

# TO DISTINCTION AND BEYOND

By Kathleen Tuck

**IN AUGUST 2007, A DEDICATED GROUP OF BOISE STATE SUPPORTERS KICKED OFF THE PUBLIC PHASE OF DESTINATION DISTINCTION: THE CAMPAIGN FOR BOISE STATE UNIVERSITY AT A FESTIVE GALA OUTSIDE THE STUDENT UNION BUILDING.**

The ambitious \$175 million campaign was aimed at helping the university on its journey to become a metropolitan research university of distinction and was its first-ever comprehensive campaign, as well as the largest higher-education effort of its kind in Idaho.

That night, guests were asked, “Why not here? Why not now? Why not Boise State University?”

On a perfect August evening in 2011, in the Stueckle Sky Center overlooking Bronco Stadium’s blue turf and the Boise skyline, honored guests gathered to hear a different message: “We did it here. We did it now. We did it for Boise State University.”

That celebration marked the successful completion of a seven-year effort that raised a grand total of \$185,416,696.92 — more than \$10 million beyond the goal.

The campaign engaged more than 23,000 donors and included gifts ranging from a few dollars to \$13 million. Its tremendous effects have had implications locally and globally and will continue to benefit students, the community and beyond for generations to come.

Contributions supported three areas of emphasis: people, places and programs.

## PEOPLE



### **BOISE STATE IS DEFINED BY ITS “HEART,” AND AT THAT HEART IS ITS PEOPLE.**

As Boise State’s faculty, staff, administration and supporters responded to the call to be extraordinary, the result was nothing short of inspiring.

The campaign provided funds for assistantships, graduate fellowships and 376 new student scholarships across all disciplines. For many students, scholarships make a world of difference in their academic experiences.

“My scholarships really matter,” says Jacob Norris, a sophomore civil engineering major from Hayden with awards from the Laura Moore Cunningham Foundation as well as the National Science Foundation and Albertson Foundation.

“I don’t really have the money, so I would have had to take out loans or find other ways to pay for school,” he says. “This allows me to focus on my schoolwork and get better grades.”

“Endowed scholarships are the gifts that keep on giving, year after year,” says campaign co-chair Allen Dykman

(BA, business economics, '74), owner and president of Dykman Electrical Inc. “They are building blocks for future students. They influence their lives and careers and whether or not they are going to contribute to society. Scholarships are the future.”

A scholarship also can provide incentive to persevere in the face of hardships, a lesson learned by student gymnast Amy Glass. After fracturing her vertebrae she was told her gymnastics career was over.

“But I loved gymnastics too much to give it up,” she says. “I think it would have been a lot easier to quit if I had been a walk-on. Being a scholarship athlete is my life, and that’s what kept me going.”

In the end, Glass came back to win the Western Athletic Conference gymnast of the year. She plans to graduate this spring.

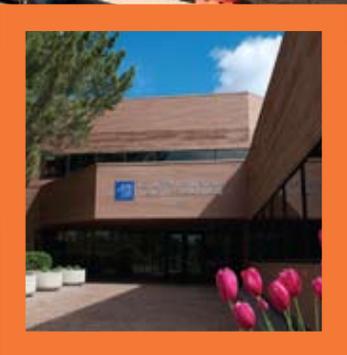


CARRIE QUINNEY

Jacob Norris, left, and Amy Glass benefit from student scholarships.  
Cover: Illustration created by Ward Hooper (BA, '87).



JOHN KELLY



# PLACES

The Norco Building, Ron and Linda Yanke Family Research Park (left), Micron Business and Economics Building (above), Caven-Williams Sports Complex and Arguinchona Basketball Complex are examples of the new and planned facilities made possible by this campaign.

Vice President for Research and Economic Development Dr. Mark Rudin notes that top-notch facilities give the university an edge when applying for grants and strengthen the exciting research being conducted across campus.

Campaign co-chair Steve Appleton (BA, business management, '82), CEO of Micron Tech-

nology Inc., agrees. "It's critical to the success of Idaho business that the university has the kind of facilities and programs needed to drive the entrepreneurial spirit that has made this country so great," he says.

Strong facilities help attract the best students and faculty to campus, thus strengthening programs and the university's reputational currency. Some of these buildings also have raised the visibility of the university and its programs by making specific equipment, lab and meeting spaces available to local businesses, thus providing what co-chair Dykman calls "a window into the university from the community."



PEOPLE • PLACES • PROGRAMS

**BOISE STATE EARNED A 2011 EDUCATIONAL FUNDRAISING AWARD FROM THE NATIONAL COUNCIL FOR THE ADVANCEMENT AND SUPPORT OF EDUCATION (CASE) FOR ITS EFFORTS TO ADVANCE THE UNIVERSITY DURING THE PAST THREE YEARS. THE AWARD HONORS SUPERIOR FUNDRAISING PROGRAMS ACROSS THE COUNTRY AND IS A COMPONENT OF CASE'S CIRCLE OF EXCELLENCE PROGRAM.**

COURTESY GREG KALTENECKER



## PROGRAMS

A \$13 million gift from Micron in support of a Ph.D. program in materials science and engineering is just one example of new and improved programs that are feeding the fire of innovation at Boise State. Others include new master's programs, community partnerships, the Boise State Idaho Bird Observatory (IBO), the Basque Studies program and the Department of Music's All-Steinway initiative that is replacing all department pianos with Steinway instruments.

Support for these and similar academic programs have contributed to the ongoing success of the city and region as researchers tackle community and global concerns and students are educated to meet ever-advancing industry needs.

"The new Ph.D. program is important not only for the university but for Micron as well," says Appleton. "It adds another level in terms of attracting the kind of

professors who want to teach in that environment and attracting the kinds of students who go on to do great things."

Strong programming also allows the university to influence future generations, as with the Boise State IBO and its presentations aimed at children and families.

"Boise State's IBO is kind of an undiscovered treasure in this area," says Winston Moore, who established an endowed chair for the center he believes is so vital to helping connect kids with nature. "Setting the science aside, one of the primary benefits of the IBO can be, and should be, the impact it can have on our youngsters."

Programs like the Basque Studies Program also raise awareness and soften cultural boundaries. Associate history professor John Bieter (MA, history, '94) is co-director of

the program, made possible through funds from the Elorriaga Family Basque Studies Endowment Program. Idaho is home to a large concentration of people of Basque descent.

"The Basque block has become a Boise, and an Idaho, spot," he says. "The richness of that cultural exchange spreads to the university and the university gives it a microphone and an amplification that it wouldn't have any other way."

From its students to its accomplishments, Boise State is a university transformed by the generosity of its many donors.

"The destiny of Boise State University requires each and every one of us to recognize our roles as stewards of this university," says Boise State President Dr. Bob Kustra in a video celebrating the campaign's accomplishments. "I thank you for answering this call to action."



CARRIE QUINNEY

Freshmen Krista Klebenow and Kenny Mayer represent a new class of incoming students.