



TAKING  
EXCELLENCE  
to NEW  
HEIGHTS  
SALISBURY  
UNIVERSITY  
CAMPAIGN 2012

*Campaign 2012 is based upon the needs of the institution, as determined in Salisbury University's recent Facilities Master Plan and Institutional Strategic Plan studies. A diverse cross-section of University faculty, staff, students and alumni participated in these studies, as well as some of the nation's most highly-noted planning firms.*

*The plans resulting from these studies map the way to a bright future for Salisbury University ...*

*Taking Excellence to New Heights!*



**An Endowment For Scholarship**  
Goal - \$10 million

Salisbury University students currently graduate with the highest accumulated debt of any higher education institution in Maryland. This fund-raising initiative will dramatically affect that statistic and allow SU to help its students earn a degree without accumulating the financial burden. Additionally, our award-winning and dedicated faculty deserve additional funding and recognition for their outstanding efforts and achievements.

This 165,000 square foot complex is scheduled for completion in fall 2008. State appropriations will fund the lion's share of the project costs, but dollars are desperately needed for technology, faculty and facility enhancements. This complex will aid SU in educating tomorrow's teachers while enhancing the technological aspects of nearly every discipline on campus.

**Teacher Education And Technology Complex**  
Goal - \$4 million



**Franklin P. Perdue School Of Business**  
Goal - \$4 million

Perdue School programs have been ranked in the top 20 percent of all schools of business in the United States. Its new home will create a flexible educational environment with high-performance technology and interactive classrooms. The Perdue Foundation's \$8 million gift challenges SU to raise an additional \$4 million to make this project whole.

One of Salisbury University's greatest needs is enhanced library facilities and collections. Each and every student that passes through the halls of SU utilizes Blackwell Library. Many are disappointed by the technology and resources currently available. SU is making the addressing of this shortcoming a major priority. Campaign 2012 intends to facilitate much-needed funding for a variety of projects.

**Library Enhancements**  
Goal - \$2 million



**Fine Arts**  
Goal - \$2 million

Salisbury University serves the Eastern Shore community as a cultural beacon with stellar programs such as the Salisbury Symphony Orchestra, the Bobbi Biron Theatre Program and University Galleries. A new fine and performing arts center is projected for the SU of the future. This initiative will serve as a jump start in funding this land-mark facility and enhancing its programs.

**Sea Gull Athletics**  
Goal - \$2 million



Sea Gull student-athletes enjoy a tradition of excellence, yet even with their winning records, our teams are at a tremendous disadvantage. Our current athletic facilities do not provide the infrastructure to live up to our performance standards and reputation. This campaign focus will serve as a catalyst for enhancements and continued success.

**Campus Enhancements And Outreach**  
Goal - \$1 million

Enhancing campus aesthetics and improving opportunities for academic and community outreach constitute this campaign component. Campus enhancements planned include green space improvements, property acquisitions and modified pedestrian areas. Outreach efforts of SU range from public broadcasting to civic engagement, regional history to international mediation and more. It is hoped that Campaign 2012 can address both of these priorities.



*Follow our progress to "NEW HEIGHTS" at [www.salisbury.edu/campaign](http://www.salisbury.edu/campaign)*