FOR FRIENDS OF THE IOWA STATE UNIVERSITY FOUNDATION

Connections
SPRING 2011

The Building Blocks of Iowa State’s Enrollment Success
This past fall, Iowa State University celebrated a record enrollment of 28,682 students. It’s an incredible accomplishment, and we’re very proud of it. I wish to talk to you here about one of these students, Elisabeth Godfrey, who shared her story at our annual Order of the Knoll event in October.

Elisabeth is a senior from Liberty, Mo., majoring in elementary education and specializing in mathematics and middle school language arts. During her college search, she looked all around the country for the college that would best prepare her, in her words, to “be a mover and a shaker.” It was no accident that she found Iowa State — and that Iowa State found her.

This issue of Connections delves into the story of how Iowa State has succeeded in attracting ever greater numbers of students who, like Elisabeth, are choosing to come to this university to achieve their dreams. Among the people on campus you’ll hear from are Admissions Director Marc Harding and University Marketing Director Carole Custer. Both Marc and Carole provide an inside look at how Panorama, the university’s historic fundraising campaign, your generous support and your willingness to partner with us throughout the campaign have enabled Iowa State to provide the margin of excellence in delivering the unparalleled Iowa State experience students deserve.

As you may know, I will be stepping down as president of Iowa State University by July 2012. Among the accomplishments of which I am most proud while serving this exceptional university is Campaign Iowa State. It has been my great pleasure and privilege to lead this auspicious endeavor. In building such an outstanding university, we are ensuring students such as Elisabeth will always be able to find and achieve their dreams at Iowa State!
Hilton Chair is Timeless in its Timeliness

When the Dean Helen LeBaron Hilton Chair in Human Sciences was established in 1995 with a gift of more than $1.3 million from Hilton’s estate, it was her desire that the position be filled on a rotating basis to provide the college with the flexibility to address the issues of the times.

Fifteen years later, the Hilton Chair — one of the most prestigious positions of its kind at Iowa State — is enriching people’s lives by bringing experts and distinguished educators to campus on a wide range of timely topics, from financial literacy and economic competitiveness, to educational access and rural aging. That the Hilton Chair continues to grow in relevance is a fitting legacy for this visionary dean, who from 1952 to 1975 led what was then the College of Home Economics.

Steve Blair, the current holder of the Hilton Chair, eminently qualifies to carry on this tradition. Blair is an expert on obesity and physical activity in the University of South Carolina Arnold School of Public Health. He will come to Iowa State four times during the 2010-11 academic year to meet with classes and give public lectures on the topic of obesity, with a goal of expanding the knowledge and research related to physical activity and health on campus.

“There is a worldwide epidemic of obesity, and obesity receives a lot of attention from clinical medicine, public health, and the lay press,” Blair explained. “We have found that individuals who are fat but physically fit do not have an elevated mortality risk. Inactivity and low fitness are far more important health problems than obesity.”

Blair’s topic is entirely in keeping with Hilton’s intent for the position. “The recent explosion of knowledge has resulted in an acceleration of change that is difficult for many of us to comprehend,” this much-loved educator and civic leader once wrote. “It is far easier to adopt new equipment, new textiles and ready-to-serve food products than to change our attitudes, our feelings, and our ways of approaching problems. Perhaps the greatest challenge that change presents to home economics today is in the realm of ideas.”

— Steven Blair

Philanthropy in action

Watch videos on Campaign Iowa State’s impact on students, faculty, programs and facilities at www.foundation.iastate.edu.

Strength in Numbers

During the 2009-10 academic year, 3,711 students held leadership positions in clubs and organizations ... 2,846 events were sponsored by student organizations ... 4,000+ students attended ClubFest.

(Source: Division of Student Affairs 2009-10 Annual Report)

STUDENTS LEARN ABOUT CAUSES — AND EFFECT

Tyler Stafford is passionate about the ISU Dance Marathon. The senior advertising and speech communications major from West Des Moines has participated in the event, the largest student-run philanthropic effort on campus, all four of his years at Iowa State University.

In fact, Stafford is so committed to the cause the dance marathon supports, the Children’s Miracle Network, that “I put my mind to thinking of ways to better the event,” he said.

He found that avenue this past fall through the Ford Focus Global Test Drive competition, in which people all over the world submitted short videos of themselves telling how they would use $10,000 in prize money.

Stafford’s proposal — to establish a fund to help with educational costs for Iowa children assisted by the Children’s Miracle Network while at the University of Iowa Children’s Hospital — was one of only 40 the Ford Company picked to fund.

“Ideally this money will be used to create scholarships for Miracle children who are college-bound and help with tutoring for those kids who are in the hospital for an extended period of time,” Stafford explained.

The ISU Dance Marathon is just one of the many philanthropic causes that thousands of students become involved with as part of their Iowa State experience. These causes tap into students’ desire to create and recreate some of Iowa State’s most beloved traditions. These decorative tiles are set into pillars that enclose the Traditions Gardens, which is gaining popularity as the setting for events such as weddings and anniversary celebrations.

Featuring in the gardens are plants and flowers that have a special connection to the university, such as the Buck Rose developed at Iowa State, as well as three spaces named for native prairie grasses. “We wanted not only to incorporate landscaping around the building, but also to create and recreate some new and memorable spaces for our alumni,” said Jeffery Johnson, president of the Iowa State University Alumni Association.

New Alumni Center Gardens

Bring Traditions Alive

As if we needed another reason to look forward to spring, the newly landscaped gardens surrounding the ISU Alumni Center will soon be in flower, bringing a whole new aspect of interest for visitors to this popular building.

In the gardens — made possible entirely by private support — alumni and friends will find such historic elements as Clyde Williams Field’s original gates, the engraved limestone “Library” capstone from Morrill Hall, and a set of commissioned ceramic tiles depicting some of Iowa State’s most beloved traditions. These decorative tiles are set into pillars that enclose the Traditions Gardens, which is gaining popularity as the setting for events such as weddings and anniversary celebrations.

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New Vet Med Dean in Position for Growth

Assuming the leadership of Iowa State University’s College of Veterinary Medicine at a time when the field is poised to take on some of the world’s greatest challenges might be daunting for some people. Not Dr. Lisa Nolan, who succeeded Dr. John Thomson in January as the Dr. Stephen G. Juelsgaard Dean of Veterinary Medicine.

“The college is in a remarkable period of growth in educational programs, faculty and facilities, much of it made possible by the generous donors who support us,” Nolan said. “Dr. Juelsgaard’s commitment strengthens our ability to continue this progress toward significantly enhancing the education of our students, the health and well-being of our stakeholders and their animals, and the security of the world’s food supply.”

Nolan joined Iowa State in 2003 as professor and chair of veterinary microbiology and preventive medicine, and served as associate dean of academic and student affairs in the college from 2007 to 2009, as well as associate dean of research and graduate studies from 2009 to present. Executive Vice President and Provost Elizabeth Hoffman said the leadership qualities the new dean brings to the position will serve the college well. “Dr. Nolan will continue to enhance the college’s research and educational excellence, and I know that the generous alumni and friends who contribute to the college will be inspired by her leadership and vision,” she said.

Added Nolan, “I am truly honored to hold the Juelsgaard Deanship, and I look forward to putting these valuable resources to work for the betterment of our college and profession.”

Raising the Roofs

One of Iowa State’s best recruiting tools for both students and faculty is its award-winning campus and facilities, and during Campaign Iowa State thousands of alumni and friends have played a key role in transforming our campus through the renovation or creation of 15 buildings. Here are a few updates on projects in progress:

• The multi-phase renovation of Curtiss Hall, with a $7 million private support goal, is well under way. The 400-seat auditorium and several classrooms, such as Room 13 in the Bremner Center, which is used for distance education classes, have been completely modernized, including adding state-of-the-art technology.

• At the Dr. W. Eugene and Linda Lloyd Veterinary Medical Center, a trail of painted paw prints helps lead patients and their owners to the temporary entrance for the small animal hospital while the facility undergoes a major expansion that will more than double its size. The project, which has a $5.3 million private support goal, is on track for a fall 2012 completion.

• After the Horticulture Club completed its last VEISHEA plant sale, the 100-year-old greenhouses were razed in June to make way for the new $4 million complex, with $800,000 in private support raised for the project. The new building is on target for completion in spring 2011 and will offer enhanced student learning and research facilities — as well as many more plant sales to come. See the progress being made on these and other construction projects via webcams at www.fpm.iastate.edu.

Assistant professor of food science and human nutrition Christina Campbell is the first holder of the Sandra S. and Roy W. Uelner Professorship, which has allowed Campbell to create the Blossom Project to research the impact that physical activity and Omega-3 fatty acids have on pregnant women in connection with disease prevention. Recruited to Iowa State with the Noma Scott Lloyd Chair in Textiles and Clothing is Cheryl Farr, who plans to create a product development and testing lab to bring federally funded functional design research to the university.

Douglas Gransberg holds the Donald F. and Sharon A. Greenwood Chair in Construction Engineering. Among the extensive experience Gransberg brings to Iowa State is more than 20 years as the U.S. Army Corps of Engineers.

David Jiles returned to Iowa State from CarDi ff University to become the Palmer Department Chair in Electrical and Computer Engineering. Jiles also assumed the position of Anson Marston Distinguished Professor of Engineering, which he previously held as a member of the ECpE and materials science and engineering departments.

The first holder of the Walvoord Professorship is associate professor of anthropology, Jill Pruett, a primatologist specializing in biological anthropology, specifically non-human primates. Pruett’s ongoing research is in Senegal on chimpanzees in an environment similar to that of early hominids.

Richard Wlezien is the inaugural Vance and Arlene Coffman Endowed Department Chair in Aerospace Engineering. Wlezien, who was recruited to Iowa State, brings an extensive background in industry, academia and the federal government that includes more than 15 years at NASA.

Judy Vance, the first holder of the Joseph C. and Judi M. Greenwood Chair of Excellence in Finance, is chair of the department of accounting.

Brent Shanks, director of the National Science Foundation Engineering Research Center for Biorenewable Chemicals at Iowa State, is the first to hold the Mike and Jean Steffen- son Professorship. Shanks’ research deals with the yield of fermentable sugars from corn and how those sugars can be used to produce other biorenewable chemicals.

Distinguished professor of psychology Gary Wells is the inaugural Wendy and Mark Stavish Chair in Social Sciences. Wells is one of the country’s leading experts in eyewitness testimony accounts.

Richard Poist is the first faculty member to hold the Walker Professorship in Logistics and Supply Chain Management. His research includes the areas of logistics system design, supply chain management, integration and security, societal issues related to transportation and logistics, and educational preparation for logistics executives.

Professor of business management James McElroy, the first holder of the Raisbeck Endowed Professorship, is researching the impact of career growth on organizational commitment. He has taken his research to the People’s Republic of China to study what individuals and business organizations can do to further the career paths of their employees. (See p. 9)

Balaji Narasimhan, professor of chemical and biological engineering and associate dean for research in the College of Engineering, is the inaugural holder of the Vlasta Klima Ballou Professorship I. He and his research team currently are working to find a way to eliminate the need for booster shots by studying how polymer capsules could release vaccines over an extended period of time.

Johannes (Hans) van Leeuwen is the first holder of the Vlasta Klima Ballou Professorship II. Named R&D Magazine’s 2009 Innovator of the Year, van Leeuwen has been working to develop a way to grow microscopic fungi to improve the biofuels industry.
The names are a who’s who of Iowa State University athletics: Nichols, Gibbons, Amundson, Simmons, Holberg, Lacey, Davis, Koli.

These are only a few of the nearly 500 Cyclone All-Americans whose names are engraved on the newly erected All-America Honor Walls gracing either side of the north entrance of Jack Trice Stadium.

Made possible through the generosity of Craig (’78) and Virginia Petemer of Mingo, Iowa, and Kathy and Mel Weatherwax of Ankeny, Iowa (l. to r. below), the walls list All-Americans across Iowa State history, starting with Iowa State’s first All-American, football standout Dick Barker, in 1919. The walls complement the All-American Grove, established in 1992 at Jack Trice Stadium with the assistance of the family of the late John T. Gilbert and Country Landscapes, whose support also has shaped the landscaping surrounding the Alumni Center, as a way of honoring this elite group of Cyclone athletes. With no room to plant additional trees yet more Iowa State All-Americans to be recognized, the honor walls were conceived. The Weatherwaxes and Petemiers became involved — Mel and Craig are Iowa State University Foundation governors — to help bring the project to fruition.

“We felt our current student-athletes … needed to be reminded of the tremendous student-athletes that came before them, but also to be inspired to someday join them,” said Jamie Pollard, Iowa State athletics director, at the dedication of the walls this past fall.

“We made this gift in expression of our gratitude to Iowa State and to the department of chemistry because of the things that Clifford and I learned here.”

— Kathryn Hach Darrow (’07), Edmonds, Wash., at the Hach Hall dedication in October

Hey, look us over…

by becoming a “fan” of Campaign Iowa State: With Pride and Purpose on Facebook at facebook.com/campaigniowastate, and follow us on Twitter at twitter.com/isufoundation

All-America Walls Honor Cyclone Best

A Heartfelt Welcome to the individuals below who recently became members in Iowa State’s most prestigious donor recognition society, the Order of the Knoll. The ISU Foundation extends our sincere thanks to those who have chosen to give so generously to the people, programs and facilities of Iowa State.

May 1, 2010 – January 31, 2011

President’s Circle
Recognizes cumulative gifts or pledges of $1,000,000 or more

Harlan Asmus ’87 and Amy Asmus ’87
Susan Gimple Barnett ’77 and Jim Barnett
Donald Bisenuis ’65 and Marcia Bisenuis ’64
Douglas Busl ’71 and Carol Busl ’72
Larry Busi ’68 and Bunia Busi
William C. Caldwell ’39, ’40, and LaJuana Wood Caldwell
William W. Clark, Jr. ’61 and Barbara L. Clark ’91
David Donenov ’80 and Rose Donenov ’80
William Elson ’85 and Lisa Elson ’88
Travis Foltz and Kimberly Foltz
John T. Gilbert ’40 and Beverly J. Gilbert
Larry Good and Shirley Good
Cheryl Gordon ’77 and Buzzy Knoop
David Hargole ’77 and Kay Hargole ’76
Kenneth Hargole ’73 and Carolyn Hargole
Peter Hermanson ’18 and Janet Hermanson
Jeff Jeske and Jan Jeske
Janice Jensen
Richard Johansen and Janice Johansen
Mary Johnson ’68 and Varona Johnson
Donald H. Jordahl ’58
Jay Kawayasky ’81 and Alexander Soto
Edith Kooyman
Allan Landon ’70 and Susan Landon
Melvin Larsen ’46, ’62, and Darlene Larsen ’45, ’68
Mark Lave ’81 and Alson Lave ’81
Kirk Malcolm ’68 and Rae Malcolm
Robert Mandle ’63 and Linda Mandle
Michael Margarit ’78 and Karen Margarit ’78
Kenneth Marks ’60, ’78, and Karen Marks
John C. Mathur ’67, ’75, and Lois J. Mathur ’68
A. G. Melsen
Dennis Mullenburg ’86 and Rebeccia Mullenburg
Michael P. Murphy
Horim Naeman ’69 and Jo Naeman
Charles Olsen ’60 and Jane Olsen ’61
Floyd Perikus
Robert G. Pulver and Dabla L. Pulver ’81
Lanny Robbins ’61, ’63, ’66
Kathryn Rude ’74 and R. Joseph Rude
Daniel Saffig and Leesie Saffig
Dik Schaefer ’80 and Kelly Schaefer
Duane Schroeder ’74
Patricia Simmons
Dean Vance ’68 and Sharon Vance
James Werbel and Delphine Douglass
David Wittak ’85, ’87, and Joanne Wittak ’71, ’72
Larry Woglom ’65 and Margaret Woglom ’61
Leonard Wooduff ’50 and Georganne Wooduff
Robert Worth ’49
Mary Yusta ’78

William M. Beardshar Society
Recognizes cumulative gifts or pledges of $100,000 or more

Michael Dubes ’66 and Eldora Dubes
Donald Greenwood, Jr. ’76 and Sharon Greenwood ’75
Ronald Hallenbeck ’71 and Pamela Hallenbeck ’71
Dr. Stephen G. Juelsgaard ’72, ’79
Michael Steffenson ’59 and Joan Steffenson ’60
Douglas Trowel ’97 and Deborah Trowel

ORDER OF THE KNOLL

SPRING 2011
Among the exciting events coming up this spring are two annual favorites: "The Power of Giving and Receiving" is the theme of this year’s Women and Philanthropy workshop, which will be held on Wednesday, April 13, in the Scheman Building. The workshop will be held from 8:45 a.m. to 2 p.m. and includes breakout sessions and a luncheon. The keynote speaker at the luncheon is Louise Sawyer, senior advisor and visiting scholar at the Center on Wealth and Philanthropy at Boston College and a partner in North Bridge Advisory Group in Boston, Mass.

The Distinguished Awards Celebration, at which Iowa State University recognizes the outstanding contributions of its alumni and friends with the presentation of its highest awards, will be held Friday, April 15, with the public ceremony beginning at 1:30 p.m. in the Memorial Union.

Awardees for 2011 include:

- **Order of the Knoll Campanile Award** – Christina Hixson
- **Order of the Knoll Cardinal and Gold Award** – Roger Underwood ('80)
- **Order of the Knoll Association Award** – Iowa Farm Bureau Federation
- **Order of the Knoll Faculty and Staff Award** – George Burnet ('48, ’49 M.S., ’51 Ph.D.) and Agatha Huepenbecker Burnet (’37 M.S.)
- **Distinguished Alumnus Award** – William D. Chilton ('76), Jon K. Pickard ('76), A.J. Van Dierendonck ('65 M.S., '88 Ph.D.), Rodney F. Ganey ('78 M.S., '81 Ph.D.), Allen F. Jacobson ('47), and Subra Suresh ('79 M.S.)
- **Honorary Alumni Award** – Katherine Meisa, and Eugene G. and Mary E. Sukup

For more information about these and other events, please visit [www.foundation.iastate.edu](http://www.foundation.iastate.edu).

**GRIDIRON CLUB HELPS CYCLONE FOOTBALL GET GAME**

A check for $200,000 was presented to the ISU Athletics Department by the Cyclone Gridiron Club during Iowa State-Nebraska football game. The club raised discretionary funds for the Iowa State football program this past year through dues, golf outings and auctions. Pictured are (l. to r.) Cyclone Gridiron Club members Dick Richman ('64, ’69), Jay Chapman ('90, ’93), and Lee Griffin ('70).

**CAMPAIGN IOWA STATE UPDATE through February 28, 2011**

Exceeding Campaign Iowa State’s goal this past September proved that there is little we cannot achieve together for Iowa State University. With many opportunities worthy of support still remaining, how much more can we achieve before the campaign closes June 30, 2011?

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**CONNECTIONS**

“There is no way to properly thank Dave and Ellen Raisbeck for putting their resources where my heart and mind are, except to wear this medallion proudly and honor their names by continuing to challenge students to be the best they can be, and to work hard to make the College of Business an investment they can be proud of.”

— University Professor of Management and inaugural Raisbeck Professor in Business James McElroy, at the Raisbeck Professorship in Business medallion ceremony in October

“One thing I’ve learned at Iowa State is that you can make a difference in anything you do… That’s something I want to keep in mind as I move forward, whether in my job or volunteering as a 4-H leader, is making sure others have the opportunities that I’ve had here.”

— Amy Peyton, senior in agricultural business from Sac City, Iowa
In Their Element

At the heart of Iowa State University’s reputation for excellence are the world-class faculty driving its teaching and research. Because of endowed positions established with private support during Campaign Iowa State: With Pride and Purpose, the faculty members here are generating new ways of thinking in both their classrooms and labs at Iowa State.

Inaugural Cargill Endowed Chair in Energy Economics
James Bushnell, associate professor of economics, and director, Iowa State University Bioenergy Industry Center
Research focus: energy economics and policy, and environmental economics

Before coming to Iowa State, I had worked with the University of California Energy Institute for 16 years, including spending more than a decade as the research director. I felt I’d become pigeonholed as an electricity guy, and I wanted to do something different. Iowa State and the Cargill Chair in Energy Economics offered me that opportunity.

As the Cargill Chair, I’ve had the chance to meet with leaders and innovators in the biofuels field. I talk with alternative energy people from all over who believe they have the product that will be the solution to our energy issues. Actually, all of these products represent new and emerging markets. With the assistance of the Cargill Chair endowment, we hope to identify the policies and market structures that will allow the best solutions to thrive.

Earnings from the Cargill Chair endowment also allow us to be flexible, easily moving on to address new problems in alternative energy. One area we are investigating is the future demand for ethanol and whether that demand will grow fast enough to meet renewable fuel requirements, or if we need to move to alternative biofuels.

Bottom line, if we’re not continually pushing at boundaries, we’re not following the mission of this academic institution.

Inaugural George Washington Carver Chair
Andrew Manu (’79 M.S., ’84 Ph.D.), associate professor of agronomy
Research focus: Remote sensing of the environment, and urban land use on the morphological, physical and chemical properties of soils

Dr. Carver had a passion for teaching, and while I started out as a researcher, once I had my first teaching experience, I realized educating students was my calling.

Today’s students want to learn in different ways. Students here at Iowa State are very motivated. They want to do something. They don’t take their studies lightly at all. I have adopted a hybrid form of teaching that combines computer-assisted instruction with classroom lectures to help meet this need. Funding from the Carver Chair has helped me upgrade the course modules to promote interactivity and the analytical and critical thinking of students. When I am explaining a concept and see the light go on in a student’s eyes — well, that’s what gets me going as a teacher.

Dr. Carver was a great man, and his impact was felt globally. Through this chair named in his honor, I think we can make a similar impact, in part by attracting, training and nurturing students of all heritages at Iowa State University. I believe this endowed position — the first in the nation to recognize Dr. Carver — will continue to enhance his dream by making a significant contribution to the bioeconomy of the 21st century through teaching, research and outreach. And true to Dr. Carver’s legacy, this position also will help create an inviting, sustained and welcoming educational environment at Iowa State that nurtures brilliant minds regardless of students’ social status, class, position, or race.

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The Anderlik Professorship in Engineering has afforded me the opportunity to support two graduate students this year. One of these students is studying how we can use virtual reality to investigate and better understand experimental fluid data. The other graduate student is looking at a new area for my research team — examining what engineers can learn from design practice as taught in the College of Design, and how design students can learn from engineering design theory. This topic is one I have investigated for a few years but haven’t yet written a grant for support funds. The initial research from this project dovetails nicely with several novel initiatives in graduate design research that I am exploring with my Iowa State colleagues, as we look for funding from the National Science Foundation.

My external funding is always tied up in supporting specific research projects, often leaving little leeway to consider fresh and exciting avenues of research such as these two areas. Along with co-funding by the professors with whom I am collaborating, the flexible funds from the Anderlik Professorship allow me and the other faculty members to look at something different, get preliminary results and use those results to seek additional funding. Without the Anderlik Professorship, it would be difficult to start researching these new areas.

For me, the currency in research is ideas. As two-time Nobel Laureate Linus Pauling said, “The best way to have a good idea is to have lots of ideas.” I like it when someone lights up hearing one of my ideas, then takes it and runs with it. It doesn’t matter whether I work out all the details to a specific problem, it matters only that others do.

The Nguyen Chair allows me to have several students at one time investigating different aspects of software engineering. For example, we are working on a project to have a pool of universities worldwide who partner on a distributed software development course, wherein students at different universities work together to complete a software application, learning how to overcome barriers created by cultural, language and time zone differences. I am teaching a version of this course now, cooperating with a university in China.

I have had the fortune to work at many places with a plethora of first-rate minds, such as AT&T and Lucent Bell Laboratories, the U.S. Naval Research Laboratory, Avaya Laboratories, and others. Such minds create an atmosphere of excitement about ideas, and I want my students to be aware of what it’s like to work in such an atmosphere. I came to Iowa State after a long career in industry because I saw that holding the Nguyen Chair would give me the opportunity to pursue ideas that might not come to fruition right away, that are sometimes unconventional, but are always exciting in the impact they may have.
In 2004, with declining enrollments projected well into the next decade, Iowa State University President Gregory L. Geoffroy mobilized a university-wide task force to ramp up student recruitment. Six years later, not only has Iowa State’s enrollment steadily climbed, increasing nearly 9 percent from 2004 to 2010, but enrollment in nearly every category has continued on an upward trend.

How has Iowa State been able to build its enrollment even on the shifting ground of shrinking high school graduation rates in Iowa and cuts in state support? And, more importantly, what must we all do to build the firm foundation that will ensure Iowa State withstands the winds of change and fulfills its mission of educating a productive, responsible citizenry for Iowa, the nation and world far into the future?

“Increasing enrollment and access also meant having conversations with our donors about how to remove barriers for students, how to attract them and keep them here,” Geoffroy said. “We needed our supporters to be involved in making an impact in a systems-wide way.”

— President Gregory L. Geoffroy
Surveying the higher education landscape

For Marc Harding, the story of Iowa State’s enrollment success starts with the numbers.

“In 2001, we had the largest freshman class in Iowa State’s history — 4,554 students, with 3,314 of those being Iowa residents, and 1,240 non-resident U.S. and 100 international students,” explained Harding, assistant vice president for enrollment and director of admissions at Iowa State.

Before him is a spreadsheet that breaks down undergraduate enrollment numbers across the spectrum from 1996 to present.

“This fall we had our second-largest freshman class ever, 4,539 students. But look at the resident freshmen figure — 2,853. Where did we make up the rest?” Harding asks, then answers his own question: “It’s in our 1,400 non-resident and 240 international students.”

In tackling the first of Geoffroy’s challenges, the team’s distinct vision of student recruitment that Geoffroy himself visited every community college in Iowa to sign these agreements.

“So we absolutely put our arms around our key and natural markets, and did so very intentionally,” Harding said. “Still, we knew we had to do a much better, more strategic job of getting the word out and attracting more students who are a good fit for Iowa State.”

Leveraging Iowa State’s built-in distinction

Displayed in University Marketing’s Beardshear Hall offices is the full suite of print pieces, in eye-catching cardinal and gold, for Iowa State’s “Enjoy the Adventure” recruitment campaign.

The marketing initiative has been instrumental in creating awareness for Iowa State in the minds of the target audiences Harding describes.

“Brand marketing builds university image and name recognition, so that all of our audiences hear and think about Iowa State in a way that increases their receptiveness to the messages and contact coming from our admissions people as well as our faculty, staff and alumni,” said Carole Custer, director of university marketing at Iowa State.

Developing the recruitment campaign began with engaging longtime marketing partner ZLB Ignition of Des Moines. The extensive research gathered confirmed Iowa State’s excellent academic reputation — an advantage, Custer said, that would allow the team to create a higher awareness of the university.

What they learned next was both surprising — and unsurprising.

“We discovered that Iowa State’s brand distinction is our virtually unlimited academic and social opportunities, delivered in an environment that provides the personal attention and support you’d normally find at a much smaller college,” Custer said. “Even when we go head-to-head with other land-grant colleges, the difference is our student experience. (See “Expanding Iowa State’s Brand Footprint” sidebar)

According to Harding, it is this combination of rock-solid academics and remarkable outside-the-classroom experience that puts Iowa State “over the top” compared to its competitors.

“I’ll tell families considering Iowa State, ‘Here’s the deal: Our students didn’t set up more than 800 clubs and organizations to impress you. They set them up and engage in them because that’s what they do’.”

Both Custer and Harding say that such engagement, with people to guide the way but not get in the way, enables students to understand their whole environment — and makes Iowa State one of the best living-learning laboratories in the nation.

Empowered with these findings, Custer’s team focused on capturing Iowa State’s distinctions in a marketing campaign that would appeal to students for whom the university is a good fit.

“It’s not possible to be the university for everyone. So it’s very important that we attract the right kind of student who can be successful here,” she explained. Just as importantly, “We can’t market something that isn’t happening. Fortunately, that’s not a problem at Iowa State. We are living the brand, and that resonates with students.”

“People as well as our faculty, staff and students have done a fantastic job of helping us tell our story.”

“The ‘Enjoy the Adventure’ campaign has been so successful, Custer adds, because of Geoffroy’s support.

“President Geoffroy’s commitment to increasing enrollment has been unwavering;” she said. “It takes that kind of commitment and focus from a president for any type of marketing campaign to be successful.”

Philanthropy’s role in elevating the experience

Around the same time as marketing and recruitment were ramping up, the university was transitioning to a decentralized budget model that, because it provides the colleges

Other fall 2010 milestones:

• Enrolled more Iowa high school graduates than any other four-year university in Iowa.
• Enrolled more Iowa community college transfer students than any other four-year university in Iowa.
• Increased retention for first-year, full-time students: 86.1 percent.
• Third-largest residential occupancy ever: 9,403 students, including nearly 5,000 upper-class and graduate students.

Since 2004, when President Gregory L. Geoffroy mobilized the university in ramping up student recruitment, Iowa State has continued to beat the odds. Over the past six years, enrollment has increased in nearly every category, most notably freshmen from Iowa, which bucks an 8 percent downward trend in Iowa high school graduates over the same period.

Iowa State’s Enrollment Growth 2004-2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Iowa freshmen</th>
<th>Non-resident U.S. freshmen</th>
<th>International Freshmen</th>
<th>New Iowa community college transfer students</th>
<th>New transfers — other</th>
<th>Total new freshmen and transfer students</th>
<th>Overall enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>2,705</td>
<td>976</td>
<td>48</td>
<td>848</td>
<td>581</td>
<td>5,158</td>
<td>26,380</td>
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<tr>
<td>2010</td>
<td>2,857</td>
<td>1,412</td>
<td>283</td>
<td>1,001</td>
<td>672</td>
<td>6,225</td>
<td>28,682</td>
</tr>
</tbody>
</table>

% CHANGE

• 6%
• 45%
• 490%
• 18%
• 16%
• 21%
• 9%

“The building blocks of our enrollment success have been the outstanding product we have in Iowa State, the breadth of majors and cross-disciplinary opportunities ... the outstanding faculty ... the pride that’s reflected our campus, and the much better job we’re doing telling our story.” — Tom Polito
“With philanthropy, everything fits together. Our donors are investing in student scholarships and initiatives and in innovative academic programs that keep students excited and engaged ... helping us recruit great faculty ... and enhancing our beautiful student-friendly campus ... All of these contribute to our enrollment success.” — President Geoffroy

with enrollment-based budget incentives and disincentives, had its impact on student recruitment. “Our colleges are the key interface with prospective students visiting Iowa State,” Geoffroy said. In addition to optimizing resources and providing greater accountability and clarity on budget decisions, “With this budget model the colleges are motivated to make these students’ experience positive. This has changed how our colleges have looked at recruiting and has made an enormous difference.”

The colleges have benefited not just from a renewed focus on the selling points of their programs that matter most to prospective students. They also have a broader perspective of the factors that contribute to the complete Iowa State experience for students and create the university’s brand distinction — and of philanthropy’s role in helping elevate this experience.

Joel Johnson, director of student programs and services for the College of Engineering, is among the cadre of people in Iowa State’s colleges who, like Harding, are on the front line of recruiting. As such, he is well versed in the particular strengths and features of the college’s programs. Imagine selling the parents of a prospective student, as Johnson often does, that many Iowa State engineering seniors don’t even attend the career fairs because they already have job offers in hand.

“The College of Engineering has the processes in place that enable students to pursue internships and co-ops to gain valuable experience putting theory into practice,” he said. These opportunities are possible because of the college’s strong scholarship program, due in great part to private support by alumni and corporations, that allows students to more effectively manage the cost of education as they pursue their degree at Iowa State.

Likewise, Dr. Claire Andreasen, professor and chair of the department of veterinary pathology and associate dean for academic and student affairs in the College of Veterinary Medicine, says the new large animal hospital and small animal hospital expansion in the Dr. W. Eugene and Linda Lloyd Veterinary Medical Center have had a dramatic impact on student learning. “These facilities are enabling us to attract the best faculty and staff for teaching and hospital service, as well as providing excellent patient care, which is integral to veterinary student learning.”

Echoing Andreasen’s emphasis on the impact new academic facilities constructed as a result of Campaign Iowa State are having on recruitment is Clayton Johnson, academic advisor for architecture in the College of Design. “The King Pavilion is not only a great space for our students to work but also a great selling point to show our prospective students,” he said.

Mark Imerman, director of recruitment services for the College of Liberal Arts and Sciences, says that endowed faculty positions impact recruitment, as well. “These positions provide the holders with ongoing funds that can create valuable opportunities for students to work directly with faculty on projects that will make a difference,” he said.

How the pieces fit together

Tom Polito, director of student services in the College of Agriculture and Life Sciences, summed it up this way: “Together, the building blocks of our enrollment success have been the outstanding product we have in Iowa State, the breadth of majors and cross-disciplinary opportunities that speak to today’s students, the outstanding faculty teaching in these programs, the pride in the institution that’s reflected our campus, and the much better job we’re doing telling our story to students, parents and alumni.”

With philanthropy, “Everything fits together,” Geoffroy said. “Our donors are investing in student scholarships and initiatives such as study abroad, and partnering with us to create and support innovative academic programs that keep students excited and engaged. They’re helping us recruit faculty who are the best in their field for these students to work with. They are enhancing our

Expanding Iowa State’s Brand Footprint

With the competition for students today never greater, conveying the unique qualities of the Iowa State experience has become more important than ever. Starting in their sophomore year, high school students are bombarded with brochures, letters and email from colleges across the country trying to get their attention.

“Standing out in the crowd has become both a science and an art,” said Carole Custer, director of university marketing at Iowa State University. Enter the “Enjoy the Adventure” campaign. Developed with extensive research on prospective students’ attitudes toward college, the campaign is tasked with breaking through to a very hard-to-reach audience with messages and visuals about Iowa State that interest, engage and resonate with teens.

“The role of our strategic marketing efforts is to make sure prospective students hear and think about us in a way that they’ll be receptive to the direct messages and contacts they receive from Iowa State’s faculty, staff, current students and alumni during their college choice process,” Custer explained.

Custer says Iowa State is recognized as one of the most student-centered public universities in the nation, a reputation built from a culture nurtured over decades. “We did extensive research with prospective students, current students, faculty and staff 20 years ago, and the expectations of college life and what Iowa State offered students was almost identical to what students of today seek — a welcoming environment in a large university that feels small and personal, with lots of academic and social choices, and a reputation that results in graduates getting good jobs. And they want to enjoy the experience.”

Indeed, while the “Enjoy the Adventure” campaign messages in commercials and on billboards and mall displays are directed at teens, they resonate with alumni as well.

“When you hear the stories our alumni tell, you understand how deeply they feel about their Iowa State experience,” said Marc Harding, assistant vice president for enrollment and director of admissions. “That’s what made the difference for them.”
Philanthropy plays a singularly critical role in Iowa State’s future. Campaign Iowa State has already made an incredible difference, with scholarship awards totaling $57 million given to Iowa State students since the campaign began.

Andy Zehr, marketing and recruitment director. “Justin is the perfect ambassador for the college,” said Sáenz. “He’s the perfect example of what we’re looking for in our student leaders.”

“Engaging Student Leaders in ‘Recruiting Forward’

There’s a consistent story at Iowa State University: Students come here because they meet a faculty or staff member, current student or Iowa State graduate they connect with — as happened with Justin Sáenz.

During his senior year of high school in Kenedy, Texas, Sáenz’s agriculture teacher put him in contact with Jeff Thayne, then the livestock judging coach at Iowa State, who also hails from south Texas. “I met Jeff at the Houston Livestock Show while the team was there at contest, and decided to come visit,” said Sáenz. “I really enjoyed the campus and town. The animal science faculty were all great, along with the program and teaching terms.”

Sáenz applied to Iowa State and received a Non-Resident Initiative to Commend Excellence scholarship award for students from states such as Texas, California or Colorado. The natural self-starter soon became involved with some of the student organizations on campus with which he felt a particular affinity, and greatly enjoyed the service aspect of the groups.

His involvement and volunteerism led to Sáenz being selected in his sophomore year to receive the Fred Foreman Scholarship for Growth in Leadership Participation.

The Foreman Scholarship was established by Dana (’67) and Martha Robes of Round Pond, Maine, and named in honor of emeritus professor of dairy science Fred Foreman. The scholarship recognizes the top student volunteer, particularly in college recruiting.

“In addition to rewarding our very best student leaders, investments in leadership like the Foreman Scholarships have helped us work smarter to market our programs,” said Tom Polito, director of student services in the College of Agriculture and Life Sciences. CALS Ambassadors assist with a variety of student recruitment projects for the college, including campus tours and visits, off-campus events, and shadow days.

Polito goes on to point out that the skills students develop as ambassadors are as important as classroom learning. For Sáenz, his leadership involvement in CALS Ambassadors, as well as in Block and Bridle Club and VEISHEA, led to a summer internship with his congressman, U.S. Rep. Rubén Hinojosa of Texas.

“The experience gave me a better view of the legislative process, and it’s something I hope to pursue in the future,” said Sáenz, currently a senior majoring in public service and administration in agriculture.

Because he’s had the advantage of these opportunities at Iowa State, Sáenz has become a “one-man recruiting machine for the college,” said Andy Zehr, marketing and recruitment director. “Justin is the perfect ‘ambassador’ for Texas high school students to learn about Iowa State.”
Gerdin Citizenship Program: Helping Each One Keep One
Savvy businesspeople know that retaining a client costs far less than attracting a new one. It’s a philosophy Iowa State’s College of Business is putting into practice. Through mechanisms such as the Gerdin Citizenship Program, the college is involving its most talented freshmen and sophomores early on in their education at Iowa State and keeping them here.

In the program, established in 2007 and funded through gifts by Russell and Ann Gerdin of Iowa City, Iowa, students build the competencies that distinguish business leaders — from developing an appreciation for diversity to being comfortable with speaking extemporaneously in public. This involves defining their personal and professional goals through hands-on activities and community service projects designed and mentored by fellow students.

“Unlike many business schools, the focus in Iowa State’s College of Business is truly on our undergraduate students,” said Ann Coppenroll, the college’s director of undergraduate programs. “Freshmen enter the college as pre-business majors, and the Gerdin Citizenship Program is one of the many ways they’re able to be engaged with the college from the first.”

Two such students are Katie Burney, a sophomore in supply chain management from Blue Grass, Iowa, and Dani Jakoubek, a sophomore in accounting and finance from Britt, Iowa. Both participated in the Gerdin Citizenship Program their freshman year, and loved it.

“It helped me step out of my comfort zone, and I learned a lot about other students and people I might not otherwise have contact with,” Jakoubek said. “I really benefited from interacting personally with employers and faculty,” Burney added.

Their experience in the Gerdin Citizenship Program has been so valuable that Burney and Jakoubek sought and received leadership awards to serve as the program’s co-leaders — which, Coppenroll says, is exactly the kind of dynamic the program is intended to promote.

“The skills students develop in the program provide them the opportunity to guide newer students to see their potential and encourage them to reach their goals,” she said.

Says Jakoubek, “I know I’m definitely a stronger person and a stronger leader because of my experiences in the Gerdin Citizenship Program.”

New Spaces and Facilities Built so Students Will Come
Among the many spaces created during Campaign Iowa State specifically to further student recruitment, retention, services and support is the Souls Family Visitor Center in Iowa State University’s Memorial Union. Funded in part by a lead gift from Don Souls (’61 B.S., ’88 Ph.D.), the visitor center hosts more than 24,000 visitors to campus each year and features a presentation room for up to 90 guests and a spacious reception area and lounge for admissions staff to visit with recruits and their families.

“They’re shopping for a college. They’re here to try Iowa State on,” said Marc Harding, assistant vice president for enrollment and director of admissions. “The Souls Family Visitor Center has created the welcome mat that helps set the tone for our prospects’ entire perception of the university.”

Enhancing retention in the College of Human Sciences is the Sally Rapp Beisser Student Services Center in MacKay Hall, funded primarily through private giving by Barbara Palmer (’48), Sally Rapp Beisser (’71, ’77 M.S., ’99 Ph.D.), and Beverly S. Madden (’80). The Beisser Center, along with the adjacent University Teacher Education Program and the International Programs Office, creates a hub for student orientation, academic advising, career services and multicultural programs in the college.

“It is a one-stop shop for students who need assistance with everything from registration to resumes,” said Darlene Fratzke, the college’s recruitment coordinator.

Academic support services also figure largely in recruitment, Harding said. Among the crown jewels on campus in this regard is the Hixson-Lied Student Success Center, and within it the Rod and Connie French Athletic Academic Success Center, both made possible with lead gifts from the Lied Foundation Trust and the Frenches.

“What a privilege it is to take prospective students and parents through Hixson-Lied and give them a real understanding of the university’s commitment to providing students with academic support,” Harding said.

Similarly, gifts from the Rey J. Carver Charitable Trust created the Learning Connections Classroom and Multimedia Classroom on the first floor of Parks Library. These new student-focused spaces bring together library resources and instruction with high-end, cross-disciplinary technology tools that best serve the evolving learning style of today’s student.

Currently under way in Curtis Hall is a multi-phase renovation that includes a new student-centered area at the ground floor entry level to be named Harl Commons, made possible in part by a gift from Neil (’55, ’75, Ph.D.) and Darlene (’81) Harl. The space will allow for improved access to centralized student services and a more seamless process for engaging prospective and current students in the College of Agriculture and Life Sciences programs.

As Andy Zehr, the college’s marketing and recruitment director, said, “The environment that students find when they visit and the pride in the institution that’s reflected in the campus is so important. Because donors are willing to engage and talk about our recruitment goals, we’re able to elevate our game.”
3:30 a.m.

Sonia Kendrick’s day is beginning. When most of us are still sound asleep, Kendrick is waking up for another day as a student at Iowa State University.

“Before I head out the door at about 5 in the morning, I usually double-check my children’s clothing and make sure their lunches are ready, and take care of the animals on our small farm,” said Kendrick. “I drive to campus and arrive around 7:15, then study until my 8 o’clock class.”

Kendrick is not whom one usually thinks of as the typical undergraduate student at Iowa State University. The junior agronomy major is married and the mother of two daughters. She is an Army veteran, having served a tour of duty in Afghanistan. And she lives in Cedar Rapids, Iowa, which means she commutes 200 miles round-trip to Ames to attend classes.

Yet all of this, actually, makes Kendrick a pretty typical Roy J. Carver Scholar, says Ann Wessman, assistant director of financial aid at Iowa State.

The Roy J. Carver Scholarship Program is unique among the scholarships available to undergraduate students at Iowa State, as it provides substantial awards to Iowa residents in their junior or senior year and struggling to overcome significant social or economic obstacles in pursuit of their education.

“A large percentage of the students who apply for the Roy J. Carver Scholarship are adult students,” Wessman said, “and around one-third of Carver-eligible undergraduates are transfers from Iowa community colleges. These are not your typical students who have a support network like many of our traditional-age students at Iowa State.”

For more than 20 years, the Roy J. Carver Charitable Trust has provided scholarships at Iowa State as well as at the other two regent universities and 22 participating four-year private institutions in Iowa. Recently the foundation, based in Muscatine, Iowa, renewed the program at Iowa State, providing $426,000 for awards over the 2011-2013 academic years.

Wessman said, “I call it our ‘bootstrap’ scholarship, because these students are pulling themselves up by their bootstraps.”

Kendrick and fellow Roy J. Carver Scholar Lindsay Frederiksen are two of those students.

“Growing up, I always wanted a professional career, but I had to shift gears when my daughter was born,” she said. While at UNI, Frederiksen said, she “borrowed virtually every penny” and didn’t want to repeat that situation this time around.

“Students such as Sonia and Lindsay wouldn’t have been able to attend Iowa State without this program,” Wessman said. “Many have had to struggle to get through their first two years of college, and what they have done to overcome and get past those challenges to get here is nothing short of amazing.”

The Roy J. Carver Scholarship Program is allowing me to continue my education almost debt-free — something that has really eased my mind and allowed me to be more successful in the classroom,” the junior accounting major from Pocahontas, Iowa, said. “This way I can put all my focus on my daughter and my academics.”

Students such as Sonia and Lindsay wouldn’t have been able to attend Iowa State without this program,” Wessman said. “Many have had to struggle to get through their first two years of college, and what they have done to overcome and get past those challenges to get here is nothing short of amazing.”
8:00 a.m.

Kendrick has loved gardening since she was a child. Today, she describes herself as “really passionate about food, particularly local food.”

The soil physics course she is taking, along with the others in her agronomy program, will allow her to play a part in transforming the country’s food system. Kendrick, who is in the top 10 percent of her class, is also studying hard so that once she receives her degree in December she will be able to get into a graduate program and do research in alternative cropping systems.

While financial need is the main criterion to qualify for the Roy J. Carver Scholarship at Iowa State, students must show academic potential as well.

Benjamin Juhnke, a junior mechanical engineering major from Mason City, Iowa, credits the Roy J. Carver Scholarship with making the difference in what he’s been able to achieve at Iowa State. With his parents unable to provide him with financial support, “The Carver Scholarship has without a doubt been a phenomenal support to put me in a place where I can focus more on school and not worry so much about how I am going to pay for college,” he said.

Juhnke says that having that ease of mind has already reaped rewards: In fall 2010, his first semester both as an Iowa State student and a Roy J. Carver Scholar, he made the dean’s list.

Wessman says Juhnke is a prime example of the real effect of this scholarship program. “Not only does this scholarship help them out financially,” she said, “but the Roy J. Carver Scholarship also validates them.”

2:00 p.m.

Depending on her course schedule, Kendrick has long days and short days on campus. On long days, she leaves campus at 4:30 p.m., which puts her back in Cedar Rapids around 7 in the evening.

“I walk in the door, kiss my family, make dinner, work on homework with my daughters, then read to them and put them to bed. Then I try to do some of my own homework before I pass out,” she said.

Thankfully today is a short day. This means leaving Ames around 2 o’clock, which allows her to make it to Cedar Rapids in time to pick up her youngest child from day care and be there to greet her other daughter when the school bus drops her off, and her husband when he comes home from his job as a plumber.

“We’ll collect eggs from our chickens and take care of the other animals before I start dinner, do my homework, then try to have a conversation with my husband,” she said.

The evening ends much the same as the last. “Then it’s back at it again the next day.”

Another measure of the effectiveness of the Roy J. Carver Scholarship Program is the graduation rate of recipients. According to Wessman, over the past two decades more than 80 percent of Roy J. Carver Scholars at Iowa State have gone on to graduate, including Jodie Klein who, as with other Roy J. Carver Scholarship recipients, faced a tough hurdle in getting her college education.

“My father, who was the sole supporter of our household, passed away two weeks before I started my senior year of high school,” she said. “Before that, I had considered going out of state or of high school, but sometimes life circumstances change your values and ideas, and I started thinking about things a little differently.”

When she arrived at Iowa State after graduating from Roland-Story High School, Klein became interested in international development, an area of study, something a little different. She admits, in which she hadn’t had much exposure. But with the assistance of the Roy J. Carver Scholarship and other financial aid at Iowa State, she soon developed a passion for this area, and the skills to go with it.

After earning her bachelor’s degree in journalism in 2007, Klein continued her education and spent time in China. She’s now at World Learning in Washington, D.C., and is involved in the international development work she dreamed of doing.

“Due to the Roy J. Carver Scholarship, I was able to focus on people and problems that were new to me with a lot less stress,” she said. “I am so thankful for that opportunity.”

3:30 a.m.

Another day begins for Sonia Kendrick, one made a great deal easier by the Roy J. Carver Scholarship Program.

“The Roy J. Carver Scholarship helps not only me but my entire family,” Kendrick said. “Because it’s enabling me to go to college here at Iowa State, I’ll hopefully be able to send my own children to college.

“I believe the Roy J. Carver Trust has invested its money wisely in me, because the education I’m receiving from Iowa State will allow me to pay back through helping others many years down the line.”

“Due to the Carver Scholarship, I was able to focus on people and problems that were new to me with a lot less stress. I am so thankful for that opportunity.”

— Jodie Klein
Norie Sato’s “e+l+e+m+e+n+t+a+l” graces the Hach Hall lobby, the new chemistry facility at Iowa State University. Combining light and textured surfaces, Sato’s piece is an intersection of pattern, structure and materials inspired from the elements and molecular models.

Funding for this Iowa Art in State Buildings project was provided by Richard Forsyth (’43, ’49 Ph.D. chemistry) of Fayetteville, Ark.

Members of the Order of the Knoll, Iowa State University’s most prestigious donor recognition society, open doors for Iowa State’s faculty and students. Their gifts — whether through lifetime giving, annual giving, or both — are essential to the future of our university. This support enables the university to attract and retain top professors and researchers — the cornerstones of academic excellence. Contributions also help create state-of-the-art environments, build excellent academic programs and provide opportunities that attract today’s brightest students. As students succeed, the impact of Iowa State’s teaching and research flows through the state, into the nation and around the world.

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All Order of the Knoll members enjoy many opportunities for ongoing engagement with Iowa State. Benefits include special communications about important news at the university throughout the year and opportunities to attend events such as luncheons, regional and national gatherings, and various campus activities.

For more information on the Order of the Knoll, please contact:
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Many Gifts, Big Impact

$828,151,236 — that’s the total giving by our generous donors to Iowa State University during Campaign Iowa State: With Pride and Purpose, the university’s truly historic fundraising campaign. Each and every dollar makes an incredible impact on Iowa State’s students, faculty, programs and facilities. Learn more about Campaign Iowa State’s progress on p. 9. And many, many thanks — 828,151,236 of them, in fact!