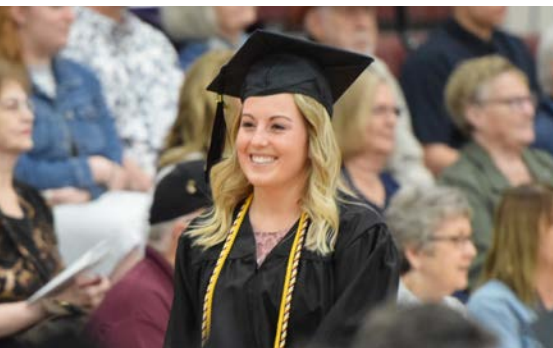


Forward Together



The Campaign for Valley City State University



Greetings to Alumni and Friends



Coming to work each day at this extraordinary institution that emphasizes student success and learner-centered innovation is a privilege.

There has never been a better time to be a Viking! Our brand and reputation are trending up as we have continued to see record-breaking enrollments semester after semester. VCSU is one of the fastest growing regional four-year institutions in the Midwest and has been named a U.S. News "Best College" for 23 consecutive years!

VCSU's mission to provide our students the best possible experience in the classroom and in competition continues, but we have outgrown our athletic and student activity facilities. Our students also need additional scholarship support to help keep college affordable. In addition, we must also seize the opportunity to repurpose one of our storied buildings for our flagship teacher education program.

Your critical support of our mission will provide the necessary resources to keep VCSU viable and self-sustaining while also shaping our future.

Now is the time to engage your hearts and minds as we transform VCSU's direction and opportunities for the next 50 years. Let us move **Forward Together!**

Alan D. LaFave

Alan D. LaFave, President
Valley City State University



Now is the time to engage both your hearts and minds as we transform VCSU's direction and opportunities for the next 50 years. Let us move Forward Together.



Forward Together: Phase I

Osmon Fieldhouse Addition – The W.E. Osmon Fieldhouse was built in 1960 and has remained largely the same. Over the last 60 years, Viking Athletics has outgrown the facility. Our athletes have increased from 111 to nearly 300; more than 20 athletic staff have been added; and teams on campus have doubled.

Our vision for expansion includes a multi-purpose indoor facility, along with an expanded weight room, a new Hall of Fame, and other critical spaces for a growing program. Your investment in this vision honors our tradition of success and is vital to building future Viking champions.

Scholarship Enhancements – VCSU's ability to attract and retain students is paramount to our future success. Our record enrollments over the past several years have expanded the need for additional scholarship support.



Forward Together: Phase II

McCarthy Hall Repurpose – This former lab school is scheduled for a complete refurbishing with cutting-edge labs, updated technology, modern classrooms, student workspaces, and the replacement of the HVAC systems. The facility will become the new home of the VCSU School of Education and Graduate Studies.

Student Center Renovation – With the opening of the Wellness Center in 2016, the Student Center swimming pool was closed. Now there is an urgent need to convert the square footage in the former swimming pool area into a large multipurpose room to be used for student activities, special events, conferences, career days, and more.



Osmon Fieldhouse Addition

Valley City State University is a place where legends of the past support champions of the future. A place where we honor tradition and create our future. We are committed to providing an environment that encourages our student-athletes to dream big. Our mission to **Engage, Educate, and Elevate** centers on making sure Viking student-athletes reach their full potential, both in competition and in the classroom.

— Jill DeVries, Director for Athletics

We all row!



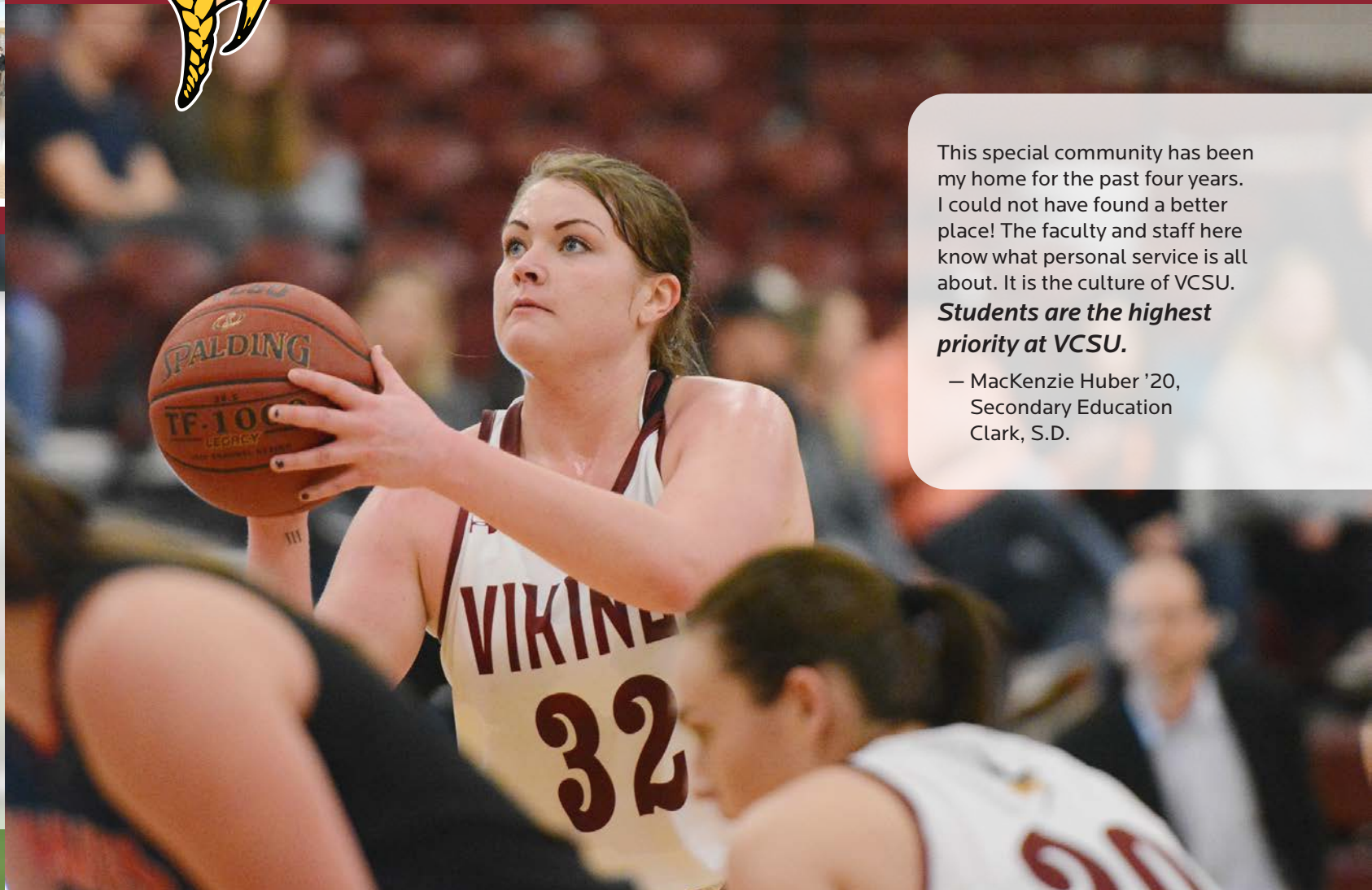
The training I received on the field and in the classroom at VCSU was exceptional. It positioned me well for a successful career in business. Having the facilities to match that training will bring value to VCSU and enhance its ability to attract and graduate outstanding Vikings in the future.

— Zach McBeain '15,
Regional Account Manager, Eide Bailly
Minneapolis, Minn.





First-class facilities will give our student-athletes a competitive advantage and help our coaching staff recruit the next generation of Vikings to VCSU. Your investment in building champions at VCSU is vital to our future success.



This special community has been my home for the past four years. I could not have found a better place! The faculty and staff here know what personal service is all about. It is the culture of VCSU.

Students are the highest priority at VCSU.

— MacKenzie Huber '20,
Secondary Education
Clark, S.D.

Student-Focused



Scholarship Enhancements

We clearly live in unprecedented times. Things are literally changing by the day! One thing that has not changed is our commitment to our students. For the 2020-21 academic year, we will allocate a total of \$1.86 million in scholarship support. With the ongoing increases in the cost of a college education, coupled with the significant increase in our enrollment, we must increase our commitment for scholarship support. Student debt is a pending national crisis. Here at VCSU, we are committed to minimizing the debt our students carry upon graduation.

— Larry Robinson '71, Executive Director, VCSU Foundation

My experience at Valley City State University over the past three years has been exceptional. Coming from Texas, the feeling of being welcomed with open arms in a city and campus that I had never stepped foot in was tremendous — it gave me one less thing to worry about. ***The scholarship support was a determining factor in my decision to enroll at VCSU.***

— Sal Avila, Business, El Paso, Texas



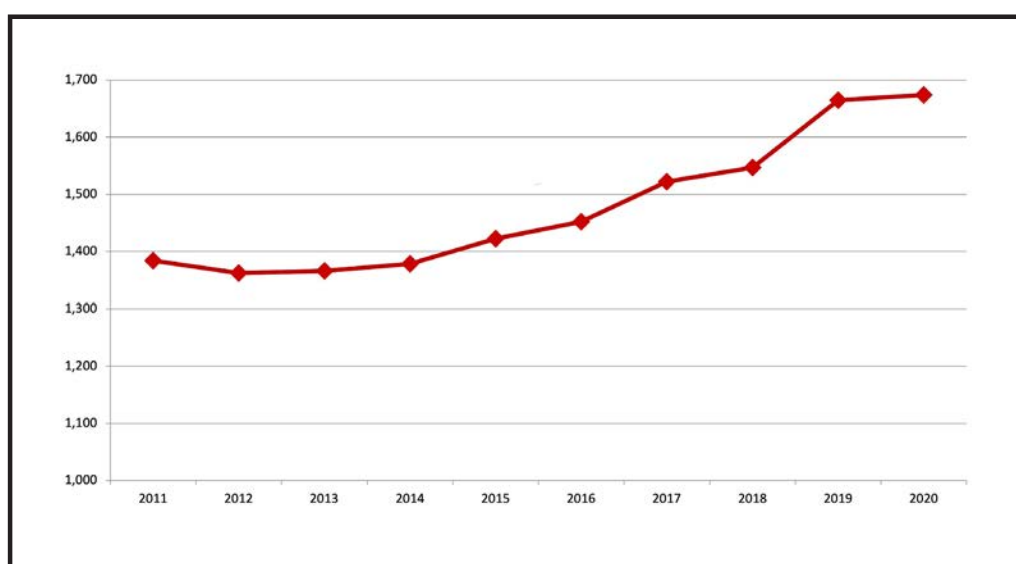
Coming from a small town in North Dakota, I have benefited from the small class sizes but still have been able to receive a true university experience. VCSU has a great community — here you're a member of one big family.

I love this school!

— Sofia Muruato
Physical Education
Beach, North Dakota



VCSU Headcount Enrollment, 2011-20



A record enrollment has driven the need for greater scholarship support.

Forward Together: The Campaign



Phase I

Osmon Fieldhouse Addition – \$18 million

- Indoor turf practice facility
- 200 meter indoor track
- Updated strength and athletic training
- New and expanded locker rooms
- Updated and expanded public areas
- Classrooms and meeting rooms
- Viking Hall of Fame

Scholarship Enhancements – \$1 million

- Keep scholarship allotment on pace with enrollment growth and inflation
- Maintain an accessible and affordable VCSU education
- Recruitment and retention of next generation of VCSU Vikings

Phase I & II Summary

Osmon Fieldhouse Addition	\$ 18,000,000
Scholarship Enhancements	\$ 1,000,000
Student Center Renovation	\$ 1,000,000
McCarthy Hall Repurpose	\$ 2,000,000
Unrestricted Gifts	<u>\$ 3,000,000</u>
Total	\$ 25,000,000

Plan for Valley City State University

Phase II

McCarthy Hall Repurpose – \$2 million

- Conversion of the existing McCarthy Hall into the VCSU School of Education and Graduate Studies
- Cutting-edge classrooms and tech labs
- Collaborative student workspaces
- Attractive two-story atrium entrance
- Bridge corridor from McFarland Hall
- Updated instructional technology
- Updated mechanical, HVAC, and electrical systems
- Extensive exterior renovation



Student Center Renovation – \$1 million

- Convert available square footage from pool closure into usable space
- Create banquet and meeting spaces for:
 - New student orientation
 - Career fairs and organizational meetings
 - Esports competition venue
 - Other student activities



Planned Gifts

In addition to gifts supporting the projects identified in the **Forward Together** campaign, the Campaign Executive Committee has set a goal of raising \$ 3 million in planned gift arrangements, including charitable gift annuities, charitable trusts, bequests, life estates, and more.

For more information on how your planned gift can assist the campaign, please contact the VCSU Foundation Office.



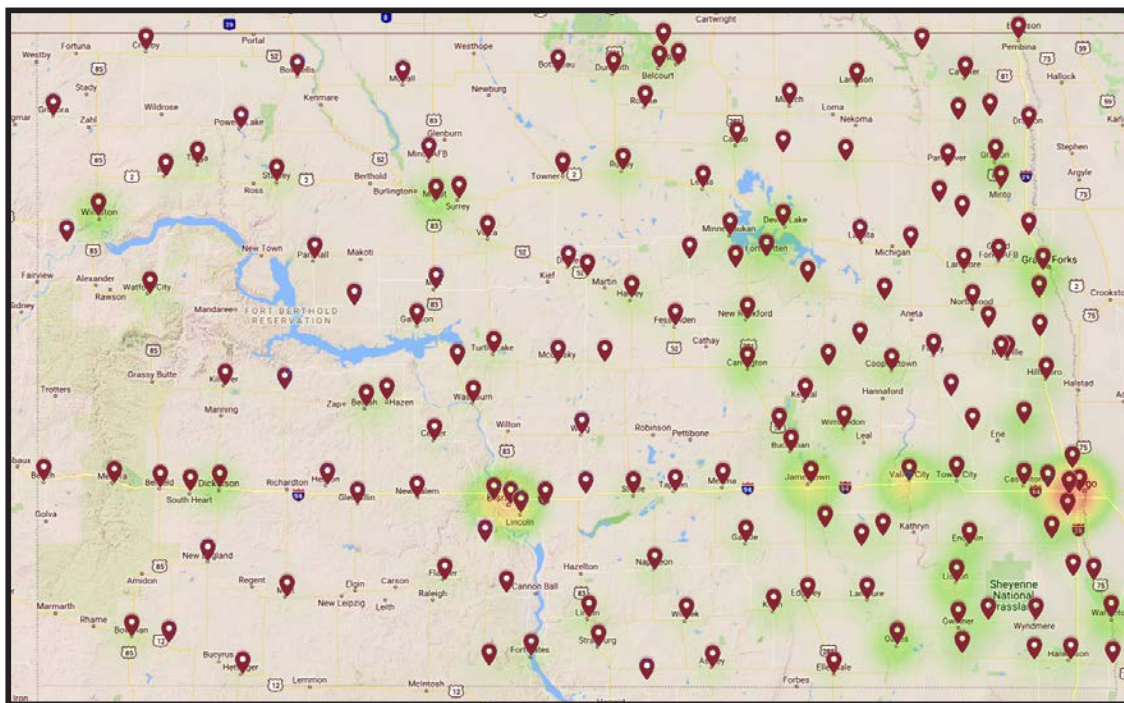
Innovative, Learning-Centered Education

McCarthy Hall Repurpose

McCarthy Hall is symbolic of VCSU's constant emphasis on reflection and improvement. While our old model school classrooms are no longer considered state-of-the-art, the same driving vision to create environments for high-quality teaching and learning — with direct instruction and experiential learning — continue to bring students in our education programs new opportunities for excellence and success. Repurposing this venerable building for the education programs of tomorrow, therefore, fits with VCSU's overall mission and vision for teacher preparation.



VCSU Alumni Teachers and School Administrators in North Dakota



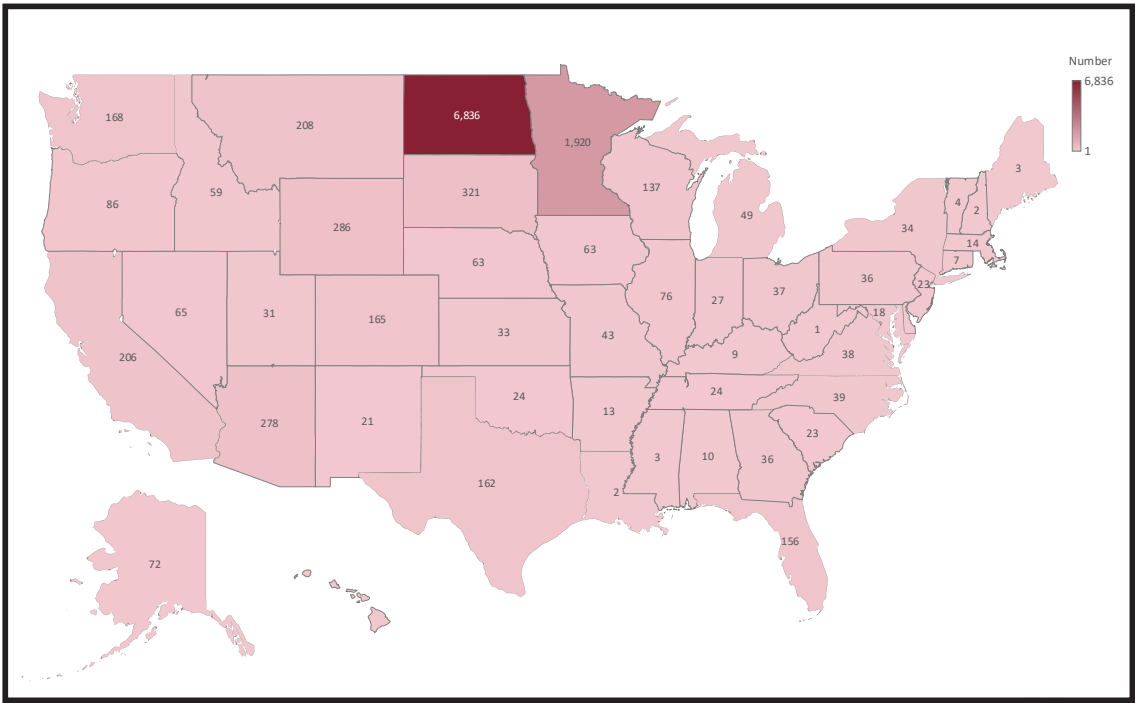
VCSU is proud of our impact on North Dakota education as more than 1,435 alumni teachers and administrators serve 336 schools and educational units in 157 communities throughout the state. Additionally, more than 700 VCSU alumni serve as educators in other states across the nation.



Transferring to Valley City State University for the fall of 1992 was one of the best decisions I ever made. At VCSU, the faculty and staff create a community that puts students first. ***I feel that VCSU continues to lead the way in innovation, best practices, and cutting-edge teaching methods.***

– Amy (Ashley) Neal '96,
2016 North Dakota Teacher of the Year

Vikings in the Field



VCSU alumni live throughout the United States.

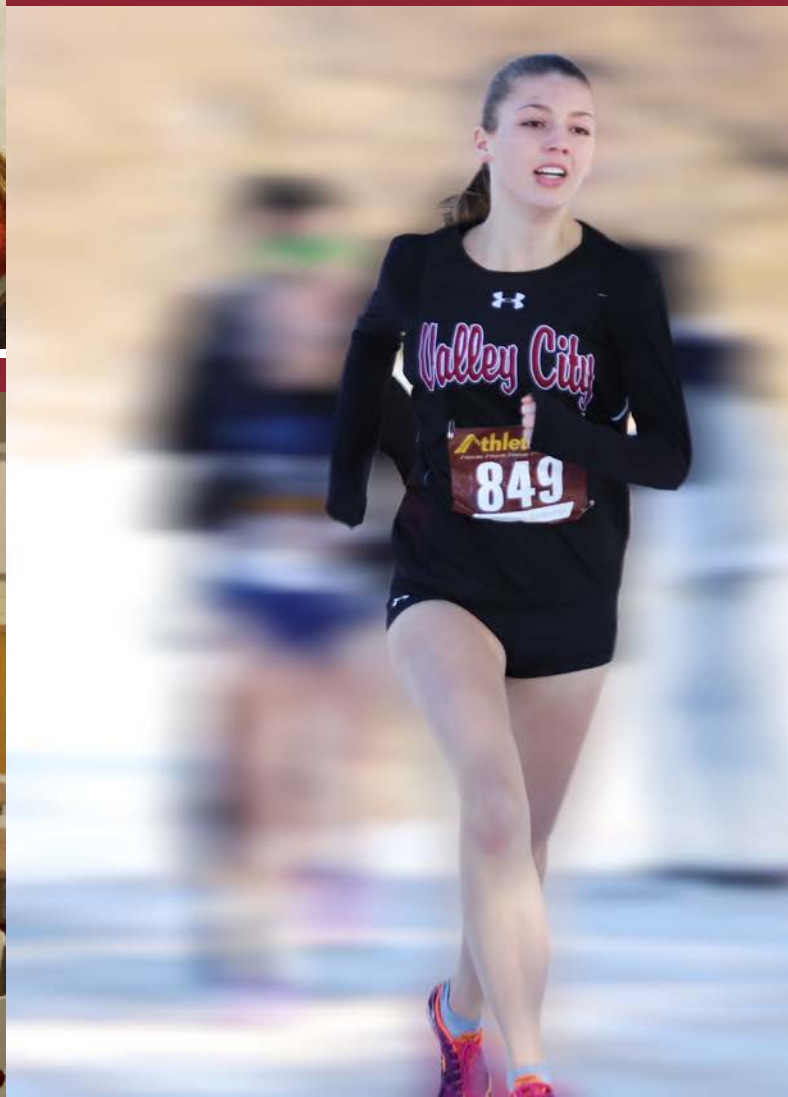


Student Center Renovation

The Memorial Student Center was constructed in 1961 with a major addition in 1969. Although the facility remains in very good condition, the significant increase that we have realized in enrollment has resulted in an urgent need for an expansion of the facility. The addition of a multi-purpose room will greatly increase the utility of the facility allowing room for expanded student activities, community engagement, and Alumni Activities.

— Erin Klingenberg, Interim Dean of Student Affairs





The Student Center is the living room of campus.

Students gather here for meals, events, studying, and building friendships.

A multipurpose room in the Student Center will open a plethora of opportunities for the university. Events such as career and club fairs will have adequate space. The Athletics Banquet and dances, events currently held off-campus, will return to campus where they belong. The multipurpose room will host student orientation, giving our new Vikings a great first impression in their college journey.

The Valley City community will benefit as well. The multipurpose room will be an attractive space for community events, conferences, wedding receptions, reunions and more — strengthening the bond between the university and the community and exposing visitors from across the region to the attributes of Valley City State University.

– Angeline Gannon, senior, VCSU Student Senate President, Bismarck, North Dakota

Our Success

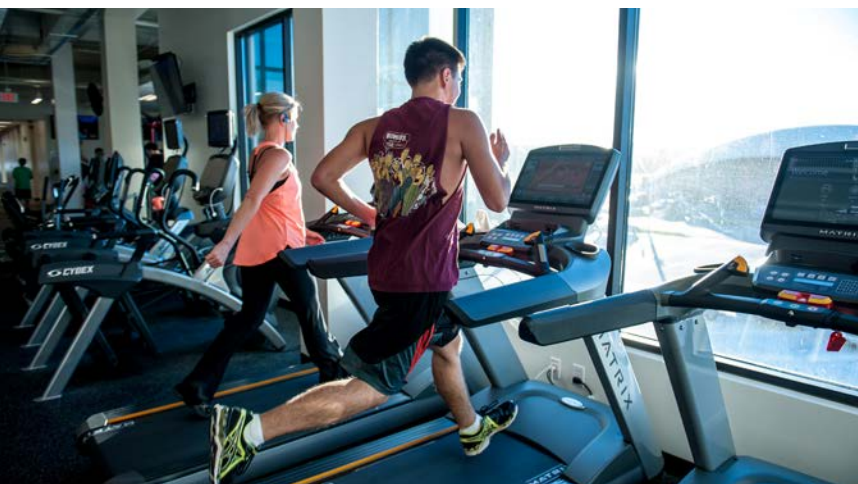


When I enrolled at Valley City State University in 1958, little did I realize that I would find such a wonderful community of faculty and staff who were so caring and supportive, and completely focused on the student. They were simply passionate about providing the very best education and collegiate experience possible. Going above and beyond was the rule, not the exception! These folks set the stage for me to build confidence in myself, complete my college education, and go on to a successful career in business. The experience I enjoyed at VCSU enriched the rest of my life with boundless opportunities. I will forever be thankful. *At VCSU, the people made the difference.*

A Healthy Collaboration and the Art of Opportunity

I was proud to lead a community group that spearheaded the funding and construction of the Gaukler Wellness Center in 2016. Our collective work and commitment built what is today a community center reflective of the health and wellness of Valley City and Valley City State University, both literally and figuratively.

The university and local arts community will feel a similar impact with the construction of the Center for the Arts. The university will celebrate its rich performance history and academic achievement with opportunities to expand each within the facility. The community will enjoy a new performance venue and the artists it will host. We are grateful for the commitment to the university and community shown by the North Dakota Legislature in funding this \$32 million addition to campus.



Forward Together

Building the Future — Today

For over 130 years, Valley City State University has provided exemplary leadership in higher education. ***Our focus on innovation, leadership, and best practices has been a hallmark of this institution.*** The success we have enjoyed has resulted in an all-time record enrollment, and outstanding accreditation reviews. Our ***Forward Together*** campaign builds on that success and captures that momentum as we look to the future. The projects included in our campaign focus on our students, protecting our core values of innovation, collaboration, and learner-centered educational opportunities and experiences.

Join Our Team

Thank you for your past support. We invite you to join us in this exciting effort to enhance the educational opportunities at VCSU even further. The projects included in this campaign are critical for the university to respond to the significant increase in enrollment and to compete in this globalized society. Please answer our calls, respond to meeting requests and engage in this conversation about the future of Valley City State University. We need you to invest in our team so we can move ***Forward Together***.

George Gaukler '62, Chairperson,
Forward Together Campaign

We need you to invest in our team so we can move Forward Together.

Center for the Arts: Under Construction

The funding for our Center for the Arts was approved by the North Dakota Legislature in 2019. It will transform art and music education as well as provide a state-of-the-art performance facility for the university and community. ***Securing the Center for the Arts has contributed greatly to the university's momentum and serves as inspiration as we embark on the pursuit of our more broad-based campaign.***





FOUNDATION ♦ ALUMNI
VALLEY CITY STATE UNIVERSITY

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