

2002

## UA3/9/2 Student Plaza

WKU President's Office

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When students talk about their college experience, it is typically what has happened to them on campus; i.e., in and around the residence halls, that dominates the conversation. Residence halls are some of the most dynamic places on any campus. They are where a tremendous amount of personal growth and maturation occur. While classrooms and laboratories obviously contribute a great deal to a student's overall learning experience, in many instances, this is simply where knowledge is "dispensed." It is back in the residence halls that this insight is discussed, analyzed, and ultimately acquired.

In short, you have a unique chance to be forever associated with one of the most important dimensions of the Western experience. And with your support, the WKU Student Life Foundation will be able to ensure that the Western experience will be available for generations to come.

The Student Plaza is one of the centerpieces of Housing & Residence Life on campus and will provide for many future student activities. We thank you for your interest and support of the transformation of Western's campus and for helping to shape collegiate memories for generations to come.



We welcome your support of Western's Student Plaza development program. A Western Kentucky University Development Officer or Volunteer Project Fund Raising Representative will contact you for further information.



Gifts in Kind will be recognized by Western Kentucky University Foundation at the market rate for services or materials. Please contact us at: (270) 843-5536 for further information.

## WESTERN KENTUCKY UNIVERSITY

### *Student Plaza*



*Building Strong Foundations  
For  
Future Generations*

## RECOGNITION GUIDELINES

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### WE APPRECIATE YOUR SUPPORT IN HELPING WESTERN ACHIEVE THE GOALS OUTLINED IN ***CHALLENGING THE SPIRIT***

Key elements of *Challenging the Spirit* include the provision of a challenging curriculum as well as a holistic learning experience. The WKU Department of Housing and Residence Life contributes significantly to that experience by providing a safe and nurturing living/learning environment. Currently, the Department provides living accommodations for over 4,000 students. Residence halls are much more than a place to live -- they afford students a tremendous opportunity to acquire the social and personal skills needed to be successful human beings. Moreover, a Carnegie Mellon study found that approximately 70% of students decide where to attend college based, in large part, on the physical attractiveness of the campus in general and the residence halls in particular. If Western is to maintain a competitive advantage in attracting the best students, then we must continue to invest significantly in our campus facilities.

Overall, the Student Life Foundation will be investing over \$40,000,000 in the renovation of its residence halls over the next three years. And whereas this is obviously a substantial amount of money, it is only about half of what is needed to complete the transformation. In order to make our collegiate housing safe, attractive and affordable for future students, we desperately need your financial assistance in order to complete our enhancement efforts.

Naming opportunity gifts will enhance the buildings, archways, courtyard, and overall aesthetics of the Student Plaza. Your gift will be recognized and appreciated by future generations of students, faculty, staff, alumni and friends. To acknowledge your generous support of the Student Plaza, you will receive permanent name recognition at the following gifts levels:

- Gifts of \$1,000,000 or greater - Dedication of one of the Directional Halls in your honor.
- Gifts of \$500,000 - Dedication of the Student Plaza in your honor.
- Gifts of \$100,000 - Conference room or community room in one of the Directional Halls in your honor.
- Gifts of \$25,000 - Resident room in one of the Directional Halls in your honor.

- Gifts of \$1,000 and above - Brick pavers in the Student Plaza in your honor.

Donors with cumulative gifts of \$25,000 and above are entitled to membership in the Henry Hardin Cherry Society. Members of this gift level receive a lapel pin, opportunity to purchase a membership in the Preston Center Health and Activities Center, and are honored at the annual President's Circle Gala event.

Additional acknowledgement will occur through invitation to athletic and cultural events