Progress

A Special Edition of PINE from the Northern Arizona University Alumni Association

Building Boom

CALLING ALL ALUMNI
Diary of a tele-fundraiser p.5

ADVANTAGE NAU
New soccer facilities at Lumber-jack Stadium p.10

IT’S NO MYTH
The real truth about giving p.8

ALSO: What’s happening with NAU on campus and around Arizona, in the president’s State of the University address
Growth—and Generosity—in Full Bloom

For Flagstaff residents, summer brings monsoon rains—but it also seems to be raining concrete and girders as the building boom continues on campus. This ongoing construction juggernaut is the most visible sign of NAU’s transformation. President Haeger’s article on page 3 will update you on other advancement initiatives in NAU communities around the state, the country and the globe.

We’re also experiencing an exciting evolution in University Advancement. In my dual role as vice president for University Advancement and President of the NAU Foundation, I’m privileged to meet and collaborate with many individuals who are passionate about NAU, and to involve them in advancing the programs and projects which they care most deeply about.

In fact, for this special issue, titled PINE Progress, advancement is the theme—advancing NAU through our relationships with those who give gifts of time and money, and those who help us turn ideas into funded programs and deserving students into NAU graduates. Advancement keeps NAU moving forward in its mission:

To provide an outstanding undergraduate residential education strengthened by important research, graduate and professional programs and a responsive distance learning network delivering programs throughout Arizona.

All gifts—small or large—contribute mightily to our mission, and the total dollars given by alumni is important, but just as critical is the percentage of alumni who give. Foundations and corporations view this percentage as a key indicator of quality when deciding whether or not to invest their contributions in a university. Your gift to the NAU Fund can be a deciding factor in NAU’s ability to secure larger gifts that will equip laboratories, endow scholarships or recruit and retain quality faculty.

Volunteering is another way to contribute to NAU’s advancement. For Nancy Serenbetz, longtime active alumna and now development director for NAU’s College of Education, advancement begins with volunteerism. Serenbetz volunteered first as an undergraduate and encourages alumni to find their own volunteer niche: recruiting new students, serving on an advisory committee, writing letters to legislators and newspaper editors or speaking to students about career paths. “As an NAU student, I knew the president, the deans and my professors,” she says. “What a privilege to be able to form these individual connections and to give back to this wonderful institution that’s done so much for me.” (For volunteer opportunities, see naualumni.com/volunteer) or call 928-523-3757.

With our small class sizes, student-centered approach to learning, outstanding academic programs, outreach across the state and strikingly beautiful campus setting, NAU is unique among public universities. As we work together to advance NAU’s value to its many communities, we also increase the value of an NAU degree.

My heartfelt thanks to all of you for your friendship, your gifts and your passion for Northern Arizona University.

Molly Williams
Vice President, University Advancement
President, NAU Foundation
State of the University
A message from NAU President John D. Haeger

When asked to write a message about the “state of the university,” my first thought was, “Where do I begin?” We have achieved so much in the past few years—and yet there is so much more to do. Join me for a look at the state of your alma mater, from accolades and accomplishments to unparalleled growth, inevitable challenges and earnest aspirations for the future of NAU.

Singing Our Praises
The media have taken notice of NAU’s excellence. U.S. News & World Report ranked our engineering program among the best undergraduate engineering programs in the country. Washington Monthly rated us in the top half of the country’s national universities for our service to students, communities and the public at large. We also rank fifth in the nation for graduating Native Americans with bachelor’s degrees.

Acknowledging Ambassadorsof Excellence
And then there are the many individual accomplishments of our students, faculty and staff. Though we don’t have the space to list them all, here are a few examples that represent the quality of the people who teach and who learn at NAU—and who make a difference.

• Anthropology professor Cathy Small decided the only way she was going to understand her students better was to live in their world. So, she became a student and wrote a book about her experiences, My Freshman Year: What a Professor Learned by Becoming a Student. The book made national headlines, but what’s more important, Cathy said it made her a better teacher. Her book has lessons for us all.

• Robert Buscaglia, a junior biochemistry and math major in the NAU Honors Program, was one of 60 students nationwide—and the first in NAU history—to be named to USA Today’s All-USA College Academic Team program.

• A group of 37 NAU students spent their spring break helping to rebuild Hancock County, Miss., which was devastated by Hurricane Katrina—and raised the $30,000 needed to do it on campus and out in the Flagstaff community.

• Both our men’s and women’s basketball teams won Big Sky Conference titles this year, and
Johanna Nilsson led the pack in track and field, capturing two NCAA titles. Men’s basketball coach Mike Adras was named Big Sky Coach of the Year.

Building Communities of Learning
If you have a chance to visit campus—which I hope you do—you will see many signs of progress. Our new College of Business Administration and the Engineering building opened in January. These facilities were built with students in mind, as well as with their input. McKay Village, the luxury multiuse student apartments named for Flagstaff’s own Kay McKay, will open this fall. This winter we plan to complete a $36 million science lab building, and we’ll ring in spring 2007 with the opening of the Applied Research and Development building, a national showcase for environmental sustainability. These impressive new structures reflect NAU’s growing role in a statewide effort to create a science research-based economy in Arizona. You also will be hearing more about Science Foundation Arizona, a statewide collaboration of the business, educational, political and philanthropic sectors to establish Arizona as a leader in biosciences. By the end of summer, we also hope to break ground on a conference center with an attached hotel and parking garage on the north end of campus. This facility will allow NAU and the City of Flagstaff to host much larger conferences than currently possible and will provide invaluable training opportunities for our students. We expect the conference center to generate $5 million annually in economic development for Flagstaff.

Charting New Territory
Obviously, we are excited about all that NAU has achieved this past year. But that excitement is also tempered by some challenges in higher education. State legislatures are scrutinizing graduation rates, Congress is proposing performance measures, and elected officials and business leaders are questioning the amount of teaching done by professors and the relevance of research at universities. Everyone is concerned about access to higher education and its price tag.

Northern Arizona University is doing its part to strike a balance between affordability and innovation. We held the 2006-07 tuition increase to the cost of living, resulting in the lowest increase in eight years. We continue to expand our distance learning programs throughout the state so that people can get the education they need in the communities where they live and work. We opened a new location in Tucson, we’ll share a building at Yavapai College in Prescott in the fall and we are increasing our presence in Yuma.

And when it comes to research, we focus on those studies that have practical applications to our community and society—be it biotechnology, cancer research or ways to ensure a healthy environment for the future. Because our faculty who conduct research also teach, they bring that knowledge into the classroom.

But we need to do more. We must push for greater diversity on our campuses. The university must reflect the world in which our students will live and work. That is why we are aggressively pursuing educational partnerships with Arizona community colleges and with such countries as China, Saudi Arabia, India and Australia.

I look forward to what promises to be another year filled with exciting accomplishments and challenges. I also invite you to be a part of our progress by volunteering in an NAU program, by making a gift through the NAU Fund in academic year 2007 and by sharing your thoughts and suggestions with me at John.Haeger@nau.edu.

Dr. John D. Haeger
President, NAU
When NAU calls to ask for your support, who’s really on the other end of the line? **Shambra McKeen** takes us through a typical day in her life as a student and **tele-fundraiser** for the NAU Fund

7:00 p.m. 15-minute break to get a drink and recharge my voice.
7:22 p.m. Talk with a recent business graduate who has never contributed before. I share some information with him about the new business building and he pledges a symbolic first gift of $19.99 in honor of his 1999 graduation ceremony.
7:36 p.m. Speak with an interior design graduate who pledges $250, my second pledge of that size for the shift. She is excited to hear that I’m an interior design major and wants information on how to get NAU interior design students to intern at her business.
7:48 p.m. Surpass nightly calling incentive of 15 pledges and receive a gift certificate to Chili’s!
8:10 p.m. Chat with a third-generation NAU alum, who gives a gift of $50 on his credit card to NAU Athletics. He also requests information on the College of Engineering and Natural Sciences for his son, a potential fourth-generation NAU alum.
8:25 p.m. Clean up my workstation, push in my chair and head home to study after a successful night of fundraising and connecting with NAU alumni.

For more information on giving to the NAU Fund, visit naualumni.com/giving.
Highlighting just a few of NAU's new structures, with more to come.
State-of-the-art facilities and new capital projects come together to create a unique, student-centered learning environment focused on foundational education and meaningful preparation for life and work. **1. College of Business Administration:** Five computer labs and 18 student breakout rooms fill this 110,000-square-foot learning space. **2. Engineering Building:** This expanded building will provide new research opportunities with the addition of 18,000 square feet. **3. Applied Research and Development:** Due to open in 2007, this building is a national showcase for environmental sustainability. **4. McKay Village:** This development features two-, three- and four-bedroom luxury apartments in the heart of campus. **5. and 6. Science Lab Building:** A three-story facility containing both undergraduate and graduate research labs, designed to foster ongoing interaction among students and faculty, and between academic disciplines. With large teaching laboratories for both biology and chemistry students, many students will take their first steps here in pursuit of a career in medicine, dentistry, research or teaching.
When you give to NAU, where does your money really go? And—for that matter—who gets to decide? Join us for an odyssey to dispel the myths, rumors and misconceptions about giving.

**Myth:** My $100 doesn’t matter.  
**Fact:** The Greek mathematician Archimedes, who understood the power of a number pretty well, said, “Give me where to stand and I will move the earth.” Likewise with giving, it is actually astonishing how much a $100 gift does matter. The percentage of alumni who give to their alma mater is considered a key indicator of the institution’s quality. When evaluating whether to make a grant, many corporations and foundations ask, “If alumni don’t give, why should anybody else?” *U.S. News & World Report* also uses this indicator in its rankings. It’s a fact that alumni giving reflects on NAU’s reputation, and small gifts add up. Consider, for example, that eight gifts of $50 can provide a $400 scholarship, the equivalent of one year’s payout on a $10,000 endowment!

**Myth:** The state takes care of ALL of NAU’s needs.  
**Fact:** This is like saying that the average retiree can live off his pension. Live, perhaps—but thrive? While NAU is fortunate to receive significant funding from the state, this does not diminish the importance of private giving.

The gifts we receive can be thought of as NAU’s “margin for excellence,” the extra resources enabling us to offer the enriched, personalized educational experience that is our hallmark. The state helps fund the basics, but private gifts enable us to push the envelope of innovation to create state-of-the-art learning environments; attract and retain top faculty; fund crucial, relevant research and conferences; and advance NAU in ways that separate us from the pack.

Students directly benefit from all of the above, and they clearly reap the rewards from the 500+ scholarships established so far through private funding.

**Myth:** When the telephone rings from NAU, they will pressure me for money.  
**Fact:** We wish you could see the eager, freshly scrubbed faces of our student callers (see page 5) and then no one would worry about intimidation. They will ask for money; we see their call as an opportunity to provide you with an easy means of making your commitment, and you may be surprised by what you can learn from the student perspective. But pressure? We don’t do that. We want you to get excited about what is happening at NAU and offer your support enthusiastically.

**Myth:** It seems like every department on campus is trying to raise its own gifts.  
**Fact:** Just visit the third floor of Old Main and you’ll see more than a pretty display case. You’ll find the alumni, development and foundation staff united under the University Advancement unit, headed by Vice President Molly Williams,
who reports to the President of the University. We work closely with colleges and athletics to advance the strategic priorities by building relationships with alumni, friends and other stakeholders and matching donor interests with specific funding and volunteer opportunities.

**Myth:** I hear the NAU Foundation is separate from the university. I want my money to support NAU.

**Fact:** The NAU Foundation is a separately organized 501(c)(3) nonprofit organization, but its sole purpose is to support the University through fundraising and fund management. The Foundation is organized in this manner to keep privately donated money separate from state-controlled funds. It is managed by a Board of Directors comprised of business, professional and civic leaders—many of whom are also alumni, serving on a voluntary basis. The Foundation’s mission is to promote the university and its goals, enhance its reputation and foster private investment by creating and stewarding meaningful relationships. Gifts through the Foundation do support the university.

**Myth:** They only want my cash.

**Fact:** To quote British novelist W. Somerset Maugham, “Money is like a sixth sense without which you cannot make complete use of the other five.” Financial support is important for many reasons, but we also seek your involvement in recruiting, organizing alumni gatherings and other opportunities. Visit naualumni.com/volunteer or call University Advancement at 888-628-2586 for information.

**Myth:** I can’t be sure my gift is used as I designate it.

**Fact:** While we won’t tag your money with microchips, NAU’s oversight is strict and absolute. Every contribution is placed in an account for the purpose the donor specifies. The NAU Foundation manages more than 1,800 accounts for specific purposes, ranging from a book fund for Cline Library to the discretionary “President’s Fund for Excellence,” which President Haeger can direct to the areas of strategic value. While all gifts are pooled for investment and banking purposes, they are tracked to the designated accounts through fund accounting. If you ever have a question about how your gift is used, we encourage you to call us at 888-628-2586.

**Myth:** I want an easy way to support NAU, but they don’t have a way to give online.

**Fact:** Making a secure gift online is easy with our newly redesigned Web site. Alumni and friends may visit us at naualumni.com/giving to begin a new legacy today. Of course, NAU will always accept your gift the old-fashioned way—by mail, by phone or in person—and always with gratitude and pride.
NAU's **Lumberjack Stadium** soccer building project underscores the power of private giving  

*By Steven Shaff, NAU Media Relations*

Jack and Julie Breslin watched their daughter, Tschana, a four-year NAU soccer starter, play at Lumberjack Stadium throughout her college career. While the team had great success, with Tschana earning All-Big Sky Conference honors for the Lumberjacks, the facilities at Lumberjack Stadium had lacked a locker room since women's soccer was added in '97.

To ensure that the women who followed Tschana had the best experience possible—and create a lasting legacy for the soccer program—the Breslins made a 2005 $550,000 gift, including $250,000 in services and materials via their family company, Breslin Builders, in Las Vegas.

A gift of unprecedented generosity (and the largest single gift to athletics in NAU history), this contribution launched the construction of locker rooms adjacent to Lumberjack Stadium. The 4,203-square-foot facility will also include an athletic training room, study area, team room, offices and public restrooms for the women's soccer program. The locker rooms will be state-of-the-art, and space nearby will house laundry and equipment storage, as well as a ticket booth.

“This is a momentous event for our program,” says head soccer coach Andre Luciano, whose team recently earned the National Soccer Coaches Association of America Team Academic Award. “This building will make our facility the premier soccer stadium complex in the Big Sky Conference. It will enhance both our student-athletes’ championship experience and the viewing experience for our great fans.”

**Keeping Pace with the Competition**

From scholarships and books to plane rides and basketballs, the costs of running a successful collegiate athletic department are rising every day. Today’s athletic administrators must face this reality: without fundraising, you can’t compete and survive in Division I athletics.

And while the Breslin gift kick-started the development of the soccer building and laid the foundation to complete this much-needed facility, every contribution plays a part in the advancement of major projects. Since the lead gift from the Breslins, several other donors have made substantial gifts:

- **Southwest Hospitality**, $50,000
- **Greg and Mary Winn**, $25,000
- **Rinker Materials and Block Lite** are providing building materials
- **Warner’s Nursery** has committed to exterior hard and soft-scape landscaping.

“Our program is truly thankful for all the gifts and we’d like to express our gratitude to all those involved in making this possible,” says head soccer coach Andre Luciano.

There are also naming opportunities available ranging from $2,500 to $100,000. The gifts are tax deductible and may be paid over a three-year period.

“With the Breslins’ generosity, we are able to compete nationally and be successful in the classroom,” says Athletics Director Jim Fallis. During the 2004-05 season, NAU spent more than $2 million on athletic scholarships, including room, board and monthly stipends. This expense continues to increase with the cost of tuition, room, board and books. To meet these needs, the athletics department operates the Lumberjack Athletic Association, a staff- and volunteer-driven organization focused on raising funds for athletic scholarships.

Private gifts like the Breslins’ are essential for funding scholarships, facilities and operational dollars. The new building, soon to be named the Breslin Soccer Facility, has been designed by Breslin Builders in conjunction with NAU Capital Assets. Groundbreaking is expected early this summer.

“We are very appreciative of the gift by the Breslins,” says Fallis. “It is an overwhelming expression of dedication to NAU athletics and our student athletes.”
NAU Scholarship ABCs

Whether in tribute or merely out of generosity, creating a scholarship gift can literally change lives—and it’s easier than you might think.

**Alumni**
Many alumni and friends have created scholarships as a lasting tribute to an individual, providing permanent educational opportunities for current and prospective NAU students. There are literally hundreds of such funds established, including:

- **Alumni Board Scholarship Fund**, to support the educational endeavors of NAU alumni spouses and children.
- **Borozan Memorial Scholarship Fund**, for students pursuing a degree in modern languages.
- **James K. “Buck” Clark Scholarship Fund**, for students from Nogales High School enrolling at NAU.
- **A. Bruce & Margaret Crozier Endowed Scholarship Fund**, for scholarships in physical therapy.
- **Harold L. & Marion L. Elliott Scholarship Fund**, for students from Nogales High School enrolling at NAU.
- **Wilfred & Joyce Killip & Family Scholarship Fund**, for Flagstaff district high school graduates.
- **Lumberjack Alumni Ambassadors Scholarship Fund**, the only student-sponsored scholarship in Arizona.
- **Donald & Peggy Murray Scholarship Fund**, for financially-at-risk sophomore students in the College of Business Administration who display a potential to succeed.
- **Joseph C. & Marie M. Rolle Award of Excellence**, providing financial support to meritorious faculty or students.
- **Al Zelinka Geography and Public Planning Scholarship Fund**, for students who demonstrate a passion for making a difference in revitalizing small town and urban neighborhoods.

**Basics**
- A current scholarship award is made during the same fiscal year as the gift receipt, time permitting. With annual contributions of $1,000 or more, a named fund may be created.
- An endowed scholarship provides annual awards from investment of gifts after the funds have been in the NAU Foundation account for one fiscal year. The minimum amount to establish an endowed scholarship is $10,000.
- **Specific guidelines** are used to create each scholarship, to ensure compliance in selecting recipients and administering funds, and are detailed in a document signed by the donor(s) and representatives of NAU and the NAU Foundation.

**Considerations**
- Fewer restrictions for selecting recipients mean greater opportunities for the scholarship to be awarded.
- Most recipients are selected by campus committees; individuals outside NAU may participate under certain conditions.
- The NAU Foundation cannot accept scholarship criteria based on race, color, religion, age, handicap or national origin. However, because of NAU’s commitment to diversity, there may be circumstances where the educational needs of disadvantaged or underrepresented students may be met through scholarships and other forms of financial support.

**An Enduring Gift**
For detailed guidelines and assistance in creating a scholarship, please contact Karin Von Kay at 928-523-3152 or via e-mail at Karin.Von.Kay@nau.edu.
Thanks to the charitable contributions of alumni, parents, grandparents, friends and employees of NAU, thousands of students each year are discovering that NAU isn’t just a dream ... it’s an adventure waiting to happen!