



THE NORTHERN
IMPACT



THE NORTHERN
IMPACT
FOR YOU. FOR US. FOR THOSE TO COME.

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northern *State* university

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WHAT IS THE NORTHERN IMPACT?

It depends on who you ask.

However, one thing is certain:

the impact that
Northern State University
has on our community
is wide-reaching.

It touches every person.

Every employer.

Every alumnus –
both those still in Aberdeen

and those who
have moved away.

It touches our city.
Our region. Our state.

It reaches into the past –
to those who still
hold the pride
of Northern State close.

It envelops
the current students
who live in Aberdeen.

It dives into the future,
for everyone who
will walk through
Northern State's halls.

It's more than a school.

It's a crucial part
of our community.

Of our well being.
And of our prospects.

The impact may be
different for everyone.

But the impact
is always there.

THE TIME TO MAKE AN IMPACT IS NOW.

But we need your help.

Not just for us, but for the students.

The community.

And everyone who is touched
by The Northern Impact.



OUR MISSION:

NORTHERN STATE UNIVERSITY
IS A PREMIER RESIDENTIAL,
LIBERAL ARTS INSTITUTION
CHARACTERIZED BY
OUTSTANDING INSTRUCTION,
EXTRAORDINARY
COMMUNITY RELATIONS
AND UNPARALLELED
CO-CURRICULAR
OPPORTUNITIES.

OUR VISION:

NORTHERN STATE UNIVERSITY
WILL BOAST AN
UNPARALLELED RESIDENTIAL
LIBERAL ARTS EDUCATION
AND BECOME A LEADING
REGIONAL UNIVERSITY
INTEGRATING EDUCATION
AND TECHNOLOGY.

Dear Friends,

"What does Northern State mean to you?"

As President, I've heard hundreds of answers to this question.

I've heard business dignitaries comment on the school's ability to produce quality employees and – through time – exceptional leaders.

I've heard former students look back fondly on the lessons they learned – both academically and personally.

I've heard Aberdeen natives acknowledge the consumer support and rich culture that Northern State helps create.

Without a doubt, Northern State is a place on the move.

We have received national attention for our work on the basketball court and have garnered regional attention through our groundbreaking Wolf Pact Scholarship Program. The world is rapidly learning that today's students are following in the footsteps of today's leaders – moving from Northern State to a world in desperate need of their expertise.

Which is why we turn to you for help. This campaign is focused on bringing excellence in its highest form to the campus of Northern State University. After all, our students – both today and tomorrow – deserve nothing less.

And it focuses on keeping the rich tradition of support from and for Northern State right here in Aberdeen, where the city celebrates the achievements of its university, and the university responds by supporting the achievements of its city.

It's all being done to create a Northern State University that not only meets the needs of tomorrow, but exceeds them, spectacularly and on a national and international stage. In doing so, Northern State University can become more than just another university – we can become a center of learning, community leadership and higher thinking throughout the state and beyond.

For you. For us. For those to come.



JAMES M. SMITH
PRESIDENT, NORTHERN STATE UNIVERSITY



The Northern Impact. FOR YOU.

What's the Northern Impact?

Ask an alumnus.

They may say the impact was life-changing.
It was an impact that helped shape their career.
Their future.

It turned them from a young, inexperienced student
to an active and positive member of society.
Oftentimes, a member of Aberdeen itself.

But it's more than the students.

It's each individual who comes in contact with
Northern State University. Faculty. Administration.
Every student still working toward a degree.
Each person is impacted, positively.



*"I learned more than just what to learn.
I learned how to learn. Northern State
University prepared me to think. Then,
it literally prepared me for my first job.
These two lessons, in turn, gave me
the tools and desire I still use today to
do my job the best I can. I've never
forgotten those lessons."*

Jeff Erickson

PRESIDENT/CEO, GREAT WESTERN BANK, SIOUX FALLS
CLASS OF 1980, BUSINESS MAJOR

*"We really rely on the students to become a strong part of our
labor pool. But more than that, we depend on Northern State
for the culture of Aberdeen. I can't imagine living where there's
no band, orchestra, theatre and other special events – and that
doesn't even cover the athletics."*

Mike Lensen

MAYOR, ABERDEEN
CLASS OF 1972, POLITICAL SCIENCE MAJOR



The Northern Impact. FOR US.

What's the Northern Impact?

Ask a community member.

They may say that Northern State
provides a strong economic impact.

From providing jobs to university staff
to providing services and recreation
for students, Northern State
contributes to Aberdeen's financial
and economic stability.

In addition, it supplies Aberdeen with
a large number of college graduates,
all of whom have a strong connection
to the town.

If not Aberdeen, the region.
If not the region, the state.

The ripples started in Aberdeen
travel throughout the state
and into the world.

**The Northern Impact.
FOR THOSE TO COME.**

What's the Northern Impact?

Ask someone who's lived here for years.

They may say that the development of Aberdeen and the surrounding region is helped strongly by everything that Northern State offers.

That the future is built, in part, by the strength of Northern State's impact, and that each generation will benefit from Northern State's lead.

But it's more than that.

There's a legacy at Northern State. From each student who passes through to each graduate who stays to help make Aberdeen a stronger community, everything that happens in the region can be tied back to Northern State.

Their growth is our growth.
Their development is our development.



**THE IMPACT OF NORTHERN STATE UNIVERSITY
IS EASY TO FIGURE OUT.**

IT'S STRONG, CRUCIAL AND WELCOME.

IT'S A POSITIVE WASH OVER YOU.
US. THOSE TO COME.

THE NORTHERN IMPACT IS WHAT
KEEPS ABERDEEN AND THE REGION
IN CONTROL OF ITS DESTINY.

A DESTINY OF GROWTH AND SUCCESS.

A DESTINY OF LASTING IMPACT.

"We have been fortunate to succeed in our professional and business careers in part due to the excellent education we received from Northern State. It's one of the best-kept secrets in higher education. That's why we contribute to Northern each year and why we are enthusiastic about Northern's future."

James P. Cramer

PRESIDENT/CEO, THE GREENWAY GROUP, ATLANTA
FORMER CEO, THE AMERICAN INSTITUTE OF ARCHITECTS,
WASHINGTON, D.C. - CLASS OF 1969, SOCIOLOGY MAJOR



"Northern is a special place - one of those special campuses in the U.S. where learning and optimism come together to prepare for the future. I support Northern's fund because I know each dollar will be optimized, and the benefits to students are of clear value."

Corinne Aiken Cramer

CLASS OF 1970, ELEMENTARY EDUCATION MAJOR



"I cherish the time I spent at Northern and give back to ensure that current and future students will have the same wonderful experiences and opportunities that I enjoyed."

Charles Fitzgerald

PORTFOLIO MANAGER AND ANALYST
FOR HIGH RISE CAPITAL MANAGEMENT
COMPANY, NEW YORK CITY
CLASS OF 1997, BUSINESS FINANCE
AND ECONOMICS MAJOR



THE DIRECTION

Endowment

In order to recruit the highest quality students in an increasingly competitive university landscape, we rely on our scholarships, which include the innovative Wolf Pact Scholarship Program. Our endowment goals in regards to scholarships are:

- \$8,000,000 Wolf Pact Scholarship Program
- \$3,000,000 Athletic Scholarships
- \$2,000,000 School of Fine Arts Scholarships
- \$2,000,000 School of Education Scholarships
- \$2,000,000 School of Business Scholarships
- \$2,000,000 College of Arts and Sciences

Goal: \$19,000,000

Current and New Annual Support

Northern State University is becoming a larger player in both academics and athletics. The School of Business is proud of the success of its new Banking and Financial Services Program both in Aberdeen and at the University Center in Sioux Falls. And with the addition of four schools to the Northern Sun Intercollegiate Athletic Conference, we have the opportunity to enhance recruiting and operations.

ANNUAL SUPPORT NEEDED FOR THESE TWO PROGRAMS CONSISTS OF:

- \$500,000 (per year, total of \$2,500,000)
Athletic Scholarships, recruitment and operations
- \$200,000 (per year, total of \$1,000,000)
Banking and Financial Services Program Scholarships

WOLF PACT SCHOLARSHIP

The Northern State University Wolf Pact provides the highest guaranteed scholarship in South Dakota. Students who have ACT scores of 28 or higher receive \$10,000; \$6,000 is assured to students with scores of 24 to 27, and students with scores of 21 to 23 receive \$4,000.

- \$250,000 (per year, total of \$1,250,000)

Goal: \$4,750,000

Campus Renovation and Expansion

Part of Northern State University's charm – and a large part of what brings students to our university – is the campus itself, offering a beautiful setting on which several advanced facilities are located.

In addition, our sports program enjoys a highly regarded status as a regional leader, and it deserves an athletic complex to match in order to stay competitive.

We seek to keep our appealing campus up to date with the following immediate building needs.



- Expansion of athletic facilities within the Barnett Center to include weight training, locker rooms and offices for a 20,000 square-foot addition (\$3,500,000)

Goal: \$3,500,000



Total Campaign Goal:
\$27,250,000
OVER 5 YEARS

