

# Taking Excellence to New Heights: Campaign 2012

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Looking back to the summer of 2006, anxious members of the campaign planning team set what they thought to be an ambitious goal of \$25 million for Campaign 2012. After all, in 2000, the SU Foundation, Inc. completed a successful campaign with an initial goal of just \$11 million.

And now, there we were telling our donors and friends that we were confident that we would raise and probably even surpass \$25 million.

Henry Hanna, campaign chair, said it at the campaign gala—and he was right on target: “In all probability, we will be elevating the goal to a higher number in the coming years.”

As a result of some very generous planned gifts coming to fruition, it was only a matter of months before the number was increased to \$30 million. While the numbers are different, the initiatives of “Taking Excellence to New Heights” have not changed and seemingly address the Salisbury University of yesterday, today and tomorrow.

Scholarship remains the cornerstone of the campaign and at the forefront of the work of the SU Foundation. The campaign team has met with tremendous success in that area for both students and faculty development.

In many campaigns, capital projects are among the most public and most exciting aspects of the undertaking. This campaign is no exception, as the Teacher Education and Technology Center is taking shape and clearly defining the northeast corner of the campus. Planning has already begun for the Franklin P. Perdue School of Business building that will add further academic presence and business influence to the east face of the campus. The footprint of Salisbury University is literally changing before our very eyes and it is both exciting and exhilarating.

Private donations to Salisbury University are truly what have helped us become *A Maryland University of National Distinction*, and continued private philanthropy is precisely what we need to keep things moving in the right direction.

All of the campaign initiatives speak to the past accomplishments, the present success and the future vision for SU as an institution. Library programming and



enhancements are essential for any institution on the move and that certainly rings true here at SU.

The cultural role of this University on the Eastern Shore and beyond is exactly why we have enhancing fine arts as yet another campaign initiative. Athletic achievement at

Salisbury University is perhaps second to none in Division III play. To ensure future success, private funds are being sought to enhance programs and facilities so that we can continue to compete for the best athletes and take advantage of our success by hosting conference, regional and even national championship play.

Campus enhancements and community outreach have long been part of the central mission of Salisbury University and the opportunity to enhance such programs and distinctive pieces of our campus is also a campaign initiative.

To date, more than \$27 million has been raised. We are thankful for those who have stepped forward to assist Salisbury University in “Taking Excellence to New Heights.” The next four years will prove to be very exciting and, in fact, transformative for this fabulous institution.

