

YOUR IOWA STATE

STORIES OF TRADITION AND TRANSFORMATION

FALL 2016



Photo: Jim Heemstra

What Does a Comprehensive Campaign Mean for Iowa State?

On September 30, Iowa State University announced its most ambitious fundraising goal to date: to raise \$1.1 billion through the *Forever True, For Iowa State* campaign. **But what does a campaign look like? And why now?**

Because the big challenges won't wait. We are recognized world experts in revolutionizing sustainable ways to feed and fuel the world, expertise vital to maintaining quality of life for a growing population. We have a holistic focus on improving lives through science, technology

and human creativity, and a culture of exploration that reaches across disciplinary boundaries. We believe in sharing our knowledge and pairing with communities and businesses to find solutions to the world's grand challenges – and putting new discoveries to work now to make lives better.

Forever True, For Iowa State is a comprehensive fundraising effort – each college and area has their own goals and priorities that collectively advance the vision for Iowa State's future. The entire Cyclone community plays a role in this campaign.

It's this kind of long-term, strategic fundraising that has the power to truly transform the face of Iowa State. The university's very first campaign from 1969-75 brought us the Iowa State Center, including C.Y. Stephens Auditorium, James H. Hilton Coliseum, J.W. Fisher Theater, and Carl H. Scheman Continuing Education Building. Imagine how different our campus would be without these venues – without Hilton Magic!

The same principle of elevating the university rings true today. Making Iowa State the premier land-grant university for the 21st century and beyond will be accomplished



only through a collective effort. With strategic focus on student support, finding solutions and sharing our expertise, *Forever True, For Iowa State* can amplify the principles on which the university was founded to tackle the challenges ahead.

Keep reading to learn about the bold aspirations we've set for ourselves and the people who are engaged in these endeavors. Indeed, every success here – every discovery, every insight in the classroom, lab or field, every opportunity given and life transformed – has prepared us for this moment.

For never have the strengths that have *forever* defined Iowa State been more *truly* needed.



Photo: Jim Heemstra

TRUE INNOVATION

"CYstarters is the only accelerator program for students I have ever heard about that provides funding, housing and mentoring to help get your idea off the ground without requiring giving up any equity," said Mikayla Sullivan, a senior in global resource systems. Sullivan (on left) is one of a team of students that developed KinoSol, a mobile, solar-powered food dehydrator for fruits, vegetables, insects and grains that is currently being sold worldwide to help preserve food, lessen waste and save energy, particularly in developing countries.

The KinoSol team was one of the first groups to participate in CYstarters, a 10-week summer student accelerator launched in 2016 for students or recent graduates to develop their business startups or ideas. "I think this program will encourage more students to take a nontraditional path and work on their own business concepts," said Sullivan. "Opportunities like CYstarters, and the mentors and professors at ISU, make Iowa State one of the prime locations for students interested in entrepreneurship."



Photo: Paul Gates

True Solutions

Tonight, an estimated one in seven people worldwide will go to bed hungry. On a daily basis, one in 10 lacks the food needed for an active, healthy life.

The Iowa State-led Global Food Security Consortium is working to alleviate this suffering, uniting 10 land-grant universities, four international research institutes and several private companies to fight hunger. Combining sustainable crop and livestock systems, the interdisciplinary group of scientists and researchers is investigating every step on the food value chain, from seed germplasm and animal genetics, to storage and trade, searching for the most economical, sustainable ways to put food on the plates of families in Iowa and around the globe.

The consortium is just one example of how Iowa State is reaching across disciplines in its quest to solve the complex problems facing the world, because that's where the most far-reaching approaches and solutions will be found.

True Opportunity

"Diversity brings new perspectives to the workplace that enable better problem solving," said Jamie Cornelius, an Iowa State graduate who, as a student, participated in the Women in Science and Engineering program and is now a senior project manager at General Mills.

As workforce demographics change and global markets emerge, Iowa State must continue to expand opportunities for students from a range of backgrounds. Among the university's strategies for growing a pipeline of technically savvy professionals to address tomorrow's challenges is shrinking minority and gender gaps, particularly in agriculture,

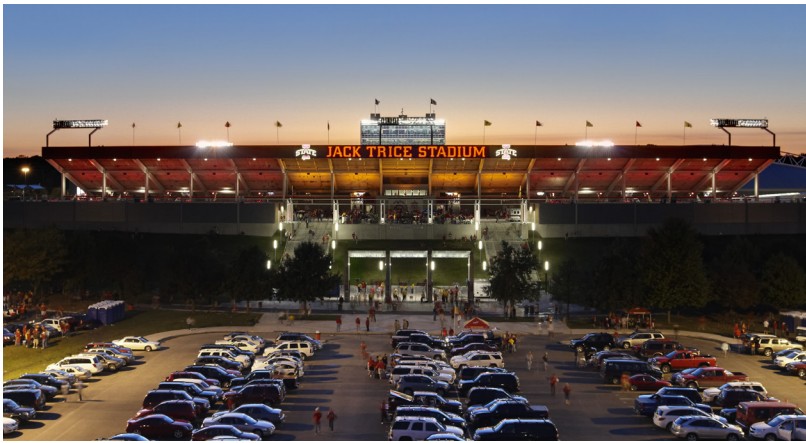
science, technology, engineering and math education.

Along with Women in Science and Engineering, which encourages more than 7,500 girls to consider STEM fields each year, other programs at Iowa State work to increase diversity. Science Bound, Iowa State's pre-college program to increase diverse students pursuing degrees in agriculture and STEM areas, reports that 96 percent of graduates go on to post-secondary education. The ISU 4U promise—a partnership between the university and King and Moulton Elementary Schools in Des Moines — prepares children to attend college, and those meeting annual requirements will become eligible to attend Iowa State.

Says Reginald Stewart, vice president for diversity and inclusion at Iowa State, "The reality is, diversity and inclusion are beneficial for all the students studying at Iowa State because they're going to graduate and move into a much more diverse workforce than most of us have ever encountered."



Photo: Paul Gates

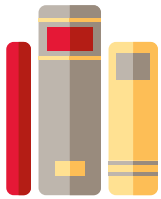


A Campaign's Mark on Campus

Some of the things seen every day on campus are impacted by campaign fundraising at Iowa State, including:

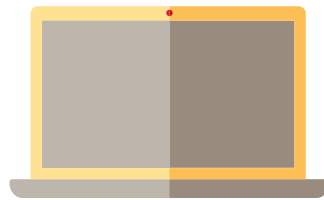
- Jack Trice Stadium
- World-class faculty
- Reiman Gardens
- Expanded library
- 36,660 students

Tapped in to *Knowledge*



The University Library is home to 27 miles of physical books, which 2,047,055 visitors perused in 2015.

To date, 6,182,056 downloads have been made through the Digital Repository at Iowa State, one of the largest digital commons-based repositories in the world.



Researchers in 233 countries have downloaded materials from the Digital Repository.



To realize Iowa State's vision for providing an education that seeks to solve the complex problems facing our world, we set forth these three strategic aspirations:

ASPIRATION 1:

Ensure access to an exceptional education offering practical, global and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century

ASPIRATION 2:

Advance Iowa State as a world leader in addressing global challenges affecting our food, water, energy, health, security and environment

ASPIRATION 3:

Accelerate Iowa State's contributions to the social good by extending its expertise, knowledge and values to improve quality of life within our state and throughout the nation and world

A MODEL PATIENT

The College of Veterinary Medicine's Clinical Skills Lab offers models and simulators for students to refine a variety of clinical and technical skills, gaining competency by performing procedures many times before ever treating their first patient.



Photo: Christopher Gannon

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Welcome to **YOUR IOWA STATE**,
the newsletter that keeps you connected
with **Iowa State University**. Look inside to
find out what's happening on campus as
well as to relive some of your own Iowa
State memories.

IN THIS ISSUE

- What Does a Comprehensive Campaign Mean for Iowa State?
- True Innovation
- True Solutions
- True Opportunity

FOREVER
TRUE
FOR IOWA STATE

What do we know to be true? That Iowa State University is a community of doers who work side by side to solve problems, whether to improve the life of one person or millions.

To learn more about the vision that guides Iowa State's current campaign, please visit www.ForeverTrueISU.com.

Photo: Dan McClanahan