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UA3/9/5 Two Major Announcements

WKU President's Office

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TWO MAJOR ANNOUNCEMENTS:

TALKING POINTS FOR 9/18/03 NEW CONFERENCE

ANNOUNCEMENT OF MCCORMACK GIFT:

• DR. WILLIAM MCCORMACK, A 1957 ALUMNUS, AND HIS WIFE, ANN, HAVE MADE A $2 MILLION COMMITMENT TO ESTABLISH TWO ENDOWED CHAIRS IN THE OGDEN COLLEGE OF SCIENCE AND ENGINEERING. THE NEW PROFESSORSHIPS WILL SUPPORT WKU’S PHYSICS AND BIOTECHNOLOGY PROGRAMS. ACADEMIC QUALITY!

• THIS NEW COMMITMENT WAS MADE IN ADDITION TO THE MCCORMACKS’ 2000 GIFT TO ESTABLISH AN ENDOWED PROFESSORSHIP IN THE SCIENCES AND SUPPORT THE KENTUCKY ACADEMY OF MATHEMATICS AND SCIENCE.

• THE INVESTING IN THE SPIRIT CAMPAIGN HAD A GOAL OF ESTABLISHING 25 NEW ENDOWED FACULTY POSITIONS. THROUGHOUT THE COURSE OF THE CAMPAIGN, A TOTAL OF 27 NEW PROFESSORSHIPS AND CHAIRS HAVE BEEN ESTABLISHED AND HAVE BEEN ADDED TO THE UNIVERSITY’S ENDOWMENT. THE MINIMUM AMOUNT NEEDED AT WESTERN FOR A PROFESSORSHIP IS $1 MILLION. A CHAIR REQUIRES $2 MILLION. THESE FUNDS WILL BE PERMANENT, PROVIDING LASTING SPENDING POWER FOR ACADEMIC PRIORITIES, SUCH AS THOSE FUNDED BY THE MCCORMACKS.
CAMPAIGN VICTORY:

- The McCormacks' commitment, made in June 2003, officially moved the five-year *Investing in the Spirit* capital campaign above the $100 million mark, and the final campaign total now stands at $102 million.

- Since the McCormacks' gift funded two professorships—one of the most important priorities within the campaign—it is truly fitting that this gift was the one that brought the campaign above the $100 million level.

- The five-year campaign began on July 1, 1998, with a goal of $78 million. It focused on the people, places, and programs which define the Western experience, and specific goals were set in each area. The campaign was initiated to provide the financial capacity required to support the *Challenging the Spirit* strategic plan and the university's vision to "be the best comprehensive university in Kentucky and among the best in the nation." Academic quality was this driving motivation for Western and for our generous donors.

- The $78 million goal was achieved in May 2002—a full year early—and an enhanced goal of $90 million was set. The *Investing in the Spirit* campaign surpassed $90 million in April 2003, with the announcement of the *Frockt Family Professorship*. 
IN HISTORY. DR. AND MRS. MCCORMACK'S GIFT WAS CONFIRMED IN JUNE 2003, AND MOVED THE TOTAL OVER THE $100 MILLION MARK.

- THE INVESTING IN THE SPIRIT CAMPAIGN HAS BEEN ABOUT MORE THAN JUST DOLLARS RAISED. IT HAS GENERATED IMMEASURABLE ENERGY AND ADRENALINE THROUGHOUT THE CAMPUS AND THE WESTERN FAMILY OF FACULTY, STAFF, STUDENTS, ALUMNI, FRIENDS, AND THE GROWING POPULATION WHO WANT TO BE PART OF THIS UNIVERSITY FAMILY. IT HAS PROVEN THAT WESTERN CAN BE AMBITIOUS AND SUCCESSFUL. OUR SIGHTS HAVE BEEN RAISED. NATIONAL PROMINENCE IS NOT ONLY NOW POSSIBLE—IT IS EMINENT. WE CAN NOW BEGIN TO BE COMPETITIVE WITH THE BEST COMPREHENSIVE UNIVERSITIES IN AMERICA FOR THE BEST FACULTY AND STUDENTS. INSTITUTIONAL CONFIDENCE AND ORGANIZATIONAL SELF ESTEEM ARE HIGH LARGELY BECAUSE OF THE INVESTMENTS MADE IN WESTERN THROUGHOUT THIS CAMPAIGN. IT IS GRATIFYING THAT SOME OF OUR MOST SIGNIFICANT GIFTS HAVE COME FROM NON-ALUMNI. DON VITALE SERVED AS CO-CHAIR OF THE CAMPAIGN BECAUSE HE KNEW THE IMPACT ITS SUCCESS WOULD HAVE ON THIS COMMUNITY AND REGION. MARY NIXON SERVED AS CO-CHAIR BECAUSE SHE EMBRACED THE VISION AND UNDERSTOOD THE POTENTIAL JUST WAITING TO BUST OUT ACROSS THIS CAMPUS. THIS IS A MILESTONE, A TURNING POINT FOR WESTERN. IT IS A LAUNCHING PAD FOR A VERY PROMISING FUTURE. THANKS TO THE HARD WORK OF
OUR VOLUNTEERS, THE CAMPAIGN WILL HAVE A LASTING LEGACY ON OUR CAMPUS.

LET ME REFLECT ON SOME OF THE NUMBERS ACHIEVED:

DURING THE PAST FIVE YEARS, WESTERN HAS:

- INCREASED ANNUAL CASH DEPOSITS FROM $3 MILLION TO MORE THAN $12 MILLION PER YEAR.
- FUNDED 27 NEW ENDOWED PROFESSORSHIPS AND CHAIRS IN A NUMBER OF IMPORTANT ACADEMIC DISCIPLINES, RANGING FROM ENGINEERING, TO BUSINESS, TO MUSIC.
- RAISED $29 MILLION FOR NEW ENDOWED SCHOLARSHIPS IN THE WKU FOUNDATION AND THE COLLEGE HEIGHTS FOUNDATION.
- MORE THAN DOUBLED THE OVERALL ENDOWMENT FROM $24 MILLION TO $54 MILLION.
- INCREASED MEMBERSHIP IN THE PRESIDENT’S CIRCLE BY 282 PERCENT, FROM 376 MEMBERS IN 1998 TO 1,438 MEMBERS IN 2003. THE PRESIDENT’S CIRCLE RECOGNIZES DONORS WHO ANNUALLY CONTRIBUTE $1,000 OR MORE TO WKU.
AVAILABLE. SUCH IS THE CASE WITH THIS THIRD ROUND WHICH WILL BE AVAILABLE IN OCTOBER.

IN 1998, A JOURNEY STARTED TO TRANSFORM WESTERN THROUGH THE CHALLENGING THE SPIRIT STRATEGIC PLAN. THAT PLAN WAS TANGIBLY MADE POSSIBLE BY THE INVESTING IN THE SPIRIT CAMPAIGN. THOUSANDS OF INDIVIDUALS HAVE RESPONDED GENEROUSLY. EACH GIFT HAS STRENGTHENED THE WESTERN EXPERIENCE AND WESTERN'S PURSUIT OF NATIONAL PROMINENCE. EACH DONOR HAS MADE A LASTING IMPACT ON CURRENT AND FUTURE GENERATIONS OF WESTERN STUDENTS. TO EACH PERSON WHO HAS INVESTED IN THE SPIRIT, WE SAY THANK YOU. IN FACT, WE SAY 102 MILLION THANK YOUS!