



MSUTexas.edu

Board of Regents Meeting
May 2017

CAMPAIGN TALKING POINTS



BOUNDLESS OPPORTUNITIES

MSU is embarking on a comprehensive campaign that spans 7 years with a goal of \$50M. It will culminate in the university's centennial celebration.

The three pillars of the campaign are:

- Enriching lives.
- Enhancing teaching and learning.
- Investing in our campus and community.



While the campaign includes capital projects, they are not the centerpiece of the campaign—students are. We will be seeking scholarships as our primary goal to continue to offer an attainable college degree at MSU Texas.



The key to a successful college experience is the student interaction with faculty, staff and peers. **The second pillar of the campaign strengthens all aspects of the student experience**—in the classroom, across the campus, and in all those experiences that enrich personal growth, such as athletics, Greek life, service, international study, internships, and undergraduate research.



The third pillar is our commitment to maintain a beautiful and welcoming campus—the most impressive residential campus in this state. We hope to expand athletic facilities and upgrade classrooms, labs, and performance venues. Finally, we want our campus to contribute to the liveliness of our hometown. We want to enrich Wichita Falls with our presence through events, well prepared graduates, and the sharing of important facilities. We hope to move football to our campus and enrich the performing arts with enhancements to our artistic venues.

Thank you for your interest in our campaign. Every gift, no matter its size, matters to us. We are most interested in casting a broad net to include all our supporters in celebrating our first hundred years and prepare us for an even better second century.

Vertical option



BOUNDLESS OPPORTUNITIES

Tony Vidmar, MBA

Vice President
University Advancement &
Public Affairs

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3410 Taft Boulevard
Wichita Falls, Texas 76308

MSUTexas.edu

LETTERHEAD – PRINTED CAN MATCH WORD TEMPLATE



March 30, 2017

Dear Sally,

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Sincerely,

Tony Vidmar
Vice President, University Advancement & Public Affairs

NOTECARD



FOLDER





CAMPAIGN CASE CONCEPTS

CASE STATEMENT/PROPOSAL FOR MAJOR GIFT PROSPECTS

Design solution using digital printing

- Distinctively MSU Texas
 - bigger, bolder, boundless
- Personalized
- Customized
- Cost and time efficient
- Smaller booklet will complement major gift case statement

11" x 17" cover mockups

- Page size designed to fit on standard digital print sheet (*generally 12 x 18*)
- Short-fold cover allows for internal front pocket (*see next slide*)
- Customizable with variable data
- Photos are placeholders only

~13.8" h

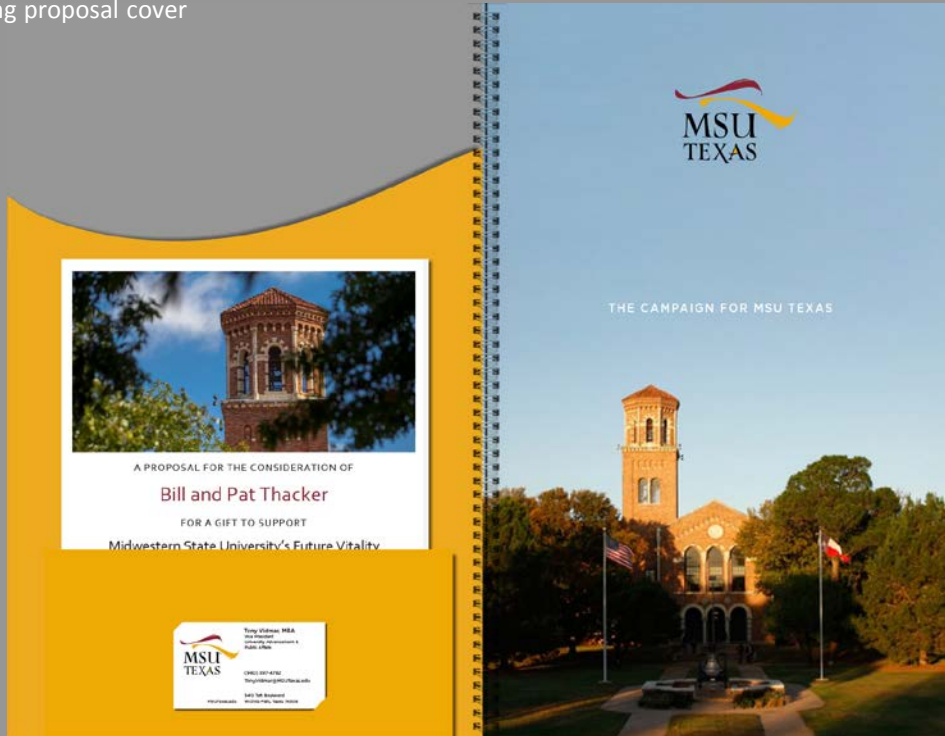


Size compared to
8.5" x 11" booklet



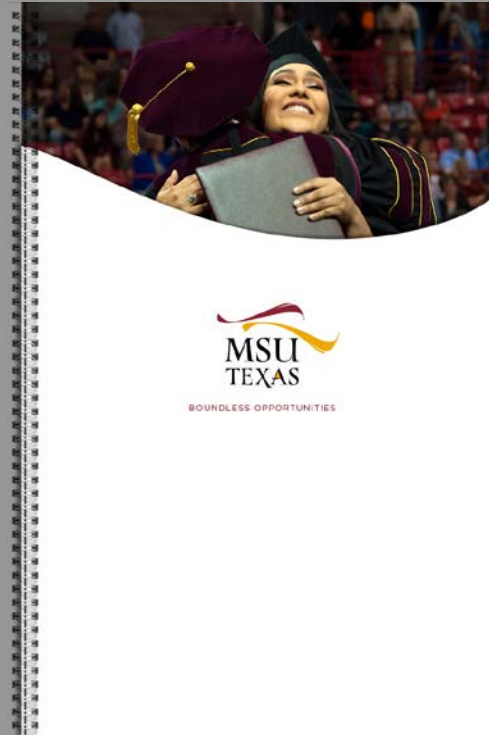
“Blue Sky” option

- Pocket can be created a number of ways
- Note existing proposal cover



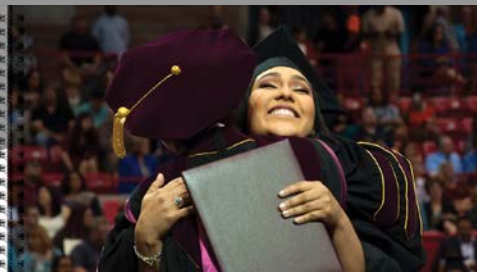
“Collage” option

- Updated Word template
(TBD by final booklet design)





A PROPOSAL FOR THE CONSIDERATION OF
Bill and Pat Thacker
 FOR A GIFT TO SUPPORT
 Midwestern State University's Future Vitality



THE CAMPAIGN FOR
MSU TEXAS
 BOUNDLESS OPPORTUNITIES

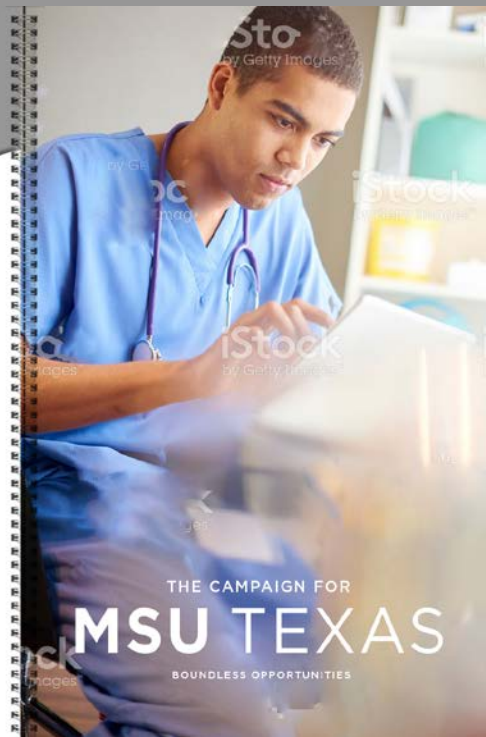


“Student Focus” option





A PROPOSAL FOR THE CONSIDERATION OF
Bill and Pat Thacker
 FOR A GIFT TO SUPPORT
 Midwestern State University's Future Vitality



MSUTexas.edu





SAMPLE INTERIOR SPREADS

11" x 14" height samples

BOUNDLESS OPPORTUNITIES

A COMPREHENSIVE CAMPAIGN FOR MSU TEXAS



“With great optimism and a bold strategic direction, we are planning for advancements to enhance the lives of students tomorrow, next year and into the second century.

***It’s an exciting time to be at MSU Texas.
The sky’s the limit!”***

*– Dr. Suzanne Shipley
President of MSU Texas*

“BOUNDLESS OPPORTUNITIES” DESCRIBES NOT ONLY
OUR VISION FOR MSU STUDENTS, BUT FOR
THE UNIVERSITY ITSELF AND THE WICHITA FALLS
COMMUNITY WITH WHICH IT IS SO INTERTWINED.





TRANSFORMING LIVES

Students are the center of the MSU Texas universe. Every professor, staff member, board member—even every shop keeper and restaurant owner downtown—knows that students are our #1 priority. And so it is no surprise that they are at the very heart of our campaign planning. Everything we do, we do on behalf of MSU students—and their ultimate contributions to the world we share together.

Transformation begins when young people recognize that with an excellent MSU Texas education they will have boundless opportunities.

There is something profound and externally valuable about each individual student's transformation. Yet, it is when we consider the ripple effect of each individual transformation, and the overlapping effect of the collection of transformed students that we begin to recognize the boundless influence of the truly life-changing experiences of MSU Texas. The world is enriched beyond measure because of the differences that the University has made in the lives of students.

Scientists make new discoveries, engineers develop solutions in a range of areas; educators teach children to read; psychologists and social workers help people through mental illness or trauma; accountants and marketers improve the way business works; artists interpret, engage, entertain; medical professionals heal the sick and ease the pain. The meaningful careers for which students are prepared at MSU Texas serve others, solve intricate problems, and prepare for the future that is constantly evolving.

The skills of collaboration, planning, research, problem solving, creativity, along with the ability to be compassionate, curious, open-minded, analytical, patient, and kind—these qualities honed by MSU Texas students are gifts to everyone with whom they interact.

In fact, it is through the transformation of individuals that the world is forever changed for the better.

"Being a student at MSU has helped me to not see limits on my potential. It is a self-actualizing experience, and it is at MSU that I have finally understood life and what it means to be an adult."

— Careisha White '17

“We mentor and encourage our students to think beyond what’s possible. The student/faculty ratio is really low and this allows us to get to know our students and interact with them. We encourage and celebrate their successes.”

– Lynette Watts, alumna



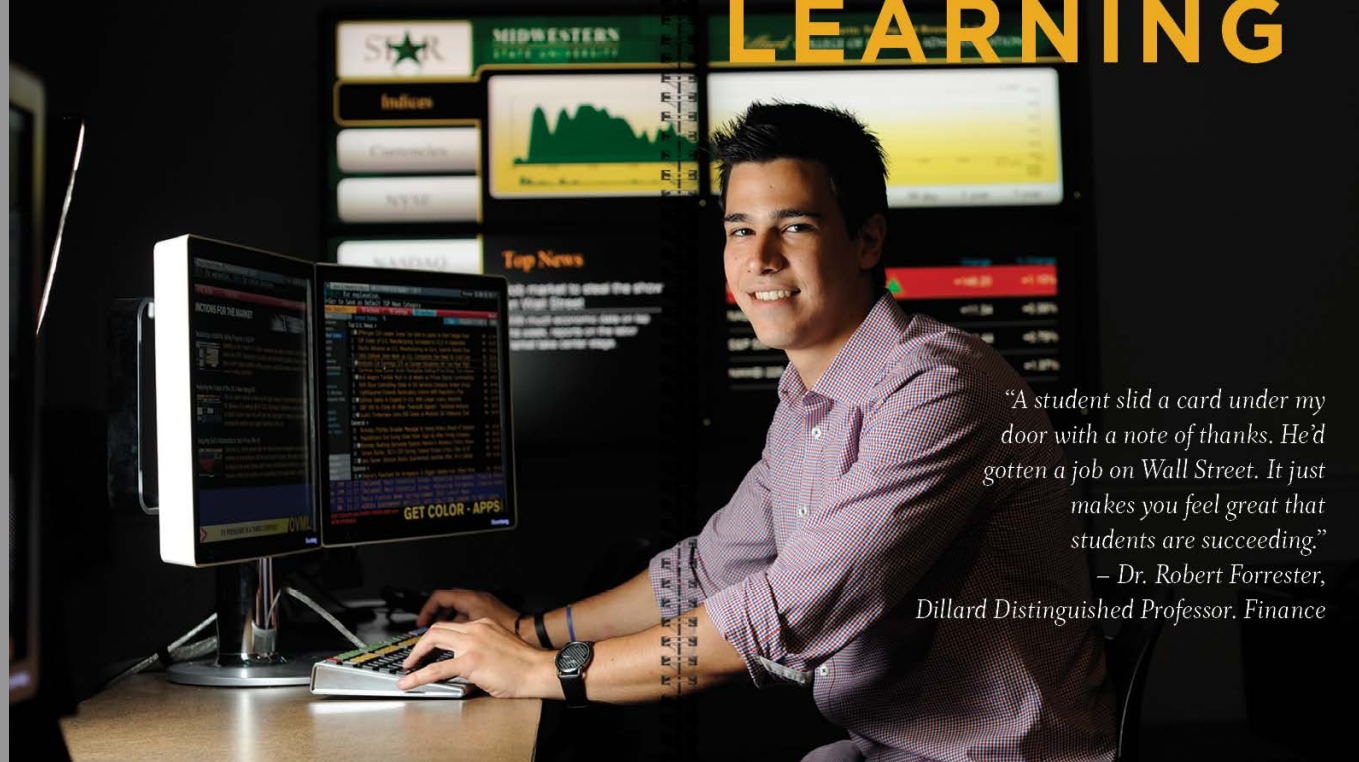
"We have challenges in our infrastructure. We need more classrooms, faculty, advisors, and top-notch facilities to attract and retain top talent."

*– Dr. Robert Forrester,
Dillard Distinguished Professor, Finance*



Allstate ALL 40.18 ↑0.57 AMGEN AMGN 84.87 ↑0.55

ENHANCING TEACHING AND LEARNING



"A student slid a card under my door with a note of thanks. He'd gotten a job on Wall Street. It just makes you feel great that students are succeeding."

*— Dr. Robert Forrester,
Dillard Distinguished Professor, Finance*

“EVERY SINGLE PROFESSOR KNOWS ME.”

– Careisha Whyte '17

*Accounting major, international student,
MSU student ambassador*



TRANSFORMING CAMPUS

The Wichita Falls campus of Midwestern State University is much loved by alumni, students, faculty, staff, community members, and visitors. With 255 acres and 70 buildings, the campus has been planned with careful attention to architecture and landscaping. Outdoor art installations are prevalent and well-maintained. Fountains and open areas between buildings are gathering and studying spaces. To many, the atmosphere is much like the campus of a small private college.

As MSU Texas approaches its second century, the commitment to this beautiful campus is renewed, even as exciting ideas for growth and expansion abound.

New efforts to attract resident students will result in more activity 24/7 in residence halls and elsewhere on campus. Increased social gatherings, entertainment options, performing arts, athletics, fitness and recreation opportunities—all of these things make for an even more vibrant and active MSU Texas campus.

Always interconnected with the Wichita Falls community, any expansion brings new opportunities for community members to come to campus and enjoy their valuable local resource. Plans for new facilities, programs, structures, events—anything related to campus—are always discussed in great detail with community leaders and members, so that the symbiotic relationship is nurtured to everyone's benefit.

"Wichita Falls and MSU Texas are one in the same, as far as I am concerned. We rise together."

~ Community Member name



“ I am a proud alum, and I cannot wait to bring my family to campus to cheer on the Mustangs in a real university stadium! ”

~ Joe Alumnus

ATHLETIC FACILITIES

The MSU Texas Mustangs bring energy and vitality to campus and draw the community and alumni onsite to cheer the team, enjoy friendly rivalries, and form strong bonds. A new stadium will enhance the student experience, elevate the stature of MSU Texas, and generate overall energy and momentum for the kind of transformation that the stadium can symbolize.



Education is the ultimate investment
in the future—of individuals, families,
communities, states, nations, even
humankind itself. A financial investment
in higher education has an impact
beyond measure.

The time is now to make a courageous
investment in a university educating
leaders for our world. MSU Texas
graduates are prepared for a future of
boundless opportunities. Your support
will ensure that the legacy continues for
generations.





BOUNDLESS OPPORTUNITIES