



# PENN STATE WILKES-BARRE

*For the future*  
THE CAMPAIGN FOR PENN STATE STUDENTS





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PENN STATE  
WILKES-BARRE TODAY

More than **760**  
undergraduate students

**37** full-time and **58** part-  
time faculty

More than **5,000** alumni,  
with **25 percent** still living  
in our region

**8** baccalaureate degrees,  
including Pennsylvania's  
only B.S. in Surveying  
Engineering

**5** associate degrees

**16** student clubs and  
organizations

# Alma Mater

For the glory of old State,  
For her founders strong and great,  
For the future that we wait,

THE LYRICS OF THE PENN STATE ALMA MATER REACH ACROSS THE GENERATIONS, FORMING A BOND OF LOYALTY AND PRIDE. EACH YEAR, AS GRADUATING STUDENTS JOIN THE RANKS OF NEARLY 500,000 LIVING PENN STATE ALUMNI, THEY HAVE NOT ONLY EARNED A DEGREE WHOSE VALUE IS RECOGNIZED AROUND THE WORLD; THEY HAVE BECOME PART OF TRADITIONS THAT HAVE GUIDED OUR INSTITUTION FOR MORE THAN 150 YEARS. PENN STATE'S FOUNDERS WERE AT THE FOREFRONT OF THE CREATION OF A NEW KIND OF HIGHER EDUCATION FOR STUDENTS FROM ALL CLASSES OF SOCIETY. TODAY, PENN STATE IS STILL EDUCATING STUDENTS FROM EVERY BACKGROUND, AND OUR ALUMNI ARE TRANSFORMING EVERY SECTOR OF TWENTY-FIRST-CENTURY LIFE.

PENN STATE WILKES-BARRE IS A POWERFUL EXAMPLE OF HOW THE UNIVERSITY IS CREATING EDUCATIONAL AND ECONOMIC OPPORTUNITY FOR INDIVIDUALS THROUGHOUT THE COMMONWEALTH. TO CONTINUE TO FULFILL THIS MISSION, HOWEVER, THE CAMPUS NEEDS THE SUPPORT OF ITS ALUMNI AND FRIENDS. *FOR THE FUTURE: THE CAMPAIGN FOR PENN STATE STUDENTS* WILL ENSURE THAT STUDENTS AT PENN STATE WILKES-BARRE CAN LEARN FROM TOP SCHOLARS AND SCIENTISTS, EXPLORE THEIR OWN POTENTIAL FOR LEADERSHIP AND SERVICE, AND MAKE A DIFFERENCE IN THEIR COMMUNITIES AND THE LARGER WORLD. I HOPE THAT YOU WILL JOIN US IN THIS HISTORIC EFFORT TO BECOME THE NATION'S MOST COMPREHENSIVE, STUDENT-CENTERED RESEARCH UNIVERSITY.

SINCERELY,

*Graham Spanier*

GRAHAM B. SPANIER  
PRESIDENT, THE PENNSYLVANIA STATE UNIVERSITY



Dear old State,

Written March, 1901

Fred Lewis Puttee.



**F**ROM THE VERY BEGINNING, PENN STATE WILKES-BARRE has been committed to creating opportunity for the people of our region, and the generosity of our friends and alumni has been both our inspiration and our strength. Penn State's roots in Luzerne County trace back to 1916, when the University first offered evening classes to train engineers for the booming coal industry. In the following decades, students from every walk of life, including women, older workers, and returning WWII veterans, prepared to contribute to the region's and the nation's economy at the Wilkes-Barre center, which outgrew its first two facilities. In the 1960s, Penn State Wilkes-Barre received a permanent home from Richard and Helen Robinson: Hayfield House, a historic mansion and grounds that gave the campus room to expand and meet the region's needs. The Robinsons and other contributors to the campus believed that higher education was the path to success for citizens and communities throughout northeastern Pennsylvania.

That belief continues to guide Penn State Wilkes-Barre today. Every year, we help to prepare more than 760 students, many among the first in their family to attend college, to meet the region's urgent need for professionals in fields ranging from engineering technology to business administration. Undergraduates at Penn State Wilkes-Barre enjoy the resources of a major research university—experienced, dedicated faculty; a curriculum that keeps pace with advances in

knowledge and technology; and limitless opportunities for personal exploration and growth—in a small, supportive environment. They apply their education and experience in connection with the local community. The campus' continuing and professional education programs have helped Luzerne County transition from a primarily coal-based to a modern economy. Penn State Wilkes-Barre is playing a central role in revitalizing the region for the twenty-first century and beyond.

Philanthropy continues to be the driving force behind our growth and success. In recent years, alumni and friends have added significantly to our scholarship endowments, which help more than 140 students to take advantage of our opportunities every year. Private donors have provided the campus and community with valuable resources like the Friedman Observatory and the Nesbitt Academic Commons. These and other gifts from individuals and businesses help our students thrive and allow us to fulfill the mission we share with Penn State as a whole: teaching, research, and service.

As the University begins the most ambitious fundraising effort in its history, Penn State Wilkes-Barre has the opportunity to become an even more powerful force for change in our region. 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*.



*For the Future*



# For the future

**A**T 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 Penn State Wilkes-Barre, the campaign will allow us to expand our role as a leader in our region. Within the University-wide campaign objectives, we have established goals that will bring us closer to fulfilling that vision and creating the educational, cultural, and economic opportunities that our students and our communities need to thrive.

## PENN STATE WILKES-BARRE FOR THE FUTURE CAMPAIGN GOALS

CAMPAIGN OBJECTIVE	GOAL
<b>Ensuring Student Opportunity</b> <i>Students with the ability and ambition to attend the University will have this opportunity through scholarship support.</i>	<b>\$2,500,000</b>
<b>Enriching the Student Experience</b> <i>Students will thrive in a stimulating atmosphere that fosters global involvement, community service, creative expression, and personal growth.</i>	<b>\$1,000,000</b>
<b>Building Faculty Strength and Capacity</b> <i>Students will study with the finest teachers and researchers.</i>	<b>\$300,000</b>
<b>Sustaining a Tradition of Quality</b> <i>Students will continue to work and study with faculty whose scholarship is enhanced by continuing philanthropic support.</i>	<b>\$200,000</b>
<b>TOTAL GOAL</b>	<b>\$4,000,000</b>

# Old State

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## Ensuring Student Opportunity

\$2,500,000

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

*“I always wanted to attend Penn State, and the fact that they were offering me extra support sealed the deal. My scholarships have allowed me to focus more on my schooling and life plans rather than worrying about how to afford tuition. They demonstrate to me that the University wants me to learn and is willing to help me earn my degree. My scholarships give me a sense of pride, but more important, they mean that my family has less of a burden.”*

—**Daniel Elbich** is majoring in Psychology with a Business option. A recipient of the Ken Pollock and William Dickson Jr. Scholarships from Penn State Wilkes-Barre, he plans to earn a doctorate after graduating.



**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 \$26,000. These financial realities restrict the dreams of far too many students and families.

Scholarships have the potential for special impact at Penn State Wilkes-Barre. More than 36 percent of our students are the first generation in their family to attend college, while another 25 percent are adult learners balancing the demands of jobs, families, and school. As our local economy continues to shift away from its past reliance on industry and mining, scholarships are the best way to help our citizens join the educated workforce needed in emerging

technology-driven fields. For talented students who may be considering other educational options, scholarship support from Penn State Wilkes-Barre allows them to earn their degrees and build their careers close to home.

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.

Penn State Wilkes-Barre is committed to securing \$2.5 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.

#### THE NEED FOR SCHOLARSHIPS AT PENN STATE WILKES-BARRE

**78** percent of all students receive some form of financial aid

**17** percent of all students currently receive scholarship support

Average size of scholarship awards: **\$1,529**

Average loan debt for graduating students: **\$26,284**

Average annual unmet need per student: **\$5,799**

Total unmet need for all Penn State Wilkes-Barre students: **\$2,598,045**





*“In my role as president of the Student Government Association, I advocated for student interests and improving the student experience at the campus and used my leadership knowledge to motivate student groups to take successful action. I learned the importance of being proactive and gained the ability to see the bigger picture—how my actions affect those around me. My community outreach activities exposed me to some amazing life experiences and allowed me to befriend like-minded people.”*

—**Mark Calore '10** received his bachelor's degree in Business and plans to enroll in law school. While at Penn State Wilkes-Barre, he was president of the Student Government Association, a member of the Business Club and campus tennis team, a THON volunteer, and representative in the Council of Commonwealth Student Governments.

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## Enriching the Student Experience

\$1,000,000

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

**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.

At Penn State Wilkes-Barre, more than 30 percent of our students are involved in activities ranging from athletics and student government to cultural events celebrating the diversity of our campus and community. Students join clubs and organizations not only to explore their varied interests, but also to serve the community through programs such as Big Brothers Big Sisters, Habitat for Humanity, and Rails to Trails. With private support, we can expand our opportunities outside the classroom by creating endowed support for the arts, academic and professional counseling, student health and fitness, and other initiatives that will allow every member of our diverse student population to discover their own potential for leadership.

## Building Faculty Strength and Capacity

\$300,000

*Students study with the finest teachers and researchers.*

**Students choose Penn State** for the opportunity to work with faculty members who can stimulate their own potential to succeed. These leaders are among the world's top researchers and scholars, but they are also educators who devote themselves to building an academic community in which every student can flourish. Our reputation as an institution depends upon our faculty's achievements and their commitment to both creating and sharing the knowledge that shapes our world.

Penn State Wilkes-Barre's faculty includes leading experts in fields ranging from atomic theory to American culture to information technology. They are challenging our students to discover their own passions and abilities. Endowed funds can help Penn State Wilkes-Barre attract and retain these remarkable individuals who play such an important role in the growth and development of our students. Such funds recognize promising research and excellence in teaching, and they support faculty as they pursue professionally related travel and local outreach, integrate new technology in the classroom, and develop innovative courses and curricula. By securing additional resources in this critical area, we can ensure that our students continue to have an extraordinary educational experience at our campus.



*“My teaching is supported directly by private funds: We use state-of-the-art data collection equipment that was donated by industry. Other gifts have been used to support faculty and student travel to national conferences to present research and scholarly findings. As an undergraduate, I was fortunate to receive a Renaissance Scholarship, which made a huge difference in my ability to pay for my college education. A Penn State education needs to remain within reach for every student in the Commonwealth.”*

—**Thomas A. Seybert '76 Eng, '78g, '96g** is an associate professor of engineering. For the past fourteen years, he has taught the first-year courses for Surveying Engineering majors at Penn State Wilkes-Barre. His most recent research, funded by the Pennsylvania Department of Environmental Protection, includes projects on watershed assessment and protection for lakes in northeastern Pennsylvania. All three of his degrees are from Penn State, where he has taught for more than twenty-five years.



*“My philanthropy at Penn State Wilkes-Barre reflects my deep appreciation for a campus that so profoundly affected my life. My Penn State degree may have opened doors, but the foundation I received at Wilkes-Barre has proven invaluable. I have great empathy for the financial difficulties a family faces when confronting the cost of a college education. Penn State played a major role in my financial success, and I am happy to help those who confront the same challenges my family faced all those years ago.”*

—**David Reese '78** is chairman of API Systems Inc., a technology consulting and IT staffing business headquartered in Denville, New Jersey. In addition to supporting the Wilkes-Barre campus, his philanthropy has included the creation of a professorship in the College of Information Sciences and Technology, numerous Trustee Scholarships, and a gift to fund the construction of the IST Building at University Park.

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## Sustaining a Tradition of Quality

\$200,000

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

**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.

Penn State Wilkes-Barre's education and outreach efforts have been shaped by ongoing support from our community. Corporate partners like Tripod Data Systems, Inc., have helped maintain the high quality of Pennsylvania's only four-year bachelor's degree program in Surveying Engineering by supplying the latest industry-standard equipment. Other partners regularly provide matching gifts, mentor our students, and serve on the campus advisory board. In addition, unrestricted gifts received annually from alumni and friends have allowed us to expand scholarship support and respond quickly to campus needs. We hope to deepen our relationships with both corporate and individual donors in the campaign as we respond to the changing needs of our students and our community.

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## Penn State Wilkes-Barre: Making a Difference



*“Students need both advanced degrees and hands-on experience to get ahead. Since 2001, our business students have been involved in service-learning projects that focus on downtown revitalization. These projects promote civic engagement and help Wilkes-Barre attract and retain young talent. They also strengthen ties between Penn State and economic development organizations. In the process, the students become invested in the area, going on to find internships or employment with local businesses and becoming leaders in their community.”*

—**Terry Clemente** is an instructor in Business at Penn State Wilkes-Barre.





*“My scholarships not only allowed me to attend a prestigious university, they were also a huge incentive to do well. I had the opportunity to meet the donors of my scholarships and was impressed with their selfless generosity. Because of them, I was inspired to give back to the community by participating in THON and other campus organizations. This help is especially appreciated during tough economic times.”*

—**Courtney Senghaas** an Advertising/ Public Relations major, received the Wilkes-Barre General Scholarship and the Hayfield Pathway Endowed Scholarship. In addition to volunteering with THON, she has been involved with Student Government Association and Lion Ambassadors. She plans to obtain a position in advertising after graduating from University Park.



*“I live for challenges, so I loved the idea of going to a school where I could be competitive. Penn State really goes out of its way to recognize you for your hard work. All of my honors courses so far have added extra excitement to the material and allowed me to study it more in-depth. I’ve learned so much and gotten to know my professors so much better: They follow my progress and engage me in great discussions.”*

—**Marika Merritt** is a Business major from Great Bend, Pennsylvania, and president of the Student Government Association at Penn State Wilkes-Barre. She plans to attend law school after graduation.

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## WAYS TO GIVE

If you would like to shape the future of Penn State Wilkes-Barre 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 sending your check (made out to *Penn State*) to: Penn State Wilkes-Barre, Office of Development, P.O. Box PSU, Old Route 115, Lehman, PA 18627.

### —ELECTRONIC FUNDS TRANSFER (EFT)

You can direct your bank to issue payments on a monthly or yearly basis to Penn State Wilkes-Barre. An EFT form is available at: [www.eft.psu.edu](http://www.eft.psu.edu)

### —MATCHING GIFTS

Your employer may match your contributions to Penn State Wilkes-Barre. To find out, visit: [www.matching.psu.edu](http://www.matching.psu.edu)

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](mailto:giftplanning@psu.edu).

### —GIFTS OF SECURITIES

You may be able to transfer stock or mutual fund holdings to Penn State Wilkes-Barre 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 Penn State Wilkes-Barre 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 Penn State Wilkes-Barre while ensuring a stable source of income for you and your loved ones.





# Raise the song.

SINCE THE DONATION OF THE HISTORIC HAYFIELD HOUSE IN THE 1960S, philanthropy has been a Penn State Wilkes-Barre tradition, and the destiny of our campus is in the hands of our alumni and friends. If Penn State Wilkes-Barre achieves the goals of *For the Future: The Campaign for Penn State Students*, we can ensure that students from every economic background will have the opportunity to earn a Penn State degree and prepare for personal and professional success right here in Luzerne County.

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, for Penn State Wilkes-Barre students and *For the Future*.

UNIVERSITY-WIDE GOALS BY 2015				
	1984 (Prior to Campaign for Penn State)	2003 (After Grand Destiny campaign)	PERCENT INCREASE from 1984 to 2003	GOAL FOR 2015
Endowment Market Value	\$58,600,000	\$965,500,000	1,548%	\$2,700,000,000
Total Voluntary Support	\$24,166,219	\$181,314,385	650%	\$220,000,000
Undergraduate Scholarship Endowments	299	2,469	726%	5,100
Students Receiving Private Scholarship Support	N/A	13,235	N/A	19,300
Faculty-related Endowments	29	409	1,310%	630
Total Alumni Donors	44,237	76,566	73%	110,000

*For the future*  
THE CAMPAIGN FOR PENN STATE STUDENTS



*Penn State's presence in Wilkes-Barre dates back nearly a century, and today our campus is proud to continue the University's rich tradition of providing local citizens with access to extraordinary educational opportunities. Even as we reimagine our programs and curriculum to meet the needs of a changing economy and increasingly global community, we remain committed to the success of all students who choose to begin—and, more and more often, complete—their degrees at our campus.*

*At Penn State Wilkes-Barre, we truly know and care for our students and our communities, and every day we renew our commitment to educating and serving them. I hope you join us in this enduring mission; together, we can continue to improve lives in northeastern Pennsylvania for generations to come.*

*Sincerely,*

A handwritten signature in white ink that reads "Charles H. Davis". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

*Dr. Charles Davis*

CHANCELLOR, PENN STATE WILKES-BARRE



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The following Penn State student contributed to this publication:

Andrew Dunheimer, a student photographer for the Office of Development Communications, is majoring in Art (with a concentration in photography) and Information Sciences and Technology at Penn State. He serves as a senior photographer for the *Daily Collegian* and is a member of the National Society of Collegiate Scholars and the Honor Society of Phi Kappa Phi. After graduation, Andrew hopes to enter the information technology field and continue his freelance photography career.

This publication is available in alternative media on request.

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