

It Starts with

YOU

It Starts with Tradition.

It Starts with Vision.

It Starts with You.





It Starts with  
**STATE**  
A CAMPAIGN FOR SOUTH DAKOTA STATE UNIVERSITY

South Dakota State University has moved into the public phase of the largest university fundraising drive in state history, setting a goal of \$200 million over six years. *It Starts with STATE: A Campaign for South Dakota State University* is a response to a campus-wide strategic plan that began in early 2007 under the leadership of President David L. Chicoine. Faculty, administrators, students, and community leaders developed strategic plans to create the vision for the university's future growth. South Dakota State is poised to continue its rapid advancement in undergraduate, professional and graduate education; in research, science and technology; in scholarship; in the arts and humanities; and in service.

The goals will require a minimum of \$200 million in private gifts to this comprehensive campaign, which will continue through 2012. Pledges may be made with payments extending beyond 2012.

Investment opportunities of nearly \$250 million have been established in five distinct areas: Strengthening the Faculty; Endowed Faculty Positions; Opportunities for Students; Scholarships and Fellowships; Stately Surroundings: New and Revitalized Facilities; Athletics: Creating Lifelong Champions; and Funds for Excellence.



*Dana Dykhouse '79  
Campaign Co-chair*



*Al Kurtenbach  
Campaign Co-chair*



*Jerry Lohr '58  
Campaign Co-chair*



*President David L. Chicoine '69 and  
First Lady Marcia K. Chicoine '71*



## STRENGTHENING THE FACULTY: ENDOWED FACULTY POSITIONS (\$13.5 million)

### Total raised to date: \$6,860,570

Faculty have risen to the challenge of a thriving university, teaching a student population that has now grown to 12,812 and contributing to a record \$66.5 million in research grants and awards in 2009-10. The investment in faculty positions will further enhance SDSU's capabilities in undergraduate and graduate education.

■ **Endowed Chairs** — Endowed chairs (\$10.5 million) are essential for recruiting and retaining the very best senior faculty to lead strong undergraduate, graduate and professional academic programs; innovation and discovery research; and creative activities. An endowed deanship in the College of Agriculture and Biological Sciences has been created through a generous campaign gift from the South Dakota Corn Utilization Council. Additional endowed chairs are being sought in engineering; the health sciences; economics, finance and management; entrepreneurial studies; public policy; architecture and design; humanities and social sciences; and the visual and performing arts.

■ **Endowed Professorships** — Endowed professorships (\$3 million) will enable SDSU to recruit and retain faculty who show great promise and ability. Appointments to a professorship will go to faculty with emerging strengths in teaching, research, and the creative arts.



*Dr. Barry H. Dunn '75, South Dakota Corn Utilization Council Dean of Agriculture and Biological Sciences*

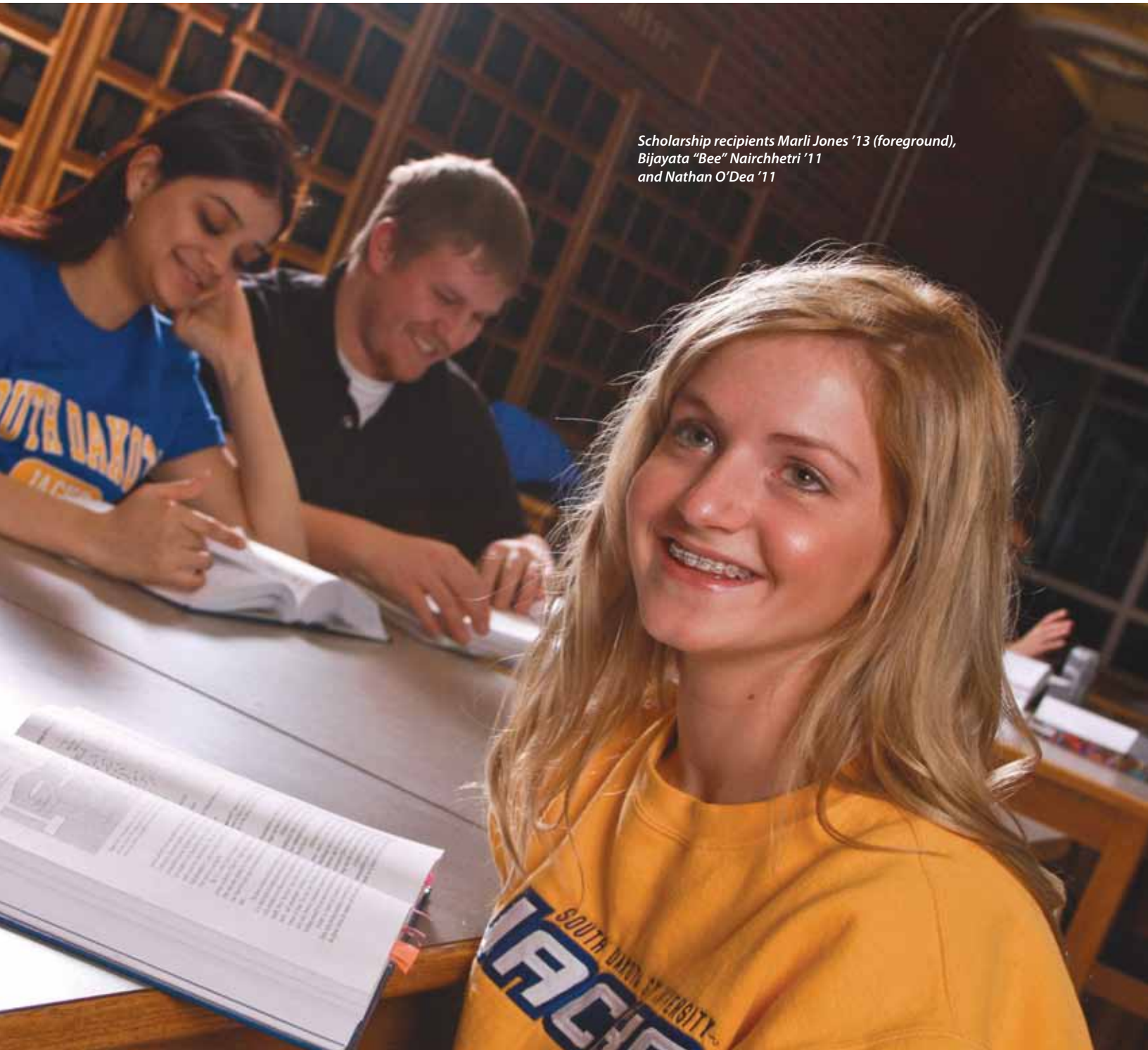
## OPPORTUNITIES FOR STUDENTS: SCHOLARSHIPS AND FELLOWSHIPS (\$24.9 million)

### Total raised to date: \$17,485,005

Scholarships reward students for academic achievement and ensure access to students who otherwise might not have the financial means to pursue a higher education. South Dakota State has expanded its scholarship offerings in the past decade through the support of donors; more scholarships are needed to meet the demand of a growing undergraduate and graduate population.

- **Jackrabbit Guarantee Scholarship Program** — The Jackrabbit Guarantee is the state's signature scholarship program, impacting one in four students on South Dakota's largest campus. The Jackrabbit Guarantee provides at least \$1,000 per year in scholarship assistance, renewable for a total of four years, to students who score 24 or higher on the ACT (or 1110 on the SAT). New support (\$14.1 million), in the form of annual gifts and endowments, will provide a stable funding source for the program.
- **Need-based Scholarships** — A need-based scholarship program (\$3 million) will help ensure access to students faced with economic hardships. South Dakota is the only state in the nation without a need-based scholarship program funded at the state level. This program will provide an opportunity for ambitious students who want to pursue a higher education but lack the financial means.
- **University Scholarships** — Each year, South Dakota State attracts a diverse group of bright students who may not qualify under criteria of the Jackrabbit Guarantee or a need-based scholarship. Enrollment growth is helped by transfer and non-traditional students who enrich the campus and deserve an opportunity to compete for other University Scholarships (\$2 million).
- **Jackrabbit Graduate Fellowships** — Fellowships will help SDSU draw the best Ph.D. students. These funds (\$5.8 million) will support new Ph.D. students before they move into research or teaching assistantships.





Scholarship recipients Marli Jones '13 (foreground),  
Bijayata "Bee" Nairchhetri '11  
and Nathan O'Dea '11

## STATELY SURROUNDINGS: NEW AND REVITALIZED FACILITIES (\$95.5 million)

### Total raised to date: \$44,075,867

South Dakota State developed a comprehensive plan for new and revitalized buildings to accommodate the dramatic growth in enrollment and research activity.

**Private fundraising has been completed for these capital projects, which were identified as priorities for the It Starts with STATE campaign:**

- **Electrical Engineering and Computer Science Building** — The building provides modern teaching and research space for the college. Phase I (\$6 million) was dedicated in May 2009; construction on Phase II (\$4.46 million) will begin in fall 2010.
- **Faye Tyler Wade Food Laboratory** — The laboratory (\$316,000) has created state-of-the-art, multi-functional work space for teaching, cooking, dining and entertaining.
- **Outdoor Learning Laboratory at the Fishback Center for Early Childhood Development** — The outdoor playground (\$351,000) provides an environment to stimulate the imaginations of students who attend pre-school and kindergarten and a training ground for SDSU's early childhood education majors.
- **Anderson Plaza at the South Dakota Art Museum** — The plaza (\$75,000) provides a picturesque outdoor area for one of the top attractions on campus.

*McCrary Gardens Education and Visitor Center rendering*





**Private gifts are being sought to complete or initiate additional capital projects on campus, with naming or sponsorship opportunities available for leadership gifts to each project:**

■ **McCrory Gardens Education and Visitor Center** —

The 9,350-square-foot facility will further enhance educational and programmatic activities at McCrory Gardens and the South Dakota State Arboretum. The facility (\$4.2 million) will include a gift shop and space to host educational and social events. Construction will begin in fall 2010.

■ **Beef Cattle Innovation Complex** — SDSU aspires for national prominence with a pre-eminent program in the applied science of beef cattle production. This program will provide undergraduate and graduate students with hands-on training, research opportunities, and enhanced learning experiences. Two facilities will serve as core components of the Beef Innovation Complex: a new cow/calf unit (\$3.5 million) and an expanded research feedlot (\$500,000).

■ **Mathematics and Engineering Building** —

An integral piece of the SDSU engineering quadrant will be in place with a four-level addition to the east of historic Solberg Hall. The new building (\$12 million) will accommodate the needs of Mechanical Engineering, the growing Statistics and Computational Sciences program, and the new Architecture program.

■ **Performing Arts Center, Phase II** — An addition (\$29.9 million) to the Performing Arts Center will become home to the Music Department, as well as a large 250-seat recital hall. The facility also will boast an 850-seat proscenium theater, capable of hosting the university's major stage productions.

■ **Avera Health and Science Center** — The 144,600-square-foot home to the College of Pharmacy and the Department of Chemistry and Biochemistry will serve more than 50 percent of SDSU students on campus and increase the university's research capabilities in health sciences. The project requires \$18.8 million in private gifts. The Avera Health and Science Center was formally dedicated on September 9, 2010.

■ **Yeager Hall Media Center** — The estate of longtime benefactors Anson and Ada May Yeager provided the leadership gift to create a state-of-the-art media center (\$325,000) to train students and serve as a primary production and communications facility for campus use.

■ **Hobo Day Gallery** — The year-round home (\$230,000) to the 1912 Model-T Bummobile and homecoming memorabilia will provide visible space to properly acknowledge Hobo Day traditions and memories. The university will celebrate its 100th Hobo Day in 2012.

■ **Seed Technology Laboratory** — The Seed Technology Laboratory (\$6.4 million) is a cornerstone to the research, teaching, extension outreach, and technical service capabilities in seed and crop science, technology, and biotechnology. Located at the SDSU Innovation Campus, the only university-affiliated research park in the state, the facility was formally dedicated on September 18, 2010.



*Mathematics and Engineering Building rendering*

■ **Dairy Manufacturing Plant** — This addition (\$7.3 million) will include state-of-the-art innovation technology designed by industry partners. The renovated and expanded dairy plant will provide modern teaching and research facilities essential to meet the scientific and new talent demands of the rapidly growing dairy industry in South Dakota, the region, and the nation.

■ **Campus Space and Gateways** — Projects to provide a positive first impression of campus will include defined campus entrances, public art, and campus green spaces (\$1.2 million).



*Jennifer (Warkenthien) Hojer '09,  
former Jackrabbit women's  
basketball standout*



*Jackrabbit football team*



## **ATHLETICS: CREATING LIFELONG CHAMPIONS** (\$52.4 million)

### **Total raised to date: \$14,961,692**

SDSU's student-athletes are competing at the highest level and began winning conference championships immediately after making the transition to Division I. They are excelling in the classroom; the 450 student-athletes had a cumulative grade point average of 3.19 in the 2009-10 academic year. The Dykhouse Student-Athlete Center, which houses training and academic services for the football program and other student-athletes, is a signature addition to the SDSU athletic program. Your investment in scholarships and facilities will make our student-athletes lifelong champions — on and off the playing field.

- **Endowed Scholarships** — Jackrabbit athletics strive to provide a comprehensive intercollegiate experience that encourages student-athletes to become lifelong champions. Enhanced scholarship support (\$13.3 million) will broaden the financial foundation at SDSU to help fulfill the student-athlete-centered mission.
- **Indoor Practice and Human Performance Facility** — Student-athletes benefit from first-rate facilities that better prepare them for competition on the playing field. A preliminary facility statement is underway for an indoor practice and human performance facility (\$35 million) that would expand opportunities for all student-athletes, with significant upgrades for baseball, softball, tennis, golf, track and field, and soccer. This is part of a Master Plan for Athletic Facilities that presents the vision for athletic competition and practice facilities on the SDSU campus through 2025.
- **Baseball and Softball Complexes** — The development of new practice and competition facilities (\$1 million) has returned Jackrabbit baseball and softball teams to campus. With competition fields, dugouts, bullpens, and multiple hitting areas available for team use, the next phase will add grandstand seating, press boxes, restrooms, and gameday amenities.
- **Nathelle and Lawrence DeHaan Equestrian Center** — The Jackrabbit equestrian team moved into its new practice complex (\$3.1 million) in the summer of 2008. This initial building is part of a comprehensive facility master plan for equestrian program. The current facility contains an indoor practice arena, hay barn, tack room, and temporary stalls.



*Pride of the Dakotas Marching Band*

## FUNDS FOR EXCELLENCE (\$56.6 million)

### Total raised to date: \$49,437,530

SDSU's strategic planning carries an objective of "Achieving National Distinction While Strengthening Local Relevance." Students and faculty are enriched by the breadth of cultural and life-changing opportunities offered by our university. The Funds for Excellence will support programs and places that complement a student's academic pursuits by providing our university with the flexibility to act on timely opportunities as they emerge. Examples include seed money and discretionary funds for research, student engagement, lecture series, visiting scholars and artists, museums, and the performing arts.

A significant portion of the Funds for Excellence goal is represented by pledges, bequest intentions, and deferred gifts in which the donor has not yet designated the eventual use of their gift.

■ **Economics and Management Initiative** — SDSU will harness its resources in economics, management, entrepreneurial studies, and other academic fields to create a robust program with emphasis on Financial Engineering and Financial Economics; Management Science and Management Studies; and Economics, Agricultural Economics and Entrepreneurial Studies. Endowments (\$5 million) are being sought to support the undergraduate and graduate students, faculty, scholarship, and leadership of the Economics and Management Initiative.

■ **Thomas A. Daschle Center for Leadership and Public Policy** — Former U.S. Senate Majority Leader Tom Daschle, a 1969 alumnus, donated his congressional papers and artifacts to his alma mater to enable SDSU to create an intellectual home (\$9.7 million) for faculty, students, visiting scholars, and researchers. As an active and living hub for the academic study of public policy, the Daschle Center will facilitate an ongoing dialogue on pertinent regional and national issues and rely on a synergistic relationship with key academic programs on campus. SDSU archivists continue to process the Daschle Collection.

■ **Research, Leadership, and the Arts** — (\$6.1 million)

- **Jackrabbit Forever Fund**, which helps support the activities of the Alumni Association;
- **Lecture Series**, which allow SDSU to attract speakers of national and international significance to campus;
- **Success Academy**, an innovative program that encourages students from the Flandreau Indian School to continue their studies at SDSU;
- **The Pride of the Dakotas**, one of the region's premier collegiate marching bands;
- **Student Performances**, including the acclaimed Prairie Repertory Theatre;
- **Student Communications and Media**, including *The Collegian*, the student-run newspaper, and KSDJ, the student-run radio station.

■ **Honors College** — Proceeds (\$1.4 million) will support enhanced programs and activities designed to recruit and retain highly accomplished students for the Honors College.

■ **Professional Architecture Program** — SDSU launched the state's first accredited program in architecture through a partnership between alumni and industry leaders (\$1.8 million) in the fall of 2010. The program will consist of two degrees: a four-year undergraduate bachelor's degree in architectural studies and a two-year master's degree in architecture. Scholarships and program assistance are needed to support the new degree.

■ **Museums** — This new funding (\$1.5 million), in the form of annual gifts and endowments, will support visiting artists, initiatives, and activities at the South Dakota Art Museum and the South Dakota State Agricultural Heritage Museum.



Brian Rex, head of the new  
SDSU Architecture Department



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