

WOLVES RISING

The Campaign for Western Oregon University





WESTERN OREGON WOLVES

maos

When I began my presidency at Western Oregon University, I already knew this community was special, and I recognized that the university plays an important role in the lives of those we serve. I quickly saw that alumni, students, employees, and community members took pride in the way our institution provides transformative educational experiences.

Never before in the history of our university have the needs of our students been greater or the support for a liberal arts education more paramount. Western Oregon University has an essential role to play in the mid-Willamette Valley and beyond, and the importance of philanthropic support is more urgent than it has ever been for our students. Every dollar makes a difference; every donation changes lives.

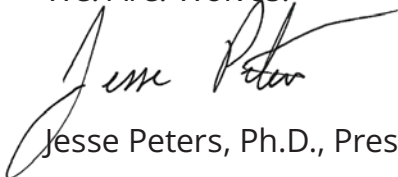
Western is proud to serve a diverse array of students — first-generation students, students of color, rural students, veterans, students who have been underserved — and this place provides opportunities that they may not have had otherwise. As a first-generation student from a rural community myself, I know firsthand the transformative power of education, and the enormous impact a college degree has on an entire family.

If we can help these students succeed in earning their degrees, everything changes. It not only changes personal lives, but the trajectory of a family; it changes economies, lifelong earnings, and social positioning; it reduces threats of violence and the odds of becoming unhoused. All these things are positive results of achieving a college degree and going out into the world prepared in a different way. As my own parents knew, a college degree would provide choices they never had.

Knowing the important role our university plays for the future of each student, their families, and the community, it is my great pleasure to lead Western during its first-ever comprehensive campaign, *Wolves Rising*, a \$20 million endeavor. The three pillars of the campaign are Scholarships, Wolves Athletics, and Student Success, and each of these focuses on the goal of improving experiences for our students.

There are many ways for you to be part of the *Wolves Rising* campaign, and I look forward to the opportunity to work with you to make the university a stronger place for all students. I hope you will join me and members of the Western Oregon University community in this transformative undertaking. At Western Oregon University, what sets us apart is how we work together.

We. Are. Wolves.

A handwritten signature in black ink that reads "Jesse Peters". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Jesse Peters, Ph.D., President

Western Oregon University finds itself at the threshold of exciting new opportunities to help students succeed and to ensure a strong future for the university. That is why we are excited to announce *Wolves Rising: The Campaign for Western Oregon University*. This \$20 million comprehensive campaign will help to fund critical areas of need across campus, including Scholarships, Student Success, and Wolves Athletics.

As alumni of WOU – then called Oregon College of Education (OCE) – we know firsthand the power of the school and the positive impact it has on students.

Our experiences at OCE were instrumental in our success as educators, and we have witnessed time and again the power of education in changing lives for the better. It opens doors to jobs, resources and skills that help a person (and their family) thrive. It continues to give students a framework and background to realize they cannot only succeed in life but excel.

Western has long been committed to these goals. The *Wolves Rising* campaign will further the mission of the university and help ensure the doors of education remain open to all.

The goals of this campaign are to make higher education more accessible and affordable for all students. It is a first for the university, and the campaign is open to everyone who shares a passion for Western and the power of education. We invite you to join us in making a difference for current and future students, our communities, and the state of Oregon.

“Western opened our eyes to the possibilities for our lives. ~ Mike and Jan Morgan



Mike Morgan

Mike Morgan, Ph.D. '70
Wolves Rising Campaign Chairs

Jan Morgan

Jan Hathaway Morgan '71, '76

A black and white wolf mascot wearing a black t-shirt with the Western Oregon Wolves logo and red shorts. The mascot is standing outdoors with trees in the background.

WOLVES RISING CAMPAIGN GOAL: \$20M

- Scholarships: \$10M
- Wolves Athletics: \$5M
- Student Success: \$5M

The *Wolves Rising* campaign will grow and expand critical resources to help students thrive while achieving their educational goals. These resources include more student scholarships, equipment and facilities for over 400 student-athletes, and the new Student Success Center.

Join the pack and help us exceed our goal to continue to transform the lives and trajectories of students, families, and communities across Oregon!

The Western Oregon Wolves logo, featuring a stylized 'W' above a wolf head.

WOLVES RISING

MISSION

Western Oregon University provides a personalized learning community where individuals experience a deep sense of belonging and empowerment.

INTRODUCTION

Western Oregon University is a mid-sized public university located on 157 picturesque acres in Monmouth, Oregon, in the heart of Oregon's Willamette Valley. Fully accredited by the Northwest Commission on Colleges and Universities, Western Oregon University is the oldest public university in the state of Oregon and has an enrollment of approximately 3,800 students.

Since its founding as a teaching college in 1856, the university has grown to offer undergraduate degrees in over 50 fields and master's and doctoral degrees in nearly a dozen fields. Over the past several years, Western has worked to expand access to the university for underrepresented groups and is an emerging Hispanic Serving Institution, with more than 25% of undergraduates identifying as Hispanic/Latiné.

The Western Oregon University Wolves represent the university in NCAA Division II athletics. Western has over 400 student-athletes across 14 teams and cheer, making up nearly 11% of all students.

With a robust presence in Monmouth and Salem, some of Oregon's top degree programs, and an active presence in athletics, Western is cementing its place as a destination of choice for students. Western offers flexible, affordable, and exceptional education to students across the state of Oregon.



Jesse Peters,
Ph.D.

President



Jose Coll,
Ph.D.

*Provost &
Vice President
for Academic
Affairs*



Tina Fuchs,
M.Ed.

*Vice President
for Student
Affairs*



Katie Wojke,
M.A.

*Vice President
for Advancement
& Executive
Director, WOU
Foundation*



Randi Lydum,
M.S.

*Executive Director
of Intercollegiate
Athletics*

A UNIVERSITY OF OPPORTUNITY

Western Oregon University is a place of access and opportunity for students throughout the Mid-Willamette Valley and across the state. Over the course of its nearly 170-year history, Western has consistently graduated dedicated, community-oriented business and civic leaders who have diligently and faithfully served the people of Oregon.

Western plays a key role in economic growth and prosperity in the region. The university is proud to be an essential source of knowledge, innovation, and community engagement in the Mid-Willamette Valley and beyond. Each year, Western graduates over 1,000 future business leaders, entrepreneurs, public servants, artists, and educators who are ready to spur growth and progress across the state.

As a regional public university, Western takes seriously its commitment to provide high-quality, practical education that prepares students for careers in a diverse array of fields. A degree from Western transforms the lives of students and their families, providing increased job prospects, social mobility, and economic opportunity to countless families.

As part of the university's commitment to ensuring success for all students, Western offers high-quality, personalized support in the following areas:

- Counseling Center
- Food Pantry
- Math Center
- Student Health Center
- Tutoring in all subjects
- Writing Center

These services help students to receive foundational support and grow as thinkers, learners, and community members while earning their degrees.

WOU BY THE NUMBERS

STUDENT BODY

84%

In-State

16%

Out-of-State

3,822

Total Enrollment

3,268

Undergraduate Students

554

Graduate Students

98%

First-time, Full-time Students Awarded Financial Aid

74%

Of All Students Awarded Financial Aid

50%

First-Generation Undergraduates

40%

Students of Color

27%

Hispanic/Latiné Undergraduates

**Data based on Fall 2024 enrollment*

WOLVES RISING CAMPAIGN

Western Oregon University has become an indispensable part of the fabric of the Mid-Willamette Valley, offering high-quality, affordable education to Oregon students while driving economic growth and prosperity throughout the region and the state. Since its founding as Monmouth College in 1856, the school has consistently produced Oregon's most dedicated and decorated educators and public servants. Today, Western remains the premier university for students who want to make Oregon a better place for all people to live.

As a destination of choice for Hispanic/Latiné students, first-generation students, future educators and public servants, and nontraditional students, Western Oregon University transforms the trajectories of students, families, and communities through education. The university is committed to continuing the important work of offering personalized educational support for all students and increasing its role as a university of opportunity for students from all backgrounds.

Education at Western Oregon University is a community project, one that brings together faculty, staff, alumni, stakeholders, and community members to uplift students and empower them with the tools they need to succeed. Western also recognizes the essential role played by alumni, supporters, donors, and other friends of the university in this important work.

While Western has worked hard to remain among the most affordable public universities in the state, many students still struggle to make ends meet, especially low-income students. A full 40% of Western students qualify for Pell Grants, which are reserved for undergraduate students who display exceptional financial need. Many Western students juggle busy work schedules with their school and family responsibilities.

That is why Western Oregon University is embarking on the \$20M *Wolves Rising* campaign. The campaign will transform the lives of even more students at Western, allowing the university to increase financial support to students through scholarships, provide much needed equipment and field upgrades to Wolves Athletics, and offer even more individualized support for students in the new Student Success Center.

This comprehensive campaign will enhance the Western experience for students and shape the future of the university for generations of Wolves to come.

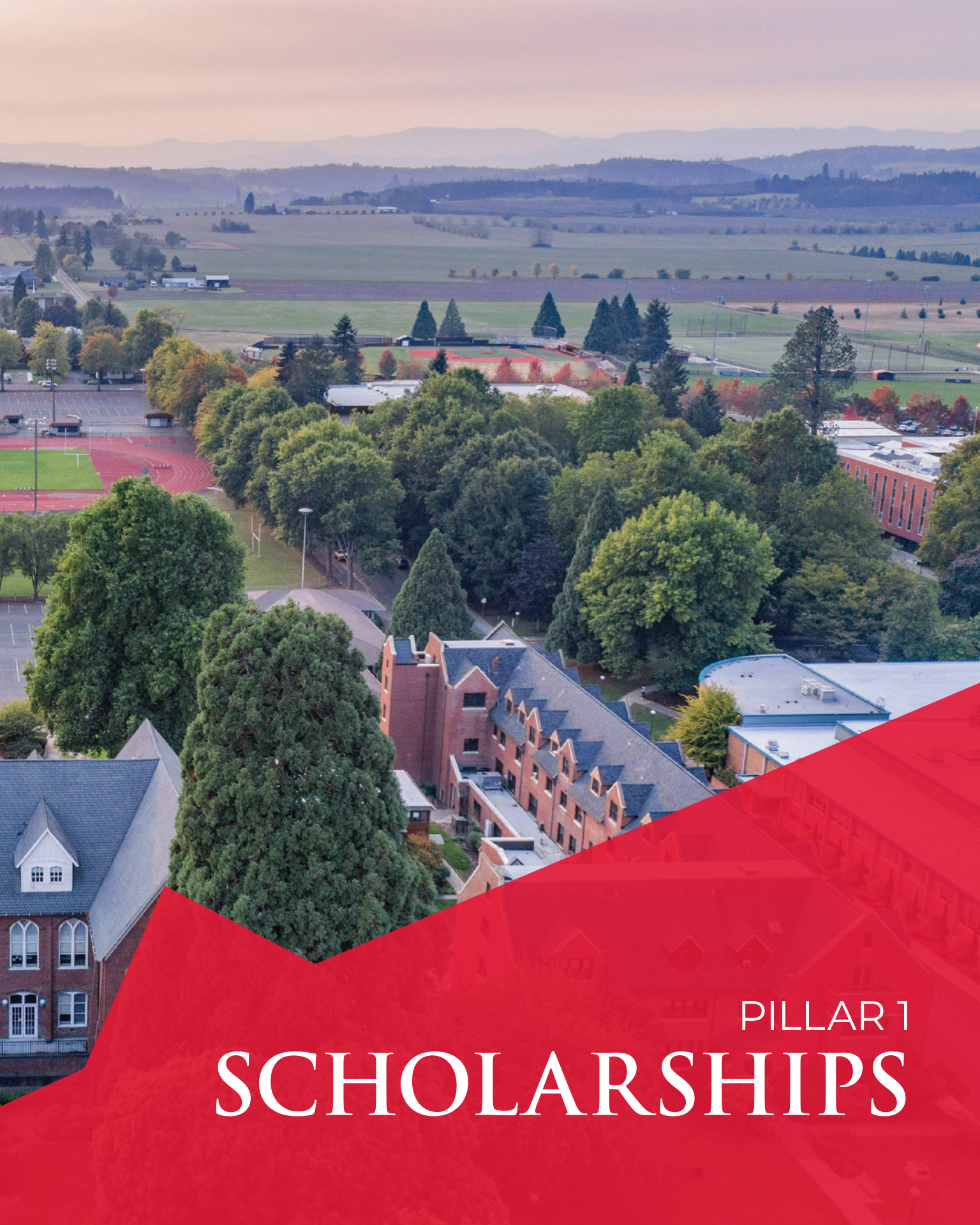




“When I was a student at OCE, I would walk past the quote ‘Who Dares to Teach Must Never Cease to Learn’ almost daily and think how important it is to believe that learning never ceases, no matter your profession. To me, WOU means family, it means to seek information and knowledge; it means to never believe you know it all. My dream is for Western students to have the opportunity to achieve their dreams through hard work and education.


Forty-nine years ago I graduated from OCE and was the first in my family to get a college degree. I returned a decade later to earn my Master’s from Western, and both of those degrees gave me direction and opened doors for me. Now in my retirement years, my future is giving back to Western by volunteering my time to assist in helping the university to be an institution that provides an excellent education to the students of today, but most importantly to the students of tomorrow.” ~Sharon Baugh '75, '86





PILLAR 1

SCHOLARSHIPS

A photograph of a student sitting in a white wicker hanging chair. The student is wearing a red t-shirt with "WESTERN W" visible and is writing in a notebook. The room has a wooden bookshelf filled with books, a wooden door, and a blue carpet. A blue and white geometric structure is visible on the left side of the frame.

“I am grateful for this scholarship opportunity from Western because it takes a massive weight off my shoulders. My parents were wiped out financially by the pandemic, so I have paid my own way through school. I paid for my first year entirely out of pocket, and I survived my second year when I earned a scholarship at my former community college. I am beyond grateful for this scholarship, as it allows me to continue my education at WOU and keep bills out of my parents’ hands.” ~Rami '24, Business

“As a single mother pursuing full-time studies, receiving a scholarship from Western holds immense significance in my life. The financial assistance provided by this scholarship is not merely a blessing but a lifeline that lightens the weight of educational expenses and relieves the burden of financial strain. This scholarship makes it easier to juggle the demands of parenthood alongside academics, enabling me to focus wholeheartedly on my education.” ~Desiree '26, Medical Interpreting for American Sign Language



SCHOLARSHIPS GOAL: \$10M

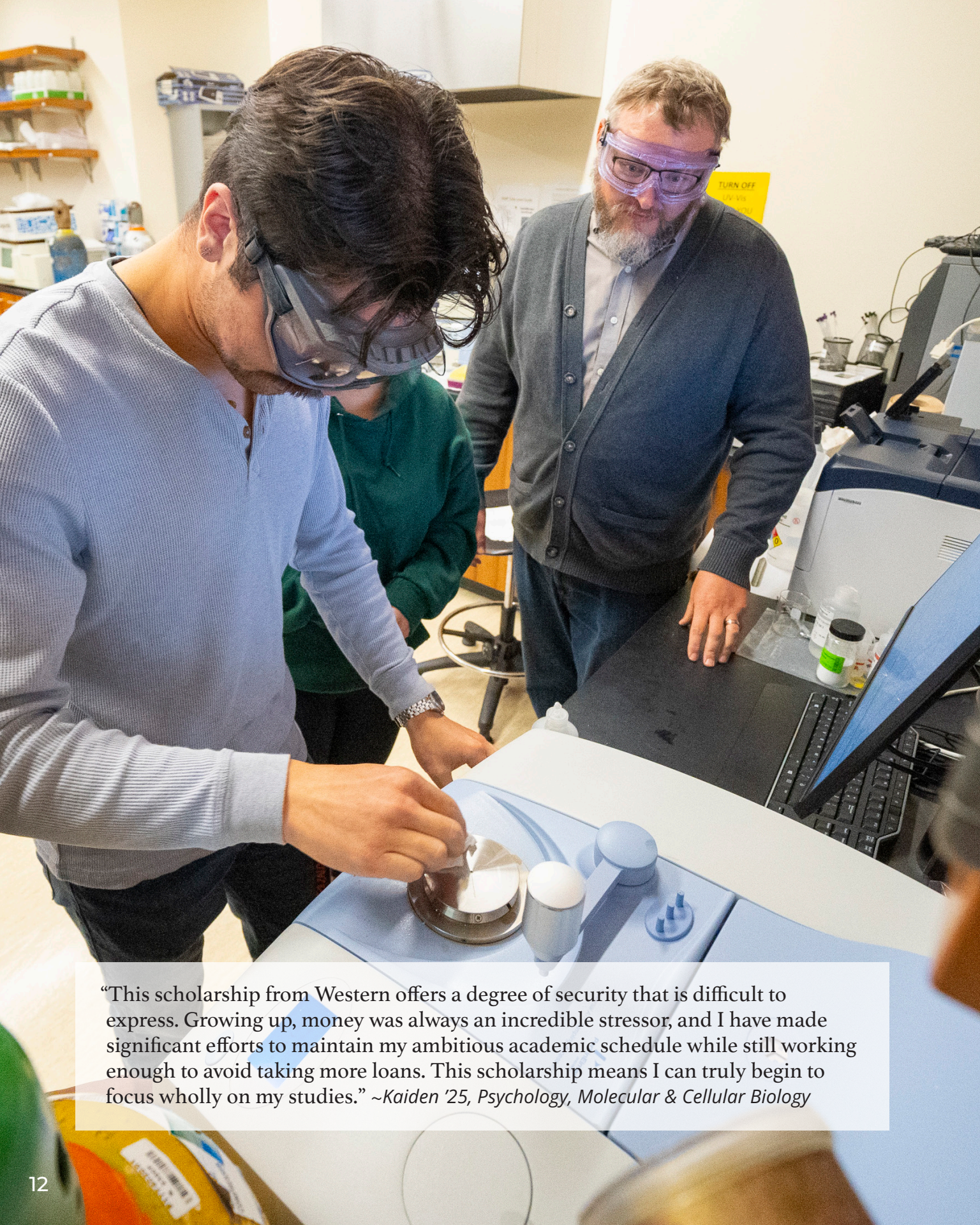
Scholarships provide access for students to attend Western Oregon University, which is why it is at the center of the *Wolves Rising* campaign. The goal for the Scholarships pillar is \$10M – half of the entire campaign – and this money will transform the lives of thousands of students through increased merit- and need-based scholarship awards to deserving students.

As a university of opportunity where nearly half of students are the first in their family to attend college, and two out of every five students qualify for Pell grants, increased scholarship dollars are essential to helping students reduce their cost to attend the university.

Financial difficulties are among the top reasons students do not attend college or drop out. Increased scholarship opportunities help to alleviate the financial burden for these students, allowing them to focus more on their studies and make stronger and steadier progress towards their degree.

When you support student scholarships through the *Wolves Rising* campaign, you:

- Provide access to higher education for students in all majors through increased endowed and annual scholarship dollars, lowering the cost for students and helping them earn their degrees.
- Fund additional merit- and need-based scholarships for students, recognizing and awarding them for their hard work, financial need, and diligence.
- Enable Western to recruit and retain the very best students by offering competitive scholarship packages to potential students, ensuring that the best and brightest remain at Western.



“This scholarship from Western offers a degree of security that is difficult to express. Growing up, money was always an incredible stressor, and I have made significant efforts to maintain my ambitious academic schedule while still working enough to avoid taking more loans. This scholarship means I can truly begin to focus wholly on my studies.” ~Kaiden '25, Psychology, Molecular & Cellular Biology



“My family moved, but I stayed here for my education at WOU. I have been living on my own, taking full-time classes, and driving an hour or so to school, all while working 36 hours per week. It is expensive, and when I start my student teaching, I will have even less time to work. With this scholarship from Western, I will be able to continue my education while keeping my loan amount small.”

~Taylor '24, Early Childhood Education

“I joined the WOU Foundation as a board member because I am committed to helping ensure that WOU continues to be a place where students from all walks of life can thrive and succeed. My dream for today’s students is that they leave WOU not only with a world-class education but also with the confidence and tools to create meaningful change in their communities.

With the future of our region in mind, I’m excited about WOU’s advancement toward its Hispanic-Serving Institution (HSI) designation. This milestone reflects the university’s commitment to student success, and I’m excited to be part of the university’s efforts to support underrepresented communities to achieve their dreams of higher education.”

~Yirla Rubi Gonzalez Nolan





PILLAR 2

WOLVES ATHLETICS



WOLVES ATHLETICS: \$5M

Western Oregon University is the proud home of the Wolves, Oregon's only NCAA Division II athletics program. Currently, Western enrolls more than 400 student-athletes across 14 NCAA sports and cheer. Student-athletes and athletics play a vital role in university life, providing school spirit, helping increase diversity on campus, and representing the university throughout the Northwest and the rest of the country.

Student-athletes at Western have the opportunity to develop their skills on and off the field of play through competition, academics, and civic engagement.



2024: Men's Soccer at its first NCAA Championships



2024: Ujunwa Nwokoma (far left, center) wins GNAC Long Jump Title

Brennen Murphy (left, center) wins GNAC 400 Meter Title



2023: Baseball wins the GNAC Tournament



2023: Women's Indoor Track GNAC Champions

Western athletic teams often are among the top placers in Academic Honor Awards competition as well, with 84 Wolves student-athletes earning the Division II Academic Achievement Award. Further, Western's student-athletes earned an 82% Academic Success Rate which is 5% above the NCAA Division II average.

When you support Wolves Athletics in the *Wolves Rising* campaign, you support champions through:

- Increased scholarships for current and future student-athletes.
- The purchase and installation of a new turf field to ensure that our student-athletes have a safe outdoor training facility and that Wolves Soccer has an on-campus home for years to come.
- Acquisition of needed team equipment for practice and games; improved resources such as locker rooms, training rooms, and performance trackers; and team travel for away games and tournament play.



2023: Men's Indoor Track GNAC Champions

Your gift to Wolves Athletics supports champions!

OVERALL GPAS

3.09

Men's

3.44

Women's

82%

Academic Success Rate

55 of 124 (44%)

Of NCAA-Allotted Athletic Scholarships are Funded

26

Wolves Named 2024 GNAC Faculty Athletic Representative Scholar Athlete (3.85 & above GPA)

4th

Place for Wolves in GNAC All-Sports Championship for 2023-24

116

Academic All-Conference Honors in 2023-24

47

All-Conference Honors in 2023-24



A young man and woman are lying on a green grass field. The man is on the left, wearing a black and white football jersey with 'WOLVES' and 'WESTERN OREGON' visible. He is leaning over the woman on the right, kissing her on the cheek. The woman is wearing a red t-shirt and black and red football pants. They are both smiling. In the background, there are red stadium seats and a dark building with 'WESTERN OREGON WOLVES' written in large white letters with red outlines.

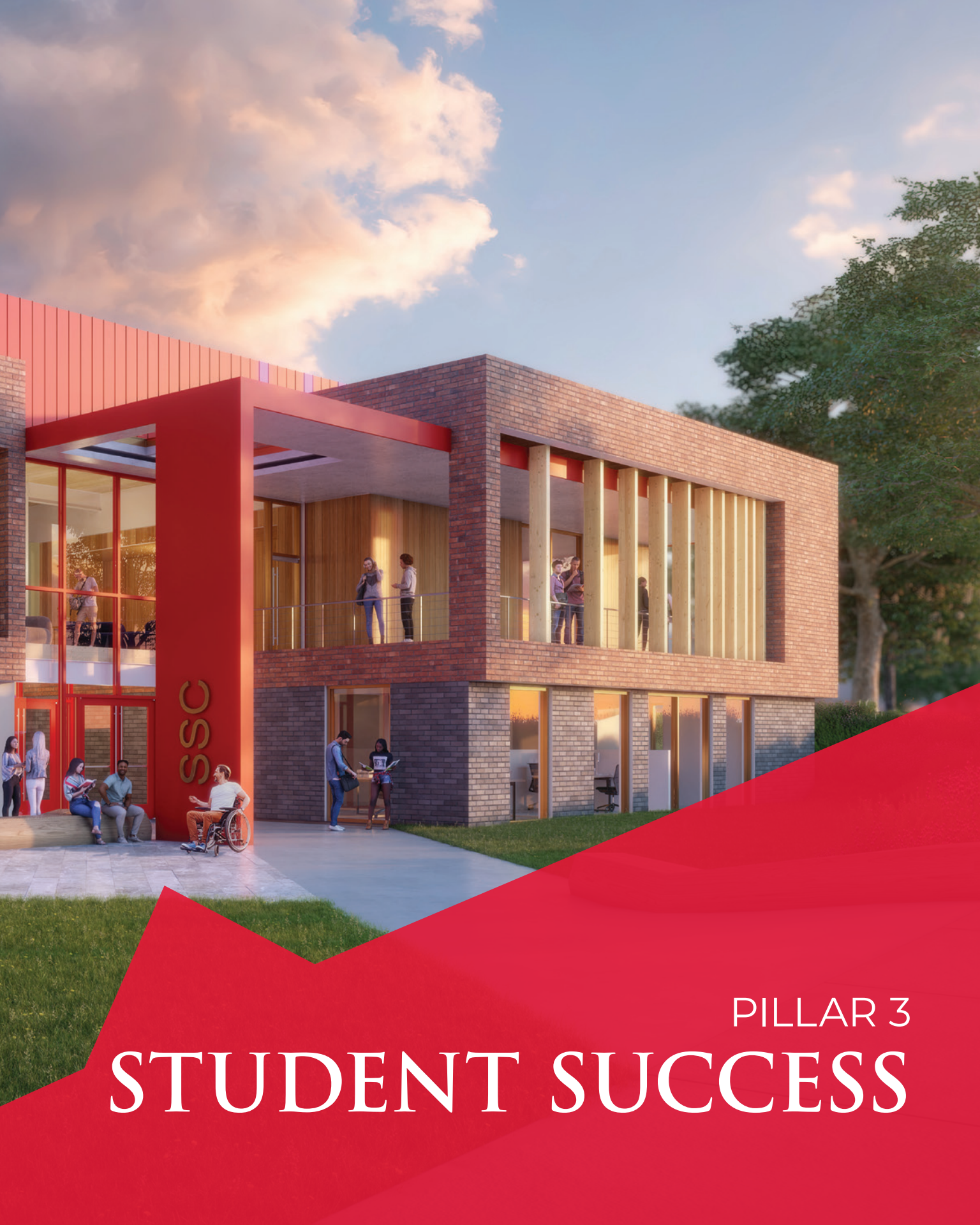
WESTERN OREGON WOLVES

“Western Oregon University is a very special place to my family and me. I came to WOU as a first-generation college student to play football with the goal of obtaining a college degree, but I ended up with much more. WOU is where I met my wife Hannah, and the university afforded me the opportunity to earn both an undergraduate and graduate degree as a student-athlete. My dream for WOU students is to ensure that when they graduate, they leave with tangible skills and meaningful experiences that translate both to their personal success and a positive impact on their respective communities.

Hannah and I, along with a group of close friends and alumni, decided to create a football scholarship in memory of the late Jon Apgar. We hope that this scholarship will also benefit future WOU Football players and help them achieve their dreams of earning a degree while playing college football. My family is hopeful that WOU will continue to be a thriving institution with engaged alumni, strong athletics and academics, and vibrant support from the community for generations to come. Go Wolves!”

~Chester Anonson '10, '12





PILLAR 3
STUDENT SUCCESS

STUDENT SUCCESS GOAL: \$5M

Western Oregon University is committed to ensuring student success through dedicated resources and staff to help students plan their degree path, understand course material, and earn their degrees.

Western employs a dynamic team of student support specialists, professional advisors, and peer tutors to help students on their educational journey and to empower them to reach their fullest potential. These kinds of support structures are essential for student success, especially for the success of low-income and first-generation students.

At the core of the Student Success pillar of the campaign is the new Student Success Center. Located in the heart of campus, this state-of-the-art, 30,479 square foot facility on the site of the former education building will be a hub of services and resources, including Student Success and Advising, Disability Access Services, Tutoring, and the Center for Professional Pathways.

“The new Student Success Center will improve the student experience at Western by bringing together a number of student support offices in a single campus location, creating a seamless, streamlined, multilayered support structure for students.”

~Paige Jackson, Assistant Provost, Enrollment Management & Student Success

The Student Success Center will also include a robust first-generation center for first-generation students to access needed resources, build community, and find their place at Western. When you support Student Success as part of the *Wolves Rising* campaign, you make possible:

- The construction and furnishing of the Student Success Center, ensuring that current and future Wolves have a one-stop shop for academic resources and support.
- Increased resources for first-generation students, including a dedicated first-generation resource center for students to come together to find community and support.
- The expansion of student support staff at the university, ensuring that each student receives a personalized learning experience with all the resources available to help them grow, stay on track, and earn their degree.



Architectural renderings of the





“Western Oregon University represents higher education here, and the entire community benefits from the many activities and programs the university offers. As nearby neighbors, we are inspired by Western’s dedication to student success. The new Student Success Center is a shining example of this commitment. We want to ensure that all Western students feel supported and graduate prepared to be successful in whatever endeavor they pursue.”

~Bill Hansen and Betty McDonald





“As a first-generation college student, Western Oregon University was life changing. While the Diversity, Presidential, and General Scholarships helped make college affordable, offices like the Student Enrichment Program and the Multicultural Student Support Program provided the guidance I needed to be academically successful. Further, getting involved in student organizations and internships helped me develop my leadership skills and give back to the community while exploring career options.

Western not only impacted me—it helped change my entire family’s trajectory. My father never went to school and had to labor in the fields his entire life. Thanks to Western, however, I graduated prepared to continue my education and earned a Ph.D. I can now give back to my community, and am setting the foundation for generations to come.” ~Kevin Alejandrez ‘16







GIFT LEVELS & NAMING OPPORTUNITIES

WHAT A GIFT CAN DO

\$5,000,000+

NAME A COLLEGE

\$1,000,000

CREATE AN ENDOWED CHAIR

\$1,000,000

FUND A FULL-RIDE SCHOLARSHIP

\$500,000

ENDOW A PROFESSORSHIP OR HEAD COACHING POSITION

\$10,000 - \$500,000

NAME A SPACE WITHIN THE NEW STUDENT STUDENT SUCCESS CENTER

\$25,000

CREATE A PERMANENT ENDOWED SCHOLARSHIP

\$10,000

FUND A CORPORATE SPONSORSHIP

\$5,000

SPONSOR AN ATHLETIC OR EXTRACURRICULAR PROGRAM

\$2,500

SUPPORT STUDENT AND FACULTY CONFERENCE TRAVEL

\$1,000

CREATE AN ANNUAL EXPENDABLE SCHOLARSHIP

FREQUENTLY ASKED QUESTIONS

What are the goals of the *Wolves Rising* campaign?

Wolves Rising will provide Western Oregon University with critical resources to increase student scholarships, access, and opportunity; provide even more student support services to drive student success; and fund needed equipment and facilities for Wolves Athletics.

What is a comprehensive campaign?

Comprehensive campaigns are fundraising initiatives in which every dollar raised during the campaign timeframe by the university counts towards the campaign. No matter when or where you make your gift to Western during the campaign, your gift will count towards the \$20 million goal.

How can I be involved in the *Wolves Rising* campaign?

In addition to making a gift to the campaign, you help by spreading the word about the campaign, making introductions to influential individuals, families, foundations, and corporations; and/or by volunteering at events. If you would like to be involved in the campaign, please let a Foundation staff member know or email us at foundation@wou.edu.

Is my gift tax deductible?

*Yes! The Western Oregon University Foundation is an IRS-designated 501(c)(3) tax-exempt organization. Gifts to the *Wolves Rising* campaign are tax-deductible, and you will be provided with a receipt for each gift you make.*

Can I direct my gift to a specific campaign pillar and/or campus program?

Yes! You can direct your gift to specific projects and/or campaign pillars.

Can I make a gift through stock, IRA contribution, wire transfer, or other donor-advised funds?

Yes! To make a gift through these methods please reach out to Foundation Operations & Finance Director Cara Groshong at groshonc@wou.edu.

Can I make a planned gift to the campaign?

*Yes! To make a planned gift to the *Wolves Rising* campaign, please contact Vice President for Advancement Katie Wojke at wojkek@wou.edu.*

How can I make my gift?

You can scan the QR code below, go to wou.edu/give, stop by the Cottage and drop off your gift, and/or mail your gift to the following address:



Western Oregon University Foundation
The Cottage
345 Monmouth Ave. N.
Monmouth, OR 97361



CAMPAIGN LEADERSHIP COMMITTEE

CAMPAIGN CO-CHAIRS

Jan Hathaway Morgan '71, '76 and Mike Morgan, Ph.D., '70

COMMITTEE MEMBERS

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Sharon Baugh '75, '86

T.J. Beck '98

Bill Hansen and Betty McDonald

Mike Lynch '72 and Anne McGee

Pat Stineff '77, '83

Dave Novotney '95

Jesse Peters, Ph.D., President, WOU

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Katie Wojke, Vice President for Advancement & Executive Director, WOU Foundation

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Western Oregon University Foundation
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Western Oregon
UNIVERSITY