

FURTHER
FASTER

THE CAMPAIGN FOR NKU



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*fur·ther \ 'fər-thər *

- 1. to a greater degree or extent*
 - 2. to help the progress or development of*
-

HELP US CONTINUE NKU'S IMPORTANT WORK OF NURTURING AND DEVELOPING TALENT

Over the past 50 years, Northern Kentucky University has accomplished the unthinkable—turning farmland into a modern, regionally engaged university. When others doubted, we simply got to work, taking the university further than anyone thought possible, faster than anyone could have imagined.

We transform eager minds into the world-changing leaders of tomorrow by educating and inspiring learners bold enough to tackle the toughest challenges in our region, the Commonwealth and our globe. And we're not about to stop now—we're ready to reach new heights. Join us in our mission to develop this region's strongest asset, our people, with an investment in the leaders of tomorrow who will impact their communities, lift up the region and change the world.

Nearly 80 percent of NKU alumni live, work and contribute to our region after graduation. The return on investment made through this campaign will be the community leaders, entrepreneurs, health professionals, artists and CEOs who, as innovators and engaged citizens, will ensure the vibrancy and prosperity of Greater Cincinnati and northern Kentucky in the coming decades.

Your support takes our students, our university and the region further, helping deserving students **access** higher education, **complete** their educational goals no matter the challenges and **engage** with their communities. You can transform lives, create leaders and impact the region and beyond. Together, we will build our tomorrow, today.

**THIS IS OUR PURPOSE.
IT'S WHAT DRIVES US FURTHER, FASTER.**

LOOK HOW FAR WE'VE COME



14,566
STUDENTS REPRESENTING



107
KENTUCKY COUNTIES



45 U.S. STATES AND



62 COUNTRIES

19/1

STUDENT-FACULTY RATIO



45%
OF FIRST-TIME FRESHMEN LIVE
ON CAMPUS IN 1,961 AVAILABLE
RESIDENCES



85
BACHELOR'S DEGREE
PROGRAMS

3

ASSOCIATE DEGREES

22

MASTER'S PROGRAMS

19

GRADUATE CERTIFICATES

1

JURIS DOCTOR
A DOCTOR OF EDUCATION
IN EDUCATIONAL LEADERSHIP
A DOCTORATE OF
OCCUPATIONAL THERAPY AND

2

DOCTORATE OF NURSING
PRACTICE DEGREES



NAMED ONE OF AMERICA'S BEST
COLLEGES BY FORBES FOR 10
YEARS STRAIGHT.

CENTER OF ACADEMIC
EXCELLENCE DESIGNATION
FROM THE U.S. DEPARTMENT
OF HOMELAND SECURITY FOR
THE COLLEGE OF INFORMATICS'
CYBER DEFENSE EDUCATION



572
STUDENTS RECEIVED DONOR-
FUNDED SCHOLARSHIPS
ANNUALLY

\$2.5 MILLION+
AWARDED FOR STUDENT
FINANCIAL AID



17 DIVISION I ATHLETIC
TEAMS—INCLUDING THE MEN'S
BASKETBALL TEAM THAT HAS
MADE TWO NCAA TOURNAMENT
APPEARANCES IN ITS FIRST
THREE YEARS OF ELIGIBILITY



300+
ANNUAL STUDY ABROAD TRIPS



THE SCHOOL OF THE ARTS
(SOTA) OFFERS EIGHT MAJORS,
MORE THAN 45 STUDY
SPECIALIZATIONS
AND 15 REGIONAL ARTS
PARTNERS

220+
STUDENT ORGANIZATIONS

A MESSAGE FROM DR. ASHISH VAIDYA, PRESIDENT OF NKU

Dear friends,

Many of our students come to NKU facing life's challenges. Some come from disadvantaged families, and many have families of their own to care for. Some arrive straight out of high school, while others have spent years in jobs that barely pay the bills. They arrive on campus filled with optimism, even as they are grounded by the reality of a challenging road ahead. And yet they come, ready to work.

The students of NKU are this region's future leaders. They are the teachers, IT and healthcare professionals, entrepreneurs, business leaders and scientists that we need in order to usher in a new era of economic development and prosperity.

It is up to us to continue providing people with an education and opportunities that will empower them to attain fulfilling lives. Despite facing declining state investment, NKU remains committed to providing them with affordable quality education. We must build private support and a stronger endowment to provide a sustainable source of funding for our university.

Today, I ask you to join me in this commitment.

Let us stand with our students and, where we can, make the road a little less bumpy so that they can achieve their educational goals.

This is an exciting time for our university. For more than 50 years, NKU has made a remarkable impact on northern Kentucky and the Greater Cincinnati

area. Now, as we look to write our next chapter, we must actively represent the significance of a 21st-century public institution, as well as the value of a college education for our citizens and the future of both the Commonwealth and our nation.

***WE MUST INVEST IN
STUDENTS TODAY TO
ENSURE PROSPERITY
IN OUR REGION
TOMORROW. THE TIME
FOR US TO GO FURTHER,
FASTER IS NOW.
OUR STUDENTS ARE
COUNTING ON US.***

Sincerely,
Ashish



NKIP

WE CAN TAKE NKU FURTHER: A MESSAGE FROM RICH BOEHNE, CAMPAIGN CHAIR

To our partners:

On behalf of thousands of determined learners who will go on to define the future of our region, I ask you to make a generous investment in the work of Northern Kentucky University.

In the pages that follow, we detail the case for what we are calling “Further, Faster: The Campaign for NKU”—how your money will be used and results you can expect as a return on your investment. All of this, from financial breakdowns to stories of standout students, are important because they demonstrate NKU’s commitment to being an excellent steward of the hard-earned resources you choose to share with us.

**WHILE WE’RE
CONFIDENT IN THE
RETURN ON INVESTMENT
THAT YOU’LL SEE IN
REGIONAL GROWTH,
WHAT WE’RE REALLY
ASKING YOU TO DO IS
JOIN A CAUSE:
PREPARING STUDENTS
TO BOLDLY IMPACT OUR
COMMUNITY, ECONOMY
AND SOCIETY.**

Why should we expect so much from NKU’s students?

Consider who they are as individuals:

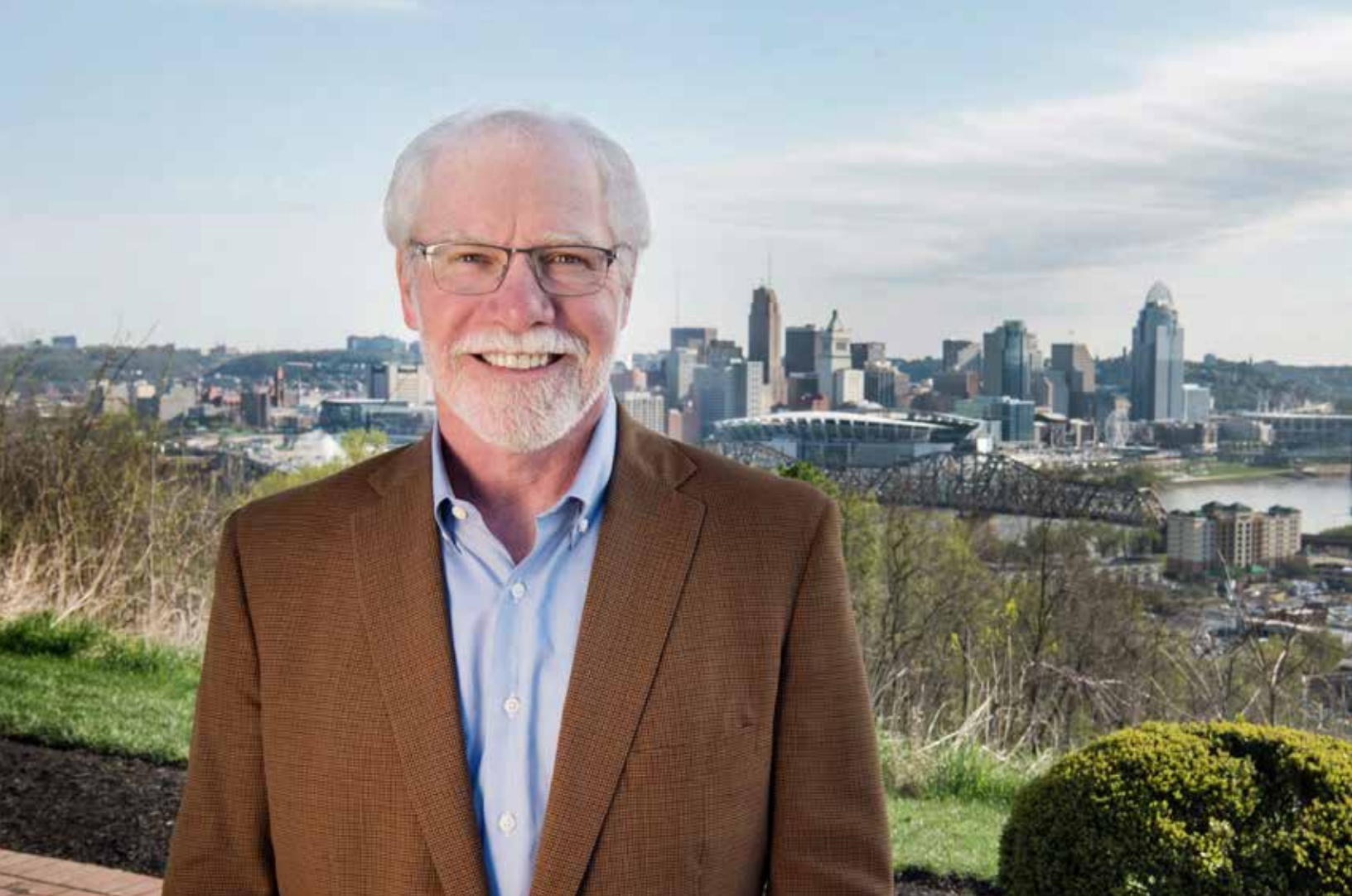
// More than half are first-generation college students striving to make a difference in the 21st century. For these students, we provide not just an education but also critical navigational support as they pursue something not before achieved in their families—receive a college education.

// About half of NKU students are from our geographic region, but close to 80 percent of our graduates choose to live, work and thrive in our regional economy. They fill the talent pipeline required for continued growth and shared prosperity in northern Kentucky, Greater Cincinnati and across the Commonwealth.

// Our region’s best and brightest make NKU their first choice, attracted by nationally recognized programs and cutting-edge education centers, such as Griffin Hall and the Health Innovation Center. Many of those students are sought after by outstanding universities across the nation, but they choose to call NKU their home.

// Forty-five percent are classified as “post-traditional”—over the age of 22 (and some well beyond). Some are single parents advancing their careers for the betterment of their families; some are returning veterans. Most have jobs, and some work full time while completing their educations. And all are working hard to pursue their dreams.

// They need our financial support. Some 25 percent of our students are from families with less than \$50,000 in annual household income, and closing financial gaps for students is the rallying cry of this campaign. We can’t rely on state and federal funds for public education anymore—it’s up to us to raise these critical dollars.



The students of this diverse and inclusive university are powerful catalysts for the advancement of our regional economy and society. And NKU is deeply committed to providing access and completion for even more students, and to preparing each one of them for career and community engagement. Through their achievements, your dollars will generate an outstanding and enduring return on investment.

Please join me in supporting the eager learners of NKU who will lead our community—further, faster—to those levels of success of which we only dream today. It's a great time to join the cause.

With deep appreciation,

Rich Boehne
NKU '81

PROVIDING BETTER **ACCESS**

The first step to a university education and eventual upward and social mobility is access—overcoming financial barriers between a student and enrollment in a degree program. Unfortunately, it's too often also the challenge that stands between students and a college degree. When talented students are unable to pull together funds for a university education, not only do they suffer from limited career opportunities and life experiences, but their communities, our region and the world at large miss out on the full potential these individuals have to offer.

In 2017-2018, 4,298 undergraduate students had an unmet financial need of more than \$5,000. This is the amount a student has to pay out of pocket for tuition and other education expenses. Close to half of our students are the first in their families to attend college, and, for them, these extra thousands of dollars can create a seemingly insurmountable gap.

NKU wants to help the Commonwealth do better. Bachelor's degree recipients earn almost 65 percent more annually than a person with only a high school diploma, but less than a quarter of Kentucky residents have graduated with a bachelor's degree. Higher educational attainment attracts industry and creates a greater economic prosperity. Campaign support for scholarships makes higher education more likely for students struggling to access college and, in the end, impacts the future of our region and our state in measurable ways.

With this campaign, we're asking you to invest in creating greater opportunity for all students,

especially those who are first-generation and under-served, especially in disciplines where the under-representation is most significant. We want even more learners—particularly first generation, post-traditional, low-income and under-represented individuals—to complete an NKU education in an inclusive, flexible environment so they attain upward economic and social mobility.

WHEN YOU HELP STUDENTS ACCESS HIGHER EDUCATION, YOU'RE NOT JUST GIVING COLLEGE EXPERIENCES—YOU'RE CHANGING LIVES AND CREATING AN EXCITING AND SUCCESSFUL FUTURE FOR OUR REGION.



HELPING STUDENTS **COMPLETE** THEIR GOALS

Access to higher education is just the first step toward a degree that opens doors to meaningful careers and fulfilling lives. As students journey through the university experience, numerous pitfalls and obstacles can, and too often do, interrupt the path to a life-changing degree. Completion of a degree is critical, not just for the academic rank it provides, but to avoid cumbersome college debt and decreased income potential.

Maybe it's an unexpected financial burden. Perhaps it's the challenge of balancing school with work and life. Possibly the demands of college life prove too overwhelming without a support network. There are numerous reasons why students consider not finishing a degree program, but our message to them is singular: You belong here. And saying this isn't enough—we work to become home for every student on our campus through programs such as University Connect and Persist (UCAP). In 2018 NKU's four UCAP advisers, who connect students with resources across campus and help them develop personalized plans to graduate, saw over 1,700 students, including 20 percent of our first-year students. The work that UCAP does is critical, and your support for it and similar programs will allow us to increase the number of advisers on campus, ensuring that every student can access services that will help them complete their academic journey at NKU.

It is also our responsibility to create student spaces that are conducive to learning. In a technology reliant world, our learning spaces must have state-of-the-art equipment to prepare students for the

future of work – from cutting-edge laboratories to virtual reality simulation environments. Campaign support for learning spaces will keep students engaged and passionate about their education.

When students face challenges that threaten to derail them, our faculty are there to intervene. More than just experts in their fields and committed teachers, our faculty mentor students while at NKU—and after they graduate as well. They connect students with unique learning and career opportunities, working to energize their skills and interests while engaging with our community and the world to inform policy, revitalize neighborhoods, make breakthroughs and guide tomorrow's leaders. Your support will enable us to recruit and retain faculty who share NKU's vision for student success. Investing in faculty enriches the academic experience while building critical support systems for students in danger of dropping out.

Gifts to strengthen and improve our various programs, services and resources aimed at student support add a critical component to student success, helping future students navigate whatever challenges they may face while pursuing an education.



*FUNDS FOR SCHOLARSHIPS ALLOW HARD-
WORKING STUDENTS TO EARN DEGREES THAT
WILL CHANGE THEIR LIVES, IMPROVE THEIR
COMMUNITIES AND IMPACT THE REGION.*

NURTURING CAREER AND COMMUNITY **ENGAGEMENT**

Universities are successful when they produce engagement, both through graduates engaging with their communities and local businesses, and through university-based initiatives that engage and improve the region. NKU is a regional hub for innovation and entrepreneurship that strengthens the local economy, engages regional businesses and others, and provides cultural opportunities for the community.

Whether through performances that stir the spirit, public lectures that engage the mind or through the Institute for Health Innovation's community-wide effort to improve Kentucky's health outcomes, the work we do at NKU is vital to the region, the Commonwealth and our world. Support for programs, departments and initiatives at NKU are an investment in a better future for Greater Cincinnati.

Every day, NKU students take their skills and unique perspectives off campus to impact communities near and far. Support for programs such as study abroad, internships and co-ops with local businesses, coursework at community healthcare providers and more provides invaluable real-world experiences for our students, while engaging the region and the world in important ways. And graduates fill key employment needs in the region, providing the entrepreneurial spark that ignites communities and filling employment needs for industries that define Greater Cincinnati's economic present and future.

Our goals for the coming years at NKU are ambitious, and they are determined by needs we see today and anticipate in the near future within Greater Cincinnati and the region.

We want to be a major contributor to the prosperity and innovation of our region, creating graduates and lifelong learners who are career-ready on day one.

The work we're doing today is proof that we're on the right track. For example, the College of Informatics' Center for Applied Informatics (CAI) prepares talent for our region's technologically starved workforce through course-development partnerships with companies such as St. Elizabeth Healthcare, CTI Clinical Trial Services, Rockwell Automation and CBT Company, and Procter & Gamble. When our students graduate, they are ready to enter the workforce and make meaningful contributions to today's current industry leaders. With your support, we can strengthen existing programs and dream up new educational opportunities for our students, the regional leaders of tomorrow.

We can't achieve this vision without you. Your support allows us to create more programs and opportunities for hands-on experiences that deepen students' understanding of the world and engage them within the region. Together, let's empower people to bring change to our area while pursuing meaningful careers and leading fulfilling lives.



Kentucky State Senator Schickel works with an NKU student through the Future Leaders Internship Program (FLIP). In this program, NKU students intern twice a week with a legislator in Frankfort.

PREPARING TOMORROW'S LEADERS

The CAI is just one of many departments and programs at NKU preparing students for jobs our region needs today, including:

- // **Health Professions:** Through small classes, student-focused teaching and hands-on work in the St. Elizabeth Healthcare Simulation Center, students train to fill healthcare jobs that the region needs to serve population health.
- // **Mechatronics Engineering Technology:** Students gain a comprehensive understanding of electromechanical systems for careers in design, application, installation, operation and maintenance of everything from aircraft flight control and navigation systems to automated manufacturing systems through classroom training and hands-on learning in the Rockwell Automation & CBT Company Mechatronics Lab.
- // **INKUBATOR:** Supporting the region's entrepreneurs, the Haile/US College of Business's INKUBATOR program provides guidance, team building, access to capital, connections, resources and office space to students and alumni with viable start-up ideas. Graduates of the program have raised \$7 million in capital and created 64 jobs.

CHANGING LIVES WITH **SCHOLARSHIPS**

"This is great. How am I going to pay for it?" thought **KAYLA COMBS** when she opened her NKU acceptance letter.

Combs, a first-generation college student from Beattyville, Kentucky, watched her single mother struggle to support their family on minimum wage jobs all her life. She knew college would open the door to a better future; she also knew her mother couldn't help her pay for it.

The Combs family isn't alone in this struggle. Among Beattyville's 1,193 residents, more than 40 percent live below the poverty line. Based on 2010 census data, Beattyville is third in the country for lowest median household income—about \$21,000 annually for a family—among towns with more than 1,000 people.

Combs knew she had to find a way to pay for school and applied for all the scholarships she could find. A hard-working high schooler involved in numerous extracurriculars, Combs was awarded multiple scholarships, including the Boehne Family First-Generation Scholarship, a scholarship launched by Rich ('81) and Lisa Boehne ('81), both NKU alumni who were also first-generation college students. For Combs, the scholarship was a game changer.

"I am so thankful to Rich and Lisa for their generosity. Just knowing there are people out there who believe in me and want me to succeed means the world, and I cannot thank them enough," says Combs. The marketing

major is making the most of her college experience, polishing leadership skills in the Norse Leadership Society and gaining real-world professional experience through the Marketing Club. Combs also works part time as a student office assistant in the Haile/US Bank College of Business Advising Center.

Combs is excited about the opportunities NKU provided to learn more about herself. "In my first marketing class, I discovered I had a passion for designing and being creative," she says. The realization led Combs to an account services internship at Powers Agency in Cincinnati, and she plans to pursue a career in advertising here in the region after completing her degree.

Thanks to the scholarships she's earned, Combs is on track to graduate from NKU with no student debt, ensuring she can choose wisely for herself and her career after graduation. "It's life changing," she says. "Because of donor support, students are able to get an education and a career they want. Donors are setting students up for a great life."



BRIDGING THE WAY TO **STUDENT SUCCESS**

“UCAP saved my life.” **KIYARA “KIKI” ROBINSON** delivers this statement with a laugh, but she’s serious about the impact Northern Kentucky University’s University Connect and Persist (UCAP) program has had on her educational experience.

A social work major driven to help people through difficulties like those she’s experienced, the freshman first-generation student dreams of attaining her bachelor’s degree to become a mental health professional at Cincinnati Children’s Hospital Medical Center. But not long ago, Robinson sat with advisor Deborah Henry looking at an account hold standing between her and another semester of college—and her dream.

“We were trying to figure out ways for me to pay my tuition, because I was already paying out of pocket,” says Robinson. “I was at about \$3,000.” Like many NKU students, Robinson balances work with a full-time class load, but, with necessary life expenses and a finite amount of time to work, she just didn’t have the \$800 balance payment needed to register for another semester of college. That’s when Henry told Robinson to go to UCAP.

“At first I didn’t want to go,” says Robinson. “I don’t like asking for help, and I felt weird about walking in there.” But Henry was adamant about the program—UCAP is dedicated to helping students through challenges that threaten college completion—so she paid the office a visit. There she met with associate director LaNighta Reid who mentioned the Jackman scholarship, which Robinson applied for and was awarded.

“I went to make my cart for my classes—honestly I thought I couldn’t register,” Robinson says. “But then it said that my hold was off, and I started crying. It was perfect timing. I knew that I was not going to be able to get the rest of the \$800 that fast.”

For Jason and Amy Jackman, benefactors behind the award, helping students like Robinson is what it’s all about. “A lot of the time, just for \$500 or a couple thousand dollars, these kids would drop out of school,” says Jason. “That just seemed crazy to me.” So he and Amy established the Jackman Scholarship to provide funds to freshmen students who were at risk of leaving school with debt and no degree. The award is an ongoing connection between the Jackmans and Robinson, too, providing incremental funds for subsequent semesters to ensure she and other recipients of the award can persist in higher education.

Jason cites his 15-year involvement with NKU as opening his eyes to the power of higher education, saying, “I’ve grown a passion for catalytic education and the role a degree can play in changing the trajectory of students’ lives.” For Amy, though, the scholarship is a personal matter. “I can relate to those students, because I’m the first person in my family to graduate with a degree,” she says. “I really like the support that the UCAP program and the university offers these students.”

Robinson is deeply thankful for this support, which has allowed her to continue learning at her new university home. “I just feel like I can be myself at NKU,” she says.



*"I'M JUST SO, SO
GRATEFUL FOR THE
OPPORTUNITY TO HAVE
THIS SCHOLARSHIP
AND FOR HELPING ME
FINANCIALLY."*

ECONOMIC IMPACT



LOCAL ECONOMIC IMPACT OF
ALMOST
\$175 MILLION
EACH YEAR

IN RETAIL
\$75 MILLION

DINING AND ENTERTAINMENT
\$39 MILLION

HOUSING
\$27 MILLION

AND SERVICES
\$33 MILLION

(Data collected by students in NKU's Haile/U.S. Bank
College of Business)

NKU FOUNDATION
MANAGES OVER
\$120 MILLION
IN ASSETS IN SUPPORT OF NKU

NKU FOUNDATION HAS
OUTPERFORMED MANY PEER
UNIVERSITY FOUNDATIONS AND
BESTED THE NCSE
(NACUBO-Commonfund Study of Endowments)

**IN SEVEN OF
THE PAST
10 YEARS**

OUR CAMPAIGN GOAL

\$75 MILLION



\$25 MILLION
ACCESS

\$25 MILLION
COMPLETION

\$25 MILLION
ENGAGEMENT

MAKE A GIFT AT
nku.edu/furtherfaster

