

# FY19 IMPACT REPORT

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UNIVERSITY  
ADVANCEMENT





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# CWU University Advancement Impact Report



FY19

University Advancement (UA) at Central Washington University remains committed to supporting the ongoing success of Central. We do this by focusing on the vision around our mission, values, and priorities; engagement of our alumni, donors, community members, students, faculty, and staff; and investment of an intentional and personalized approach that results in transformational support for the university.

Our annual impact report explores the various ways that donors, alumni, and friends have helped transform the lives of current and future Wildcats. We deeply appreciate you and your generosity, which provides students with an exceptional education and life-changing opportunities.

Your support of areas such as student scholarships, academic programs, and student success assist and inspire us to make Central Washington University an institution of distinction.

In this report, you will see University Advancement's recent achievements as well as the goals we hope to achieve in FY20.

The contents of this report are made possible by our supporters who keep Central moving forward through their remarkable commitment to the Wildcat family.

Thank you for staying engaged.

**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

To honor our donors, in FY19 we had 34 donor events where we recognized our 143 scholarship donors, 817 historical donors, and 683 scholarship recipients.

We currently have 729 donors in the Gold Society, 709 donors in the President's Society, 323 donors in the 1891 Society, and 173 donors in the Barge Society.

We are grateful for our donors who give for consecutive years, with 15 donors giving for 15 years, 62 donors giving for 10 years, 149 donors giving for five years, and 301 donors giving for three years.

We expanded our team by creating six new positions across different departments within University Advancement.

CWU won its first Educational Fundraising Award from the Council for Advancement and Support of Education (CASE) in "Overall Improvement" for demonstrating significant program growth over three years of data.

*Philanthropists and Young Philanthropist of the Year awards were named for the first time, naming Ben ('79) and Nancy Remak Philanthropists of the Year and Andrew Mork ('11) Young Philanthropist of the Year.*

After changing from a General Scholarship Application (GSA) to Scholarship Central, students were able to apply and be awarded their FY19 funding through Scholarship Central.



## Expanding Reach

*Establish the base of new and retained financial support by securing funding for now, and the future, while growing and maintaining the unrestricted annual fund, Students First Fund.*



We had 509 new alumni association members and 2,394 total alumni association members in FY19. Events were focused on regions where we have high volumes of alumni currently residing, with over 800 tickets were sold for CWU Night with the Mariners.

On campus events included home football games where 1,500 alumni enjoyed watching from the new Alumni Plaza.

We have 77 alumni mentors to current CWU students, with mentors living all over the world.

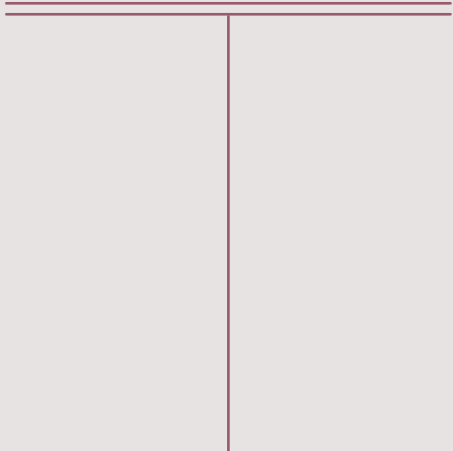
The Central Washington University survey of alumni communication preferences brought in 1,626 responses to help us learn how to better communicate with our alumni, donors, and friends.

Two Wildcat Network Officers were hired to help connect with alumni across the Pacific Northwest.



## Engage Constituents

*Engage and connect with constituents through various engagement opportunities.*



## Foundations

We received generous foundation support in FY19, receiving several gifts of \$20,000 or more from the Biella Foundation, **TD Ameritrade Institutional**, Muckleshoot Indian Tribe, and the Norcliffe Foundation. We also received generous support from the Sam I. Kobata & Sons Foundation, the Spencer Educational Foundation, Puyallup Tribe of Indians, Associated General Contractors of America Ed and Research, Tulalip Tribe, and Humanities Washington.

## Corporations

We receive generous philanthropic corporate support for **student scholarships**, student projects, new curriculum expansion, and special program development. Many of our corporate partners also provide guest presenters, student tours, and internship opportunities. Notable corporate partners include **The Boeing Company**, Microsoft, BECU, US Bank, Nikon, and PACCAR.



## Cultivate Capacity Investment

*Engage with regional and business networks and corporations and foundations.*



## Naming Opportunities

- Freedman-Remak Athletic Academic Success Center
- Wildcat Commons
  1. Heaverlo Gate
  2. Prentice Gate
  3. Jean and Joe Adams Wildcat Plaza
- Dugmore Hall
- Dick and Marlys Bedlington Throws Venue
- Lydig Planetarium

## Facility Improvements

- North Campus Expansion
  1. Tomlinson Stadium Renovation
  2. University Recreation Expansion
  3. Dugmore Hall Residence Facility
  4. North Campus Dining Expansion
  5. Samuelson Hall

## Planned Gifts Realized

- The University realized six planned gifts to total \$1,963,768 from Verna Duncan, Fabyn B. Hanson, Patricia J. Lacey, Lana Jo Sharp, David B. Storie, and Robert R. Vance.

## Former Faculty and Staff Bequests

- New bequest intentions in FY19 were ~\$200,000.

# GOAL #4

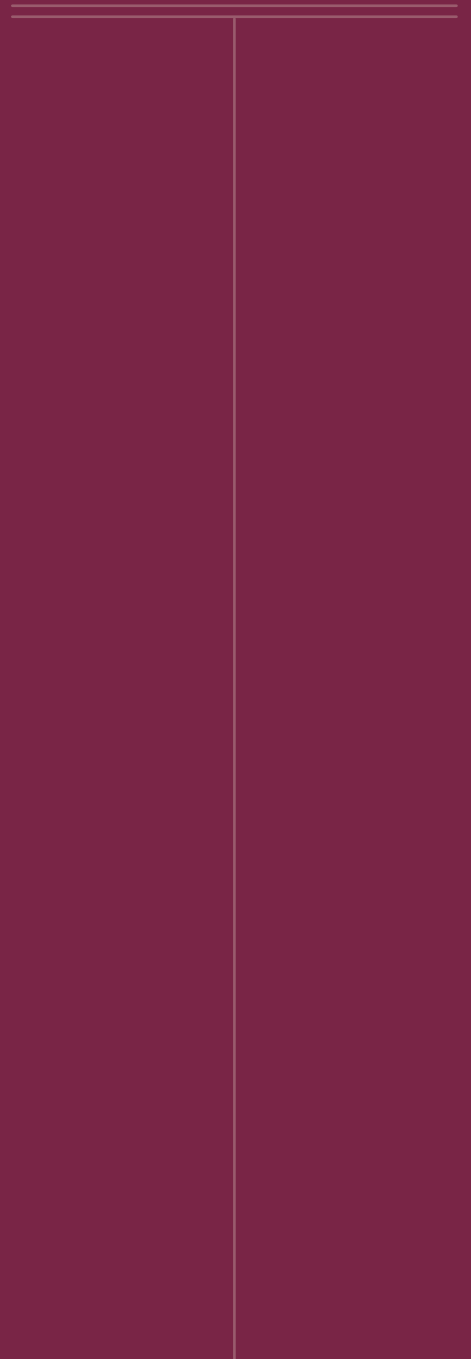
## Unite Stakeholders Around a Compelling Vision

*Establish philanthropic partners and priorities while maintaining campaign readiness.*





UA  
STRATEGIC  
OVERVIEW



# Alumni Association Engagement Overview

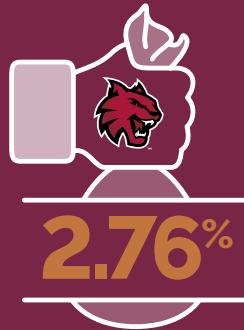


**98,703**  
alumni nationwide



ALUMNI ASSOCIATION

**1,749**  
current membership



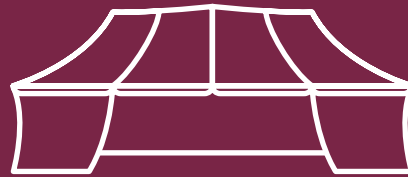
**2.76%**

alumni  
giving rate



**22.13%**

giving rate  
of members



**1,500**

Wildcat Plaza guests

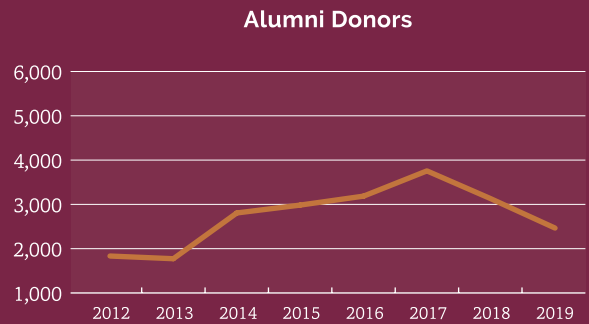
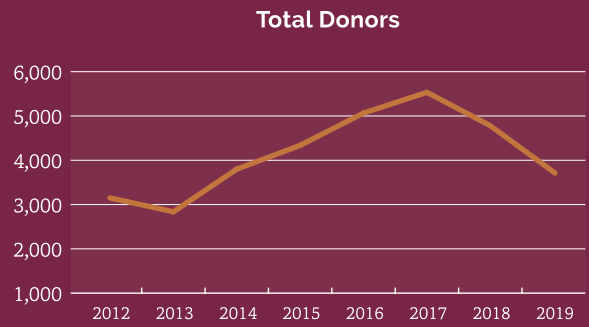
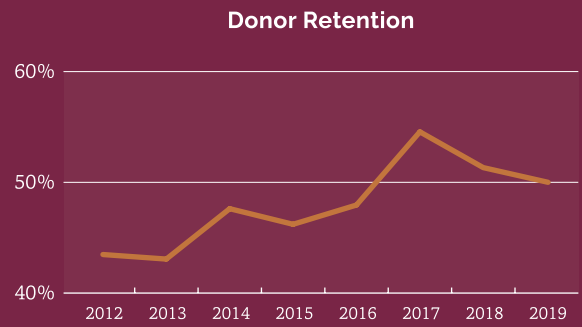
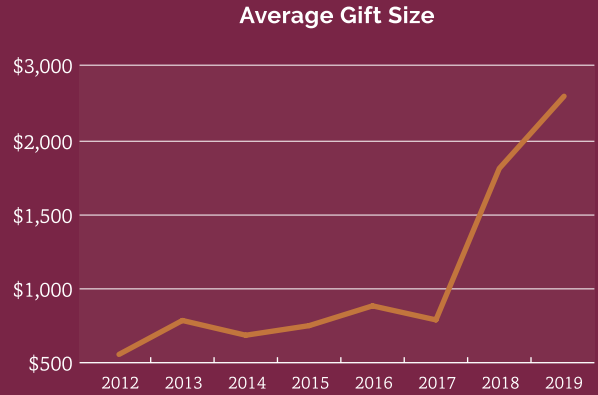
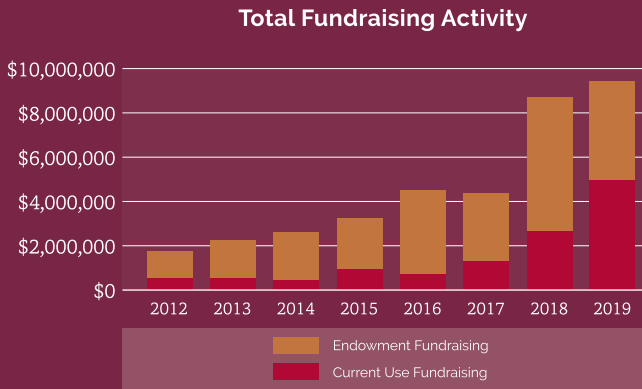
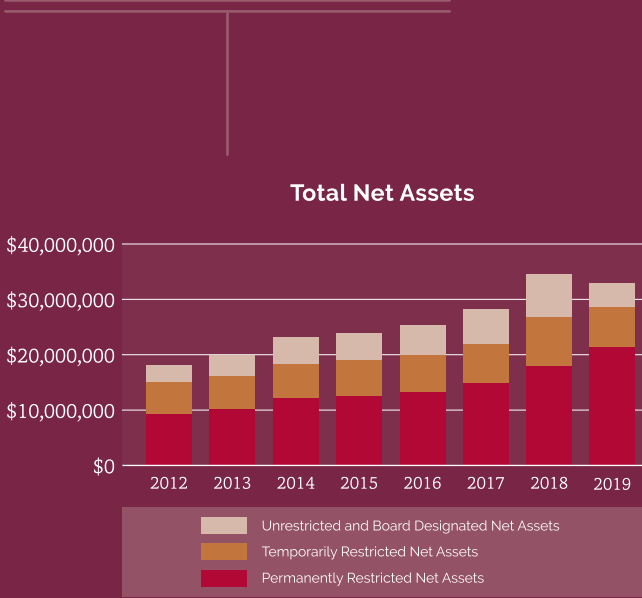


**55**

paired mentorship  
relationships

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

# CWU Foundation Financial Overview



FY19  
Standout  
Numbers



Total raised:  
**\$9,402,037**



Current use fundraising:  
**\$4,125,574**



Endowment fundraising:  
**\$5,155,744**



Scholarship support to students:  
**\$1,471,363**



Total donors:  
**3,549**



Additional support to the university:  
**\$6,890,124**

(Including \$4,400,000 to Wildcat commons project)



Scholarships awarded:  
**1,145**



Total net assets:  
**\$35,436,288**





## Athletics

Because of donors like you, 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 2018-2019 year for athletics. We are looking forward to another great academic year with your continued support.

## Student Spotlight

*“I have loved my time at Central Washington University so far. I run cross country and track and field for the Wildcats, and I am active in many clubs on campus. With your assistance I have the ability to make my educational goals a reality!”*



**Alexa Shindruk**  
Track & Cross Country  
Accounting  
Class of 2019

## Top Accomplishments\*



26 All-American Performances



Completion of Phase I of the Wildcat Commons



Athletic Department GPA of 3.18

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

## Donor Support



Current-Use Funds

\$1,418,311



Endowment Funds (Non-Scholarship)

\$26,250



Endowed Scholarships

\$45,447

**Grand Total:  
\$1,490,008**

## 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 2018-2019 year for the College of Arts and Humanities. We look forward to another great academic year with your continued support.

### Student Spotlight

*“I was ecstatic when I found out that I had been chosen as a recipient of the Robert Steele Funderburk Memorial Scholarship. It relieved financial burdens and allowed me to focus more on my studies. It was also a wonderful experience to get to meet the donor and hear how Central had impacted his life and inspired his generosity. It really put into perspective the legacy and tradition that I have been able to be apart of at Central. I am very proud to call myself a class of 2019 Wildcat. This fall I will begin the first stages of my career while student teaching in an elementary music classroom in Bothell, Washington.”*



**Tiana Shuford**  
Music Education  
Class of 2020

### Top Accomplishments\*



198 College of Arts and Humanities students received scholarships and tuition waivers totaling more than \$335,000.



Professor Gary Weidenaar, director of the CWU choir programs, conducted 275 CWU choir members and choir students from across the world at Carnegie Hall.



CAH received over \$1 million in gifts, pledges, and bequests for the second year in a row, a level of generous and continuous support not previously seen in the college's history.

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

## 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 College of Business (CB) 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 2018-2019 year for the College of Business. We are looking forward to another great academic year with your continued support.

## Student Spotlight

*“A business degree is one of the most flexible and versatile degrees that you can get and would allow me to work at almost any company in the world. The financial burden lessened by your generosity has not only an impact on my education, but on my life as a whole and I am forever grateful.”*



**Brian Eaves**  
Supply Chain  
Management and  
Economics  
Class of 2021

## Top Accomplishments\*



The CB C.A.T. (Career, Advising, Tutoring) Center opened in January 2019, which provides a one-stop shop for CB student services.



The first class of Personal Financial Planning students graduated in June, 2019. Steele Campbell, the first tenure track faculty for this program, started in fall 2018.



Alexa Shindruk, senior Accounting student, was selected by the Great Northwest Athletic Conference as the 2019 Female Scholar-Athlete of the Year.

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

## Donor Support



Current-Use  
Funds

\$161,667



Endowment Funds  
(Non-Scholarship)

\$13,960



Endowed  
Scholarships

\$101,008

**Grand Total:**  
**\$276,645**

## College of Education and Professional Studies

Because of donors like you, the College of 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 2018-2019 year for the College of Education and Professional Studies. We are looking forward to another great academic year with your continued support.

### Student Spotlight

*“I chose the teaching major because I have a passion for community. What better way to give back to your community than being a teacher. A teacher can sometimes be the one person to encourage students to strive for their goals and give them the confidence to do so. I don’t think I can say thank you enough for investing and believing in me.”*



**Alexys Wright**  
Middle Level  
Mathematics and  
Science Teaching  
Class of 2021

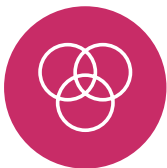
### Top Accomplishments\*



134 College of Education and Professional Studies scholarships were awarded.



Electronics Engineering Technology Assistant Professor Greg Lyman received a \$120,000 NSF grant.



Faculty members YiShan Lea, Pam Juniel, Suzanna Flores, developed and hosted the first Diversity is Central Conference—attended by 125 educators.

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

## Donor Support



Current-Use  
Funds

\$249,923



Endowment Funds  
(Non-Scholarship)

\$16,077



Endowed  
Scholarships

\$101,308

**Grand Total:**  
**\$367,308**

## 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 2018-2019 year for the College of the Sciences. We are looking forward to another great academic year with your continued support.

## Student Spotlight

*“This scholarship has helped me continue to stay motivated and strive to reach my full potential. I cannot express how thankful I am for this opportunity and how much it has helped me in my journey to becoming a physician.”*



**Angel Coria**  
Biomedical  
Class of 2020

## Top Accomplishments\*



Physics Assistant Professor Darci Snowden gave an invited keynote and contributed talk at Europlanet’s Moon-magnetosphere interactions conference in Selfoss, Iceland.



80 College of the Science scholarships were awarded.



A Law and Justice student team, lead by Senior Lecturer R. Shaffer Claridge, received the "outstanding attorney award" at the American Mock Trial Regional competition.

\*Additional college accomplishments can be found on pages 22 and 23.

## Donor Support



Current-Use  
Funds

\$698,243



Endowment Funds  
(Non-Scholarship)

\$1,513,325



Endowed  
Scholarships

\$125,696

**Grand Total:**  
**\$2,337,264**

## Other Academic and Student Life

Because of donors like you, Central Washington University 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 2018-2019 year for Students First, Student Success, Library, Douglas Honors College, Graduate Studies and Research, and International Studies. We look forward to another great academic year with your continued support.

## Student Spotlight

*“This scholarship has lightened my financial burden, which allows me to focus on the more important aspect of school, learning. Your generosity has truly inspired me to continue helping others, and thus give back to the community. I hope one day I will be able help students achieve their goals, as you have helped me with mine.”*



**Monique Khim**  
Biological Sciences  
Class of 2020

## Top Accomplishments\*



The design and development of Dugmore Hall, a new living and learning center (Residence Hall)-opened in fall of 2019.



The library opened the Student Commons on the second floor of Brooks Library adding comfortable and mobile seating, mobile tables, and large screens for individual and group study.



A new master's degree in Public Health, with a focus on rural health, was created.

\*Additional college accomplishments can be found on page 23.

## Donor Support



Current-Use Funds

\$1,159,717



Endowment Funds  
(Non-Scholarship)

\$43,576



Endowed Scholarships

\$2,395,402

**Grand Total:  
\$3,598,695**

## Athletics - Additional Accomplishments

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- 2 NCAA Regional Appearances: Softball, Volleyball
- Alexa Shindruk Elite 90 Award Recipient
- 4,600 hours of community service
- Coach of the Year: Mike Larabee, Softball
- 84 student-athlete graduates
- 221 different student-athletes on Dean's List (3.5 GPA or higher)
- 63 student-athletes earned a 4.0 GPA in the fall, winter, or spring quarters
- 92 GNAC all-conference academic honors

## College of Arts and Humanities - Additional Accomplishments

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- 600 Washington middle and high school history students competed at CWU in the state championship of Washington History Day with the winners advancing to finals in Washington D.C.
- The inaugural year of the Alumni Mentorship and Student Ambassador programs kicked off with 77 Alumni mentors, 51 Student Mentees, and 6 Student Ambassadors.
- Zahn Schultz won first and third place in the 2018 College Media Shoot-out in Louisville, Kentucky. His first-place photo was ranked first by 12 of the 39 professional photographers, more than any single image in the last decade.
- Eleven schools and 400 students from across Washington State joined the World Languages & Cultures Department for 16th annual World Languages Day. Presentations, workshops and performances included French hip hop, American Sign Language poetry performances, Russian Dance, and Ballet Folklorico.
- CWU Art Day welcomed 145 junior and senior high school students from across the northwest. Students received a portfolio review intended to give the student input on their artwork and advice on how to build their portfolio for scholarships, college admissions and jobs. Students also had an opportunity to submit their artwork in Look at Me: a High School Student Exhibition.
- In the Mattawa Monologues, the Central Washington University's Theatre Arts department empowered the often underrepresented voices of pre-teens and young teenagers. Patrick Dizney, Theatre Arts professor, teamed up with Wahluke Junior High teachers to create M2P, The Mattawa Monologue Project. WJH sixth-, seventh- and eighth-graders, wrote more than 100 monologues. CWU Theatre Arts students selected monologues to perform. Twenty CWU students traveled to Mattawa to perform the selected monologues for the entire junior high.
- The CWU Opera won two awards at the National Opera Association collegiate opera production competition. 2nd place in Category 1 for **Strawberry Fields** by Michael Torke directed by Tor Blaisdell and 3rd place in category 1 for **Little Red Riding Hood** by Seymour Barab directed by Gayla Blaisdell.
- Assistant Professor in the English Department, Zach VandeZande, published his short story collection, *Liminal Domestic*, which was accepted by Gold Wake Press and will be out in summer 2019.
- Adam Pelandini, Lecturer in the Music Department, performed with the Baltimore Symphony Orchestra for Leonard Bernstein's 100th birthday. The performance was recorded to be broadcast on PBS "Great Performances."
- Professor Marcus DeSieno published his first monograph, **No Man's Land: Views from a Surveillance State**, over the summer and it was well received by many periodicals from *The British Journal of Photography* to *The Washington Post*. DeSieno's photographic works were also widely exhibited nationally and internationally at the Benaki Museum in Athens, Greece and various galleries in San Francisco and New York.

## College of Business - Additional Accomplishments

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- 48 College of Business scholarships were awarded.
- TD Ameritrade provided Emerging Programs Grant of \$25,000 to support the Personal Financial Planning program.
- The Institute for Innovation and Entrepreneurship held its annual The Many Faces of Entrepreneurship program in Yakima in November. The program brings area high school students together to participate in an entrepreneurship challenge.
- Two graduate accounting certificates launching fall 2019. These certificates will re-establish CB with a graduate presence. Planning is underway to allow the certificates to "stack" into a Master's degree beginning fall 2020. Also, planning continues to establish graduate business certificates/degrees for fall 2020.

*Continued on page 22.*

*Continued from page 21.*

- Beta Alpha Psi (BAP), students participated in the Volunteer Income Tax Assistance (VITA) program, providing free tax preparation for qualifying individuals.
- Students in Supply Chain Management completed industry projects, including a collaboration with Fluke Corporation, where three students completed a newly revised Lean Six Sigma practicum course that included a student lead Kaizen event to implement process improvement recommendations.
- Students in the Leadership Capstone at all campus locations completed community service projects with global impact. Local projects included fundraising for and installing a specialized wheelchair swing at an elementary school, and seeking donations, building, and donating backpacks with school supplies to needy kids. Global projects included a campaign to provide reusable sanitary products and education to women and girls in Cambodia, and providing technology access to kids in Ghana.
- Students Matt VanBrunt, Lane Spenker, Tanya Avramenks, Tim Rukstalis, and Jon Cyr, with faculty mentor James Avey, won the annual Northwest Boeing Case Competition. This is the third time in the six years of the competition that CWU has won the top prize.
- Tyler Kert was selected by the Public Company Accounting Oversight Board as a 2019-2020 PCAOB Scholar. The Award includes a \$10,000 scholarship.

## College of Education and Professional Studies - Additional Accomplishments

- The Child Life program was one of two programs to receive endorsement from the Association of Child Life Professionals.
- 17 Information Technology Administrative Management (ITAM) students and three CWU faculty spent several weeks in Spain studying cybersecurity.
- The new Dance Program has confirmed 12 majors in one year and received a \$150,000 endowment.
- Maddie Packard, a senior child life student, has worked closely with the American Childhood Cancer Organization to establish Happy Hearts, a non-profit organization to help families with the cost of travel expenses while their child is in the hospital for chemotherapy.
- Central Washington University Apparel, Textiles, and Merchandising (ATM) professor Andrea Eklund and student designers Emily Martin and Maria Zepeda had two of their faculty-student co-designs accepted into the American Association of Family and Consumer Sciences blind peer design competition and one of the designs won Best in Show.
- Engineering Technologies, Safety, and Construction secured \$30,000 in grants.
- Secured funding from the State of Washington to fund a new Department of Health Sciences Building on campus. CWU received \$32 million for the 2019-2021 biennium to be added to the \$23 million received in the 2017-2019 biennium to construct a new building in the present location of Hertz Hall. Occupancy is expected in winter 2022.
- EDTL international programs developed in Belize, and Tokyo, Japan.
- EDTL rolled out five en dorsable minors (i.e., Early Childhood, Highly Capable Learners, Literacy, TESL, HII SPED) to the Centers (Des Moines, Pierce, Wenatchee, and Yakima) starting fall 2019.
- The new Sport Management Program has confirmed 88 majors in one year.
- ITAM students traveled to Peru for a faculty-led service learning experience, performing outreach to a small village called Marcani, high in the Andes (12,000+ ft).
- ITAM has two new specializations: BS and BAS Data-driven Innovation for IT Managers and Project Management and a new minor or certificate: Digital Forensics and Incident Response.

## College of the Sciences - Additional Accomplishments

- Hosted 500 guests for the Washington State VEX IQ Championships. This event included 56 teams for all regions of Washington grades 4-8. Sixteen of these teams, including two from Ellensburg, advanced to the VEX Worlds Championships in Louisville, KY in April/May.
- Students from the first cohort of the STEM Teaching Program are student teaching this spring. Students will be completing the final 350 hours of field experience work in schools throughout Washington and moving into in-service positions fall 2019.
- CWU hosted the Microsoft Pathways Summit on March 11. Samuelson Hall hosted colleagues from Microsoft TEALS, regional community colleges, high schools and middle schools to discuss pathways to computer science and how to increase regional student' access and awareness of computer science pathways and careers.

- Chemistry major Kollin Trujillo was awarded a COTS-SURE grant for the summer. He conducts biochemistry research with lecturer Derek Ricketson.
- Geography Professor John Bowen published a book titled *Low-Cost Carriers in Emerging Countries* with Elsevier in February 2019.
- Physics Associate Professor Andrew Piacsek participated in a panel hosted by the National Research Council in Irvine, CA to review applications for postdoctoral fellowships at national laboratories.
- Anna Hood (B.S. Environmental Studies, Biology, 2017) was accepted into an internship with the US Fish & Wildlife Service. Anna will be working and living with 3 other volunteers and a field leader on Johnston Atoll, a 3-day ship journey from Hawaii. The Crazy Ant Strike Team's goal in the Johnston Atoll National Wildlife Refuge is to eradicate invasive ants and monitoring seabirds and other biological resources. Anna is "extremely excited (and only a bit nervous) to go live in a tent on a remote island for half a year!"
- Kasey Eickmeyer, a Sociology student who graduated in 2014, is defending her Ph.D. in Sociology at Bowling Green State University and has accepted a post-doctoral research position at Rutgers University to begin fall 2019. She published two articles in the *Journal of Marriage and Family* in 2018, with another to be published in 2019.
- Anthropology Associated Professor J. Hope Amason presented a paper entitled "Maintaining Mountain Tough: Thoughts About Culture, Appalachian and Capitalist" to the annual meeting of the Appalachian Studies Association in Asheville, NC.
- Student Tricia Snyder published an article titled: "Administrative Water Resource Management: Pariah or Blueprint for Western Water Management" in the *Journal of the Southwest*.
- Political Science Professor Barbara Flanagan published an article in *Human Rights Quarterly*, Volume 41, Number 1, February 2019, "Promoting the Right of Religion: Diverse Pathways to Religious Tolerance."

## Other Academic and Student Life - Additional Accomplishments

- CWU created a new study abroad program in Japan. Dr. Nelson-Ichido's Intercultural Communication in Japan program comprised a section of COM 302 taught during the six-week session of Summer 2019, two weeks of which (July 2-17) were spent in Tokyo, Kyoto and Hiroshima, Japan.
- Douglas Honors College—97% student retention with a student population that is 35% first generation and with 25% of our students coming from traditionally under-represented groups.
- The new Transfer and Transition Center was created to support student engagement and retention—set to launch in the fall of 2019.
- Library expanded finals week activities for students, including Pizza Night and Jazz and Crafts.
- Library received a grant to create Open Education Resource materials for 27 CWU courses—meaning there will be 27 CWU courses with no-cost textbooks.
- Two new Graduate Certificates in Accounting will begin this fall, with the hope of eventually providing a Master's degree or an MBA in the near future.
- Graduate Studies and Research worked to provide more summer funding for graduate students in their first year of enrollment appears to be increasing retention and making for more timely progress to degree.
- Graduate Studies and Research—We are now going into our 2nd year of thoroughly reviewing all of our graduate programs to determine ever better types of programs to provide, how to deliver their curricula in a current student friendly way, and how better to "brand" graduate studies overall at CWU.
- Douglas Honors College—Piloting and implementation of strengths-based advising curriculum.
- CWU signed an agreement with the Hacettepe University in Turkey. This agreement will allow students, faculty and staff to have exchange and travel to one another. First delegation came from Turkey in July. Three CWU colleagues will visit Hacettepe University this summer and fall.
- CWU will hosts new partners in Ellensburg this summer and fall quarters: Tokyo Gakugei University from Japan will work with education faculty and students in fall and Calvin University from South Korea will attend our Worldcat summer program.
- The new Comprehensive Unit and Approach to Health and Wellness was created in support of students.

Reflecting on the impact donors have made in FY19, we look forward to what is to come in FY20. We will remain hard at work on the goals that we have previously set for ourselves, while also focusing on UA's goals and objectives for 2019-20, which are outlined in the following pages.



## FY20 PRIORITIES



A large, solid brown circle containing the text "GOAL #1" in a white, sans-serif font. The word "GOAL" is on the top line and "#1" is on the bottom line.

## GOAL #1

# Unite Stakeholders Around a Compelling Vision

Establish philanthropic partners to support the university's priorities while working toward campaign readiness.

- Creating experiences for students that continue to support CWU being a highly diverse institution of distinction, supporting improved retention rates

A large, solid brown circle containing the text "GOAL #2" in a white, sans-serif font. The word "GOAL" is on the top line and "#2" is on the bottom line.

## GOAL #2

# Cultivate Capacity Investment

Engage with regional and business networks, corporations and foundations in order to gain financial support to ensure the sustainability of the university.

- Naming opportunities
- Health Sciences facility
- CWU Teach STEM
- CATS Center
- Student Success
- International Student Scholarships for OISP
- Wildcat Commons
- Library facilities
- William O. Douglas Honors College
- Research support for Graduate Studies and Research

A large orange circle containing the text "GOAL #3" in white, sans-serif font.

## GOAL #3

## Engage Constituents

Engage and connect with constituents through various engagement opportunities.

- Regional programs including pillar events like CWU Night with the Seattle Mariners, Sounders FC, Rainiers
- Increasing number of alumni association members
- On campus events and programs, such as alumni hospitality at football and basketball home games, Distinguished Alumni Awards, Alumni After Hours during Homecoming weekend

A large orange circle containing the text "GOAL #4" in white, sans-serif font.

## GOAL #4

## Expanding Reach

Establish the base of new and retained financial support by securing funding for now, and the future, while growing and maintaining the unrestricted annual fund, Students First Fund, supporting funding sustainability.

- Digital media opportunities for giving
- Communication and marketing via a multi-channel approach, reaching people where they want to be reached (per our recent survey results)
- Improved giving experience for all donors, via all channels

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**Your support of Central Washington University and Central students helps us deliver transformative experiences to current and future Wildcats. When you give back, you help support student scholarships, academic programs, and student success—putting students’ needs first.**

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**Our goals support the goals of the university, as follows:**

**Goal #1**

Increase the first-year to second-year student retention rate

**Goal #2**

Increase the diversity of our faculty and staff

**Goal #3**

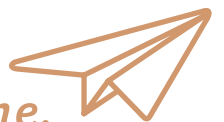
Reduce the campus carbon footprint, and to support efforts that ensure the sustainability of our university.

• • • • •

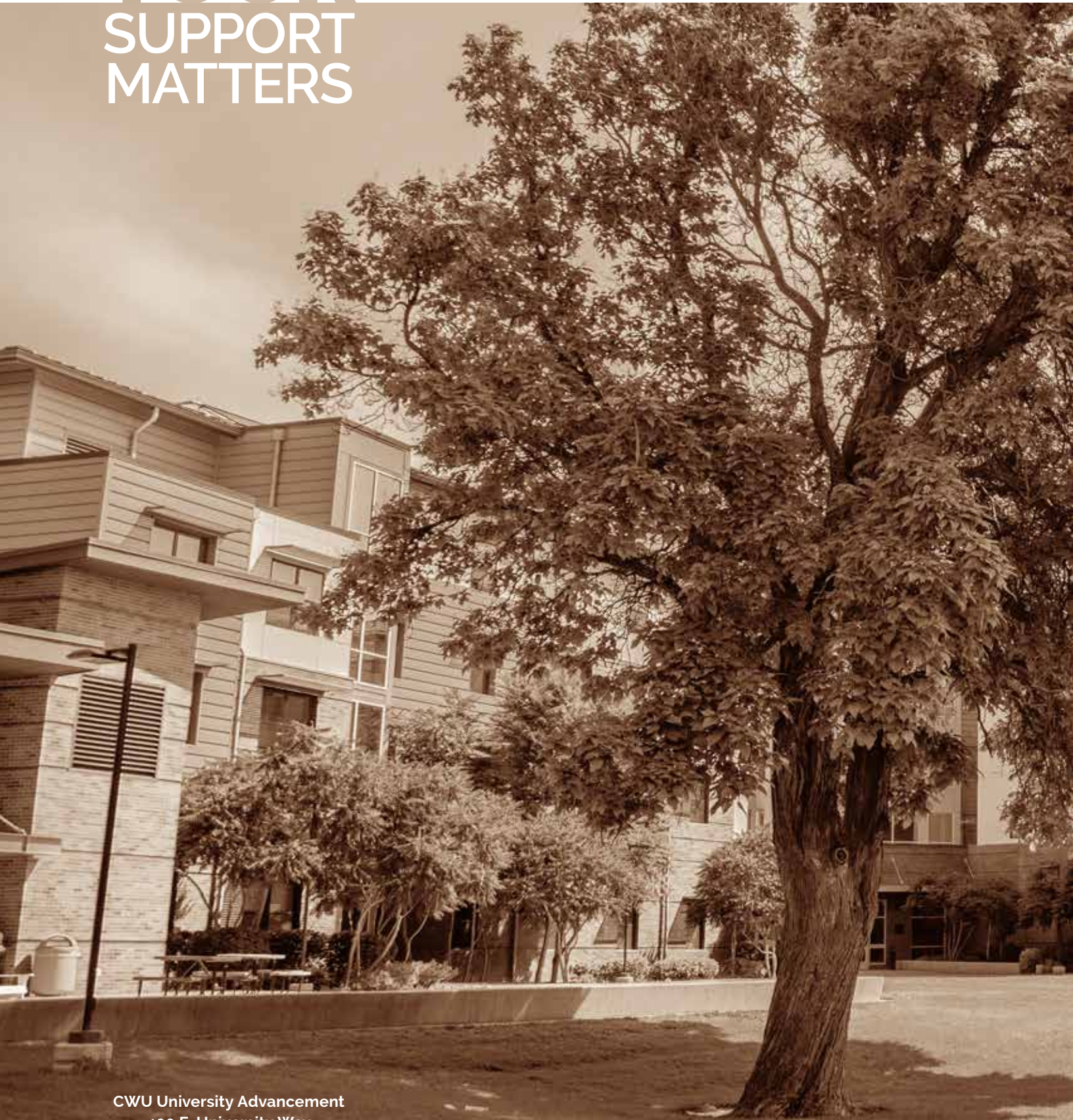
**Your dollars go further to ensure that Central Washington University remains a place where education shapes exceptional people, and for that, we are forever grateful.**

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*And the best is yet to come.*



# YOUR SUPPORT MATTERS



CWU University Advancement  
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