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# A New Century of Spirit

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# A *New* Century of Spirit

As a nationally prominent university, WKU is engaged internationally in acclaimed, technologically driven academic programs. An inspiring and talented faculty promotes a high level of scholarship and an entrepreneurial attitude leading to success for all within WKU's reach. The WKU experience occurs on a unique campus and through a spirit which attracts an intellectually exciting and diverse family of the nation's best students.



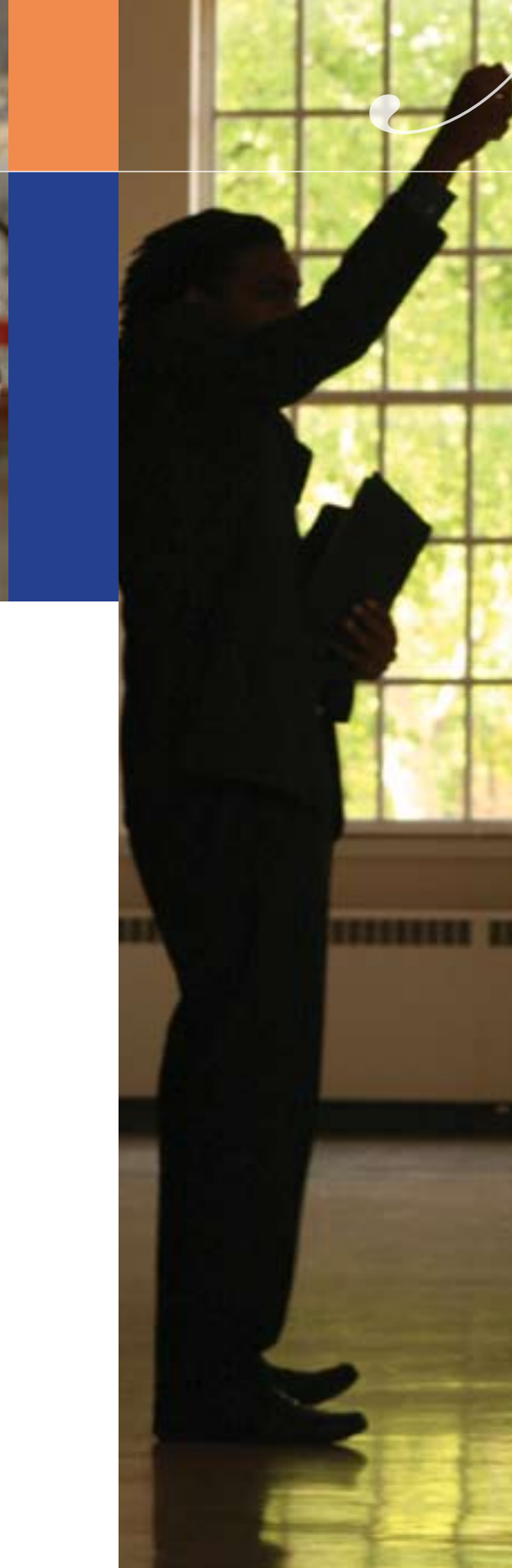
# New Context

In 1998, WKU initiated its first comprehensive capital campaign. That campaign, called *Investing in the Spirit*, helped WKU raise its sights and embrace a culture of philanthropic capacity. Private support provided the financial impetus to launch an aggressive, measurable, strategic plan called *Challenging the Spirit*. Five years later, the campaign was completed with a total of \$102 million raised in gifts and pledges.

Because of that first strategic plan, WKU's enrollment has grown by 25 percent, more than \$200 million in campus construction has been completed, the School of Journalism & Broadcasting has consistently achieved top ranking in American higher education, the William

E. Bivin Forensic Society has won every major national and international speech and debate tournament, and new baccalaureate engineering programs have helped WKU expand its mission of applied research and drive the economic development of Kentucky. These simultaneous efforts began a definitive transformation of WKU from a university of regional importance to a university of national prominence.

WKU sought significant private support as this first campaign was launched in 1998. Its benefactors delivered; change and progress are well documented. Early results are abundant. Now it's time to achieve a full and lasting transformation. It is time to fully deliver on the promise of a bold strategic plan.



# New Intent

*A New Century of Spirit*, a five-year campaign, was publicly announced in September 2007. By 2012, private philanthropic investments will provide the means to affect profound attitudinal, intellectual, financial, and physical changes in the campus.

By 2012:

- WKU benefactors will contribute \$200 million in new gifts and pledges to ensure a transformed institution.
- New commitments to academic quality will include the enhancement of the *Gatton Academy of Mathematics and Science in Kentucky*, a premier Honors College, an internationally engaged faculty and student body, a new practitioner scholar doctoral program in Educational Leadership, and a business plan for the transfer of campus technology to the workplace and for the commercialization of WKU intellectual property.
- A \$200 million endowment will provide the capacity for more competitive compensation for highly credentialed faculty and financial support for exceptional students.
- WKU faculty will generate \$50 million annually in relevant sponsored research and public service to create meaningful enhancements to the quality of life of all within WKU's regional, national, and global reach.
- A \$500 million capital investment in the campus will greatly enhance high-quality academic, student life, and athletic facilities.
- A rich blend of 20,000 high-energy students will bring an average high school GPA of 3.5 to the campus and will graduate at unprecedented rates.
- WKU will compete for national success at the highest level in all of its academic and athletic programs.

*A New Century of Spirit* will focus on the people, places, and programs that exemplify the WKU Spirit. Support of the campaign will allow the University to reach its goals of attracting and retaining highly credentialed faculty and exceptional students, enhancing WKU's physical campus, and providing academic and programmatic support for all areas of the University. In meeting the goals of *A New Century of Spirit*, WKU will have kept its promise of national prominence with international influence. By 2012, WKU faculty and students will acquire the ability and confidence to compete in distinguished programs with any college or university anywhere on the globe.



# New Commitment

The architects of this vision, President Gary Ransdell and an engaged and supportive Board of Regents, have made a firm commitment to complete this transformation. This is a rare opportunity for WKU to build on the momentum of an entrepreneurial spirit and innovative leadership. A successful team of on- and off-campus leaders is in place. A strong resolve binds WKU's alumni, faculty, the corporate community, and friends to achieve the vision. Now the University is engaged in a campaign which will cap a remarkable period in the University's history, fulfill the promise of a bold new attitude and a transformed campus, and launch a new and promising era in its second century of service and learning.

# Fulfilling the *New* Transformation

The University is on the cusp of greatness. Exceptional national prominence is within reach. Now is the time to become the intellectual heartbeat of Kentucky. A significant increase in tangible and intangible support from everyone in the WKU Family is required. All future generations of WKU students, faculty, and alumni will be the beneficiaries of what is achieved by 2012. All will savor the added value of their bond to WKU. The WKU Spirit will be the foundation for a leading American university with international reach.





# Global Ideas for the

# *New* Century of Spirit

In addition to specific needs in each of WKU's academic, athletic, and programmatic areas, a number of global opportunities are priorities for the *New Century of Spirit* Campaign.

## Academic Excellence at WKU

Academic excellence at WKU begins at an early age through involvement in the nationally recognized Center for Gifted Studies. The Center is a major hub for gifted and talented education in the United States, with a vision to become a preeminent, comprehensive, international center.

The 25-year history of The Center for Gifted Studies is the most important factor in WKU's uncontested selection as the location for the *Gatton Academy of Mathematics and Science in Kentucky*. The *Gatton Academy* is a comprehensive, residential program for the most gifted and talented high school juniors and seniors from across Kentucky who have interests in careers in mathematics, science, technology, and engineering.

Building upon the foundation of The Center for Gifted Studies and the *Gatton Academy of Mathematics and Science in Kentucky*, WKU has created a world-class Honors College. The Honors college at WKU has a mission to offer the University's most outstanding students an opportunity to challenge themselves

as well as to take an active role in their professional training and personal growth. Honors courses stress independent and critical thinking, a broad worldview, and the development of writing and speaking skills. A WKU Honors education can be the most important deciding factor when competing with others for a premium job, scholarship, or fellowship upon graduation.

The move to an independent Honors College will make the Honors experience a substantial portion of a student's four-year experience at

WKU. The Honors college will offer advisement and faculty who provide personal attention and exciting opportunities for study abroad and competitive internship programs.

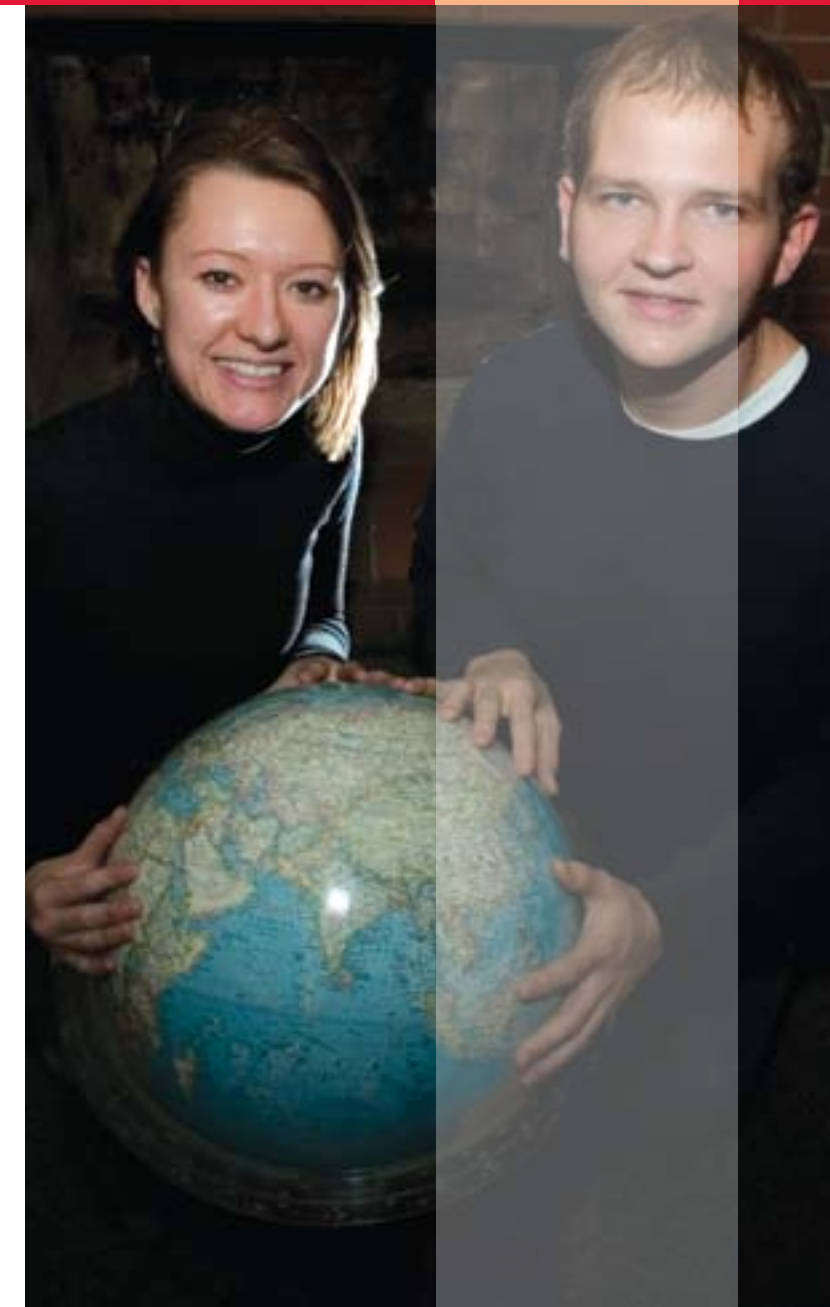
Programmatic, scholarship, and faculty support for these three foundations of academic excellence – The Center for Gifted Studies, the *Gatton Academy of Mathematics and Science in Kentucky*, and a world-class Honors College are creating the intellectual heartbeat of Kentucky and are important priorities of the *New Century of Spirit* Campaign.

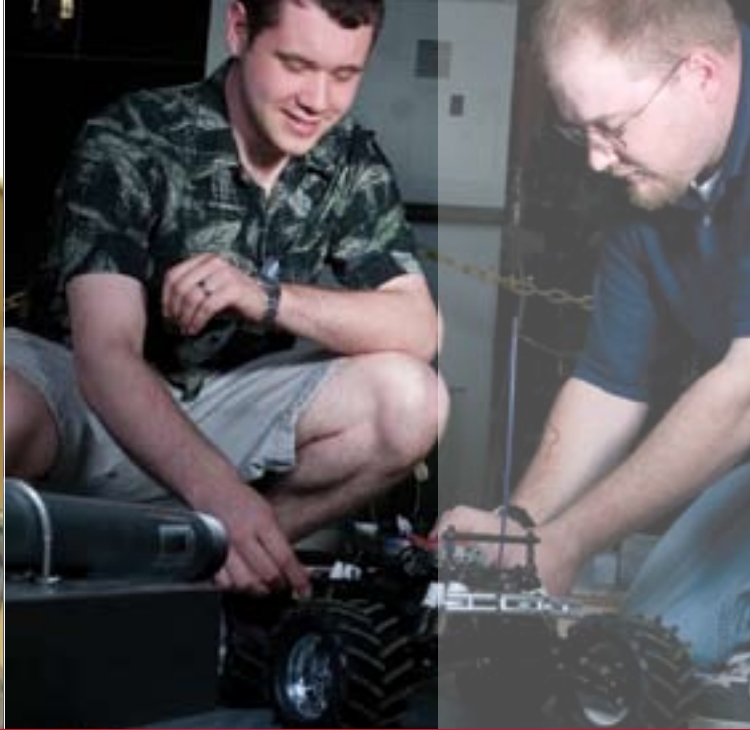


## Support for the University's Study Abroad and International Programs

Students almost always describe a study abroad experience as the most transformational component of their college careers. The opportunity to engage with and immerse oneself in a foreign culture rates as an important element of the University experience. But, for most students, financial considerations are the primary obstacles that prevent this type of opportunity from becoming a reality. Scholarship funds for study abroad would allow countless students to engage in this important educational element.

As outlined in the *Challenging the Spirit* strategic plan, WKU's goal is to provide a collegiate experience that prepares students to be informed, engaged, and dedicated citizens. Study abroad opportunities support the internationalization of Western Kentucky University and promote global awareness by helping students, faculty, and staff develop a unique world-view and understanding. Not only do students learn to acquire an open mind about differences and diversity, they also learn more about themselves and are better able to reflect on their own contributions to the global society. WKU's commitment to study abroad supports its vision to be a leading American university with international reach.





# New Support

## ...for a World-Class Faculty

Support for faculty is also an important priority of the *New Century of Spirit* Campaign. Distinguished faculty committed to scholarship and excellence in teaching, research, public service and civic engagement stimulate students and strengthen the WKU experience. Endowed faculty positions make a direct contribution to the quality of learning at WKU, enabling academic endeavors that would not otherwise exist. The capacity to attract and retain nationally prominent faculty is essential to WKU's success in being an effective steward of its region and preparing highly skilled graduates who will be leaders around the globe.

In addition, faculty excellence endowments are also a critical campaign priority. One of the most lasting gifts one can make to a university,

such endowments recognize high levels of faculty performance and programs that contribute to the continuing quality improvement of curriculum, students, and faculty. Specific needs include training and development, research support, technology, and travel.

Likewise, visiting scholars contribute to the intellectual life of the campus by facilitating stimulating exchanges of ideas between the scholar and WKU's faculty and students. Visiting scholar endowments are a priority as the University seeks to provide greater access to distinguished and innovative scholars, artists, researchers, and writers—individuals who can offer a unique perspective and energize both faculty and students while providing focused attention on timely issues.

## ...for the Best and Brightest Students

Providing a quality educational experience for its students is a WKU tradition. The University is engaged in a strong competition with its peer institutions to recruit the nation's top scholars. WKU is committed to providing endowed funds for competitive student scholarships, fellowships, and awards in order to recognize the academic achievements of its best and brightest applicants. Since the cost of an education is rising, and the cost may quickly become out of reach for many students, needs-based scholarships and awards must also be made available to deserving students.

Undergraduate and graduate research support is also an important priority for the *New Century of Spirit* Campaign. WKU's mission has changed as its strategic plan embraces a bold responsibility for applied research, public service, and civic and global engagement. Gifts in support of faculty and student research can help bright WKU minds identify and solve problems which affect the quality of life in the region and beyond. Likewise, the civic and global engagement of its faculty, staff, and students forms one of the central dimensions of WKU's development as it enters its second century of excellence.





Support for a

# World-Class Library System

Valuable Community Partnerships

WKU Libraries—Helm-Cravens Library, the Kentucky Library and Museum, Glasgow Campus Library, and the Educational Resource Center—support the University’s focus on global issues. The libraries maintain and expand the University’s roles of teaching, research, and public service by serving as a comprehensive source of information access and education. As the WKU Libraries respond to educational, social, cultural, and economic development needs, they become the gateway to an ever-expanding universe of information.

Library’s electronic resources and Web accessible catalogs, both including and exceeding commercial Internet service providers. Additionally, WKU offers the first centralized digital repository in the state that is dedicated to scholarly research, creative activity, and other full-text learning resources that merit permanent access. WKU Libraries continue to provide innovative opportunities for WKU faculty, staff, and students. By utilizing these advanced library resources, all will be encouraged both to initiate research and to publish their findings for future researchers.

WKU Libraries feature an extensive collection of books, journals, artifacts, and electronic databases, and they create innovative, pioneering models of electronic library products. For example, WKU was the first university in the Commonwealth to develop a Web site, library blog, and library podcast. Further, WKU is the first in Kentucky and among the first in the nation to create and expand an electronic library portal. This portal is a means to find the very best local, regional, national, and international Web sites in more than 30 categories, and it encompasses WKU’s and the Kentucky Virtual

Expansion of libraries collections and services guarantees a bright future for WKU and enhances its ability to attract the best of the best. Its vision of providing more valuable, high-quality information to more people in more ways continues to develop as WKU becomes a leading American university with international reach.



WKU provides vital services to the community at large. The new Clinical Education Complex of WKU (CEC) is an interdisciplinary and collaborative project that creates a comprehensive clinical setting for education and health and human service professionals. It builds upon a strong tradition at WKU to meet local community needs, fill service-delivery gaps, provide opportunities for applied research, and enrich both undergraduate and graduate students’ educational experiences through an interdisciplinary team approach. The CEC houses the Communication Disorders Clinic, *Renshaw Early Childhood Center*, Family Resource Center, *Kelly Autism Program*, *Preston Acquired Brain Injury Resource Program*, and *Talley Family Counseling Clinic*.

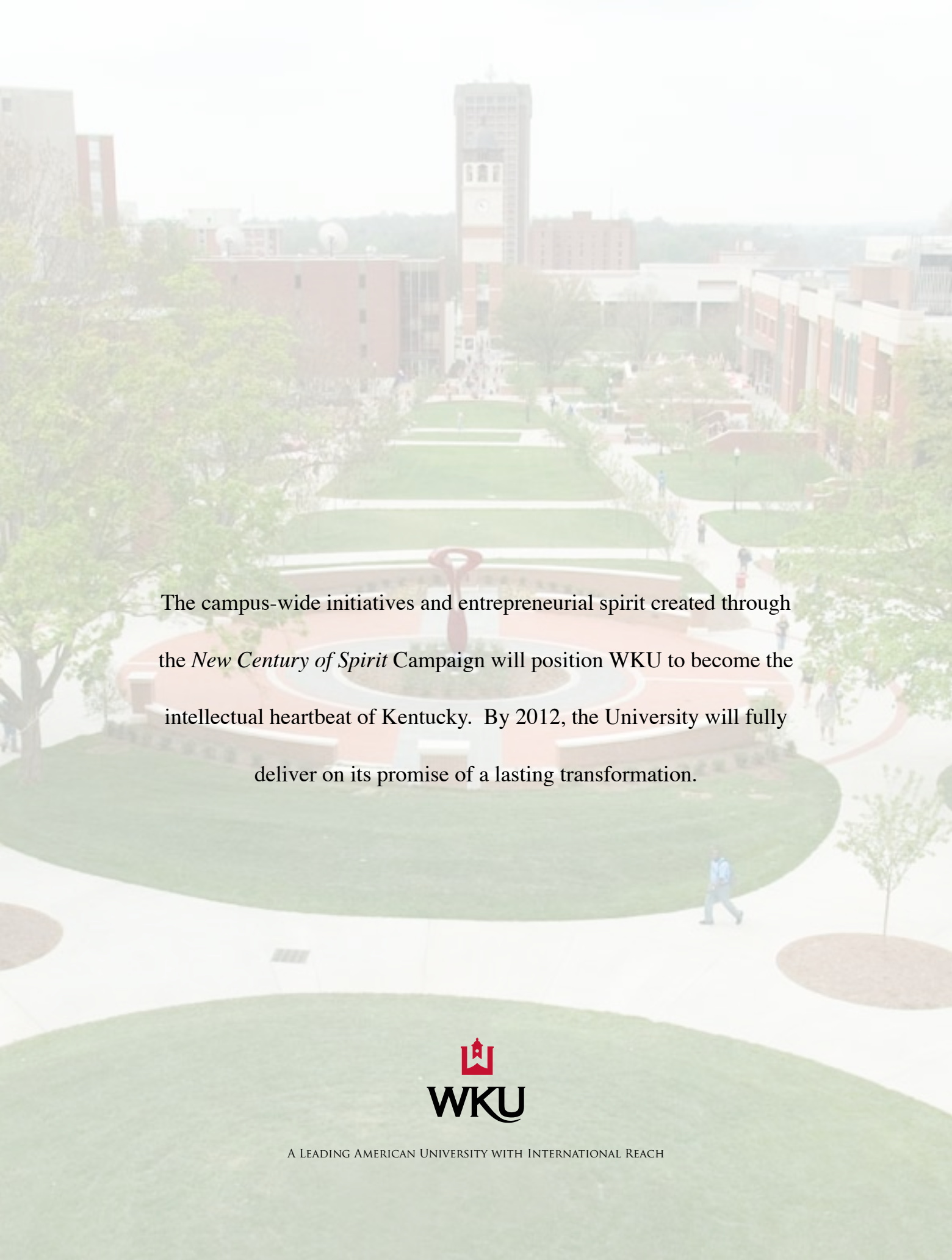
WKU’s Division of Extended Learning and Outreach (DELO) facilitates outreach to business

and industry by partnering with University faculty, departments, and colleges to meet the diverse needs of WKU’s local, regional, and virtual communities in responsive and engaging ways. The Carroll Knickey Conference Center, the Center for Training and Development, Continuing Education, Distance Learning, and Regional Campuses all work together to serve our extended regional community. Finally, WKU’s Center for Research and Development provides state-of-the-art research facilities and access to the world-class applied research centers and scientists. The facility houses WKU’s Applied Physics Institute, the Institute for Combustion Science & Environmental Technology, Materials Characterization Center and Cyber Defense Center, a Small Business Accelerator with 17 technology-based businesses, and the Innovation



and Commercialization Center. The Center encourages and guides technology-based new businesses and facilitates the growth of existing businesses to the next platform. These and other important programs make WKU an important and valued community partner for Bowling Green, the Commonwealth of Kentucky, and beyond.



An aerial photograph of the Western Kentucky University campus. The image shows a central fountain with a red sculpture, surrounded by green lawns and walkways. In the background, a tall clock tower stands prominently among other campus buildings. The scene is captured from a high angle, looking down the length of the campus.

The campus-wide initiatives and entrepreneurial spirit created through the *New Century of Spirit* Campaign will position WKU to become the intellectual heartbeat of Kentucky. By 2012, the University will fully deliver on its promise of a lasting transformation.



A LEADING AMERICAN UNIVERSITY WITH INTERNATIONAL REACH