



UNIVERSITY
ADVANCEMENT

FY20

**IMPACT
REPORT**





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CWU University Advancement Impact Report

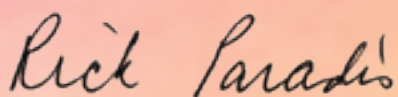
Exhilaration, excitement, fear, trepidation, and many more words come to mind when we look to summarize FY20. It has been a challenging and impactful year, and I truly appreciate each and every one of you for your gifts of time, talent, and yes, treasure.

It was another record-breaking fundraising year, with over \$10 million raised, which allows us to set our sights high as we look toward the future. Collectively, over 4,000 of you banded together making over 9,000 gifts to support students and programs at CWU. Additionally, we achieved a 60% retention rate, which outperforms median public school benchmarking. So thank you, Wildcat Nation, for caring and supporting this institution.

The following pages articulate contributions from all sectors of our community, from a million-dollar gift to the libraries, to the Wildcat Plaza hosting nearly 1,400 alumni and friends, to the largest single financial commitment Central has ever received.

My hope is when you read these results, your CWU pride continues to grow. It's remarkable what we can achieve together. Thank you for continuing to partner with us as we expand our reach to more students and programs at Central.

Thank you,



Rick Paradis



Rick Paradis

Interim VP University
Advancement & Executive
Director CWU Foundation

In this report, you will see University Advancement's recent achievements as well as our goals for FY21.

Our overall objective to engage constituents in FY20 was met with creativity and flexibility. While we were unable to be together in person for our usual gatherings, like the Distinguished Alumni Awards banquet and regional activities, we all showed our "Wildcat Grit" and found ways to stay connected. Your record levels of support are documented in the following pages.

VISION

around our mission, values, and priorities

• • • •

ENGAGEMENT

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

• • • •

INVESTMENT

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

Unite Stakeholders Around a Compelling Vision

Establish philanthropic partners and priorities while maintaining campaign readiness.



As students are central to our mission, we focused on access, opportunity, and engagement in the following ways:

- Funding scholarships
- Food sustainability and housing needs funding
- Bridge program funding for transfer students

Efforts to support CWU as an institute of distinction include *Transformational Teaching and Learning* through:

- Industry-embedded classroom experiences
- Multicultural and international programming
- College student-success centers
- Library refurbishments
- Study abroad, experiential learning, and conference funding
- Campus-wide technology upgrades identified by institutional stakeholders as top priorities

This year's Students First Fund focused on institutional priorities putting students' needs first:

- Student Success—Support the success of Central students by giving to both endowed and current use scholarships, which also helps support critical needs.
- Faculty Excellence—Invest in faculty excellence by creating funding for professional development, endowments for a chaired position.
- Community Engagement—Support the ability to improve community engagement at Central in current and future endeavors.



Cultivate Capacity Investment

Engage with regional and business networks and corporations and foundations.

- A \$4.5M recorded in planned gift intent confirmation.
- The library received a \$1.5M bequest for facility updates, as well as additional education and research resources.
- Increased stewardship efforts resulted in a 10% increase in donor retention, leading advancement to a rate of over 60%, which is higher than industry standard.
- Major gift fundraising increased by 33%, from \$5.675M in FY19 to \$8.484M in FY20.
- An intentional effort with parents led to a 166% increase in parent giving.
- Corporate participation doubled in on-site giving day to support programs and student scholarships.
- Received generous philanthropic support of CWU by Boeing, Microsoft, Amazon, DocuSign, BECU, and Nikon.
- Grew student projects with new industry partnerships and incorporated interdisciplinary techniques between supply chain management program and engineering technologies programs.
- Received a generous grant for Native American Students scholarships from the Mukleshoot Indian Tribe. The Tribe has given more than \$162,000 in support since 2012.
- Three fellowships for Masters in Public Health were created at local public health departments to aid with response to COVID-19. This was through generous support by the Three Rivers Community Foundation and the Yakima Valley Resilience and Response Fund.
- Through increased awareness and outreach, donor count increased by 19%.
- A comprehensive campaign feasibility study was conducted to help determine donor interest, and specific funding areas.



Engage Constituents

Engage and connect with constituents through various engagement opportunities.

- Alumni engagement opportunities included regional events throughout the state and corporate functions with Amazon and Microsoft in 2019.
- Introduced the new CWU Alumni Webinar Series to enrich and expand the Wildcat family network.
- Supported Wildcat businesses through social media highlights and sharing their resources online.
- Drove efforts of the Wildcat family to support students' safety in the upcoming academic year with over 950 masks made and donated.
- UA staff supported the university student calling campaign with 1,478 calls made by individual staff members, some of whom completed up to 123 calls individually.
- Mentorship programs in the College of Business (CB) and the College of Arts and Humanities (CAH) now have more than 100 students supported by mentors.
- The Alumni Plaza drew in 1,387 alumni and friends.

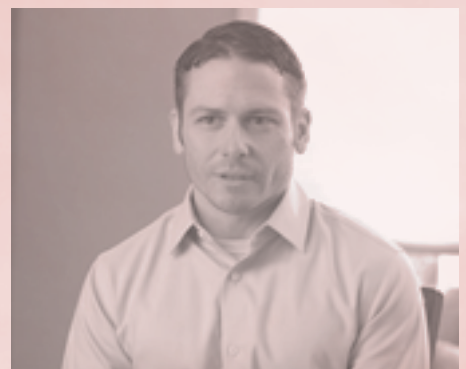


Expanding Reach

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.



- Leveraged a multi-channel marketing communication approach resulting in \$203,960 in online revenue, up 52% in dollars and 60% in donors from last year.
- Utilized new online marketing efforts in FY20, including digital display ads and Facebook lead forms, reaching over 44,000 unlisted alumni and all 30,000 of our target alumni, resulting in over 108,000 likes, comments, or shares, generating \$253,000 in sourced and influenced donations.
- Implemented a new online giving system to improve the donor experience.
- Virtually stewarded donors through student-created thank you videos.
- Leveraged a new crowdfunding platform to encourage giving participation from Wildcats for Wildcats.
- Shared alumni, student, donor impact stories via the press, online, and social media to continue to build a culture of philanthropy.
- Compiled and shared resources for Wildcat-owned or managed businesses.
- Regional activities and engagement supported university brand awareness efforts throughout the region, state, and nation.
- Additional social media efforts continue to connect the Wildcat family and inspire Wildcats to stay connected and engaged with their alma mater, increasing brand awareness.





UA
STRATEGIC
OVERVIEW

Alumni Association Engagement Overview

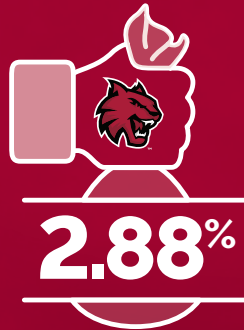


97,128
alumni nationwide

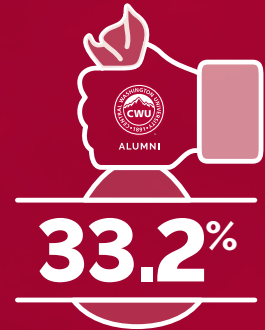


ALUMNI ASSOCIATION

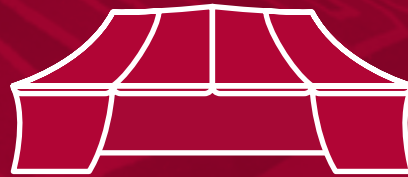
1,741
current membership



alumni
giving rate



giving rate
of members



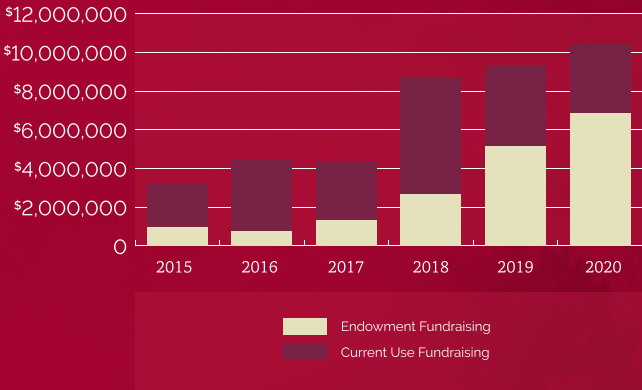
1,387
Wildcat Plaza guests



+100
paired mentorship
relationships

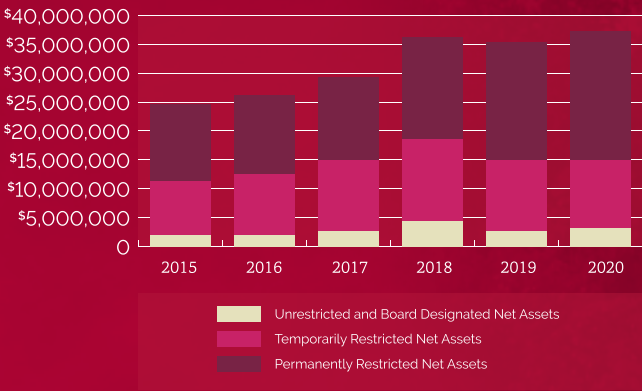
CWU Foundation Financial Overview

Total Fundraising Activity*

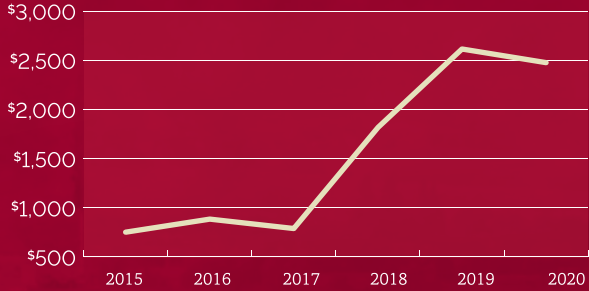


*Numbers represent new gifts and pledges, including bequest expectancies.

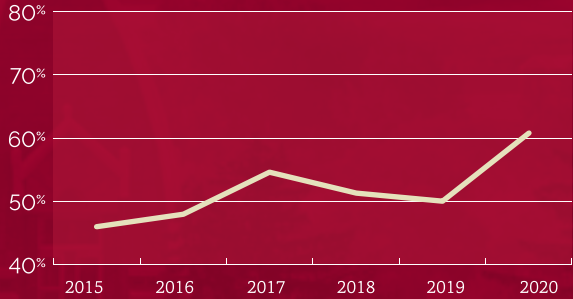
Total Net Assets



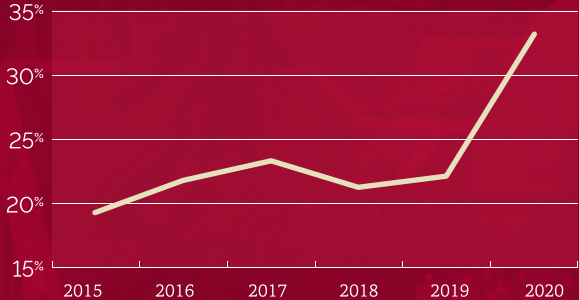
Average Gift Size



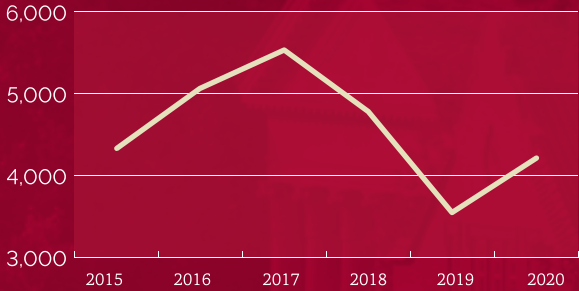
Donor Retention



AA Member Donors



Total Donors



For the full CWU Foundation Audited Financials report please visit cwu.edu/engage.

FY20
Standout
Numbers



\$10,428,827
Total raised*

*New gifts and pledges, including
bequest expectancies



\$37,219,701
Total net assets



\$6,821,945
In Endowment
fundraising



\$3,606,882
Current use
fundraising

As of June 30, 2020

Numbers in this report represent our fiscal year 2020 (FY20) which is from July 1, 2019 through June 30, 2020.



\$1,471,980

Scholarship support to students



\$2,150,875

Additional support to the university



\$1,568,697

In Annual Giving



\$156,379

Students First Giving



4,211

Total donors



1,086

Scholarships awarded



UA
COLLEGE
SUPPORT

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 2019-2020 year for the College of Arts and Humanities. We look forward to another great academic year with your continued support.

Student Spotlight

Christian McGirk received the Art + Design Excellence Scholarship, one of the Department of Art + Design’s most prestigious awards for the 2019-20 academic year. This is a full tuition scholarship created by a CWU Art + Design alum. For many visual artists, McGirk included, the cost of paints, woods, metals, and other materials and supplies presents a significant financial barrier. His art often evokes a sense of mystery by drawing on psychology, mythology, and history. Regarding the future, McGirk believes that “Now more than ever, it is necessary to build art communities.”



Christian McGirk
Fine and Studio Arts
Class of 2020

Top Accomplishments*



90% of graphic design majors graduate with jobs



100% of music education majors graduate with jobs



CWU film ranks in the top 25 film programs nationwide

Donor Support



Current-Use Funds

\$268,087



Endowment Funds (Non-Scholarship)

\$55,000



Endowed Scholarships

\$166,641

Grand Total:
\$489,728

*Additional college accomplishments can be found on pages 21.

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 2019-2020 year for the College of Business. We are looking forward to another great academic year with your continued support.

Student Spotlight

The recipient of The Golden Ticket Scholarship, a gift which she says was life-changing, Chavey can't wait to give back to CWU students once she graduates. During MFE, Chavey shared her story with the 200 high school students and told them to apply to CWU, explaining how the generous scholarship support from our donors alleviates financial hardships for many CB students.



Monica Chavey
Business Administration
Class of 2020

Top Accomplishments*



For the first time, CB offered a "Boot Camp" focused on the agricultural (Ag) industry. The intensive day-long experience saw students and faculty follow the Ag supply chain from field to product.



The Many Faces of Entrepreneurship (MFE) program, offered through the Institute for Innovation & Entrepreneurship (I4IE), extended to three locations.



Through the College of Business Emergency Fund, more than 20 students facing COVID-19 related financial crisis were supported in the spring term. These students were ineligible for CARES Act support.

Donor Support



Current-Use
Funds

\$178,418



Endowment Funds
(Non-Scholarship)

\$827,645



Endowed
Scholarships

\$565,675

Grand Total:
\$1,571,738

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

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 2019-2020 year for the College of Education and Professional Studies. We are looking forward to another great academic year with your continued support.

Student Spotlight

Alberto Saldaña graduated in spring 2020 with his BS in public health and will continue as an MPH student and Rural Health Fellow in 2020. Alberto was also named a 2020 Pride Foundation scholar. During his senior year, Alberto was a member of the Public Health Club and participated in the creation of personal protective equipment (PPE) for Kittitas Valley Healthcare (KVH) during the COVID-19 pandemic.



Alberto Saldaña
BS Public Health, 2020
Current Masters in Public Health student, 2022

Top Accomplishments*



CWU Public Health Club utilizes the University's 3D printer to produce headbands for facemasks which were given to the Kittitas Valley Hospital.



The new health sciences building, a 80,748 square foot facility, which is projected to be completed by January 2022, will be three stories tall and have a capacity to house 630 students in a mix of classroom and laboratory instructional spaces.



With some financial support from the state to expand our Alternative Route program, we developed a five-quarter master's program to help address the teacher shortage, especially in remote rural districts.

Donor Support



Current-Use Funds

\$312,051



Endowment Funds (Non-Scholarship)

\$16,836



Endowed Scholarships

\$58,448

**Grand Total:
\$387,335**

*Additional college accomplishments can be found on pages 22.

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 2019-2020 year for the College of the Sciences. We are looking forward to another great academic year with your continued support.

Student Spotlight

“It is difficult to express how grateful I am for your support of my studies, but the best way is to just say: Thank you! As the youngest child in my family, first to go to college, and having parents that own a small business, I didn’t know how I was going to pay for college. Your support is making my future possible and will impact the lives of our next generation(s).”



Caleb Mortensen
Chemistry,
Class of 2022

Donor Support



Current-Use
Funds

\$115,160



Endowed
Scholarships

\$203,947

Grand Total:
\$319,107

Top Accomplishments*



David Hernández-Urbe, former geological Sciences student, and Dr. Chris Mattinson, Geological Science, co-authored paper, Phase Equilibrium Modeling and Implications for P-T Determinations of Medium-Temperature UHP Eclogites, North Qaidam terrane, China, was recognized by Journal of Metamorphic Geology as among the top 10% most downloaded papers in the 12 months following publication.



Dr. Brandy Wieggers, mathematics, was named a 2020 recipient of the Mathematical Association of America's Henry L. Alder Award for Distinguished Teaching by a Beginning College or University Mathematics Faculty Member. CWU is one of just three universities nationwide to have more than one award winner on faculty (Dr. Dominic Klyve won in 2016).

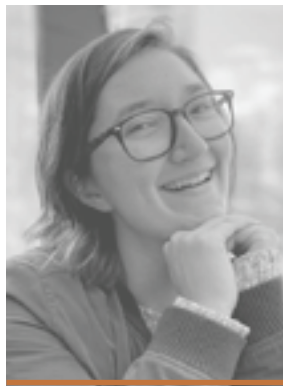
*Additional college accomplishments can be found on pages 22 and 23.

Other Academic and Student Life

In times like these, it's because of donors like you that 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 2019-2020 year for Students First, Student Success, CWU Libraries, Douglas Honors College, Graduate Studies and Research, International Studies, and Extended Learning and Outreach. We look forward to another great academic year with your continued support.

Student Spotlight

"I am very grateful to be a recipient of the (Lillian Bloomer Memorial) scholarship and I greatly appreciate the financial help you are providing. As a peer mentor, I am dedicated to serving other students in the Honors College. I will keep your generosity in mind as I continue my education and use it to inspire me to help others during my time here and throughout my career and life."



Olivia McDougall
2020 Douglas Honors Scholar
Psychology
Class of 2020

Top Accomplishments*



CWU's master's programs have been ranked by Washington Monthly as the 47th best master's university out of 250 in 2019.



William O. Douglas Honors College (DHC) retention rate was 95% last year, and the Honors College welcomed the most diverse DHC entering class yet, with 34% of first year students coming from traditionally under-represented groups.



Over 200 students affected by the recent COVID-19 pandemic received emergency assistance during spring quarter.

Donor Support



Current-Use Funds

\$2,055,315



Endowment Funds (Non-Scholarship)

\$191,442



Endowed Scholarships

\$4,711,970

**Grand Total:
\$6,958,727**

*Additional college accomplishments can be found on page 23.

Athletics

The truncated 2019-20 academic year will be one for the record books, but because of the support of donors like you, our Wildcat student-athletes were able meet the challenges head-on and achieved excellence in competition and the classroom. In this report you will find a few of the highlights and accomplishments of our more than 425 student-athletes. Thank you for your generous and loyal support of Wildcat Athletics, and we are looking forward to coming together again this fall to show our Wildcat Pride.

Student Spotlight

“Receiving an athletic scholarship has allowed me to further my academic interests and be able to explore more options in choosing a career path. Thank you to all the donors, we really appreciate the love and support you give to CWU student-athletes. Each of you make a huge impact on our lives, both on and off the field.”



Michael Roots
Football
Fitness and Sport
Management
Class of 2021

Donor Support



Current-Use
Funds

\$677,851



Endowed
Scholarships

\$23,840

**Grand Total:
\$701,691**

Top Accomplishments



6 All-American performances
(spring seasons cancelled due to
COVID-19 pandemic)



Athletic department
GPA of 3.365



3rd Consecutive Conference
Title for CWU Football

College of Arts and Humanities - Additional Accomplishments

- The National Endowment for the Humanities awarded the CWU College of Arts & Humanities and CWU Libraries a grant totaling \$257,000 to fund the CWU EthicsLab and six new humanities faculty. The EthicsLab will be the first of its kind in the Pacific Northwest and will be an interdisciplinary, public humanities space to develop innovative approaches to actual 21st century challenges and ethical dilemmas facing the community.
- Art + Design moved all student, faculty, and student exhibitions online. In addition to showcasing student work on social media, the photos of soon-to-be-graduating seniors, their artwork, and their favorites quotes or artist statements, helps these students feel more connected to each other in a time when we are all creating separately. "Social media has proven an effective way to reconnect with alumni which enables them to share recent artwork with current students and faculty."
- "Coronalogues" was a collaboration between CWU English students and theatre arts students. This was a powerful opportunity for writers to hear their monologues interpreted and performed and it gave actors the chance to perform fresh, original work remotely.
- Central theatre embraced remote performance with a June production of Radio Program which included radio plays and Tin Pan Alley tunes from the 1950's.
- CWU music met the challenge of remote learning by partnering with Ted Brown Music. Students who needed access to instruments and were unable to pick them up in Ellensburg were able to check them out at Ted Brown stores. Student recitals were featured online this spring in locations from churches to living rooms.
- CWU liberal studies is providing a pathway for students who want to complete the curriculum for deaf studies and American Sign Language (ASL), while the on-campus version is being formally approved. ASL tutoring sessions continued remotely and were open to members of the deaf community during the spring quarter.
- CWU history received a generous endowment to support faculty and student travel for research. History looks forward to being able to take advantage of national and international research opportunities in the future.
- This year marks the 55th anniversary of the philosophy department and the 45th anniversary of the religious studies program. Take a moment to walk through history and appreciate the impact the philosophy and religious studies departments have had on Central Washington University's understanding of human rights, culture and wisdom around the world. issuu.com/hillary.matson/docs/newspaper_booklet
- CWU award-winning media all successfully transitioned to online. This tradition of success was recognized by the Society of Professional Journalists. Central's student media picked up 14 new regional Mark of Excellence awards in this prestigious collegiate competition. The Observer's eight awards topped any other newspaper in Washington State.

College of Business - Additional Accomplishments

- Fall 2020 will see the launch of our new Masters of Professional Accountancy (MPA) program, as well as a new graduate certificate programs in human resources management.
- Under the leadership of Pamela Bonilla, student president, and P.R. O'Shaughnessy executive professor of accounting and faculty advisor Jenny Cravens, our CWU Beta Alpha Psi (BAP) Chapter was recognized with Distinguished Status for its excellence in academics, professionalism, and leadership.
- For the second year in a row, thanks to the support of Boeing and its partners, we were able to offer an Aerospace Boot Camp. Two days of site visits took students from material supplier—to part fabrication—to product assembly—to customer delivery and support. Visits included TMX Aerospace, Boeing's Auburn Fabrication Division, the Boeing Renton Assembly Plant, Alaska Airlines, and SeaTac Airport.
- A contingent of more than twenty CWU LatinX students attended the United States Hispanic Leadership Institute (USHLI) National Conference in Chicago. USHLI is the largest cross-generational Hispanic leadership conference in the country with thousands of attendees ranging from high school students, to industry leaders, to government representatives.
- While our focus is constantly on students, we also must ensure our faculty are prepared to deliver courses in this new pandemic environment. Carl Guess, executive presentation coach with Elevator Speech, provided a session on virtual presentation skills to CB faculty and staff. Faculty and staff gained expertise in presentation design, delivery, and refinement.

Continued from page 21.

- To stay in better touch with our alumni, we also rebranded our annual print magazine. Voyage, the new title voted on by almost 400 alumni, offers 32 high-quality pages of faculty profiles, student spotlights, and alumni interviews.
- Heading into the 2020-21 academic year, the CB has several investment priorities to leverage donor support:
 - Scholarship and emergency funding to support students through the COVID-19 pandemic.
 - Equity, diversity, and inclusivity initiatives to increase our support of our diverse students, faculty, and staff, and to provide students the education and training needed to work in the modern, diverse, global economy.
- Re-organization and branding of student professional development curricular and co-curricular activities. Build and leverage a system of badges and certificates to progress students through the program.
- Additional investment in virtual student support through the COVID-19 pandemic, including tutoring, academic coaching, advising, and career services.

College of Education and Professional Studies - Additional Accomplishments

- 18 students and 2 professors went to the largest US apparel tradeshow, MAGIC in February. MAGIC is the most comprehensive fashion marketplace in the U.S., showcasing Women's and Men's Apparel, Footwear, Accessories, and Sourcing resources from around the world.
- The Wine Studies BS degree has a new specialization option in Wine Industry Management as well as two new certificate offerings in Tasting Room Management and Winery Event Design.
- 14 students earned the industry certification titled CCC Certification (Certified Cruise Counsellor Certification) awarded by CLIA (Cruise Line Industry Association). CLIA is the largest and most powerful global organization in the cruising world.
- 10 students earned Cvent certification. Cvent is the industry standard software for hotels and convention centers.
- The faculty in the Department of Physical Education and Movement Studies worked tirelessly to reach an agreement on a new name for the department: Sport and Movement Studies (SAMS). This new name reflects the evolution of the department and its constitution of programs.
- All three of the majors in SAMS (Sport Management, Physical Education and School Health, and Dance) experienced growth in student numbers this past year. Additionally, both master's programs (SAA and HPE) have record high enrollment numbers for 2020-21.
- The Information Technology and Administrative Management (ITAM) department in conjunction with CWU Extended Learning expanded the high demand MS-ITAM graduate program to the newest CWU location in Sammamish.
- The Institute of Electrical and Electronics Engineers (IEEE) CWU student club successfully raised funds to send 10 members to the IEEE regional Rising Stars Conference in Las Vegas, NV
- The American Society of Safety Professionals (ASSP) student section was placed third nationally in the outstanding student section of the year
- MS in Integrative Human Physiology and MS in Nutrition developing one year options starting Fall 2020 for individuals to earn MS degrees in one year.
- Paramedicine program goes on the road to Spokane and Edmonds to offer training for emergency medicine in places needing expertise for individuals who are place bound.

College of the Sciences - Additional Accomplishments

- Mariah Hogan, law & justice, mentored by Dr. Robert Claridge, received the James and Katie Gaudino Scholar of the Year Award 2020 for Scholarly Research at the Symposium On University Research and Creative Expression for "The Law and Social Distancing."
- Dr. Anne Johansen, chemistry, was selected to serve a two-year term as a rotating program director for the NSF Atmospheric and Geospace Sciences Division Atmospheric Chemistry Program beginning fall 2019.
- Dr. Anne Egger, geological sciences, was named Executive Director of the National Association of Geoscience Teachers.
- Dr. Dominic Klyve, mathematics, began serving as the Editor of The College Mathematics Journal in fall 2019.

- Dr. John Bowen, geography, was selected for a Fulbright Scholarship to teach in Myanmar during the 2019-2020 academic year.
- Jonah Kathlean, mentored by Dr. Lene Pedersen, anthropology and museum studies, received the James and Katie Gaudino Scholar of the Year Award 2020 for Creative Expression at SOURCE for “In Our Own Skin.”
- Hermann Yepdjio Nkouanga, mentored by Dr. Szilard Vajda, computer science, received the Graduate Student of the Year at SOURCE for “Automatic Tuberculosis Detection using Chest X-Ray Analysis with Position Enhanced Structural Information.
- Riley Krall, Bill Miller, and Jack Dutton, mentored by Jean Marie Linhart, mathematics, were finalists in the International Competition in Modeling.
- Geological sciences graduate student, Valerie Strasser, helped clarify the geochemical composition of bedrock in northern Kittitas Valley through remote volunteer work with the Washington Geological Survey.
- Dr. Steven Hackenberger, Dr. William Smith, Dr. Neal Endacott, and former graduate student James McLean, anthropology and museum studies, presented “Sanders Site Interdisciplinary Research: 30 Years of Faculty and Student Collaboration” at the Wanapum Heritage Center. The Alaska Native Geoscience Learning Experience program (co-led by CWU Geological Sciences Research Associate Dr. Beth Pratt-Sitaula) received the 2020 Western States Seismic Policy Council's National Award in Excellence in the Outreach category.
- CWU signed an agreement with the Kingdom of Bhutan for exclusive access to implement a research field school at Khebeythang Nature Center for COTS Primate Behavior and Ecology student internships. The COTS Summer Undergraduate Research Program (SURE) celebrated its 5th year of providing students funding to carry out faculty mentored research over the summer. Forty-two students have received summer funding through the SURE Program.

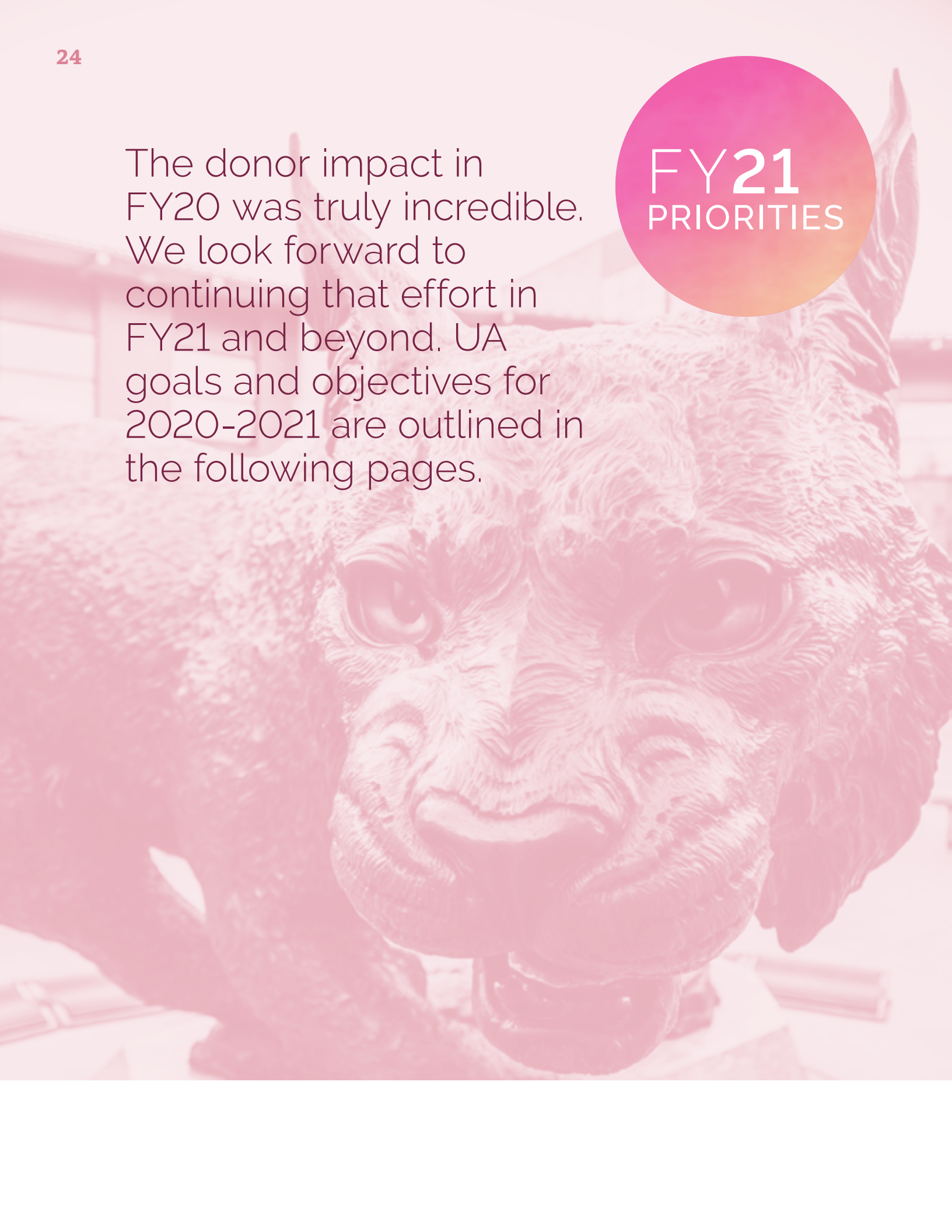
Other Academic and Student Life - Additional Accomplishments

- A donation from Wilma Stellingwerf enabled the Library to add foundational and historic materials to their collection in digital form. "We expect the gift to benefit the growth of the Libraries for years to come."
- December 2019, CWU hosted a three-member delegation from Changzhou Institute of Technology (CIT). The visit was for the delegation to become familiar with the campus and academic programs offered to explore areas of collaboration.
- Katie Omans, M.A. History and Jackey Anderson, M.S. Cultural and Environmental Resource Management were both awarded the Dale and Mary Jo Comstock Distinguished Thesis Award.
- Senior, and William O. Douglas Honors College alum, Savannah Fields received the Outstanding Student Award at the Sustainability Champion Awards. Savannah's work to create native planting guidelines ensures that CWU is a good steward of our natural resources.
- CWU applied for and was selected as a host university for the Campus Scholarship Program through Fulbright Commission of the Netherlands.
- CWU Multimodal Team and Washington State Department of Health have partnered to establish a learning management platform to facilitate training for case investigators and contact tracers in support of COVID response. This partnership began in July and has laid the groundwork for future partnerships between CWU and the Washington State Department of Health.
- The Tullis fund was established thanks to the generosity of Roy and Isabel Tullis. This year, CWU libraries enriched digital archive collections offerings because of the Tullis funds.
- The 2019-20 recipients of the Honors College Lillian Bloomer Residential Peer Mentoring Fellowship pivoted quickly last spring to provide ongoing support and programming to the DHC first years and other students who suddenly found themselves in exceptional circumstances—with online courses and in most cases, no longer living in the residence halls.
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- Biology faculty and graduate students worked with WSDOT on the Monitoring Amphibian Movements in the I-90 Snoqualmie Pass project, improving the handling of larger traffic volumes, reduce closures due to weather, and enhance wildlife connectivity.

The donor impact in FY20 was truly incredible. We look forward to continuing that effort in FY21 and beyond. UA goals and objectives for 2020-2021 are outlined in the following pages.



FY21
PRIORITIES



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



Vision

Unite Stakeholders Around a Compelling Vision

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

- Create experiences for students that continue to support CWU being a highly diverse institution of distinction, supporting improved recruitment and retention rates.
- Student success remains our highest priority, across all our programs and campuses, both in-person and online. We aim to build a vision that provides funds needed for experiential learning and research, foster industry partnerships, bolster faculty collaboration, and provide cutting-edge tools and technology to prepare our students to excel and innovate in their chosen fields.
- We seek to provide open access to institution's systems and services and will allow students to take full advantage of the opportunities that come with higher education through a high-engagement model. We aim to raise scholarship support across all colleges as well as other programs that can provide a holistic support network to ensure all our students can succeed.
- Grow student scholarship support creating access, opportunity, and additional program support.



Engage

Engage Constituents

Drive deeper connections between alumni and university stakeholders through meaningful events and interactions.

- Create and support regional networks.
- Provide monthly webinars for alumni.
- Offer virtual opportunities for alumni to stay connected with each other and the university.
- Celebrate Wildcat owned and managed businesses.
- Provide college-based mentorship programs.



Invest

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.

- Focus on access, opportunity, and engagement by funding:
 - Food sustainability and housing needs
 - Bridge program for transfer students
 - Scholarships
- Support CWU as an institute of distinction through Transformational Teaching and Learning, including funding for:
 - Industry-embedded classroom experiences
 - Library refurbishments
 - College student success centers
 - Multicultural and international programming
 - Study abroad, experiential learning, and conference funding
 - Campus-wide technology upgrades Identified by institutional stakeholders as top priorities



Reach

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.

- Share donor and student impact stories, news, and alumni features through multi-channel communications.
- Continue regional activities, including new regional network leaders and online engagement.
- Continue brand awareness efforts through organic social media, online content, and digital advertising to inspire the Wildcat nation to connect and give.
- Focus on crowdfunding and the online giving experience to help grow annual fund giving, overall giving, and donor counts.

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.

This is a pivotal moment as we leverage recent success and prepare for the next decade.

The best is yet to come.





YOUR SUPPORT MATTERS

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Ellensburg, WA 98926

