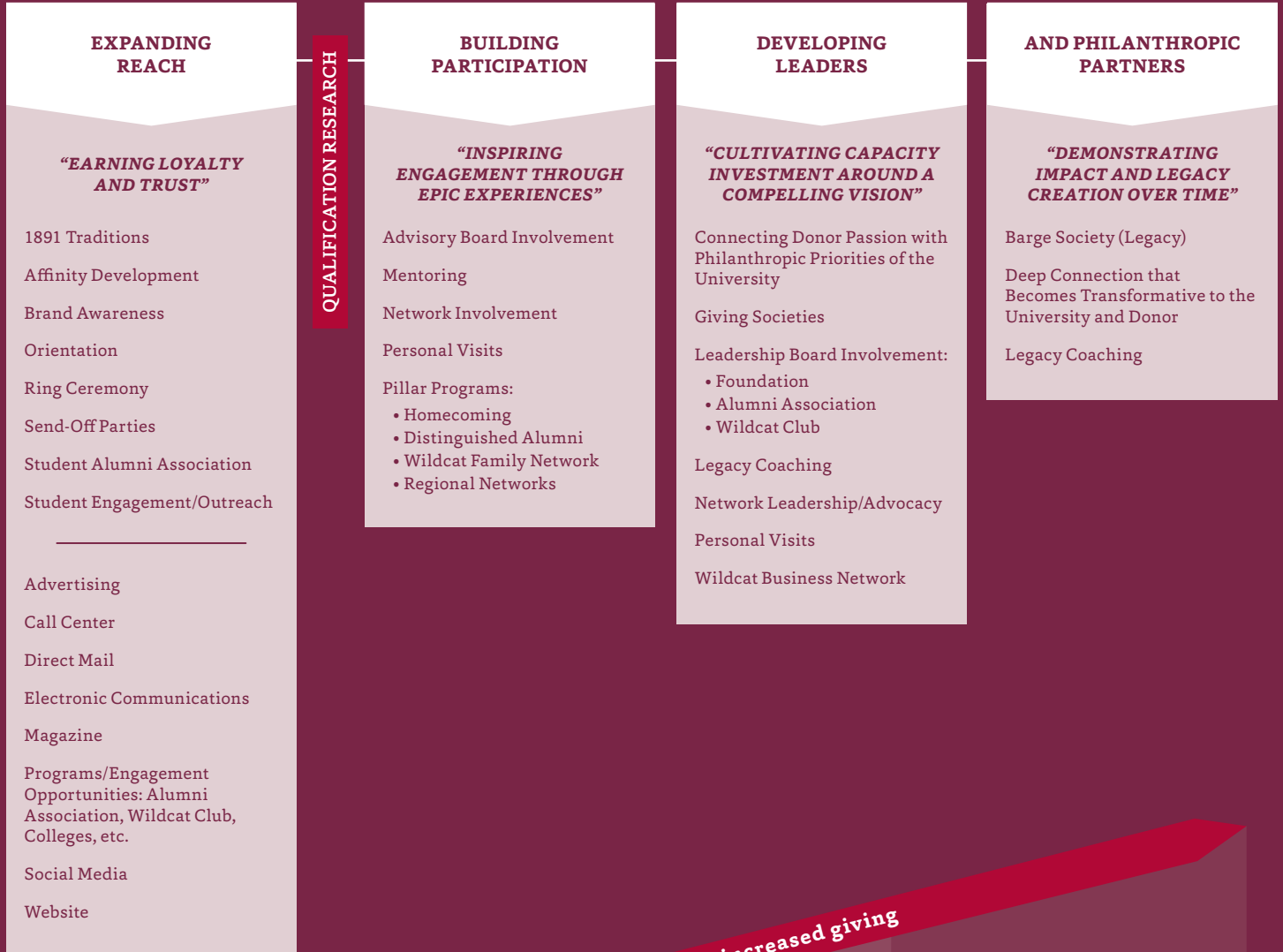
# UA STRATEGIC OVERVIEW

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# Alumni and Donor Engagement Strategy





# University Advancement Strategic Plan Overview

## STRATEGY ONE EXPANDING REACH

### OBJECTIVE 1:

Strengthen the Engine that Drives Everything Else

### TACTICAL FOCUS AREAS

1. Reporting/Analytics (Operations)
2. Process Improvement (Operations)
3. Systems Management (Operations)

### OBJECTIVE 2:

Increase Brand Awareness and Market Saturation

### TACTICAL FOCUS AREAS

1. Brand Awareness (Communications)
2. Brand Capacity (Communications)
3. Brand Extension (Communications)

### OBJECTIVE 3:

Develop Lifelong Affinity

### TACTICAL FOCUS AREA

1. Memberships (Alumni)

## STRATEGY TWO BUILDING PARTICIPATION

### OBJECTIVE 1:

Connect Constituents with Engagement Opportunities

### TACTICAL FOCUS AREA

1. Programs: Lifelong Engagement (Alumni)

### OBJECTIVE 2:

Establish Base of New and Retained Financial Support

### TACTICAL FOCUS AREA

1. Annual Giving: Acquisition and Retention (Development)

## STRATEGY THREE DEVELOPING LEADERS

### OBJECTIVE 1

Cultivate Capacity Investment

### TACTICAL FOCUS AREAS

1. Regional Networks and Business Network (Alumni)
2. Major Gifts, Including Planned Giving and Corporate/Foundations (Development)

### OBJECTIVE 2:

Unite Stakeholders Around a Compelling Vision

### TACTICAL FOCUS AREA

1. Major Gifts: Establishing Philanthropic Priorities (Development)
2. Campaign Readiness (UA)

## STRATEGY FOUR DEVELOPING PHILANTHROPIC PARTNERS

### OBJECTIVE 1:

Secure Legacy Commitment

### TACTICAL FOCUS AREAS

1. Major Gifts, Including Planned Giving and Corporate/Foundations (Development)

### OBJECTIVE 2:

Celebrate and Demonstrate Impact Over Time

### TACTICAL FOCUS AREAS

1. Stewardship (Development)
2. Compliance (Operations)

For more information about our University Advancement Strategic Plan and the Alumni and Donor Engagement Strategy please visit our website at [engage.cwu.edu](http://engage.cwu.edu).

# Alumni Association Engagement Overview

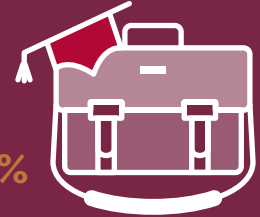


**~100,000**  
alumni nationwide



**3.68%**

alumni giving rate



**93%**

of participants in the new mentor program feel more confident in their ability to find a job.

## WILDCAT DRIVE *for 5*

Current alumni association membership

**1,969**



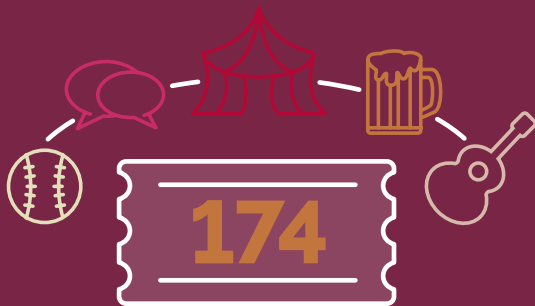
**21.23%**

giving rate of members



**12 new markets**

FY19 regional market focus



engagement opportunities in FY18

Future focus:

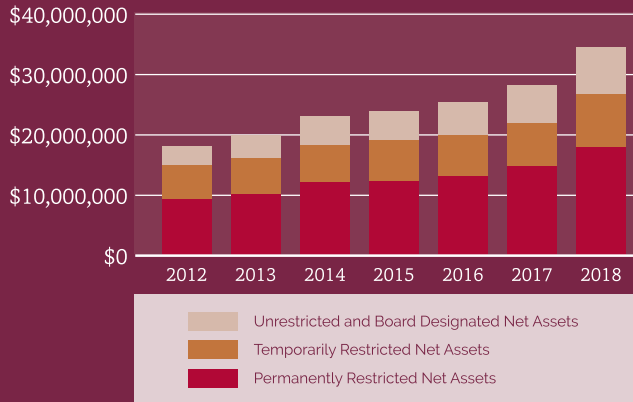
- Regional Wildcat network officers
- College-Based alumni coordinators



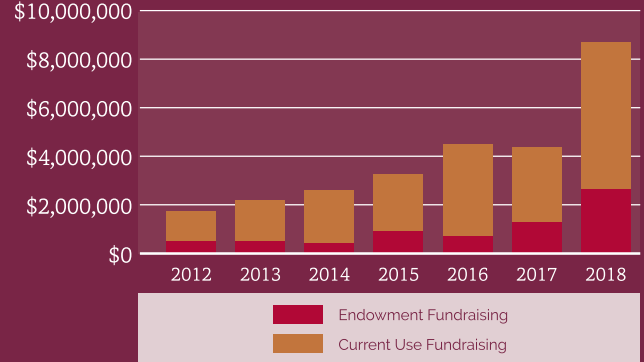
To learn more about how you can get involved or to become a member of the CWU Alumni Association, please contact our office at 509-963-2160.

# CWU Foundation Financial Overview

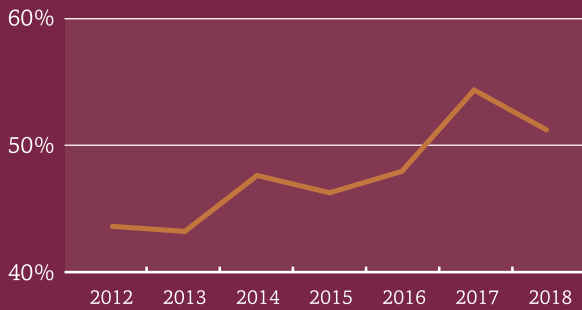
**Total Net Assets**



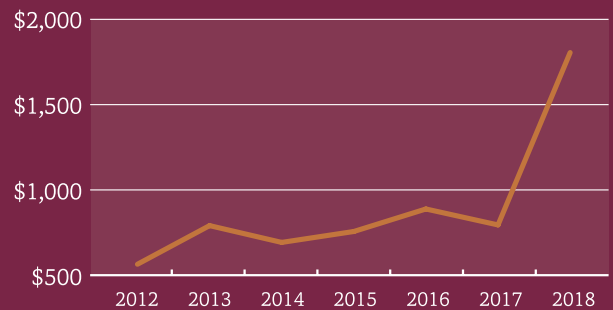
**Total Fundraising Activity**



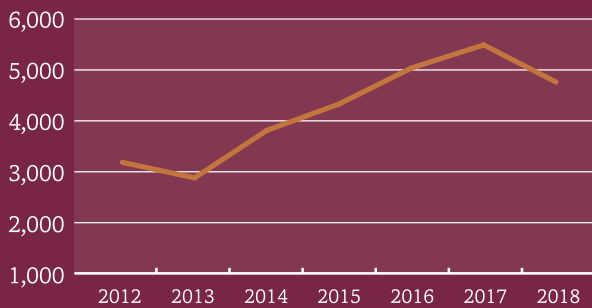
**Donor Retention**



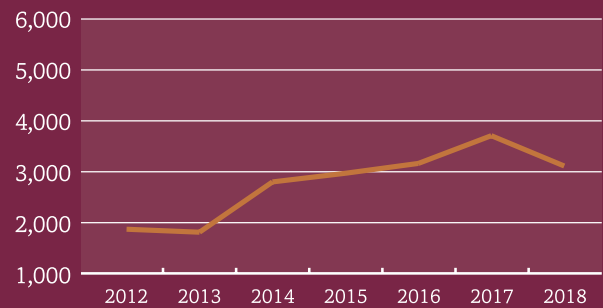
**Average Gift Size**



**Total Donors**



**Alumni Donors**



For the full CWU Foundation Audited Financials report  
please visit [engage.cwu.edu](http://engage.cwu.edu).



UNIVERSITY  
ADVANCEMENT

***FY18  
Standout  
Numbers***



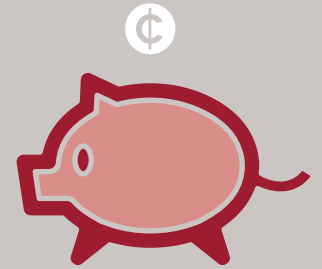
Total raised:

**\$8,679,887**



Current use  
fundraising:

**\$6,018,316**



Endowment  
fundraising:

**\$2,661,571**



**\$1,675,347**  
in scholarship  
support to students



Total donors:  
**4,780**



**\$3,060,355**  
in program support  
to the university



**787**  
scholarships  
awarded



Total net assets:  
**\$36,627,455**



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**UA COLLEGE  
SUPPORT**

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## Athletics

Because of donors like you, the Central Washington University Department of Athletics has had a year full of achievement. Without your commitment, we would not have been able to go above and beyond our goals. In this report, you will find highlights of the successful 2017-18 year for athletics. We are looking forward to another great academic year with your continued support.

## Student Spotlight

*“I really appreciate the chance to receive a scholarship to obtain an awesome education while also being able to build an extended family here at CWU. The money donated to the program allows us to train at a higher level and compete with the best.”*



**Kennedy Anson**  
Women's Soccer |  
Clinical Psychology  
Class of 2019

## Top Accomplishments\*



22 All-Americans



3 GNAC Championships: Football, Women's Indoor Track & Field, Softball



35 Student-Athletes with a 4.0

## Donor Support



Current-Use Funds

\$2,518,146



Endowment Funds  
(Non-Scholarship)

\$31,771



Endowed Scholarships

\$53,380

**Grand Total:**  
**\$2,603,297**

\*Additional college accomplishments can be found on pages 21 and 22.

## College of Arts and Humanities

Because of donors like you, the College of Arts and Humanities (CAH) has had a year full of achievement. Without your commitment, we would not have been able to go above and beyond our goals. In this report, you will find highlights of the successful 2017-18 year for CAH. We are looking forward to another great academic year with your continued support.

### Student Spotlight

*“Scholarships were the deciding factor of whether I was going to go to school or not. I didn’t have the opportunity to pay for school and student loans really weren’t an option at that time. Scholarships gave me the ability to go to school, build relationships with professors, and set life goals.”*

**Austin Harris**  
Bachelor of Fine Arts  
Class of 2018



This is Where I Go  
to Have Feelings  
55" x 65"  
oil paint and spray paint

### Top Accomplishments\*



87 College of Arts and Humanities scholarships awarded



200 students performed at Benaroya Hall



Received over \$1 million in gifts and pledges for the first time ever in a single year

\*Additional college accomplishments can be found on pages 21 and 22.

## Donor Support



Current-Use  
Funds

\$609,439



Endowment Funds  
(Non-Scholarship)

\$35,000



Endowed  
Scholarships

\$674,370

**Grand Total:**  
**\$1,318,809**



# College of Business

Because of donors like you, the CWU College of Business (CB) has had a year full of achievements. Without your commitment, we would not have been able to go above and beyond our goals. In this report, you will find highlights of the successful 2017-18 year for the College of Business. We are looking forward to another great academic year with your continued support.

## Student Spotlight

*“I’d like to convey my sincerest gratitude for the generous scholarship awarded to me through your organization. Your contributions will enable me to forgo working overtime at my job to spend more time involved in my studies. Upon receiving this scholarship acceptance letter, I felt an immense burden lifted from my shoulders. Now going back to school as a non-traditional student I can truly appreciate the opportunities provided for job advancement and the intrinsic value one obtains through self-growth while attending institutions of higher education. Your philanthropic efforts couldn’t be more appreciated. Thank you!”*



**Jonathan Stewart**  
Accounting  
Class of 2018

## Top Accomplishments\*



50+ alumni and recruiters attended the annual College of Business LAUNCH Conference in Seattle, where they networked with nearly 200 graduating seniors



With corporate donor BECU, the College of Business established a student emergency fund designed to assist students in emergency financial situations



Three business student teams participated in the MGT 489 (capstone) simulation and performed in the top 10% globally, including the first all-female team to win their global round in the simulation

\*Additional college accomplishments can be found on pages 21 and 22.

## Donor Support



Current-Use Funds

\$97,292



Endowment Funds (Non-Scholarship)

\$12,075



Endowed Scholarships

\$36,780

**Grand Total:  
\$146,147**

## College of Education and Professional Studies

Because of donors like you, the College of the Education and Professional Studies (CEPS) has had a year full of achievement. Without your commitment, we would not have been able to go above and beyond our goals. In this report, you will find highlights of the successful 2017-18 year for CEPS. We are looking forward to another great academic year with your continued support.

### Student Spotlight

*“I am very passionate about education and helping others. I love spending my free time volunteering with diverse groups and individuals. This summer, I volunteered as a counselor for Camp to Belong, where siblings who have been separated in the foster care system can spend positive time together. I will continue working in the community and giving my time working in the community and giving my time to people who need it throughout, and after, my education. Thank you for supporting me through my education.”*



**Amelia Barbre-Strayer**  
Family and Consumer  
Sciences Education  
Class of 2019

### Top Accomplishments\*



135 College of Education and Professional Studies scholarships awarded



New undergraduate major: Secondary Education



Approved to be first institution in the state to offer Computer Science endorsement

\*Additional college accomplishments can be found on pages 21 and 22.

## Donor Support



Current-Use  
Funds

\$1,039,529



Endowment Funds  
(Non-Scholarship)

\$63,331



Endowed  
Scholarships

\$436,689

**Grand Total:  
\$1,539,545**

## College of the Sciences

Because of donors like you, the College of the Sciences (COTS) has had a year full of achievement. Without your commitment, we would not have been able to go above and beyond our goals. In this report, you will find highlights of the successful 2017-18 year for COTS. We are looking forward to another great academic year with your continued support.

## Student Spotlight

*“Growing up, my parents only received education until the sixth grade. If anyone wanted to get further education, where they were from, they would have to pay. But my parents families were too poor. After getting married, my parents decided to come here to America and start a family. But knowing hardly anything about education, they never started college funds for any of their children. But education seemed like a path for me. So my senior year of high school, I began college through the running start program. After my senior year, I stayed in college and later received my associate’s degree. I knew transferring to a university would be expensive but the price wasn’t going to stop me. I knew there were loans that could help me. Getting an education is very important to me because of my parents’ backgrounds. I will not take for granted the opportunities I am given here in my country.”*



**Cynthia Banuelos**  
Law and Justice  
Class of 2018

## Top Accomplishments\*



90 College of the Sciences scholarships awarded



Gazis, Kaspari, and Johansen received \$275K from the W.M. Keck Undergraduate Education Grant Program for a project titled Integrating New Analytical Facilities into Water, Air, Soil, and Snow (WASSER) Education and Research



Susan Kaspari and graduate student Melanie Swick both presented results of their research at the American Geophysical Union Fall meeting in New Orleans, LA

\*Additional college accomplishments can be found on pages 21 and 22.

## Donor Support



Current-Use  
Funds

\$628,112



Endowment Funds  
(Non-Scholarship)

\$2,275



Endowed  
Scholarships

\$87,008

**Grand Total:**  
**\$717,395**

## Other Academic and Student Life

In this report you will find highlights of the successful 2017-18 year for the Library, Career Services, Students First, Student Success, Undergraduate Research, and Cross Disciplinary studies.

### Student Spotlight

*“This scholarship is a tremendous aid to both myself, and my family. Like the majority of other students, I have had to finance my education through student loans. This combined with the cost of flight school has made for a rather heavy burden upon me in the foreseeable future. The scholarship you have awarded to me has eliminated a large portion of that burden from my shoulders. Once again, I want to express my gratitude for this incredible award. Because of this, I feel more confident in my future. You have done a great deal for me, and the students of Central Washington University. For all of your efforts, I deeply thank you.”*



**Riley Tetzloff**  
ITAM  
Class of 2019

### Top Accomplishments



\$1 million gift from Boeing in honor of CWU Trustee Ray Conner to benefit students from the Highline School District pursuing STEM degrees



\$800,000 gift from Harold E. Anderson, supporting STEM teaching students



Over \$100,000 donated to Students First Fund, which provides direct and immediate impact to students in the form of annual scholarships and academic program support

## Donor Support



Current-Use Funds

\$1,125,802



Endowment Funds (Non-Scholarship)

\$33,932



Endowed Scholarships

\$1,194,960

**Grand Total:**  
**\$2,354,695**

\*Additional college accomplishments can be found on pages 21 and 22.

## Athletics - Additional Accomplishments

- 2 NCAA regional appearances: Football, Volleyball
- 3,225 total community service hours
- Coach of the Year: Football Head Coach Ian Shoemaker
- Coach of the Year: Track & Field Coach Kevin Adkisson
- 92 student-athlete graduates
- 23 NCAA All-Region selections
- 96 All-Conference academic honors (up from 71 the year prior)
- Student-Athlete GPA 3.0 or above
- 72 student-athletes earned a 4.0 GPA in fall, winter, or spring quarters

## College of Arts and Humanities - Additional Accomplishments

- Student-Run media outlets PULSE Magazine and Observer newspaper won three, 2nd place national awards.
- Associate Dean, Scott Robinson, was inducted into the Washington Thespian Hall of Fame.
- Professor of Philosophy, Cynthia Coe's, second book, *Lewas and the Trauma of Responsibility: The Ethical Significance of Time*, was published in December 2017.
- The CWU Symphony Orchestra performed at the John F. Kennedy Performing Arts Center. More than 100 students traveled to Washington D.C. for the President's Day weekend, as the only college orchestra invited to perform.
- The college organized and hosted the third Annual Women in Business Conference.
- Chong Eun Ahn, history faculty, had her article *Surviving the Second World War in Manchukuo: Memories of Korean Experiences of the War in Manchurian Farming Villages* accepted for publication in the *Journal of Modern Chinese History*.
- English professor, Bobby Cummings, secured three grants:
  - \$20,000 i3 Scale-up CRWP Advanced Institute Grant for preparing middle and high school teacher-consultants to deliver professional development in the College, Career, and Community Writers Program
  - \$20,000 for College Career, and Community Writers Program (C3WP) SEED Professional Development in a High-Need School Grant that provides funding for the CWWP/middle school partnership
  - \$68,000 for (year 2) i3 Scale-Up C3WP Professional Development (Grades 7-10) and Advanced Institute for Upper Elementary Grant which provides funding for the 2017 i3 Scale-up CRWP Advanced Institute teacher-consultants to lead professional development in our partner districts
- Gregg Schlanger, Department of Art + Design chair, exhibited *Mapping Plutonium: The Hanford* at Gallery One in Ellensburg. The exhibit focused on issues related to the United States' development of nuclear weapons in Washington.
- Nicole Trejo-Valli, digital journalism graduate ('17) and former editor-in-chief of PULSE, won second place from the Associated Collegiate Press (ACP) in its Reporter of the Year contest for her work on three stories.
- Maddie Bush, PULSE designer and Maddie Bush ('19), PULSE designer and art student, won second place in ACP's Design of the Year/Illustration for her hand-drawn images accompanying recipes for "Summer Drinks!" in a Spring 2017 issue of PULSE.
- The College Media Association awarded Observer photo editor and digital journalism major Jack Lambert Jack Lambert ('19), second-place Pinnacle Award for his photo illustration accompanying a story about DACA students.

## College of Business - Additional Accomplishments

- 48 College of Business scholarships were awarded.
- Bachelor of Science in Personal Financial Planning (fall 2019)
- The business student team finished second place at the Boeing Case Competition.
- A Graduate Certificate in accounting will be offered beginning fall 2019.
- For the first time, CB has a career counselor embedded in the college two days a week.
- The CB organized and hosted the 3rd Annual Women in Business Conference in November.
- Business students were recognized with several awards at SOURCE:
  - Mallory Icenhower, Cassie Koefed, Eric Staats, and Ken Zummach (Toni Sipic, mentor) won an Outstanding Presentation Award for "Cannabis Markets in WA."
  - Erik Ramirez (Christopher Mendez, mentor) won an Outstanding Presentation Award for "CWU LatinX Plan."
  - Alex Horning (Nancy Pigeon, mentor) won an Outstanding Presentation Award for "Gender, Nonverbal Communication, and Interviews."
  - Dung Le, Heena Gollen, Jamie Tran and Aliya Zhaxylykbayava (Kun Liao, mentor) won an outstanding presentation award for "Risk Management in Supply Chain."
  - Dr. Grace Ke's (Finance & Supply Chain Management) article "The Closed-loop Supply Chain Network with Competition, Distribution Channel Investment, and Uncertainties," published in 2013, is listed as one of the most cited articles of Omega, which is an A\* journal in Australian Business Deans Council journal lists.

- Todd Weber (Management) was awarded a Global Leadership Advancement Center Research Award (awarded to the top two articles of the year) for “Developing global leadership competencies: A process model” in *Advances in Global Leadership*, volume 10.
- Course projects or other service learning experiences tied to firms/organization were included in marketing, supply chain management, leadership & management, economics, and accounting. More than 30 companies/organizations were served, from small (e.g., Native Networks) to large (e.g., Costco).

## College of Education and Professional Studies - Additional Accomplishments

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- ROTC students completed 578 community service hours.
- Undergraduate and graduate students were involved in more than 15 peer reviewed presentations/publications.
- CEPS successfully launched CWU Teach Stem.
- Growing enrollment in Alternative Pathways to Teaching (APT), with 65 now enrolled in the new cohort.
- Growing enrollment in Accessibility Studies program.
- A variety of PESB grants were received by the School of Education.
- Veteran’s day 24-hour POW/MIA vigil on University Ave by our senior cadets raised community awareness of our nation’s POW/MIAs
- Cadets marched in Veterans Day parade downtown providing a visual reminder to the community of the number of students at CWU interested in serving in the Air Force.
- The ITAM department, under the leadership of ITAMer Deb Wells, has begun forging a collaborative relationship with The Spanish National Cybersecurity Institute (INCIBE). The two organizations have partnered together in order to share ideas, fundamental, scientific, and technological research related to cybersecurity and computer security incident handling procedures.
- Three new graduate degrees launched in the health science department.
- In 2017-18, 61% of CWU dietetic students were admitted into dietetic internships, compared to the national average of around 50%.
- Health sciences faculty were heavily involved in research activities and generated more than 40 scientific contributions to regional, national, and international journals and conferences.

## College of the Sciences - Additional Accomplishments

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- Faculty J. Dechaine, M. Kurtz, I. Loverro, M. Oursland, A. Montgomery, B. Palmquist, K. Bartel, and M. Dieu received almost \$2.2 million from the Washington State Opportunity Scholarship Opportunity Expansion Fund to implement the UTeach STEM teacher preparation model at CWU.
- Anthony Diaz and two of his graduate students Zachary Way ('17) and Maxwell K. Wallace ('14), published a paper in the *ECS Journal of Solid State Science and Technology*, titled “VUV Optical Properties of Rare Earth Doped YPO<sub>4</sub> Prepared by Different Routes.”
- Faculty J. Dechaine and A. Egger received over \$285K from the National Science Foundation IUSE program to support NextGen-WA, a collaborative effort to improve STEM teacher preparation across Washington state.
- Biology student, Amanda Ladner, presented an oral presentation and Tatyana Pisarenko presented a poster at the 2017 Murdock Research conference in Spokane, WA.
- 10 undergraduate Chemistry Club members traveled to Hanford Reach, near Richland, WA, on a field trip to the Hanford B-Reactor for Uranium and Plutonium enrichment.
- Aurora Clark, a WSU professor of chemistry (and CWU BS grad class of 1999), has been named a Fellow of the American Chemical Society. Clark received the prestigious award for her innovative research, including the pioneering use of computer algorithms and network analysis to understand the behavior of complex solutions and their interfaces.
- STEP student Nick Poprawski, studying under Professor Megan Walsh, presented a poster at the Murdock College Science Research Conference in Spokane. The poster was titled *Reconstructing Wildfire History in the Blue Mountains, Oregon, using Macroscopic Charcoal Analysis*.
- Professor Susan Kaspari and graduate student Melanie Swick both presented results of their research at the American Geophysical Union Fall Meeting in New Orleans, LA.
- Undergraduate students Dan Mongovin, Katie Stubbs, and Amy Gilliland presented each of their research projects at the Murdock College Research Conference in Spokane.
- Professor Meaghan Wetherell was hired as a script writer for PBS Eons, a YouTube Channel run by PBS. The first episode is titled *The Devil's Corkscrews*.
- Professor Susan Kaspari was invited to take part in Climate Science Day on Capitol Hill in Washington D.C. as a representative of the American Geophysical Union.
- Amanda Ladner presented an oral presentation and Tatyana Pisarenko presented a poster at the 2017 Murdock Research conference in Spokane.

*"And the best  
is yet to come."*





# YOUR SUPPORT MATTERS