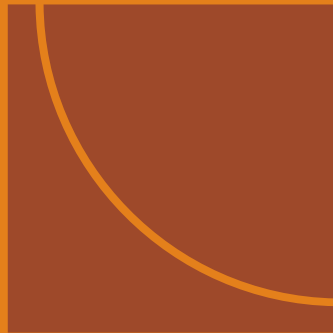


The  
Campaign  
for OSU

THIS  
AMAZING  
PLACE

THIS  
HISTORIC  
MOMENT



THIS AMAZING PLACE

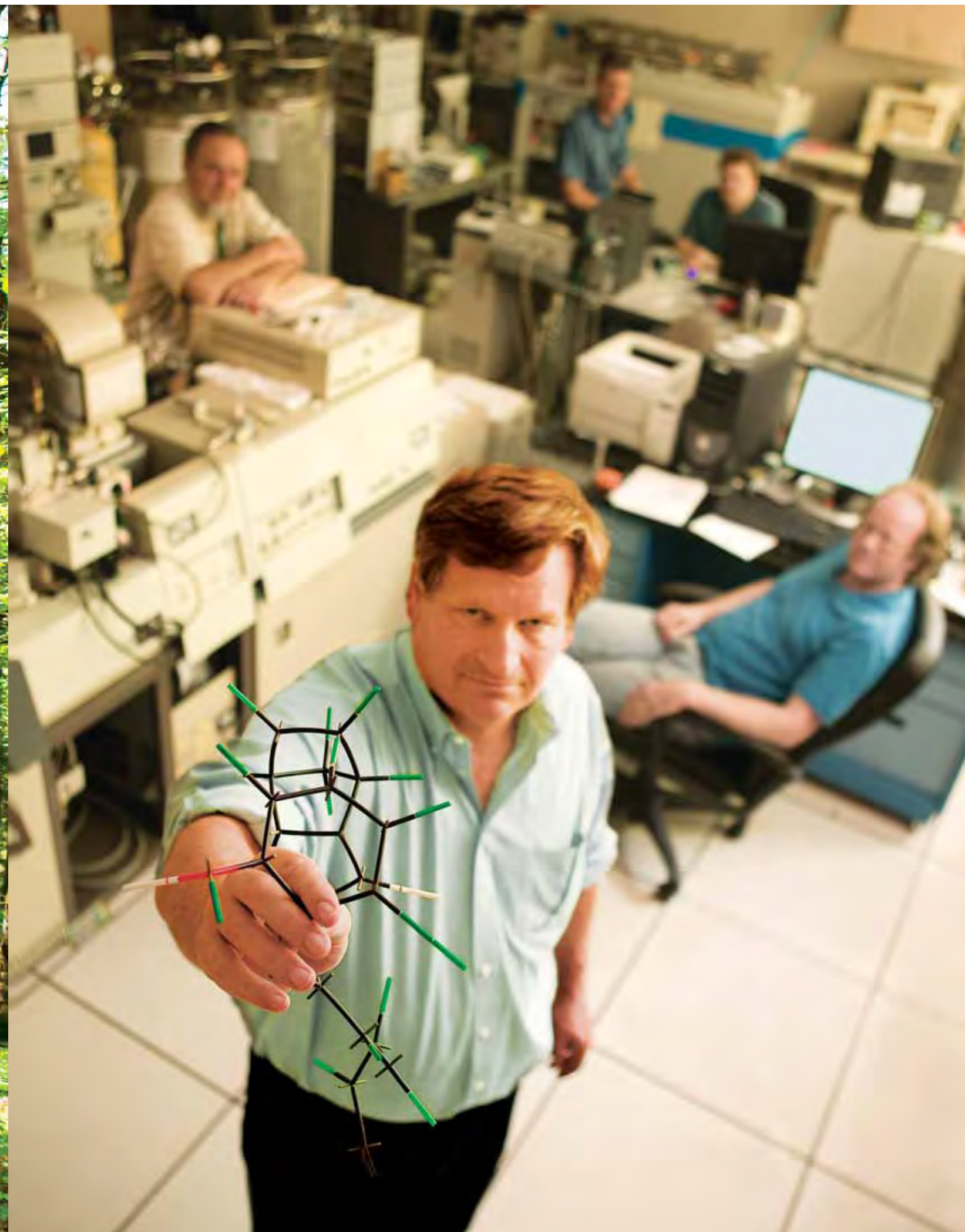


**WHERE STUDENTS TURN TALENTS INTO ACHIEVEMENT** Nineteen-thousand strong, students come to Oregon State University from every county in Oregon, every state, and 80 different countries. Here they create a vision for their lives—figuring out what they enjoy, where they excel, what they have to offer the world. They leave OSU ready to marshal their talents and abilities in the service of society, whether here in Oregon or across the globe.



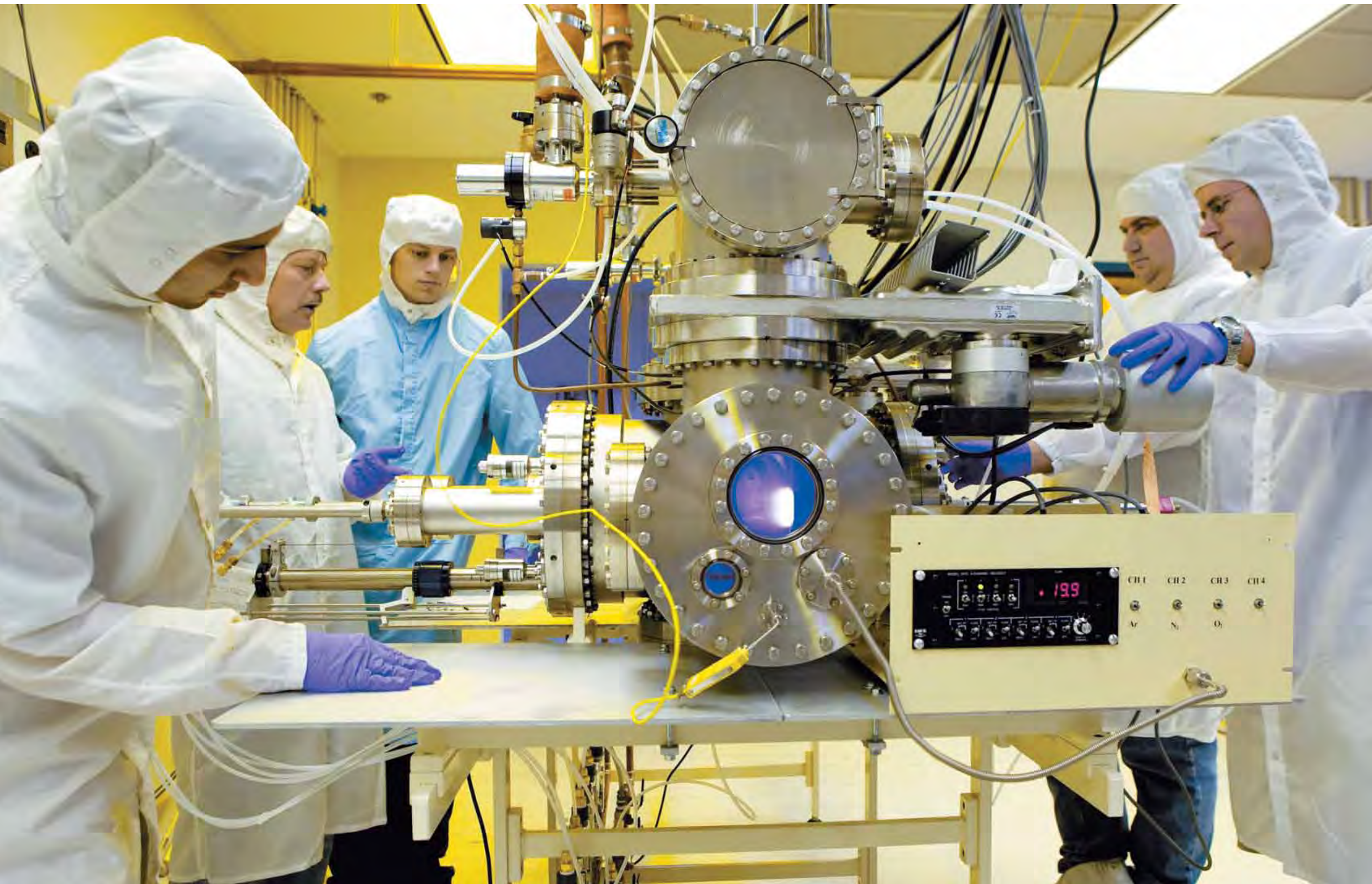
**WHERE PROFESSORS GUIDE AND INSPIRE** Not satisfied to teach “by the book,” OSU professors develop courses and projects that are as exciting and innovative as their research. They draw their students in with incredible passion and creativity, and then inspire them to ask questions and seek answers on their own—not just in the classroom, but in studios and laboratories, in forests and fields, throughout the Willamette Valley and around the world.

ABOVE: WILLIAM BOGLEY, ASSOCIATE DEAN, THE UNIVERSITY HONORS COLLEGE, AND ROBYN MITTS, AN INTERIOR DESIGN MAJOR



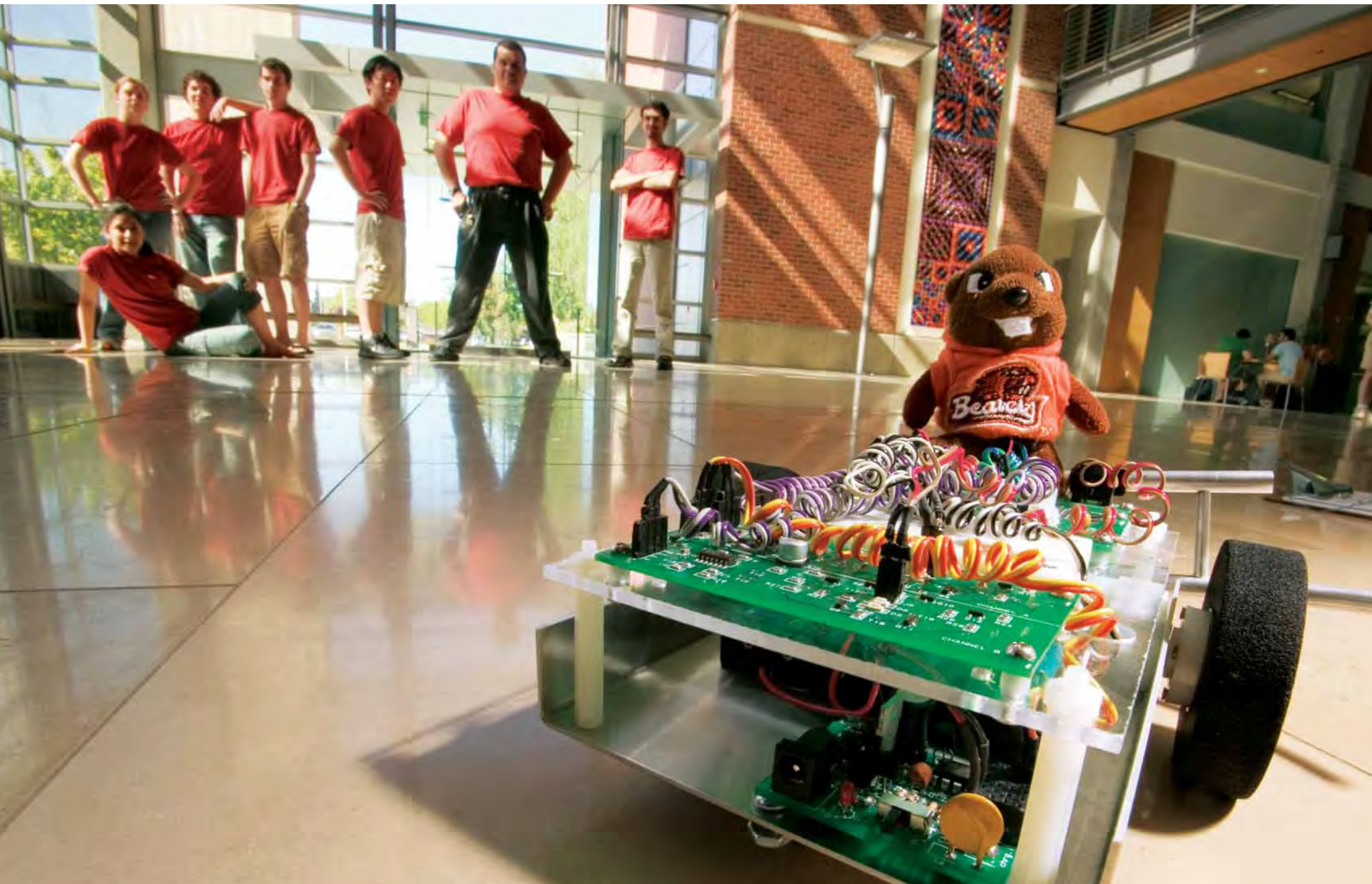
**WHERE RESEARCH CHANGES LIVES** Every day, OSU faculty members and their students engage in research that is changing our lives for the better—whether by uncovering the relationships among forests, climate, and water supply, or unlocking the cellular mechanisms of devastating diseases. By exploring a host of questions that are critical to the health of humans and the environment, they are paving the way to a better world.

LEFT: BARBARA BOND, THE RUTH H. SPANIOL CHAIR OF RENEWABLE RESOURCES, COLLEGE OF FORESTRY  
RIGHT: JOSEPH BECKMAN, THE AVA HELEN PAULING CHAIR, LINUS PAULING INSTITUTE



**WHERE MODERN-DAY PIONEERS THRIVE** OSU is on the forefront of high-tech innovation that is transforming our economy and our world. Our research teams are hard at work creating the revolutionary products of tomorrow—from portable kidney dialysis machines, to microreactors that generate biofuels, to the world's first-ever transparent integrated circuit, which can transform glass or plastic into an interactive tool.

ABOVE: THE SOLID STATE MATERIALS AND DEVICES RESEARCH LABORATORY, COLLEGE OF ENGINEERING



**WHERE SPACES FOSTER PROBLEM-SOLVING** OSU's buildings are more than bricks and mortar: They are the spaces that bring great minds together to grapple with important challenges, sparking new ideas and inventive solutions. In addition to featuring open areas and work spaces that enable collaboration, the Kelley Engineering Center incorporates "green" design and construction practices that minimize its environmental impact—earning it a Leadership in Energy and Environmental Design Gold certification.

ABOVE: KELLEY ENGINEERING CENTER, HOME TO THE TEKBOOTS LABORATORY



**WHERE EXCELLENCE GOES BEYOND THE CLASSROOM** Excellence is everywhere at OSU. You can see it when students gather in the Memorial Union for club meetings and study groups. You can hear it when our musicians and singers rehearse in Benton Hall. You can feel it when the football team takes the field at Reser Stadium, gymnasts warm up in Gill Coliseum, or the baseball team celebrates back-to-back College World Series championships. These are experiences that last a lifetime.

LEFT: KATHERINE HADLEY, GRADUATE STUDENT, DEPARTMENT OF MUSIC  
RIGHT: THE OSU BASEBALL TEAM CELEBRATES THE 2007 COLLEGE WORLD SERIES CHAMPIONSHIP



**WHERE SCIENTISTS CREATE A BETTER WORLD** More than 200 OSU scientists in eight different colleges are leading the way in understanding and protecting our oceans and coastlines. From preserving vital marine ecosystems and animal species, to studying the connections between climate change and the ocean environment, they are uncovering new knowledge that has critical implications for the Pacific Northwest and countries around the globe.

ABOVE: JANE LUBCHENCO, THE WAYNE AND GLADYS VALLEY CHAIR IN MARINE BIOLOGY, COLLEGE OF SCIENCE





**WHERE LEADERS ARE MADE** Few students come to Corvallis with a clear sense for what they can do or what they might become. Most leave here with new goals and dreams, along with the skills needed to achieve them. In the Austin Entrepreneurship Program, students gain real experience figuring out how to bring OSU-invented products and technologies to market—such as a new test for detecting bird flu, developed by a professor in the College of Veterinary Medicine.

ABOVE: MANOJ PASTEY, ASSISTANT PROFESSOR OF VETERINARY MEDICINE, AND OSU STUDENTS KEVIN IRISH (BUSINESS), KYLE WINKLER (CONSTRUCTION ENGINEERING MANAGEMENT), AND CHRISTOPHER BUSH (COMPUTER SCIENCE)



## THIS HISTORIC MOMENT

**WHERE THE FUTURE BEGINS** OSU's mission took root with the Land-Grant Act of 1862, which challenged states to create a new kind of college that would make higher education more accessible and more applicable to real-world problems. This historic mandate inspires us today, as we reach out and touch the future through our research, teaching, and collaboration. *OSU's work matters deeply...for all of us.*

ABOVE: GINA CAPRI (BIOCHEMISTRY AND BIOPHYSICS), REBEKAH CAREY (SPEECH COMMUNICATION), AND HENRI COMPAORE (PUBLIC HEALTH)



## Oregon State University is an amazing place at an exceptional time in its history.

Walk this campus on any given day and you can witness the impact we are making—first and foremost, on the lives of our students, but also on the lives of people throughout Oregon and the world.

Venture into OSU’s classrooms, labs, and studios, and see students and professors engaged in a quest for new knowledge that solves problems and improves lives. Witness their groundbreaking research in action, as they create **the innovations that lead to a better world.**

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**This is our moment.** More than ever before, our state and our world need the expertise we have to offer, both through our pioneering discoveries and the OSU graduates who will become the next generation of leaders. Right now, we have the potential to create more of the life-changing opportunities and success stories that define excellence at OSU.

We invite you to join with us in The Campaign for OSU, an historic effort to harness the power of private support like never before at Oregon State University. By raising \$625 million, The Campaign will touch every area within this institution, elevating us to a new level of accomplishment and strengthening the role of philanthropy in the important work that we do. It will ensure that our University provides the best environment for living, learning, and discovering. It will guarantee **a stronger future not only for this amazing place, but also for our state and our world.**

# for students...

An avid birder since the age of 10, Noah Strycker was just in high school when he began publishing articles, illustrations, and photographs in national birding magazines. He was seriously considering Cornell when his work caught the attention of OSU Professor Douglas Robinson, a specialist in avian ecology, who encouraged him to look at Oregon State. The Presidential Scholarship played a key role in his decision to attend. "The scholarship has freed me financially to do what I want to do. I've taken a wider range of classes. I've studied abroad in the Galapagos Islands of Ecuador and assisted Dr. Robinson with research projects in Michigan and Panama. The pressure to work or borrow money would have kept me from these opportunities." Noah also has continued his magazine work, edited two books on Oregon ornithology, and contributed illustrations to dozens of publications. In 2007, he earned two prestigious national scholarships: the Barry M. Goldwater Scholarship, for students planning careers in math and science, and the Morris K. Udall Scholarship, for those planning environmental careers. After completing another study abroad experience in Australia and Fiji, he plans to apply for a Rhodes Scholarship. Noah is just one example of the many gifted, passionate scholarship students who are building their futures at OSU.

"ENDOWING A PRESIDENTIAL SCHOLARSHIP WAS THE BEST WAY TO HONOR THE PROFESSORS WHO IMPACTED CATHY'S LIFE, WHILE ALSO PROVIDING OTHER STUDENTS WITH THE SAME WONDERFUL OPPORTUNITY—NOT JUST FOR TODAY, BUT LONG AFTER WE ARE GONE. ANYTHING WE CAN DO TO INSPIRE INTELLECTUAL CURIOSITY AND ACHIEVEMENT MAKES US FEEL THAT WE ARE CONTRIBUTING TO A BETTER WORLD FOR ALL OF US." —JIM RUDD

**JIM AND CATHY GUINN RUDD '76**, WHO HAVE A SON AT OSU, ARE LONGTIME SUPPORTERS OF THE UNIVERSITY. ONE OF THEIR MANY CONTRIBUTIONS IS AN ENDOWED PRESIDENTIAL SCHOLARSHIP IN THE COLLEGE OF HEALTH AND HUMAN SCIENCES, CATHY'S ALMA MATER.



**BRIDGING TWO WORLDS**

Christiana Ukeagu, a philosophy major in the College of Liberal Arts, plans to put her OSU education to work on behalf of the two places she considers home: Africa and the United States. A native of Nigeria who immigrated to the U.S. a decade ago, she is passionate about shaping policies here that will improve everyday life in Africa. “Being involved with OSU’s Black Cultural Center, the Student Senate, and the African Students Association has shown me that I can effect change,” she says. “And my professors have nurtured my ability to look at the world around me and question it.” Christiana recently took part in the prestigious Public Policy and International Affairs Junior Summer Institute at Carnegie Mellon University, and she is preparing to complete an internship in South Africa or Kenya. She also is working to establish a scholarship organization to help Nigerian students.



**THE FUTURE OF PHARMACY**

Each year, about 80 OSU College of Pharmacy graduates take their places on the front lines of the American health care system. They have learned how to work with physicians and other care providers to educate and counsel patients, oversee complex drug distribution systems, monitor and adjust drug doses, and prevent life-threatening drug interactions. They also have taken part in research that is essential to finding new and better medications, by working with faculty members in OSU’s Center for Drug Discovery.



“I came to OSU undecided about a major, and I am leaving with a career that matters. My professors were amazing teachers who made me want to be just like them. I will not just be teaching Spanish, but preparing students for life.”

— SALVADOR MUNOZ, A SCHOLARSHIP RECIPIENT MAJORING IN SPANISH AND EDUCATION, BALANCED HIS STUDIES WITH MARINE RESERVE TRAINING AND A TOUR OF DUTY IN IRAQ. THE COLLEGE OF EDUCATION’S DOUBLE DEGREE PROGRAM, LAUNCHED IN 2003, ENABLES STUDENTS TO EARN TWO UNDERGRADUATE DEGREES CONCURRENTLY—ONE IN THEIR CHOSEN FIELD AND ONE IN EDUCATION.



**SCHOLARSHIPS & FELLOWSHIPS**

**ATTRACTING TALENT**

Scholarships and fellowships are critical tools for attracting talented students to Oregon State, from as close by as Portland and as far away as India, China, or Thailand. Merit-based programs such as the Presidential Scholarship play a key role in undergraduates’ decisions to enroll—particularly for students who could have chosen schools such as Stanford, Berkeley, or MIT. Fellowships ensure that OSU can attract the best graduate students. Freed from the burden of tuition and living expenses, they can pursue their passion for study and research as they prepare to become the next generation of leaders in industry, public service, and academia.

Merit scholarship programs also help OSU keep Oregon’s most promising students in state, which increases the likelihood that they will choose to build their careers here. We are working to reverse the “brain drain” described a few years ago by *The Oregonian*, which reported that more than half of Oregon’s high-ability high school graduates leave the state to attend college.

**ENSURING ACCESS**

OSU also is committed to ensuring that all young people of great potential—regardless of their backgrounds—have access to the experience available here. Historically, the state of Oregon helped keep tuition at OSU affordable, but today we must step up and assume this responsibility ourselves. As recently as 1999, state funding covered more than half the cost of a four-year education at OSU; now it covers about one-third. Consequently, OSU’s tuition and fees have risen substantially over the last two decades, and rising indebtedness has limited educational opportunities for bright students from modest circumstances.

OSU is not the model of affordability that alumni of past generations knew—but we can change that. By increasing scholarship funding, we can keep pace with students’ rising tuition bills and expenses.

**Private support is essential if we are to make an OSU education more desirable for the highest-achieving students, and more accessible to talented students of all backgrounds. The Campaign for OSU seeks to increase endowment for scholarships and fellowships by nearly 50 percent, supporting awards for need, merit, and diversity.**



*“We do not simply educate people, we change lives. Students come to Oregon State without any presumption that life owes them anything or that they are entitled to something, and we help them realize lives they did not even dream were possible.”*

—President Ed Ray

**SELECTED GIVING OPPORTUNITIES**  
*(minimum endowed gift levels)*

University Fellowship  
\$700,000

Trustee Scholarship  
\$400,000

Presidential Scholarship  
\$150,000

University Honors College Scholarship  
\$100,000

General Undergraduate Scholarship or Graduate Fellowship; Diversity Achievement Award; OSU Alumni Association Scholarship  
\$25,000

THIS HISTORIC MOMENT

# for faculty...

"It was in high school that I was first drawn to the idea that you can engineer an atom to do things of great benefit to people," says José Reyes, holder of the Henry W. and Janice J. Schuette Endowed Chair in Nuclear Engineering and Radiation Health Physics. The Schuette Chair demonstrates how an endowed gift can both reward and foster the leadership of such a talented faculty member. Since joining OSU 20 years ago, Dr. Reyes has led the way in creating new designs for nuclear power generators that enhance their safety and even their portability. These advances will not only reduce the nation's and the world's dependence on fossil fuels, but also transform people's lives in remote areas and developing nations. Dr. Reyes credits the Schuette Chair with jumpstarting his department's work on modular nuclear power plants that can quickly provide clean, inexpensive energy. "The Schuettes' generosity gave us the flexibility to support the time of several faculty members working on a brand new design concept," he says. Under Dr. Reyes' leadership, the undergraduate and graduate programs in nuclear engineering have been ranked among the best nationwide, attracting the most talented students to OSU.

"I SPENT MY WORKING LIFE IN POWER PLANTS, AND I AM FAMILIAR WITH THE NEEDS THIS COUNTRY HAS FOR ENERGY. WE MUST HAVE PEOPLE WHO COMPLETELY UNDERSTAND THE USE OF NUCLEAR POWER, AND HOW IT CAN BE DONE SAFELY AND SUCCESSFULLY. JANICE AND I WANTED TO PLAY A ROLE IN SETTING OSU IN THIS DIRECTION—FOR THE BENEFIT OF THE SCHOOL TODAY AND THOSE YET TO COME, AND ALSO FOR OUR STATE AND NATION." —HANK SCHUETTE

HANK SCHUETTE '50 AND HIS WIFE, JANICE, ESTABLISHED THE FIRST ENDOWED CHAIR IN OSU'S DEPARTMENT OF NUCLEAR ENGINEERING AND RADIATION HEALTH PHYSICS IN 2003. THE POSITION BUILDS ON THEIR LONGTIME PROFESSIONAL INTEREST IN POWER GENERATION.





**A YOUNG PIONEER (LEFT)**

Kelly Benoit-Bird, assistant professor in OSU's nationally ranked College of Oceanic and Atmospheric Sciences, is part of a small field of scientists who are pioneering the use of acoustics to study ocean ecology. Her projects have tracked marine animals ranging from zooplankton to sperm whales in locations from New Jersey to New Zealand. "There is nothing like the feeling of being at sea at 3 a.m. and discovering something that no one else knows," she says. In 2006, she was honored by the White House with a prestigious Presidential Early Career Award for Scientists and Engineers.

**A WORLD-RENOWNED SCIENTIST (BELOW LEFT)**

After 20 years with DuPont and more than 50 patents, chemist Mas Subramanian joined the College of Science in 2006 as the Milton Harris Professor of Materials Science. He will use his expertise to create an OSU materials institute focused on designing more efficient, environmentally friendly materials for applications ranging from energy to electronics. "I see OSU as an exciting place where I can innovate and collaborate, forge partnerships with industry, and also create new young scientists," he says.



**SERVICE & IMPACT (ABOVE)**

"An endowed chair is the best kind of gift because it allows me to better serve my students, my department, and my discipline," says Alexis Walker, holder of the Jo Anne Leonard Petersen Chair in Gerontology and Family Studies. An expert on families and aging, Dr. Walker has been able to serve as editor of the *Journal of Marriage and Family*, develop an undergraduate textbook, bring visiting scholars to OSU each year, and create new research opportunities for students.



**FACULTY CHAIRS & PROFESSORSHIPS**

**REWARDING EXCELLENCE**

Oregon State faculty members shape the curriculum, drive the research program, and bring recognition and funding to the University. They also are the role models who inspire students to pursue new paths and new dreams. OSU alumni often say they enjoyed the kinds of close relationships with faculty members that are more typically associated with smaller liberal arts colleges.

OSU must do all in its power to attract and keep the best teachers and researchers, who are in demand not only by other colleges and universities, but also by government, industry, and the nonprofit world. Many could easily choose careers in higher paying professions—or at universities that offer more generous salaries and benefits than OSU. Our salaries are well below the national average, placing us among the least competitive institutions when it comes to faculty compensation.

**BUILDING CAREERS**

Endowed chairs and professorships are critically important to creating an environment where top-echelon faculty members want to build careers. Each position brings with it a perpetual source of funding that a faculty member can use for activities related to teaching and research. He or she might develop new courses and student research experiences, secure grants, partner with colleagues at OSU and other institutions, or publish and present research.

These positions have an amazing ripple effect, creating a more dynamic learning environment and building the kinds of signature programs that attract top students and faculty. OSU has a comparatively small number of endowed positions—just 45 at the start of The Campaign, compared to 75 at the University of Oregon—so each new position has that much more power to energize an entire department or college.

Endowed positions also are powerful incentives for rising faculty stars, whose achievements attract the attention of other colleges and universities seeking to build their own programs. The promise of a chair or professorship can help junior faculty members see OSU as a place for fulfilling lifelong careers, rather than just the first stop on their way to positions at other universities.

**Private support is essential to create new endowed positions across the University, as well as to expand funding for existing chairs and professorships. The Campaign for OSU will play a key role in strengthening faculty members' ability to shape the lives of students, support the state's economy with new products and innovations, and bring research findings to bear on the world's most pressing problems.**



*Dawn Wright, Professor of Geosciences, specializes in using Geographic Information Systems (GIS) technology to map the ocean floor. Her work has critical implications for marine conservation, fisheries management, tsunami modeling, port navigation, wave energy generation, coastal erosion, and a range of other areas.*

**GIVING OPPORTUNITIES**  
(minimum investment levels)

Deanship or Institute Directorship  
\$5 million endowment

Chair  
\$2 million endowment

Coach  
\$2 million endowment

University Professorship  
\$1 million endowment

Professorship  
\$500,000 endowment or \$25,000 annually for a minimum of three years

Faculty Scholar  
\$250,000 endowment or \$12,500 annually for a minimum of three years

THIS HISTORIC MOMENT

# for programs...

In just four decades, the Oregon wine industry has grown to generate \$1.4 billion in annual sales and tourism revenue. OSU scientists have been there from the very beginning, contributing the research in viticulture and enology that was critical to the success of the first wave of vineyard owners. Today, the state has more than 300 wineries from the Columbia and Willamette Valleys to southern Oregon—all of which need access to new knowledge on topics ranging from grape-growing and harvesting to marketing and distribution. The OSU Wine Institute will fill that need, harnessing faculty expertise in horticulture, food science and technology, and business to fuel the wine industry's progress and further strengthen its economic impact. "This is an historic opportunity to create an institute that will be an indispensable research partner for vineyard owners," says Anita Azarenko, head of the OSU Horticulture Department in the nationally ranked College of Agricultural Sciences. "It also is the first such institute that will go beyond viticulture and enology to bring in business expertise." The OSU Wine Institute exemplifies the best of what the University's programs have to offer, generating the knowledge that directly impacts the livelihoods—and the lives—of people throughout the state.

**JIM BERNAU**, FOUNDER AND PRESIDENT OF WILLAMETTE VALLEY VINEYARDS, HAS MADE A SIGNIFICANT CONTRIBUTION TOWARD ENDOWING A DIRECTORSHIP FOR THE OSU WINE INSTITUTE. MORE THAN A DECADE AGO, JIM CREATED A PROFESSORSHIP IN FERMENTATION SCIENCE AT OSU.



"WHEN I FOUNDED MY VINEYARD IN 1983, OSU EXTENSION SCIENTISTS WERE THERE TO HELP ME GET STARTED—AND THEY HAVE BEEN AN ESSENTIAL PARTNER EVER SINCE. THE WINE INDUSTRY IN OREGON IS STILL SO YOUNG, WITH SUCH GREAT POTENTIAL YET TO BE REALIZED. THE FOCUSED RESEARCH EFFORTS OF THE OSU WINE INSTITUTE WILL ALLOW US TO MAKE THE KINDS OF ADVANCES THAT WILL CREATE AMAZING NEW OPPORTUNITIES FOR OUR CHILDREN, GRANDCHILDREN, AND THE ENTIRE STATE." —JIM BERNAU



**CONNECTING CHILDREN WORLDWIDE**

Computer science majors Justin Gallardo and Michael Burns log countless hours in OSU's Open Source Lab, writing free software programs to power the children's laptops created by the One Laptop Per Child program. This international venture aims to bring the information age to children in developing nations by creating a \$100 laptop computer. RealNetworks of Seattle and other industry giants such as Google and Mozilla support this work at OSU.



**BUILDING BONE HEALTH—FOR LIFE**

With support from the National Institutes of Health, the OSU Bone Research Laboratory in the College of Health and Human Sciences is conducting a long-term study on how high-impact exercises could have a lasting effect on children's bone mass, potentially preventing bone thinning and fractures later in life. Early results suggest that there is such an effect—a finding with important implications for education and health care policy.



**CREATING PATHWAYS TO COLLEGE**

The Science & Math Investigative Learning Experiences Program (SMILE) functions as a "pipeline" from fourth grade to post-secondary education. Most SMILE participants are American Indian or Hispanic and almost all are from Oregon's rural, educationally underserved communities. An impressive 91 percent of four-year SMILE participants graduate from high school. "It's a wonderful closing of the circle when I see a former SMILE student enroll at OSU and volunteer with the program," says Director Eda Davis-Butts.



"It's exciting to work in a place where people can bring so many different areas of expertise to bear on complex challenges in the marine environment."

—MARKUS HORNING, AN EXPERT ON SEALS AND ANIMAL TRACKING TECHNOLOGY, JOINED THE OSU MARINE MAMMAL INSTITUTE IN 2006.

**RESEARCH, OUTREACH, & STUDENT LIFE**

**FOSTERING INNOVATION**

Oregon State University faculty members have been remarkably successful at winning research funding from the government, industry, and other sources—a telling indication of how relevant their work is to society's needs. While these funds are an important vote of confidence, they generally are earmarked for specific projects and uses. They do not provide the flexibility to strengthen the entire research enterprise at OSU. There are literally hundreds of OSU research programs throughout campus, the state of Oregon, and the world that are transforming every area of society, from science and forestry to education and the arts.

Performing research at the highest level is expensive—but essential. OSU must ensure that faculty and students in every college can access the latest resources and technology, attend conferences, collaborate, and travel. They must have every opportunity to turn their research into the products, programs, and solutions that make such a difference beyond this campus. Whether faculty members are sharing new agricultural practices throughout the state of Oregon, or partnering on new ventures with businesses in the Pacific Rim, they are putting new knowledge into action every day.

**ENRICHING STUDENT LIFE**

Historically, public universities have concerned themselves with widening access to higher education beyond the nation's most privileged families. Today, OSU is committed to giving students a first-rate educational experience that opens their minds to new possibilities.

Many OSU programs are designed to offer students the kinds of experiences that can change their lives. This can mean meeting the award-winning authors, scholars, entrepreneurs, and other professionals who visit OSU's campus. It can mean spending the summer in the research lab of an OSU scientist, working with a researcher in the field, or studying abroad to develop a truly global perspective. It also can mean playing on an athletic team or gaining industry experience through an engineering internship. These and many other opportunities are critical to the OSU experience.

**The Campaign for OSU seeks support for programs and projects in every area of the University. Private support is essential if we are to give students and faculty the means to research, collaborate, teach, and learn at the highest possible level.**

*The Beaver Athletic Student Fund supports our student-athletes with the scholarships, equipment, uniforms, and academic services that pave the way for their success at OSU and in life.*

**RESEARCH IN FORESTRY**

Faculty members in OSU's top-ranked College of Forestry are finding solutions to a range of questions about how to sustain forests and harness them as a natural resource. Kaichang Li, a professor of wood science and engineering, recently invented a non-toxic adhesive for production of wood composite panels—an idea that first took root when he observed mussels clinging to rocks on the Oregon coast. Last year, Columbia Forest Products converted all its plywood plants to the new adhesive, replacing the use of more than 47 million pounds of the conventional formaldehyde-based adhesive.

THIS HISTORIC MOMENT

# for facilities...

The Lois Bates Acheson Veterinary Teaching Hospital demonstrates the power a new facility has to transform an entire program. For many years, lack of space kept OSU's College of Veterinary Medicine from engaging in research and teaching related to the care of dogs, cats, and other small animals. Students would relocate to Washington State University to complete the small-animal portion of their training. As one of just 28 veterinary colleges in the nation, and the only one in Oregon, the College needed to be able to offer a comprehensive program here at OSU. Now it can, thanks to the addition of this state-of-the-art facility that integrates teaching, research, and small-animal care. In the past couple of years, the College has been able to recruit about a dozen top-flight faculty members who specialize in questions related to small-animal health, ranging from diseases to aging. It can now handle referrals of particularly difficult cases from veterinarians throughout Oregon, a service of great value to ranchers, breeders, and pet owners. The Acheson Hospital also features a brand new large-animal clinic, extending the College's ability to train more of the veterinarians who are so needed right now, given a national shortage of clinicians and researchers.

LOIS BATES ACHESON '37, FORMER OWNER OF BLACK BALL TRANSPORT, A WASHINGTON-BRITISH COLUMBIA FERRY SERVICE, TURNED A LIFELONG FONDNESS FOR HORSES, DOGS, AND OTHER ANIMALS INTO A \$21 MILLION BEQUEST TO THE COLLEGE OF VETERINARY MEDICINE. ITS MOST VISIBLE RESULT IS THE NEW VETERINARY TEACHING HOSPITAL NAMED IN HER HONOR.



"ANIMALS WERE VERY IMPORTANT TO MY AUNT. SHE HAD TWO HORSES AND SHE ALWAYS HAD A DOG OR A CAT. SHE ALSO LOVED HER TIME AT OREGON STATE, AND SHE CREDITED IT WITH HER LATER BUSINESS SUCCESS. HER GIFT TO THE COLLEGE OF VETERINARY MEDICINE WAS A WONDERFUL WAY FOR HER TO COMBINE THESE TWO IMPORTANT PARTS OF HER LIFE. I AM AMAZED AT WHAT HER GIFT HAS DONE." —DONNA SCHOEN '56, NIECE OF LOIS ACHESON



#### LINUS PAULING SCIENCE CENTER

Bringing faculty from the Department of Chemistry and the Linus Pauling Institute together in one place, the Linus Pauling Science Center will enable OSU researchers and scientists to collaborate like never before on an array of projects related to human health, diseases, and the environment. Because the sciences are integral to so many OSU programs, literally thousands of students will benefit. First-rate spaces, equipment, and research tools will bolster OSU's efforts to recruit faculty members and attract more funding from the National Institutes of Health and other sources.



#### KELLEY ENGINEERING CENTER

This new home for the School of Electrical Engineering and Computer Science combines sustainable "green" design elements with wireless classrooms, flexible learning laboratories, office clusters, and collaborative spaces. Building on the success of this project, the College of Engineering will transform Apperson Hall into Kearney Hall, a state-of-the-art home for OSU's civil and construction engineering programs, and create new space for the Oregon Nanoscience and Microtechnologies Institute (ONAMI), a consortium of university, government, and industry researchers.



#### STUDENT SUCCESS CENTER

Widening access to higher education is not enough; rather, OSU must make sure that every student has the tools he or she needs to succeed. The Student Success Center will provide a much-needed new home for many tutoring and support programs that are now part of the Academic Success Center in Waldo Hall and Student-Athlete Academic Services. It also will house the new BEST program (Bridge to Encourage Students in Transition), designed for students who need additional support in making the transition to OSU. The facility will feature counseling offices, classrooms, meeting rooms, tutorial spaces, and computer labs.

## NEW SPACES & CAMPUS IMPROVEMENTS

One of Oregon State University's greatest assets is its beautiful campus in Corvallis, designed at the turn of the century by the Olmsted Brothers landscaping firm, famous for spaces such as New York's Central Park and the U.S. Capitol and White House grounds. Today, our historic surroundings feature many facilities that date back 50 or 60 years or more. They have classrooms designed when lecture was the norm, offerings were more limited, and today's technological advancements could not have been imagined. They are not equipped to accommodate the technology, research tools, and flexible teaching and learning spaces that a modern university requires.

If OSU students are to meet the challenges of the 21st century, they must be educated in 21st century facilities. Over the past few years, OSU has begun to address the problem of aging infrastructure, creating landmark spaces that foster the kinds of collaboration, research, and learning that we so value. These projects depended upon the generosity of OSU alumni and friends. In fact, private revenue has covered at least half the total cost of nearly every new and renovated academic building on this campus over the past decade. For example, The Valley Library, created through a

\$47 million expansion and modernization of our existing library, debuted in 1999 and won the *Library Journal* Library of the Year Award. Weatherford Hall reopened in 2004 after a \$20 million renovation that transformed the 76-year-old icon into a specially designed home for nearly 300 students in OSU's Austin Entrepreneurship Program.

There is more to be done to bring the rest of this campus up to the standard set by these stellar spaces. Over the next five years, OSU will complete several major capital projects and upgrade existing facilities and equipment. These efforts will touch virtually every aspect of life at OSU, improving the student experience and advancing research and innovation. The new facilities will reflect the same level of intentional, award-winning thought and planning evident in other recently completed spaces. The end result will be a dramatic leap forward in the quality, capacity, and beauty of OSU's campus.

**The Campaign for OSU seeks private support for several planned capital projects, campus improvements, classroom renovations, and specialized equipment. First-rate facilities have a direct impact on the quality of our teaching and research, and on our ability to attract top faculty members and students.**



#### RESER STADIUM

The new Reser Stadium brings a sense of excitement and pride to game day as Beaver football draws alumni and friends back to campus each fall. Doors opened on the spectacular new east side in 2005, while "Raising Reser Phase II" built out the south endzone, added new scoreboards, and constructed a weight training and wrestling annex behind Gill Coliseum. Other priority projects for student-athletes include renovations in Gill Coliseum and Goss Stadium and a focused effort on endowed funds for scholarships, programs, and coaching positions.

# campaign at-a-glance...

**The Campaign for Oregon State University gives you, our alumni and friends, the power to make a truly historic impact on this amazing place.**

OSU has a long tradition of excellence, but we have made especially great strides in recent years, reaching new levels of achievement in faculty and student work, research productivity, and campus transformation—and we have done so with exceptional efficiency using limited discretionary resources.

Now is the time to seize this moment in history and realize our potential to become a truly pre-eminent university. We know exactly where we want to go, thanks to an intensive strategic planning process that has focused our attention on five clear goals:

1. Advance the arts and sciences.
2. Understand the origin, dynamics, and sustainability of the Earth and its resources.
3. Optimize enterprise, innovation, and economic development.
4. Realize fundamental contributions in the life sciences, and optimize the health and well-being of the public.
5. Manage natural resources that contribute to Oregon's quality of life, and grow and sustain resource-based industries.

**With your help, Oregon State University can achieve this vision.**

As institutions across this nation already have recognized, private funding is critical to the success of public universities. By supporting *The Campaign for OSU: This Amazing Place, This Historic Moment*, you will make a measurable difference in the lives of faculty and students at Oregon State University, not just today, but for decades to come. The Campaign's impact will go far beyond the \$625 million total, as it establishes a strong culture of philanthropy in which private support allows us to pursue our dreams and our vision of excellence—for our students, our state, and the wider world.

#### CAMPAIGN STEERING COMMITTEE

**Patricia J. Reser '60**, Co-Chair  
Beaverton, OR  
*Corporate Treasurer, Reser's Fine Foods*

**James H. Rudd**, Co-Chair  
Portland, OR  
*CEO and Principal, Ferguson Wellman Capital Management*

**Patrick F. Stone '74**, Co-Chair  
Santa Barbara, CA  
*Chair, The Stone Group; President, Bretton Woods*

**Richard J. Campo '76**  
Houston, TX  
*Founder, Chair, and CEO, Camden Property Trust*

**Jon S. DeVaan '85**  
Medina, WA  
*Senior Vice President, Microsoft, Windows Core Operating System Division*

**Joyce N. Furman '64**  
Portland, OR  
*Civic and community leader*

**Lee Kearney '63**  
Vancouver, WA  
*Retired Director and Division Manager, Peter Kiewit Sons'*

**Robert W. Lundeen '42**  
Deer Harbor, WA  
*Retired Chair, Dow Chemical; former Chair and CEO, Tektronix*

**Duane C. McDougall '74**  
Lake Oswego, OR  
*Retired CEO, Willamette Industries*

#### EX-OFFICIO MEMBERS

**Dr. Paul G. Lorenzini '70**  
Portland, OR  
*Liaison to the Board of Trustees; CEO, NuScale Power; Retired President, Pacific Power and Light*

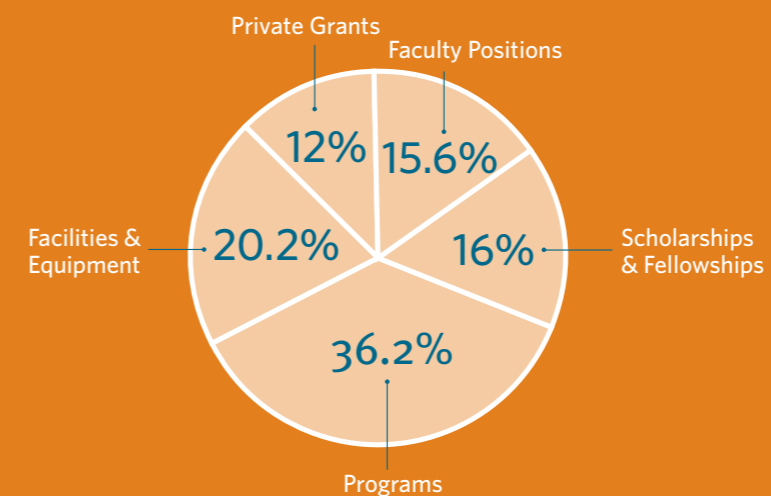
**J. Michael Goodwin**  
Corvallis, OR  
*President and CEO, OSU Foundation*

**Dr. Sabah Randhawa**  
Corvallis, OR  
*Provost and Executive Vice President, Oregon State University*

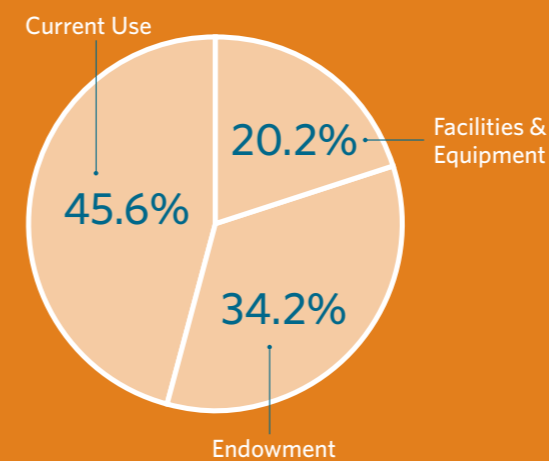
**Dr. Edward J. Ray**  
Corvallis, OR  
*President, Oregon State University*

# Campaign Goal: \$625 Million

#### OSU CAMPAIGN PRIORITIES



#### TYPES OF FUNDING SOUGHT



#### CAMPAIGN GIFT CHART

GIFT LEVEL	PROJECTED NUMBER OF GIFTS	GIFT LEVEL SUBTOTAL
\$ 25,000,000	2	\$ 50,000,000
\$ 15,000,000	4	\$ 60,000,000
\$ 10,000,000	7	\$ 70,000,000
\$ 5,000,000	15	\$ 75,000,000
<hr/>		
\$ 2,000,000	26	\$ 52,000,000
\$ 1,000,000	51	\$ 51,000,000
\$ 500,000	76	\$ 38,000,000
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\$ 250,000	151	\$ 37,750,000
\$ 100,000	325	\$ 32,500,000
\$ 50,000	350	\$ 17,500,000
\$ 25,000	650	\$ 16,250,000
<hr/>		
under \$25,000	many	\$ 125,000,000
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<b>Totals</b>		<b>\$ 625,000,000</b>

#### CAMPAIGN GOALS BY UNIT

UNIT	CAMPAIGN GOAL (MILLIONS)
Engineering	\$ 138.0
Athletics	\$ 129.5
Science	\$ 73.0
Business	\$ 36.5
Central Initiatives	\$ 35.0
Veterinary Medicine	\$ 34.5
Linus Pauling Institute	\$ 33.0
Forestry	\$ 31.5
Agricultural Sciences	\$ 30.5
Liberal Arts	\$ 16.5
Health & Human Sciences	\$ 15.0
Ocean & Earth Sciences	\$ 12.0
Education & 4-H	\$ 10.5
Emerging Initiatives	\$ 10.0
OSU-Cascades Campus	\$ 7.5
Pharmacy	\$ 7.0
OSU Alumni Association	\$ 5.0
<b>Total</b>	<b>\$ 625.0</b>

## THE IMPORTANCE OF ENDOWMENT

Comparisons among OSU and its peers illustrate both the importance and potential impact of The Campaign for OSU.

Today, a university must have a healthy endowment to maintain a program worthy of national and even international recognition. At just over \$380 million, OSU's endowment lags far behind those of many of its peers in the Pac-10. Nationally, multi-billion- and billion-dollar endowments are becoming the norm.

### Pac-10 Endowments

Stanford University	\$14,084,676,000
University of Southern California	\$3,065,935,000
University of California Berkeley	\$2,464,109,000
University of California Los Angeles	\$1,930,407,463
University of Washington	\$1,689,527,814
Washington State University	\$581,907,746
University of Arizona	\$466,652,000
Arizona State University	\$394,796,000
<b>Oregon State University</b>	<b>\$383,000,000</b>
University of Oregon	\$363,677,132

Source: Council for Aid to Education, Voluntary Support of Education Survey, FY 2006

Nearly one-third of OSU's total campaign goal focuses on raising our endowment. Although all gifts are important, gifts of endowment are particularly valuable because they are invested for the long-term, creating a permanent source of funding for ongoing priorities such as scholarships, faculty chairs, and programs.

### OSU Foundation Endowment Performance

Annualized Rates of Return	1 Year	10 Year	20 Year
<b>OSUF Endowment</b>	<b>10.7 %</b>	<b>10.2 %</b>	<b>11.3 %</b>
MSCI EAFE (Intl Equities)	27.1 %	6.8 %	8.6 %
S&P 500	8.6 %	8.3 %	11.0 %
LB AGG (Bonds)	-0.8 %	6.2 %	7.4 %
90 Day T-Bills	4.3 %	3.7 %	4.7 %

Ending June 30, 2006. Performance is shown gross of fees.

Over the long-term, the OSU Foundation has earned an exceptionally high rate of return on endowment funds, routinely outperforming many of the leading investment indicators, such as the S&P 500.

## CAMPAIGNS AND PRIVATE GIVING

### OSU vs. Pac-10:

#### Alumni Participation and Average Annual Gifts

Institution	Alumni Participation	Average Annual Gift
Stanford University	30.60 %	\$ 3,705
University of Washington	18.50 %	\$ 387
<b>Oregon State University</b>	<b>16.40 %</b>	<b>\$ 417</b>
Washington State University	15.20 %	\$ 426
University of Oregon	15.10 %	\$ 336
University of Southern California	12.10 %	\$ 783
University of California Los Angeles	8.90 %	\$ 610
University of California Berkeley	8.40 %	\$ 859
University of Arizona	7.00 %	\$ 864
Arizona State University	6.60 %	\$ 315

Source: Council for Aid to Education, Voluntary Support of Education Survey, FY 2006

OSU has the third highest alumni giving participation rate in the Pac-10—an indication of engaged and loyal graduates. However, OSU's average annual gift amount is the fourth lowest in the Pac-10. The Campaign for OSU will lay the groundwork for increased private giving even after it ends in 2011.

## MAKING YOUR GIFT

The Campaign for OSU is a comprehensive capital campaign. It seeks to secure support for Oregon State University in many forms, and gifts of all kinds will count toward its goal of \$625 million. These gifts will include all of the following:

- Gifts that support scholarships and faculty positions, as well as research and programs
- Commitments to capital projects, such as construction of new facilities
- Annual gifts to the OSU Fund and Beaver Athletic Student Fund
- Private research grants.

Donors may designate their gift to any school, college, program, or purpose within Oregon State University or may make unrestricted gifts, a form of investment particularly useful and valuable to the University. Gifts and pledges for all purposes received before June 30, 2011, will count toward The Campaign.

## ACHIEVEMENT & MOMENTUM: OSU FACTS

**As Oregon's largest public research university**, OSU garners more than 60 percent of the total federal and private research funding in the Oregon University System.

**With a \$1.5 billion economic footprint** on Oregon, OSU brings \$328.4 million of new money into the state annually, or 2.4 times its legislative appropriation.

**OSU's top-ranked colleges** include the College of Forestry, which is ranked first in a recent survey of forestry research programs published in the *Journal of Forestry*. In addition, the College of Oceanic and Atmospheric Sciences and the College of Agricultural Sciences routinely rank in the top 10 nationally.

**With an average GPA of 3.98 and an SAT of 2000**, students entering the University Honors College have qualifications that rival those of students at the nation's most highly rated universities.

**OSU's graduate program** in nuclear engineering was recently ranked among the nation's top 10 by *U.S. News and World Report*, and programs in geosciences and zoology at OSU were both ranked sixth nationally according to *Science Watch* and *The Chronicle of Higher Education*, respectively.

**The Carnegie Foundation** included OSU among a select group of universities—just 95 out of more than 3,000 nationwide, and the only one in Oregon—that received its top designation for “very high research activity.”

**The renowned Linus Pauling Institute** has been designated by the National Institutes of Health as a Center of Excellence for Research on Complementary and Alternative Medicine. The only other institute with this designation is at Harvard.

**OSU is one of only two** U.S. universities designated a land grant, sea grant, space grant, and sun grant institution. Cornell is the other.



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**Oregon State**  
UNIVERSITY

OSU FOUNDATION

850 SW 35TH STREET CORVALLIS, OREGON 97333

541-737-4218 541-737-0498 FAX