

# we are

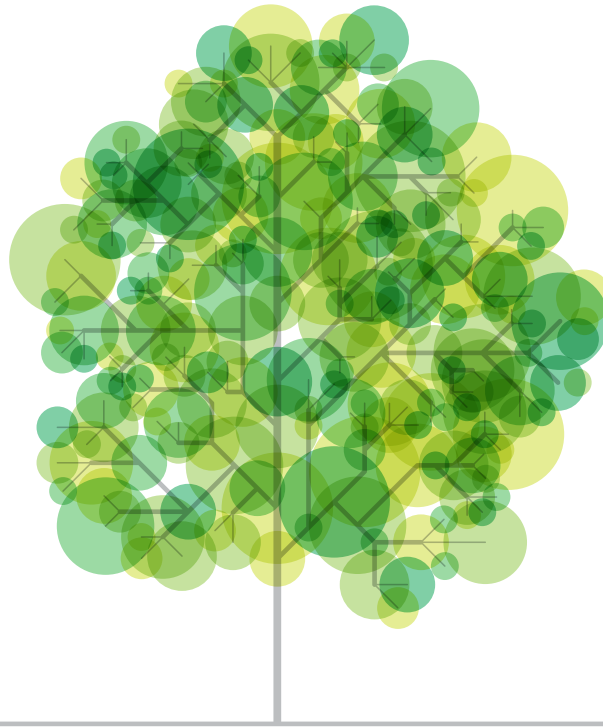
A Magazine of Penn State Philanthropy

Summer 2017

## BUILDING A GREATER PENN STATE

Penn State's new  
fundraising campaign  
looks toward a brighter  
future—for the University  
and for its students

A GREATER  
PENN STATE  
FOR 21<sup>ST</sup>  
CENTURY  
EXCELLENCE



# LET'S GROW STATE

Online communities. Real-world results. **grow.psu.edu**

A team of Penn State engineering students begins raising money to purify water in a Dominican village. One person gives \$25—and shares the opportunity with their friends. Those friends do the same. In only a month, a handful of small gifts have grown into enough support to send the students to Caobete in the Dominican Republic.

**Meet Let's Grow State, Penn State's new crowdfunding platform.** This digital hub is empowering Penn State community fundraising efforts—and giving supporters the opportunity to connect directly with students, match their dollars to their interests, and promote the kind of projects they believe in.

From international community outreach efforts to life-saving medical research, the campaigns on Let's Grow State are as varied as the students on our campuses. Each fundraising campaign offers photos, video, and highly detailed information about what gifts will help to accomplish. And unlike other crowdfunding platforms, every single dollar raised goes directly to the cause, even if a group falls short of their fundraising goal.

Most importantly, Let's Grow State operates on the principle that making a gift is as important as spreading the word. So not only does this site put interesting projects at one's fingertips, it only takes a few extra clicks to quickly share the projects that a donor thinks are important with their personal online network of friends and family who may feel the same.

Live campaigns can be viewed at **grow.psu.edu**, and new campaigns are constantly being added.

Let's Grow State is giving students a chance to turn ideas into realities. And fueled by the support of an expanding network of Penn Staters, it's proof that great things can grow from a community working together. ►



# A Message from **Martha**



**I was a first-year Penn State undergraduate** when my father visited to tell me in person that he had lost his job. The reason that I graduated four years later—and enjoy the professional life I do today—is the scholarship support that kept the doors to success open.

The idea that financial circumstances should not define opportunity for ambitious students is at the core of Penn State's land-grant mission. It's also at the core of *A Greater Penn State for 21st Century Excellence*, the University's new campaign which seeks to power our institution—and our commitment to changing lives and communities through education, research, and service—to even greater heights.

This issue of *We Are* begins with an overview of *A Greater Penn State*, with information about the campaign's promise to fulfill the three key imperatives of a great public university. In the following pages, we highlight the Open Doors imperative—our commitment to keeping a Penn State degree within reach for students from every background. President Barron presents a number of new ways for private support—leveraged by University matching funds—to provide the scholarships and programs that will help Penn Staters to thrive. You'll hear from an inaugural participant in one of these programs, and you'll find numbers that show their potential impact on students across the Commonwealth. This issue also celebrates the philanthropy that's leading us into our new chapter, from a transformative gift to the newly named Donald P. Bellisario College of Communications, to the collective impact of giving through Penn State's new crowdfunding platform.

How we give to the University may evolve, but what we support remains steadfast: opportunity for students whose paths to success begin here. Thank you for being a part of a community committed to ensuring that, for students who choose Penn State, the doors are always open. ▀

A handwritten signature in blue ink, reading "Martha Barnhart Jordan".

Martha Barnhart Jordan  
Class of 1976, Smeal College of Business



A GREATER  
PENN STATE  
FOR 21<sup>ST</sup>  
CENTURY  
EXCELLENCE

# A GREATER PENN STATE A BRIGHTER FUTURE

Gifts from Penn State's alumni and friends have been essential to the success of the University's historic land-grant mission to serve the public good. To fulfill that mission for a new era of rapid change and global connections, the University has begun *A Greater Penn State for 21st Century Excellence*, a fast-paced campaign focused on the three key imperatives of a public university (see right). With an overall goal of \$1.6 billion, this campaign is an opportunity for alumni and friends to contribute to our institution's future and to the future we all share. To learn more about how you can help to create a *Greater Penn State*, please visit [greaterpennstate.psu.edu](http://greaterpennstate.psu.edu)

Private support can not only bring talented students from every background to Penn State—it can help them to graduate on time and on track to successful careers and lives. *U.S. News & World Report* predicts a Penn State graduation rate of only 71 percent based on the number of at-risk students we admit, but our actual graduation rate is 86 percent, distinguishing Penn State from every other highly ranked university. Yet only half of our students from the poorest households graduate within six years of enrollment. They work too many jobs and find it impossible to carry a full credit load, and if they finally graduate, they have taken longer, paid more, and received less than better-off students. We propose to take on the obligation of making sure that each student, regardless of heritage, individual characteristics, or financial well-being, has access to a timely degree and a true Penn State experience.



## CREATE TRANSFORMATIVE EXPERIENCES

---

Philanthropy will provide the opportunities—in our classrooms, on our campuses, and in the larger world—that let students and faculty discover their full potential and make a difference. We know how to deliver a curriculum. We are on the forefront of teaching excellence in the classroom and online through our top-ranked World Campus. But the capable delivery of content is not enough. We must distinguish Penn State through transformative experiences that go beyond the classroom, through a global perspective, readiness for the growing digital revolution, and an even deeper commitment to the arts and humanities.

## IMPACT THE WORLD

---

With the visionary gifts of alumni and friends, we can tackle the world's most pressing problems—and solve them. Public universities are distinguished by their dedication to serving the needs of society. We propose to become the leader in food, water, and energy security, ensuring that these resources are abundant, affordable, and safe; to tackle fundamental challenges associated with human health and well-being; and to realize our potential as a driver for economic development, job creation, and student career success. We intend to bring together the diverse breadth and depth of our powerful research and educational institution to address the enduring issues of our time.



# Opening Doors, Changing Lives

## A Message from President Barron

**Every year, nearly 100,000 students**—first-year and returning, undergraduate and graduate—enroll at our University. These individuals and their families put their faith in Penn State to deliver a world-class education, offer opportunities for leadership and growth, and help our graduates to hit the ground running in their careers. As a public, land-grant institution, Penn State has a moral imperative to fulfill that promise to all our students, regardless of their financial background.

With an undergraduate graduation rate of 86 percent at University Park and 70 percent at our other campuses—rates that exceed many of our peers as well as predictive models based on the demographics of our student body—and with more than 4,000 graduate and professional degrees awarded each year, we can be proud that we serve so many of our students so well. But we cannot be satisfied, and we must do more.

As declining state support has shifted the burden of rising tuition to students and families, too many undergraduates are juggling full-time course loads with full-time jobs, ultimately delaying their degrees and their careers. Many graduate with extraordinary burdens of debt—and many others, daunted by their financial challenges, don't graduate at all and must find a way to pay their student loans without the benefit of a degree. For graduate students, who are vital members of our academic community and go on to represent Penn State at the highest levels of their professions, the cost of a degree can determine not only which institution they chose, but what they are able to achieve.

In our new fundraising campaign, *A Greater Penn State for 21st Century Excellence*, we are asking donors to become our partners in creating new programs and scholarships that will help us to ensure that all our students can have a complete Penn State experience and graduate on time and on track to success.

Through three new programs that launched on July 1, 2017, our alumni and friends can leverage their gifts to secure matching support from University funds, multiply the impact of scholarship endowments, and express their commitment to Penn State students. I hope that you will consider this opportunity to invest along with Penn State in our students and in our historic land-grant mission. ▀



Eric J. Barron  
President, The Pennsylvania State University



## Help students in the future—and right away!

While donors may take up to five years to fulfill their pledges, the *Greater Penn State* scholarship matching programs shift funds from the University into new endowments immediately, so that students can begin benefiting from a gift in the semester after the scholarship is established.

### The Open Doors Scholarship Program — available for one year only!



A 2:1 permanent match for endowed gifts to specific pilot programs that will help students with financial need to thrive at Penn State

**Minimum gift:** \$30,000, which becomes an endowment of \$90,000 with Penn State's match

**Program timeline:** July 1, 2017, through June 30, 2018 or until available matching funds are expended

To address the financial, academic, and personal challenges that our students face in graduating from Penn State, the University has created a range of pilot programs that can help them to succeed (see *By the Numbers* on page 6). Alumni and friends can help to launch these programs and meet the urgent needs of students through their endowed gifts, and Penn State will triple the impact of this support by providing a permanent 2:1 match of donor gifts to the endowment's principal.

### The First-Time Scholarship Donor Program



A 1:1 permanent match for gifts from donors creating their first undergraduate scholarship endowment at Penn State

**Minimum gift:** \$30,000 for a Renaissance Scholarship, which becomes an endowment of \$60,000 with Penn State's match. Other kinds of undergraduate need-based scholarships with higher minimum endowments are also eligible, including awards for honors scholars and student-athletes. See [greaterpennstate.psu.edu/open-doors/opportunities](http://greaterpennstate.psu.edu/open-doors/opportunities) for the full range of Penn State scholarship opportunities.

**Program timeline:** July 1, 2017, through June 30, 2021 or until available matching funds are expended

Over and over, alumni and friends report that creating a scholarship has been the most rewarding way to deepen their relationship with the University and support new generations of students who face financial challenges to earning their degrees. To encourage our supporters to establish their first scholarships, Penn State will permanently double the principal of those endowed gifts, doubling the impact on students.

### The Graduate Scholarship Match — available for one year only!



A 1:1 permanent match for gifts to create graduate scholarships

**Minimum gift:** \$125,000 for a graduate scholarship, which becomes \$250,000 with Penn State's match

**Program timeline:** July 1, 2017, through June 30, 2018 or until available matching funds are expended

Graduate students contribute to the strength of the Penn State community in countless ways—as role models for our undergraduates, as partners to our faculty in education and research, and as ambassadors for the University throughout their careers. Donors can target their support to graduate students on the basis of financial need, academic merit, or a combination of factors while securing a permanent match from Penn State funds.

Penn State's development team can work with you to find the program and create the scholarship that reflects your commitment to Penn State students and has the greatest impact, both immediately and far into the future. To learn more, please contact:

#### David J. Lieb

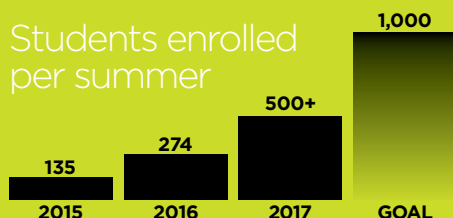
Senior Associate Vice President for Development  
Office of University Development  
105 Old Main  
University Park, PA 16802  
Phone: 814-863-0694  
Email: [djl120@psu.edu](mailto:djl120@psu.edu)

# By the Numbers

The new **Open Doors Scholarship Program** (announced on page 5) will allow donors to triple the impact of their support for five pilot initiatives designed to help Penn State students earn their degrees, reduce their educational debt, and hit the ground running in their lives and careers.

All of the programs are targeted to students whose families can cover **25 percent** of their educational costs or less as determined by Penn State's Office of Student Aid.

Students enrolled per summer



**Pathway to Success: Summer Start (PaSSS)**—Launched in 2015, this program helps entering students to make the transition to Penn State in the summer before their first year, learning skills, establishing connections, and earning credits that will help them to graduate on time. Those who successfully complete the first session can return for a second summer.

**raise.me**—Students enrolled at specific Pennsylvania high schools serving low-income areas or those enrolled in the federal free lunch program, regardless of high school, can earn micro-scholarships toward their Penn State education by meeting goals that will lay a strong foundation for their future studies, such as A-level work in their classes, perfect attendance, and participation in testing such as the PSAT.

Students can earn up to

**\$4k** toward their degree



Scholarship Eligibility

**90 Credits**

**120 Credits**

Graduation Requirement

**Complete Penn State**—Unexpected financial hardships, from a parent's job loss to a family illness, can sometimes force undergraduates to leave the University even as the finish line is in sight. This program will provide aid/assistance to students when an unpaid bill or a gap in aid might otherwise keep them from graduating.

**Student Transitional Experiences Program (STEP)**—Designed to help undergraduates who will be completing their degrees at University Park after spending their first two years at one of Penn State's other campuses, STEP offers a combination of scholarship support, special courses, mentoring, and other opportunities to become immediately engaged in their new academic community.

**3,400+**

Students eligible each year



Students enrolled in World Campus each year

**Smart Track**—World Campus students face many of the same challenges as traditional students in their transition to higher education, as well as experiences specific to distance learners. The Smart Track program offers scholarship support, a two-semester course on academic and life skills, mentoring from peers and faculty, and assistance in becoming an engaged member of the World Campus community.





# Faces of Philanthropy

Pathway to Success: Summer Start (PaSSS) is already benefiting students like Madison Lazeration, one of the inaugural participants in the program who will enter her sophomore year at Penn State Altoona this fall. Here she talks about her first year as a college student, her plans for the future, and how PaSSS is shaping her Penn State experience.

## **Why did you choose to attend Penn State Altoona?**

I saw it as the perfect transition to a college atmosphere. It's not the biggest campus, but it's also not the smallest. I wanted to have a more personalized experience.

## **Tell us something we might not know about life as a Penn State Altoona student.**

You have to learn how to maneuver around the ducks at the pond. It seems like every time you're trying to walk to class, they want to cross the sidewalk at the same time!

## **What attracted you to the PaSSS program?**

The opportunities it offered. Starting in the summer gave me a chance to make friends. The program offered me a job, which helps to cover tuition expenses. PaSSS put me ahead of other freshman because in the fall I already had six credits and knew the campus very well.

## **How would your Penn State experience be different without PaSSS?**

My freshman year would have gone completely differently. When I started in the fall, I had people to lean on. I had met professors that I felt comfortable going to with problems. I also knew the campus, so I didn't feel like I was scrambling around.

## **What do you want to accomplish during your time at Penn State?**

I want to take every opportunity that I can. After I graduate, I don't want to look back and wish that I'd studied harder or done things differently.

## **What do you hope to be doing twenty years from now?**

I hope I'm working as a chemist. And I hope that I'm really happy with my job.

## **If you could create an endowment at Penn State, what would it support?**

Tutoring. I think it gets overlooked because not every student needs it, but for the students who do need tutoring—including myself—it has a great influence on the outcomes of our work.

## **What is your proudest accomplishment?**

My entire freshman year.

## **Fill in the blank: We are Penn State! And Penn State is \_\_\_\_\_.**

Home. As a Penn State student, that's what the University makes you feel, that you are at home. ▀

# OUD/FAQ:

## O. Richard Bundy III

Vice President for Development and Alumni Relations

Penn State's Office of University Development (OUD) helps alumni and friends to achieve their philanthropic goals. In every issue, we'll feature a different leader from OUD and ask your questions. Please email [DevComm@ddar.psu.edu](mailto:DevComm@ddar.psu.edu) and tell us what you want to know about giving to Penn State.



**O. Richard Bundy III**—known to his friends, colleagues, and fellow Penn Staters as Rich—leads a team of more than 400 staff in his role as Penn State's vice president for development and alumni relations, which he began in January. A State College native and Penn State alumnus, he began his nearly twenty-five-year career in public higher education fundraising and alumni relations at Penn State. He has since held posts at Michigan State, Iowa State, and, most recently, the University of Vermont Foundation, where he served as the inaugural president and chief executive officer. He holds B.A. and M.A. degrees from Penn State and an M.B.A. from Michigan State, and he attended the Management Development Program at Harvard's Graduate School of Education. Together with President Eric Barron, Executive Vice President and Provost Nick Jones, and the Penn State Advisory Council on Philanthropy, Rich will lead the University's efforts in *A Greater Penn State for 21st Century Excellence*, which seeks to raise \$1.6 billion by 2021.

## Q: In an institution as large and complex as Penn State, how does one measure the impact of private giving?

**A:** The simplest way to measure private giving at Penn State is to count the dollars and cents we receive, but that's not how I measure our impact. Impact can be seen when we look at the talent and ambition of the young men and women who are pursuing a Penn State education, but who would not be here without the scholarships our donors create; the caliber and breadth of the faculty we are able to recruit and retain, and the extraordinary research

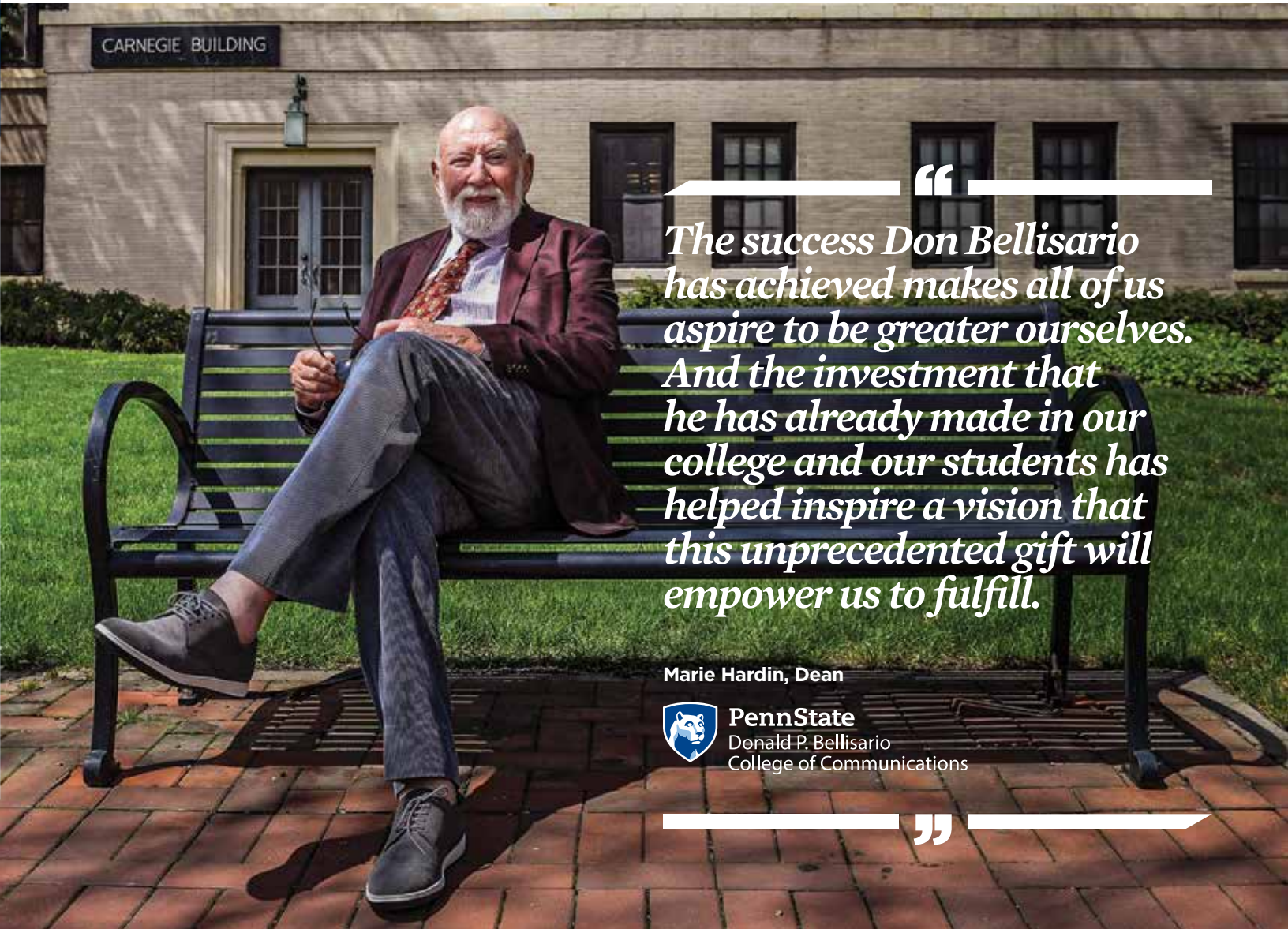
they are pursuing every day, thanks to our donors' investment in their work; and the world-class living-learning environments we are able to offer our students, from laboratories, to athletic facilities, to residence halls, because of our donors' generosity. With the investment that alumni, friends, parents, and corporate partners provide, Penn State has achieved levels of success and distinction that simply did not exist thirty years ago, when I

was growing up in State College—and simply would not exist without the vision and generosity of our donors. So, I think the best way to measure the impact of private giving is in terms of lives changed for the better—the students who will launch their futures here, the faculty whose research promises to change the world, and the countless individuals and communities who will benefit from their work, now and for years to come. ▀



# A Television Legend. A Milestone Gift.

An Exciting Future for the Donald P. Bellisario College of Communications



“  
*The success Don Bellisario has achieved makes all of us aspire to be greater ourselves. And the investment that he has already made in our college and our students has helped inspire a vision that this unprecedented gift will empower us to fulfill.*

Marie Hardin, Dean



**PennState**

Donald P. Bellisario  
College of Communications

**Donald P. Bellisario**, a 1961 Penn State graduate and the creator of programs that changed the landscape of American television, has made one of the largest gifts in the history of the University. The acclaimed writer, producer, and director of shows such as *Magnum P.I.*, *Quantum Leap*, and *NCIS* has committed \$30 million to support communications students and faculty and to establish the state-of-the-art Donald P. Bellisario Media Center.

Bellisario, born during the Great Depression in western Pennsylvania, launched his remarkable career after graduating from Penn State. Bellisario first enrolled in 1953 but left to serve in the U.S. Marine Corps. He returned four years later with his young family, earned his degree in journalism, and worked for the *Centre Daily Times*. After graduation, Bellisario built a reputation as an innovator and leader in advertising. After rising to the rank

of senior vice president of the famous Bloom Agency, he made the leap, during the mid-1970s, to Hollywood. There he became a hit maker whose creations included *JAG* and *Airwolf*. To learn more about Bellisario's achievements and philanthropy, visit [giveto.psu.edu/bellisario](http://giveto.psu.edu/bellisario) ▀





WE ARE PENN STATE

Nonprofit Org.  
U.S. Postage  
PAID  
The Pennsylvania  
State University

## FEED BACK

We value your opinion of  
our communications.  
Please visit  
[giveto.psu.edu/feedback](http://giveto.psu.edu/feedback)  
and use code **17-04**.

Penn State is committed to affirmative action, equal opportunity,  
and the diversity of its workforce. U. Ed DEV 17-04



## Then & **Now**

Penn State's proud tradition of military service stretches back to the Civil War, and the University's Reserve Officers Training Corps, established in 1916, has long been considered one of the top programs in the nation. The University is also committed to educating our nation's active-duty troops and veterans. Through our World Campus, service members can advance their education anywhere on the globe, and Penn State has been recognized for our military-friendly environment by *U.S. News & World Report*, *Military Times*, and others.

Over the years, Penn State alumni and friends have shown their own support through philanthropy. In April, that support grew through the generosity of Donald P. Bellisario, whose \$30 million commitment to the Donald P. Bellisario College of Communications includes scholarships targeted to military veterans, active-duty service members, reservists, and National Guard members. Learn more about the landmark Bellisario gift on page 9. ►