“Northwest will not just survive, it will thrive with significance.”

Dr. Dean L. Hubbard
Northwest President
Northwest Missouri State University has a proud tradition of excellence in providing quality education. When Northwest alumni and friends were asked to ensure this tradition would continue well into the 21st Century, they answered the call – whether it be with their time, expertise or financial resources.

Northwest publicly launched The Campaign for Northwest in 2002, and many people thought the goal of $21 million was unattainable. The one thing they didn’t consider, however, was the commitment and resolve of the University’s 50,000 alumni and friends.

In today’s society, state support scarcely covers the core needs of public higher education. Northwest alumni and friends understand that private support is a necessity to provide the margin of excellence that Northwest must have to sustain and improve its position as a premier leader in higher education.

This commitment to Northwest’s future was demonstrated consistently during The Campaign for Northwest, and by the campaign’s 2006 conclusion, $43.5 million was raised, including $20 million for scholarships.

Because of this support, future generations of the Northwest family will be better off because so many Northwest supporters – people just like you – rallied together for the common good of all Bearcats.

Northwest is now prepared to boldly enter its next 100 years of providing quality education.

Sincerely,

Orrie Covert
Vice President for University Advancement
Executive Director, Northwest Foundation

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Dr. Dean L. Hubbard
Northwest President

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Commitment to campaign will have lasting impact on Northwest

First, let me say thank you.

Secondly, let me provide you with an amazing figure: $43,534,221. That’s how much was raised, thanks to thousands of Northwest Missouri State University alumni and friends, during the institution’s inaugural capital campaign. I’m sure you’ll agree, that’s an impressive number!

When The Campaign for Northwest concluded – nearly two years earlier than originally planned – contributions and commitments received were more than double the original goal of $21 million. In addition, more than 22 percent of Northwest alumni contributed to the fund-raising effort as well as 84 percent of Northwest faculty and staff. Not only is this show of support amazing, these participation rates well exceed national trends.

I believe the campaign created an atmosphere of giving; it created a solid case for support that alumni and friends could rally around; and it set the stage for future capital campaigns. Ultimately, The Campaign for Northwest successfully met its goal to enhance the quality and ensure the accessibility of Northwest for current and future generations.

As you’ll read on the following pages, the commitment to excellence shown by generous and visionary alumni and friends has been nothing short of overwhelming. Furthermore, because of the extraordinary leadership and expertise shared by two Northwest alumni in particular, Campaign Chairman Dick Leet and Campaign Counsel Bud Edwards, we’re able to celebrate success on a grand scale.

For example, due to the support demonstrated for The Campaign for Northwest, the University

• created the American Dream Grant Program, the only grant of its kind in the nation;
• will construct a Black Box Studio Theatre for student performances;
• created a diversity lectureship series;
• enhanced its international recruitment efforts;
• provided laptop computers to all students living on campus;
• developed a unique Adopt-a-Bearcat scholarship program;
• created the Booth College of Business and Professional Studies;
• established a master’s of science in quality; and
• built a first-class, fan-friendly football stadium.

This partial list of accomplishments since the onset of the campaign, coupled with numerous other campaign achievements, is enough to make any Bearcat swell with pride. I know I certainly do.

Again, thank you for your remarkable commitment to Northwest.

Sincerely,

Dr. Dean L. Hubbard
President, Northwest Missouri State University
I like to tell it like it is. I always have. Therefore, in all honesty, when I was first approached to be the campaign chairman for Northwest’s first capital campaign, I was more than a little reluctant. I’d led similar campaigns for two other institutions, and I knew all too well the role being asked of me was no small task. It was my wife, Phyllis, who eventually convinced me to give leadership to The Campaign for Northwest. She made me understand that supporting my hometown of Maryville and the college from which we both graduated was the right thing to do.

Now, five years and $43.5 million later, I know with confidence that helping in the campaign and becoming reacquainted with Northwest was a joy for both of us and something we wouldn’t trade for anything.

Many people may wonder why Northwest was able to receive funds and pledges for an amount more than twice the intended goal. It took determination and hard work, leadership and teamwork, communication and vision. But more than anything, thousands of Northwest alumni and friends from throughout the world came together for a common goal because it, too, was the right thing to do.

I’d like to congratulate the following groups for ensuring that this great university enters its next 100 years providing outstanding education.

- **The Foundation Board**, including campaign leaders such as board presidents Craig Kelley, George Green and Chuck Place. They conceptualized the campaign, gave support and remained in the center of the action.
- **The Northwest administration, deans and faculty** who described the needs and helped to develop contacts and supporters. President Hubbard continued his support even when other issues demanded his attention.
- **The Office of University Advancement**, headed by Lance Burchett and Orrie Covert, and the many dedicated professionals who worked tirelessly during the campaign.
- **Northwest alumni, friends and supporters** who understood the needs and stepped up with pledges and cash.
- **The citizens of northwest Missouri** and southwest Iowa who recognized the value of a vibrant, outstanding university that serves their youth.

The success of The Campaign for Northwest will no doubt lead to additional, greater campaigns. A great university can always be better and serve more. The needs are enormous. Future campaigns will be just as successful because Northwest is a unique, vibrant institution that is growing and staying in the forefront of educating tomorrow’s citizens – and because it’s the right thing to do.

Sincerely,

Dr. Richard H. Leet ’48
Campaign Chairman
Students come first at Northwest Missouri State University. It’s just that simple. And because this is the top priority, enhancing and increasing scholarship opportunities are critical in keeping Northwest financially accessible to students.

With rising tuition costs and unpredictable economic markets, attending – and affording – an institution of higher learning is often a challenge for students of the 21st Century. When The Campaign for Northwest was publicly launched in 2002, the scholarship component had a goal of $4 million in hopes to give the University vital leverage in a competitive marketplace. The support shown was more than anyone had imagined. By the conclusion of the campaign, alumni and friends had given $20.3 million for scholarships. This was highlighted by an anonymous $10 million gift – the largest gift in the University’s history.

“I think this component was so successful because there are many people who can see scholarships are important for students to come to Northwest, and we need to do what we can to help students get here,” said Ron Houston, a Northwest Foundation board member.

The American Dream Grant is one of several scholarship programs created during the campaign. The American Dream Grant, the only grant of its kind in the nation, is Northwest’s groundbreaking needs-based financial aid initiative that really is making dreams come true for undergraduates who might otherwise find a college education beyond their financial reach.

Students qualifying for the American Dream Grant come from families with incomes of $30,000 or less who also meet Northwest’s admissions criteria. Unlike other needs-based programs, the grant pays virtually all college expenses, including tuition, room, board, books and the use of a laptop computer during a student’s first two years of study at the University. The students can make up any remaining costs through working a few hours each week on campus.

The types of scholarships awarded have seen great change during the course of the capital campaign.

“We are trying to move away from scholarships based strictly on geographic or academic criteria in order to open the pool to a greater number of students,” said Laurie Long ’92, development officer-donor relations. “What may be a priority today may not be 30 years from now. This new focus will provide the flexibility needed to continue assisting Northwest in the future.”

Bev Schenkel ’90, ’92, dean of enrollment management, said The Campaign for Northwest has done more than provide much-needed scholarship dollars to Northwest – it has laid the groundwork for future giving.

“The campaign has introduced the concept of unrestricted giving for scholarships,” she said. “Alumni can see this as an avenue where they can give back to their University.”

Paige Welch, a junior from Kansas City, said scholarships do more than assist her financially – they keep her motivated to perform well in the classroom.

“With the scholarships I receive, it is required that I keep a certain grade point average. This keeps me motivated,” Welch said. “Without scholarships, students like me would not have the opportunity to earn a degree.”

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Northwest’s scholarship program is structured to offer students a variety of opportunities to help them achieve their academic goals and ensure access to higher education. We are certainly out in front when it comes to need-based scholarships thanks to the American Dream Grant Program.”

Bev Schenkel ’90, ’92, Dean of Enrollment Management