

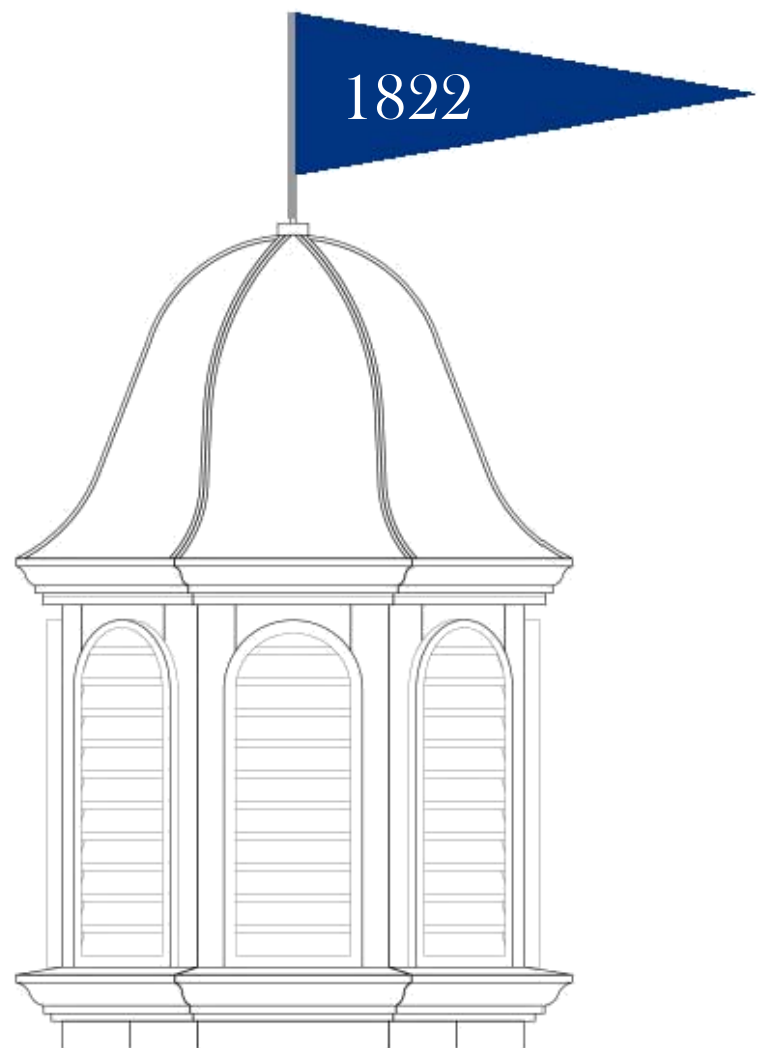
The CAMPAIGN *for*
ATHENS STATE



Taking us from where we are to where we want to be.

Athens State University

announces the undertaking of a \$2.5 million capital campaign. After an extensive study of the structural and infrastructural needs of the University through our Vision 2020 Master Plan, and through individual interviews of those who recognize and support the mission of Athens State, we have made the determination of the critical areas for funding. Those areas are detailed in this publication.



The campaign logo *consists of an architectural rendering of the cupola on McCain Hall. The cupola was added as the finishing touch to the University's latest completed renovation. A pennant was added to include the year 1822, the founding of the school, in a forward facing direction leading us to Athens State's impending bicentennial.*

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Vision 2020

The Vision 2020 committee presented a detailed master plan to President Bob Glenn in 2010. This report is the culmination of a long-range endeavor presenting 14 goals and recommending 81 tactics for implementation of those goals.

The Vision 2020 report process included all segments of the University community, including faculty, staff, students, alumni, and the Foundation Board as well as members of the community. The contents of this report serve as the primary reference point for major decisions at the University during the next decade, and have served as the directive piece to discern campaign priorities.



CAMPAIGN PRIORITIES

Technology enhancements
\$650,000

*Endowed scholarships/
Opportunities for students*
\$650,000

New and revitalized facilities
\$450,000

*Programmatic opportunities/
Graduate programs*
\$250,000

Faculty/Academic Support
\$200,000

Development/Alumni Infrastructure
\$250,000

Cultural and Community enrichment
\$50,000

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Technology Enhancements

Technology is ever changing. Athens State University has found that to be competitive it must be on the cutting edge of educational technology. More than seven years ago, the University announced its first majors to be offered online. Since that announcement, we have seen a transformation in how courses are delivered. More than 70 percent of Athens State students now take their classes fully online or in a blended format. Technology has opened the door for students who might not have been able to consider completing their degree. Since we began online offerings, enrollment has grown from 2,500 to approximately 3,500.

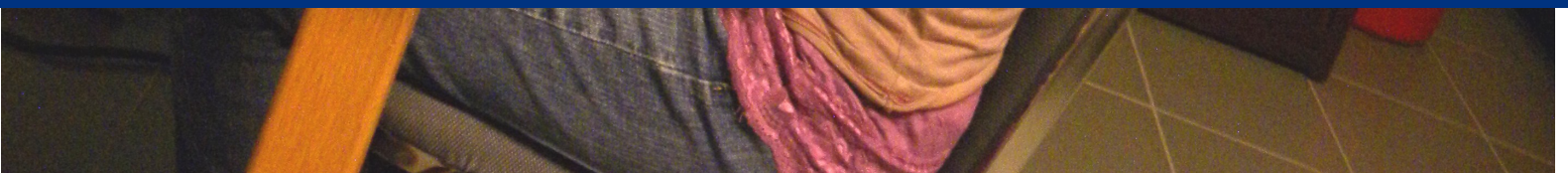
Distance Learning Technologies
\$500,000

Library/Digital Content
\$150,000

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Endowed scholarships/ Opportunities for students

Scholarships are the center-piece of opportunity for our students. While Athens State is committed to providing a high quality education at the best value, students still find themselves needing vital scholarship dollars to pursue their college degree. Approximately 90 percent of Athens State students are employed either full or part-time. They find themselves juggling work schedules, family commitments and taking classes. They view their degree as a door that will lead them to a new career or lay the groundwork for a promotion. The Athens State University Foundation provided more than \$134,000 in scholarship funds to 158 students in 2012. However, there are many student needs that went unmet.

\$500,000 in new endowed scholarships

\$150,000 in new annual scholarships

Scholarship Levels

Endowed Scholarships – minimum \$15,000
Distinguished Scholarships - minimum \$25,000
Presidential Scholarships - minimum \$50,000
These endowed funds may be paid in a lump sum or over a 3-5 year period and will be held as a restricted corpus and only a percentage (up to 5%) of earnings is awarded each year.

Annual Scholarships – A minimum of \$500 gifted each year and the entire amount is awarded for the scholarship.

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New and revitalized facilities

Athens State University is the home to several historical buildings. The campus is in heart of the Athens State College historic district. Maintaining these buildings creates significant challenges when compared to the maintenance of more modern construction. The University is committed to keeping the architectural significance while working to improve the efficiencies and functionality within each structure. In addition, the University desires to consider what is the best use of Carter Hall.

Naming Opportunities

The Foundation establishes naming opportunities for any new construction project, renovation, or appropriate existing entity.

These opportunities range from the ability to name structures, classrooms, offices, study areas, or outdoor spaces.

The naming of an area on campus is a wonderful way to support the University while creating a perpetual connection to Athens State.

Beaty-Mason Home
\$200,000

Founders Hall/Brown Hall/
McCandless Hall
\$200,000

Carter Hall Architectural Study
\$50,000

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Programmatic opportunities/ Graduate programs

Graduate programs are an important component of the University's future. We believe graduate programs that are strategic and meet a demand will allow the University to flourish. However, significant work and planning must be done to make this a reality. In addition, the University views the creation of new undergraduate degree programs that may be geared to meet economic demands within the regional job market.

Graduate Program Development
\$200,000

New Undergraduate Programs
\$50,000

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Faculty/Academic Support

The University has seen its state appropriations drop approximately 30 percent during the past four years. While we have enjoyed increases in enrollment, the cut in state dollars have forced the University to make choices. The Vision 2020 report cited areas of need that would enhance the quality of teaching and scholarship. A teaching faculty must keep abreast of its subject matter and have occasions to present their own research at conferences and meetings.

Sabbaticals/Conferences

\$100,000

Research and Development

\$100,000

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Development/Alumni Infrastructure

To raise money takes money and the investments we make in the infrastructure of our offices of Development and Alumni Affairs will set the stage for a successful campaign. Supporting these areas will increase our initiative's exposure and will assist in identifying funding areas that may otherwise be overlooked. To underpin these two departmental areas is crucial and will insure that Athens State is well supplied to face the goals set forth by the Vision 2020 master plan.

Development and Alumni Support
\$250,000

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Cultural and Community Enrichment

The University must be viewed as the cultural focal point for the Athens and Limestone County community. Concerts, lectures, and exhibits offer a wide variety of experiences that shape who we are and what we think.

These events broaden our perspectives and bring new experiences to the University community.

Cultural and Community Enrichment

\$50,000

Sponsored Programs

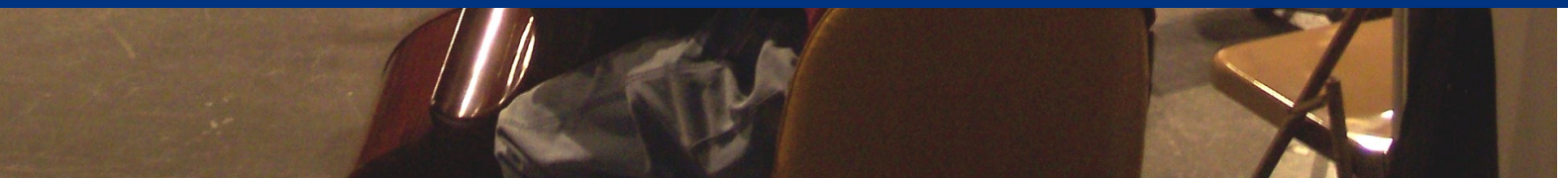
The Foundation establishes named sponsored programs to benefit the cultural and educational enhancement of the community in which we serve.

The programs range between \$5,000 and \$10,000 and support lectures, events, research, or artistic functions.

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University Gift Clubs and Giving Societies

Established in 2010, these have been created to recognize the various participation levels of annual donors, life-time donors, and planned gift donors. Examples are:

President's Club

The President's Club recognizes annual calendar-year contributions of \$1,000 or more by all donors (individuals, businesses, corporations, foundations, and organizations).

Within the President's Club, the University recognizes four annual giving societies:

1822 Society – \$25,000

Founder's Society - \$10,000

Columns Society - \$5,000

Athenian Society - \$1,000

Every gift is vital to the success of the University and the following Clubs recognize annual donors as stake-holders in the future of Athens State University.

Bell Tower Club - \$500

Blue and White Club - \$250

Loyalty Club – up to \$249

Heritage Roll of Honor – recognizes individuals who desire to help meet the needs of today and have contributed cumulative gifts of \$100,000 or more.

Legacy Club – recognizes individuals who desire to help meet the needs of the future by contributing through their estate plans. They have remembered the University in their wills, through an insurance policy, or through an annuity or trust. Some form of written agreement, copy of will, codicil, or trust document must be provided to the University

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