Diversity Highlights
Penn State has a rich history of fostering diversity

2010: Penn State Black History website is launched (www.blackhistory.psu.edu)
2009: Penn State joins the national Yellow Ribbon Program, which covers tuition for post 9/11 U.S. veterans
2005: Minority enrollment passes 10,000
1998: A Framework to Foster Diversity at Penn State begins University-wide focus on diversity strategic planning
1991: Commission on Lesbian, Gay, Bisexual, and Transgender Equity is created; The Multicultural Resource Center is established within Educational Equity
1990: Office of the Vice Provost for Educational Equity is established
1989: Commission on Racial/Ethnic Diversity (CORED) is created
1981: Commission for Women is created
1979: Office for Disability Services opens
1974: Office of Veterans Programs opens
1970: The American Indian Leadership Program begins
1948: Penn State football team is first to integrate the Cotton Bowl, when Wally Triplett and Denny Hoggard play for the Nittany Lions
1932: Mildred Settle Bunton becomes first African American woman to graduate
1921: First black student organization is established (Omega Psi Phi fraternity)
1920: First full athletic program for women (Rifle Club) is created
1911: First international program (Penn State Horticultural Mission to China) is established
1904: Calvin H. Waller becomes first African American male to graduate
1873: Ellen Cross becomes first female student to graduate
During my thirty-four years as a member of Penn State’s faculty and administration, I have been proud to see this University grow into an international leader in countless fields and disciplines, even as we have expanded and enriched the educational opportunities we offer across the Commonwealth and beyond. In a changing world, we have reimagined and deepened our commitment to our land-grant mission, and Penn State is preparing our students for global citizenship and our nation and our communities for global success.

Philanthropy has made this extraordinary transformation possible, and philanthropy will play a vital role in the next challenge that lies before us: renewing our shared sense of identity and purpose, restoring our belief—and the belief of the world—in the values that have made us great. By reaching the goals of For the Future: The Campaign for Penn State Students, we will not only provide the University with critical resources; we will also be keeping faith with the thousands of students and families who continue to believe that Penn State represents opportunity, integrity, and excellence. Thank you for all that you have done to support the University through the best and worst of times, and thank you for being a part of our bright future.

Sincerely,

Rodney A. Erickson
President, The Pennsylvania State University
Throughout its more than 150 years of existence, Penn State has strived to remain at the forefront of social and educational transformations, while remaining true to its historical land-grant mission. As the nation’s population grew and changed, Penn State opened its doors to students of increasingly diverse backgrounds and improved the systems that supported its efforts. Advocates of diversity and educational equality believed that higher education was the path to success for individuals and communities.

That belief continues to guide Penn State today. Over the years, the University’s fabric has changed, as it has expanded access to women, students of color, military veterans, students with disabilities, individuals from migrant families, international citizens, adult learners, and students with a range of sexual orientations and gender identities. The Office of the Vice Provost for Educational Equity, established in 1990, plays a central role in the University’s efforts to ensure equal educational access and success. Educational Equity has established a broad array of programs to increase student opportunities, and it provides outreach programs to Pennsylvania’s middle school and high school youth through a series of “pre-college” programs. The office also staffs three commissions that serve as advisory bodies for the President of the University to enhance the campus climate for students, faculty, and staff: the Commission for Women; the Commission on Racial/Ethnic Diversity; and the Commission on Lesbian, Gay, Bisexual, and Transgender Equity. Each of these efforts works to enrich our community and provides a unique perspective to the University, creating a stronger institution.

Philanthropy will be the driving force behind Educational Equity’s growth and success. The combined trends of tuition increases, reduced appropriations per student from The Commonwealth of Pennsylvania, and pressure to cut various programming budgets present an urgent threat to our students. At a time when the importance of diversity and educational access have been recognized internationally, Penn State’s continued success in these endeavors will depend much on the philanthropy of alumni and friends who share our belief in this mission. There are many ways that our supporters can provide assistance, from undergraduate scholarships benefitting veterans, students with disabilities, or migrant students, to funding for critical programs, such as the Multicultural Resource Center, the Student Support Services Program, or the College
At its heart, this is a campaign for Penn State students: to enable the next generation, and all succeeding generations, of our graduates to realize their full potential as individuals to sustain their families, advance their professions, and contribute to our country’s strength. It is also a campaign to enable Penn State to realize its full potential as an institution to create prosperity, keep our nation competitive, and enhance quality of life. All of the campaign’s objectives are directed toward a single vision:

Advancing the frontiers of learning at the most comprehensive, student-centered research university in America.

For Educational Equity, the campaign will provide academic and developmental opportunities for economically disadvantaged students. It will also enrich the experiences of all of our current students by continuing to encourage and improve the diversity of the Penn State community. Within the University-wide campaign objectives, we have established goals that will bring us closer to fulfilling our vision and creating the educational, cultural, and economic opportunities that our students need to succeed.

### For the Future Campaign Goals

<table>
<thead>
<tr>
<th>Campaign Objective</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ensuring Student Opportunity</strong></td>
<td>$2,450,000</td>
</tr>
<tr>
<td>Students with the ability and ambition to attend the University will have this opportunity through scholarship support.</td>
<td></td>
</tr>
<tr>
<td><strong>Enriching the Student Experience</strong></td>
<td>$50,000</td>
</tr>
<tr>
<td>Students will thrive in a stimulating atmosphere that fosters global involvement, community service, creative expression, and personal growth.</td>
<td></td>
</tr>
<tr>
<td><strong>Sustaining a Tradition of Quality</strong></td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Students will continue to work and study with faculty whose scholarship is enhanced by continuing philanthropic support.</td>
<td></td>
</tr>
<tr>
<td><strong>Total Goal</strong></td>
<td>$4 million</td>
</tr>
</tbody>
</table>

As the University builds on the momentum of the most ambitious fundraising effort in its history, Educational Equity has the opportunity to become an even more powerful force in shaping the equality and diversity of our academic community. With the philanthropic support of our alumni and friends, we can build upon our past and create new strength, for our students and For the Future.
Ensuring Student Opportunity

$2,450,000

Students with the ability and ambition to attend the University will have this opportunity through scholarship support.

Nothing else we do to improve the quality of a Penn State education will matter if students and families can’t afford the opportunities we offer. Scholarships are the University’s top priority in this campaign. Every year, we lose talented, dedicated students because of the cost of a Penn State degree. Many undergraduates work multiple jobs while carrying a full course load, yet students are graduating with an average educational debt of more than $33,000. These financial realities restrict the dreams of far too many students and families.

Students from low-income households, those who are the first generation in their families to attend college, young people from underrepresented minorities, students with disabilities, and military veterans face additional challenges in their pursuit of a post-secondary degree. Many do not come from a strong tradition of higher education and must support themselves, both emotionally and financially. Others must balance the cost of a degree with the financial needs of a family. Scholarships have the potential to make a special impact on these students.

Endowed scholarships that support diversity, such as those created through the Trustee Matching Scholarship Program, can be established with a minimum gift of $50,000, payable over five years, and they continue in perpetuity. The Trustee Matching Scholarship Program offers our alumni and friends an opportunity to become partners with Penn State in meeting the financial need of our undergraduates. This groundbreaking philanthropic model matches the average payout of scholarship endowments with University funds, thereby doubling the funds available for student support. Annual scholarships can be funded with an outright gift of $12,500 or a five-year pledge of $2,500 per year ($1,250 per semester). Individuals wishing to make smaller gifts can also contribute to established scholarship funds, such as the African American Alumni Organization Trustee Scholarship, the Veterans Special Needs Scholarship, the Equal Opportunity General Scholarship, or the Dr. Martin Luther King Jr. Fund. These various giving methods allow donors the ability to target their support to the groups of students with whom they feel the strongest personal connection.

Educational Equity is committed to securing $2.45 million toward financial aid for our students through the Trustee Matching Scholarship Program and other scholarship programs. With the help of our alumni and friends, we can ensure that our opportunities remain accessible for students whose means may be limited but whose ability and ambition are limitless.
“As an adult learner, returning to college after serving in the Navy and working for several years, I juggled a full class load, a wife, and three children. Finances were tight. If not for the generous support of the Veterans Special Needs Scholarship I received, I wouldn’t have been able to attend school as a full-time student. These contributions allowed me to focus on my studies and complete the challenging chemical engineering program in just over two years. Scholarships also helped ease the financial burden of the student loans my family faced upon my graduation.”

—Eric Gayle ’11 Eng was a recipient of the Veterans Special Needs Scholarship. He graduated with a bachelor of science degree in Chemical Engineering and is now pursuing a career in the field of chemical engineering.

The Need for Scholarships at Penn State

—76 percent of undergraduates receive some form of financial aid

—Over 20 percent of University Park undergraduates and 28 percent of undergraduates at other campuses are the first generation in their family to attend college

—14 percent of undergraduates receive scholarship support

—Average size of scholarship awards: $3,219

—Average loan debt for graduating students: $33,527

—Total unmet need for all undergraduate students: $374 million
Undergraduates are the center of the Penn State community, and they are also its strength. Through involvement with extracurricular groups, intramural and intercollegiate athletics, and other organizations, Penn State students create a vibrant campus environment that reinforces and complements the classroom experience. They also learn the importance of responsibility, community, and integrity—values that connect them with generations of alumni.

Educational Equity supports students who are involved in activities ranging from varsity sports to theatre productions and student government. These students’ commitment to service extends into the community, where they are volunteering locally through service-based organizations. Their influence does not end at the local level, however. With support from the Educational Equity Future Fund, our students are traveling, studying, working, and volunteering around the world. Through the campaign, we can encourage our diverse student body to create new campus organizations, develop talents in the arts and athletics, plan more rewarding careers through counseling services, and prepare for global citizenship with international experiences. With private support, we can foster an environment in which every member of our student population can discover his or her own potential for leadership.

“My experiences as a student leader at Penn State allowed me to learn a great deal about myself and discover my true passion for humanity and society. With the leadership positions I was afforded, I saw firsthand the difference you can make when you speak up for what you believe. The lessons I learned and the opportunities I was granted at Penn State serve as the foundation for my future as a community leader.”

—Christian Ragland ’11 Lib graduated with a bachelor of arts degree in Political Science. As a student, he served as the University Park Undergraduate Association student body president and Student Life and Diversity chairman for the 2010–11 term. Christian hopes to attend both law school and seminary before pursuing a career as a public attorney and serving as an active community leader.

Enriching the Student Experience

$50,000

Students will thrive in a stimulating atmosphere that fosters global involvement, community service, creative expression, and personal growth.

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Penn State's alumni and friends are invaluable partners in maintaining the quality of the educational experience we offer to our students, and the University relies upon support received in the form of annual gifts, gifts-in-kind, and corporate engagement. Our relationships with individuals, businesses, and foundations provide our leadership with the resources to meet the challenges of running a complex institution in today's fast-changing world, and they are an opportunity for donors at every level to communicate their vision for Penn State.

Educational Equity’s campus and outreach efforts are shaped by ongoing support from our community. A generous gift from the estate of Reva Lincoln Messier '37 H&HD was used to create the Reva Lincoln Messier Memorial Endowment for Diversity, which benefits the Commission for Women and related programs to promote campus diversity, enrich the Penn State community, and sustain quality educational programming. Partnerships with companies and individuals have also enhanced educational opportunities for our students in greatest need of support. The Office of Veterans Programs provides a comprehensive, direct service unit for veterans, reservists, and dependents of disabled or deceased veterans, offering pre-enrollment counseling and scholarship assistance. The Office for Disability Services provides academic adjustments, auxiliary aids, and campus advising to our students with disabilities. Annual gifts to these offices, as well as the Educational Equity Future Fund, help us meet the most urgent needs of our students and programs, often awarding opportunities to individuals who could not have otherwise afforded a Penn State degree. We hope to deepen our relationships with both corporate and individual donors during the campaign, as we respond to the changing needs of our students and our community.

Students will continue to work and study with faculty whose scholarship is enhanced by continuing philanthropic support.

“Our most rewarding experience is to interact with the student recipients of our scholarships and personally identify with their story. It is so special for us to hear their sincere expressions of gratitude and see their joy at having been provided with an unencumbered opportunity to pursue an education at Penn State. We are truly privileged and delighted to be able to provide support for a program that is not only important to us, but also critically important to the University and the University community.”

—Harold E. ’61 Edu and V. Arlene Cheatham have established the Harold E. and V. Arlene Cheatham Educational Equity Scholarship. Harold earned his bachelor of science degree in Psychology at Penn State and served as a Penn State faculty member in the Department of Counselor Education from 1982–1997. He received a Distinguished Alumni Award from Penn State in 2012. Harold is currently dean and professor emeritus for Clemson University. Arlene, who holds a master’s of public administration from the University of Connecticut, worked as a counselor in the Multicultural Resource Center at Penn State from 1982 until 1996.
Programs for Penn State Students

The Office of the Vice Provost for Educational Equity serves as a support system and advocate for a range of student populations, including historically underrepresented minorities, persons with disabilities, students from low-income families, and veterans. Contributions to these programs give Penn State students the support and motivation they need to pursue success in their studies and their lives.

College Assistance Migrant Program (CAMP)—Provides academic, personal, and financial support for first-year students from migrant and seasonal agricultural worker backgrounds.*

Multicultural Resource Center (MRC)—Provides individual counseling and educational services for undergraduate multicultural students at University Park. MRC counselors work with students on a variety of issues involving University policies and procedures, financial aid concerns, tutoring referrals, and strategies for academic success, and provides assistance to the targets of bias-motivated incidents so they can find quick resolution and attain their educational goals.

Office for Disability Services—Provides services, academic accommodations, and auxiliary aids to students with disabilities, as well as general campus advising.

Office of Veterans Programs—Provides services to veterans and their families, including transition assistance and funds to cover educational expenses.

Student Support Services Program (SSSP)—Provides services to low-income, first-generation students, as well as individuals with physical or learning disabilities.*

Educational Equity’s Impact, at a glance: 2011–12

<table>
<thead>
<tr>
<th>Educational Equity Programs</th>
<th>Total Students Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of Disability Services</td>
<td>2,450</td>
</tr>
<tr>
<td>Multicultural Resource Center</td>
<td>1,526</td>
</tr>
<tr>
<td>Office of Veterans Programs</td>
<td>1,295</td>
</tr>
<tr>
<td>Student Support Services Program</td>
<td>184</td>
</tr>
<tr>
<td>College Access Migrant Programs</td>
<td>117</td>
</tr>
</tbody>
</table>

* A Federal TRIO Program. TRIOs are federal outreach and student service programs that assist students from low-income families, first-generation college students, and individuals with disabilities to progress through their academic careers, from middle school to post-baccalaureate education. These grant programs are in place across the country at universities and public and private organizations.
Beyond the University, in targeted Pennsylvania high schools and counties, the Office of the Vice Provost for Educational Equity helps low-income youth and adults overcome the social, cultural, and educational barriers to success in higher education. Private support for these programs opens doors of opportunity for students across the Commonwealth.

**Upward Bound**—Helps high school students from low- to moderate-income families gain the skills and motivation necessary to complete education beyond the high school level.*

**Upward Bound Migrant (UBM)**—Assists ninth- through twelfth-grade students from migrant farmworker backgrounds with academic skills and motivation in preparation for precollege and postsecondary success. Services include academic instruction in critical reading and writing, mathematics, and sciences, as well as English language acquisition support, tutoring, mentoring, and counseling. Penn State’s Upward Bound Migrant program serves students from the Hazleton, Lebanon, and Reading school districts.

**Talent Search**—Assists high school students from low- to moderate-income families in completing high school, or its equivalent, and becoming the first in their families to enroll in or reenter a postsecondary program. Talent Search operates in several high schools in western Pennsylvania and York, Pennsylvania.*

**Educational Opportunity Center**—Helps adults age 19 or older from low-income families begin and continue postsecondary education. Programs operate in several counties in the Philadelphia metropolitan area.

**STEM Programs**—These programs work to encourage and promote the study of science, technology, engineering, and mathematics.

**Upward Bound Math and Science Center**—Provides educational opportunities in math and science to low-income high school students during the school year and through an intensive, six-week summer program at University Park.*
Since the implementation of the initial *Framework to Foster Diversity* in 1998, Penn State has made considerable strides toward building a truly diverse, inclusive, and equitable institution, while establishing an infrastructure to facilitate effective diversity planning, implementation, and reporting processes. Penn State’s *Framework to Foster Diversity* offers a comprehensive approach to achieving Penn State’s overall diversity goals. Fostering diversity must be recognized as the heart of our institutional viability and vitality, a core value of the academic mission, and a priority of the institution. With our 2010–15 Framework, Penn State begins the next phase of achieving our diversity potential.

**Campus Climate and Intergroup Relations**

*Challenge 1: Developing a Shared and Inclusive Understanding of Diversity*

*Challenge 2: Creating a Welcoming Campus Climate*

**Representation (Access and Success)**

*Challenge 3: Recruiting and Retaining a Diverse Student Body*

*Challenge 4: Recruiting and Retaining a Diverse Workforce*

**Education and Scholarship**

*Challenge 5: Developing a Curriculum that Fosters United States and International Cultural Competencies*

**Institutional Viability and Vitality**

*Challenge 6: Diversifying University Leadership and Management*

*Challenge 7: Coordinating Organizational Change to Support our Diversity Goals*

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“I am one of four children, solely supported by a widowed father. When I decided to attend Penn State, I knew I would have to rely on loans and part-time jobs to cover academic expenses. I worried that I would have to drop out if I couldn’t afford tuition or if balancing work and class became too difficult. But with the help of scholarships, I completed my degree, while also participating in campus organizations and playing on the rugby team. None of this would have been possible without private support.”

—Anissat Salamy ’10 H&HD received a bachelor of science degree in Human Development and Family Studies. While at Penn State, Anissat was a recipient of the William Chris James and Gene Lyons Memorial Scholarship. She will spend several months volunteering abroad before pursuing a master’s degree in International Education.
**Ways to Give**

If you would like to shape the future of Educational Equity and the lives of our students, our development staff is ready to work with you to find the giving opportunity that best expresses your values and interests while meeting your own financial needs. There are many ways to give, including:

— **Gifts by Cash, Check, and Credit Card**

You can make sure that your support benefits the program of your choice by giving online at [www.givenow.psu.edu](http://www.givenow.psu.edu) or by sending your check (made out to Penn State) to the Office of the Vice Provost for Educational Equity, 506E Rider Building, University Park, PA 16802.

— **Electronic Funds Transfer (EFT)**

You can direct your bank to issue payments on a monthly basis to Educational Equity. An EFT form is available at: [www.eft.psu.edu](http://www.eft.psu.edu).

— **Matching Gifts**

Your employer may match your contributions to Educational Equity. To find out, visit: [www.matching.psu.edu](http://www.matching.psu.edu).

— **Donor Advised Fund**

The Penn State Charitable Gift Fund is a service for Penn State alumni and friends who wish to make charitable gifts through the structure of a donor advised fund.

Penn State’s Office of Gift Planning can tell you about additional options for giving, including those listed below. For more information, please contact the University’s Office of Gift Planning at 888-800-9170 (toll-free) or giftplanning@psu.edu.

— **Gifts of Securities**

You may be able to transfer stock or mutual fund holdings to Educational Equity while securing significant tax benefits for yourself and your family.

— **Gifts of Other Assets**

Retirement funds and real estate can be transformed into important philanthropic support for Penn State. The same may be true for other personal property, such as artwork and special collections.

— **Estate Gifts**

Through a bequest, you can create a legacy that will benefit Educational Equity for generations to come. The Office of Gift Planning can tell you more about how to work with your estate planner.

— **Life Income Gifts**

Charitable remainder trusts and gift annuities allow you to make a significant gift to Educational Equity while ensuring a stable source of income for you and your loved ones.
Philanthropy will be vital to furthering Penn State’s commitment to diversity and equality, and the destiny of our University is in the hands of our alumni and friends. If Educational Equity achieves the goals of For the Future: The Campaign for Penn State Students, we can build upon our long tradition of celebrating and creating a diverse campus community, while also providing educational and developmental opportunities for disadvantaged students.

There has never been a more exciting moment to be a Penn Stater, and there have never been greater opportunities for our alumni and friends to share their own vision for the University and ensure that our tradition of excellence and access continues for generations to come. It is time to join together again, ensuring opportunities for all students and For the Future.

**University-wide Goals by 2015**

<table>
<thead>
<tr>
<th></th>
<th>1984 (Prior to Campaign for Penn State)</th>
<th>2003 (After Grand Destiny campaign)</th>
<th>Percent Increase from 1984 to 2003</th>
<th>Goal for 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endowment Market Value</td>
<td>$58,600,000</td>
<td>$965,500,000</td>
<td>1,548%</td>
<td>$2,200,000,000</td>
</tr>
<tr>
<td>Total Voluntary Support</td>
<td>$24,166,219</td>
<td>$181,314,385</td>
<td>650%</td>
<td>$220,000,000</td>
</tr>
<tr>
<td>Undergraduate Scholarship Endowments</td>
<td>299</td>
<td>2,469</td>
<td>726%</td>
<td>5,100</td>
</tr>
<tr>
<td>Students Receiving Private Scholarship Support</td>
<td>N/A</td>
<td>13,235</td>
<td>N/A</td>
<td>19,300</td>
</tr>
<tr>
<td>Faculty-related Endowments</td>
<td>29</td>
<td>409</td>
<td>1,310%</td>
<td>630</td>
</tr>
<tr>
<td>Total Alumni Donors</td>
<td>44,237</td>
<td>76,566</td>
<td>73%</td>
<td>110,000</td>
</tr>
</tbody>
</table>
The urgency of promoting equity in higher education has never been greater. In this difficult economic climate, our students and their families are struggling to afford the cost of college. We have seen an increasing number of students withdraw from the University under a heavy debt load—students who would otherwise graduate successfully and enrich the Penn State community and the larger world in many ways.

These are the Penn Staters we serve: students from multicultural backgrounds or low-income communities; those who are the first in their family to attend college; students with disabilities; veterans; and women, who are dramatically underrepresented in the STEM fields (science, technology, engineering, and mathematics). These students benefit the most from the added support systems provided by Educational Equity offices and initiatives. In return, our students bring great strengths, including intelligence, persistence, cognitive flexibility, and multicultural fluency, which enhance the educational experience of all Penn State students.

Penn State has a long history of commitment to inclusion, equity, and academic excellence. Since 1990, the Office of the Vice Provost for Educational Equity has served more than 5,000 students each year. I am proud of our staff’s dedication in maintaining the quality academic support that is so helpful to our students’ success. I am also pleased that the University has emphasized student success in its current fundraising campaign and its new strategic plan, Priorities for Excellence, as well as renewing its commitment to A Framework to Foster Diversity at Penn State, our strategic plan for diversity.

In order to continue providing critical academic support programs and scholarships to our students, we are eager to form closer partnerships with individual and institutional donors. I encourage you to join me, our alumni, and friends of the University in providing our students with the resources they need to succeed.

Sincerely,

W. Terrell Jones

Dr. W. Terrell Jones

Vice Provost for Educational Equity
This publication is available in alternative media on request.

The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, genetic information, national origin, race, religious creed, sex, sexual orientation, gender identity, or veteran status and retaliation due to the reporting of discrimination or harassment. Discrimination, harassment, or retaliation against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; Tel 814-865-4700/V, 814-863-0471/TTY.

The following individual contributed to this publication as a Penn State student: ANDREW DUNHEIMER is a student photographer for the Office of Development Communications, majoring in Visual Arts and Information Sciences and Technology. He serves as a senior photographer for The Daily Collegian and is a member of the National Society of Collegiate Scholars and the Phi Kappa Phi honor society. After graduation, Andrew hopes to enter the field of information technology and continue his freelance photography career.

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ULED DEV 11-14 July 2012