



George C. Wright

Message from the President

I think about the future of Prairie View A&M University. I think about the students. I think of the ones who came before us shaping our history and setting our lasting traditions. I think about the students today and about those who will attend this University in years to come.

One of the students brings to mind the contributions of my father and others. It is the dedicated professors, administrators and staff members who motivate our students and enrich their lives. They have all helped make Prairie View A&M University a productive institution with a 100-year-long history.

At Prairie View A&M University is contemplating its future. Our leadership team has set on a five-year, \$30-million Capital Improvement Program called, *Extend the View: Shape Tomorrow Today*. For the first time in the history of this institution, we are asking for your help.

The decision to seek private funding from individuals, corporations, and foundations comes as the competition for limited educational dollars intensifies, especially when local and state governments are facing shrinking revenues due to growing public needs.

Without external funding, Prairie View A&M University will not have the quality of a good institution, but it will not have the quality

of the global new world that is taking shape. Lack of essential funds in the future will also place limitations on deserving high school graduates. It would be a tragedy for young men or women to work hard for college admission and then not be able to attend because they cannot afford it. The future of this university and the leaders of tomorrow will be determined to a large degree by the success of this campaign.

Nearly half of the contributions we are seeking are for financial assistance for students and to attract and train top quality faculty. Endowed scholarships and professorships are vital to our effort. Funds raised for academic endowments are matched dollar-for-dollar with additional funds provided by the State of Texas.

Our plan includes supplementary funding for research facilities, athletic scholarships, renovation and preservation of historic buildings and maintenance of archival records. I believe we become a successful educational institution when we invest in people and give them the tools and facilities to do their jobs.

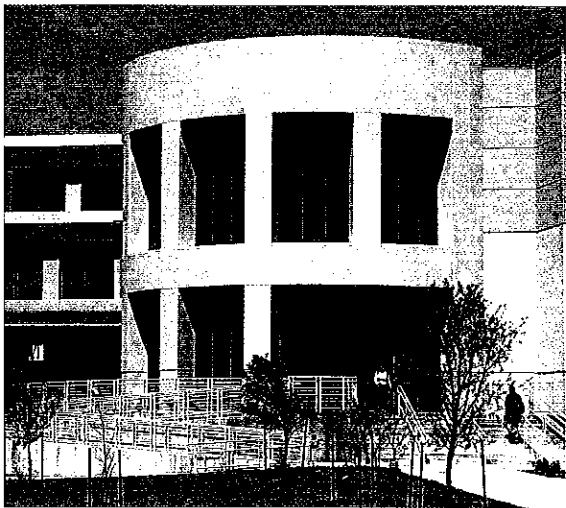
Prairie View A&M University has emerged as a preeminent academic institution with noted programs in technology, engineering, education, agriculture, nursing, juvenile justice, and natural sciences. We hope to continue our partnerships with public institutions and private interests as well as develop new ones to enhance the educational value to our students.

Prairie View A&M University has a proud history. We are a vital component in The Texas A&M University System known worldwide for educational excellence. We invite you to please join us in our efforts to continue PVAMU's caring for students of tomorrow by helping to *Extend the View and Shape Tomorrow Today*.



Prairie View A&M University, the second oldest institution of higher learning in Texas, has embarked on a \$30-million capital campaign. As an Historically Black College or University (HBCU), the University is moving forward with the obligation and mission to strengthen and preserve itself for future generations and to continue making significant contributions to the state and nation in education and diversity.

Today's *View* of Prairie View is one of an institution with a long history of struggle, survival, and progress. The nearly 130-year-old institution has established a reputation for providing the state and country with tens of thousands of African American professionals, including nurses, educators, engineers, lawyers, doctors, and businessmen. ROTC and NROTC programs have commissioned over 200 naval officers and over 12,000 army officers, including two admirals and six generals, with four generals achieving three-star rank.



Over the years, PVAMU has expanded its programs, research, and physical plant. The University has one patent and several licenses pending for patents on scientific inventions. The University also has three new Ph.D. programs in chemical engineering, education leadership, and juvenile justice. In 2003, construction began on a new School of Architecture and Art building which will also house the new Institute for the Preservation of History and Culture. Construction on both a new College of Nursing in the Texas Medical Center and a new Electrical Engineering Building is scheduled for completion in 2005.

PVAMU intends to *Extend the View* by embarking on a global outreach campaign to secure private contributions from regional, and national communities. Extending the University means growing the University from 7,877 students to 10,000 in the first decade of this millennium. It also means enhancing the academic environment to attract and retain the best of a diverse student body and faculty through endowed scholarships and professorships. Funds raised for academic endowments will be matched dollar-for-dollar by the State of Texas.

Support for Merit-Based Student Scholarships Endowed Scholarships - \$6,000,000

Overview: Many students still need a helping hand to make their dreams of a college education come true through scholarship donations from philanthropic-minded individuals. Endowed merit scholarships provide both financial and emotional encouragement to students pursuing academic goals.

The View: PVAMU awards 75 to 100 merit scholarships of \$25,000 to \$40,000. The scholarships empower the University to produce highly productive citizens and provide the state and country with a diverse population of skilled, professional talent for the workforce.

Extend the View: PVAMU wants to have greater societal impact by awarding merit-based scholarships to an additional 50 students per year.

Support for the Personal and Professional Growth of Students Student Support Services Endowment – \$2,000,000

Overview: Simply attending a university does not guarantee students will learn and complete their college educations. For learning and academic success to take place, students need effective classroom instruction, plus support and encouragement from a variety of areas.

The View: PVAMU provides advisors, counselors, and tutors to support, encourage, and motivate students to succeed. Programs like the Panther Advisor Leaders (PALS) are successful in improving retention through student involvement, strong mentoring, enhanced leadership, and “soft skills” development that prepare students for successful personal, professional, and civic life.

Extend the View: PVAMU needs support to strengthen its support services to add other “soft skills” programs and also increase the capacity of existing programs like PALS to serve

Support for Opportunities for Student Athletes Athletic Scholarship Endowment – \$5,000,000

Overview: Athletics provide students the opportunity to work in teams, enhance leadership skills and develop physical and mental discipline. Additionally, athletic programs are often the motivating force for young people to attend college.

The View: PVAMU supports 18 different team sports including basketball, football, baseball, golf, track, tennis, soccer, bowling, and softball. In the past, the University has been outstanding in intercollegiate competition due to its ability to attract top athletes and award scholarships.

Extend the View: PVAMU wants support to promote higher quality athletic programs. This requires investing in more scholarships to enroll and retain top athletes in academic programs. Scholarships earmarked for athletics will decrease the dependency and the drain on the athletic operating budget.

Support for Faculty Expertise Endowed Chairs - \$6,000,000

Overview: Academic excellence and students’ intellectual development begin with outstanding and dedicated faculty. Excellent faculty help create a sense of pride in students, and they provide role models for professionalism and high academic achievement.

The View: PVAMU has established four endowed chairs: one in nursing, one in mechanical engineering, and two in electrical engineering.

Extend the View: PVAMU needs support to increase the number of endowed chairs to include other program areas: nursing, chemistry, biology, agriculture, computer science, accounting, electrical engineering, educational leadership, juvenile justice, history or political science, communications, and music or drama. These endowed chairs will significantly enhance the University’s march to excellence.

Support for Faculty, Staff, and Student Research Laboratories, Equipment, and Technology – \$4,000,000

Overview: Preparation for today's competitive workforce requires that students have access to experience with state-of-the-art laboratories, equipment, and technology. Excellent up-to-date equipment, and labs empower university researchers to go beyond classroom instruction. They are motivated to engage in new skills, new knowledge, and finding answers to some of society's more pressing problems and issues.

The View: PVAMU has remained competitive through recently updated labs, equipment, and technology. The University currently works with NASA and corporate entities on research projects and has a patent and patents pending for scientific inventions.

Extend the View: PVAMU needs support to extend research to new, pioneering doctoral programs in juvenile justice, electrical engineering, and educational leadership. Investments in laboratories, pioneering technology, and equipment will elevate the academic and university research programs. Support is also needed for research priorities in the colleges of: arts and sciences, business, education, engineering, nursing, juvenile justice and psychology, agriculture, and human sciences.



Support for Renovating Buildings and Historical Preservation Historical and Cultural Preservation – \$4,000,000

Overview: The past is important to future generations, and especially to those engaged in research. Historic buildings and documents serve as reminders of a meaningful past that connects generations and helps with understanding contemporary life.

The View:

- PVAMU oversees six structures built between 1928 and 1946 that are listed on the National Register of Historic Places.
- PVAMU manages the John B. Coleman Library, which houses special collections, rare books, and books by and about Black people on Black heritage and culture, as well as PVAMU's letters, memos, minutes, memorabilia, videotapes, film, and still photographs of past events.
- PVAMU has been designated a Center for the Study and Preservation of Texas and American History and Culture by the Texas legislature. The center is being housed in the new School of Architecture and Art building scheduled for completion in 2005.

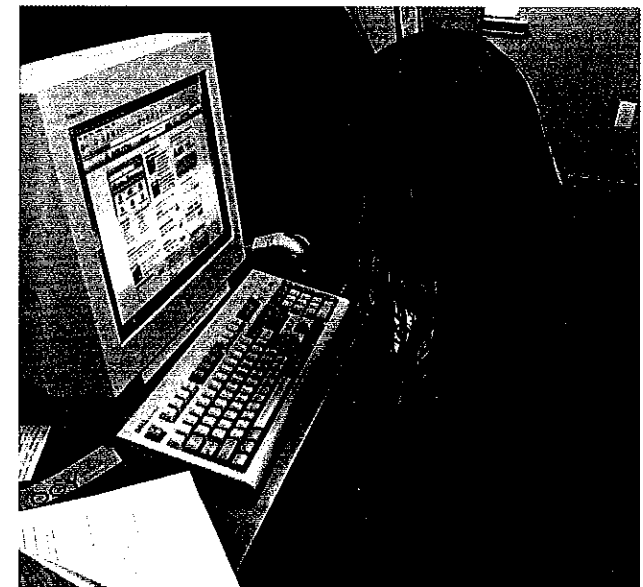
Extend the View: PVAMU needs support to renovate and protect irreplaceable historic buildings and to preserve valuable historic records. Support is also needed to operate the new cultural center that presents a rare opportunity to develop interactive educational displays, to contribute significantly to cultural diversity in the state and country, and to integrate degree programs in the humanities.

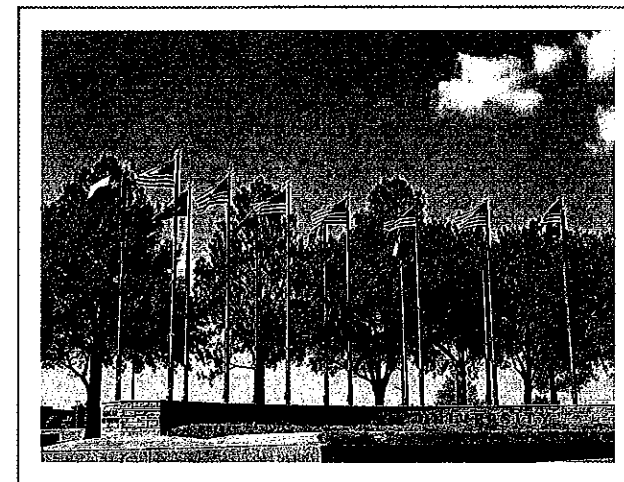
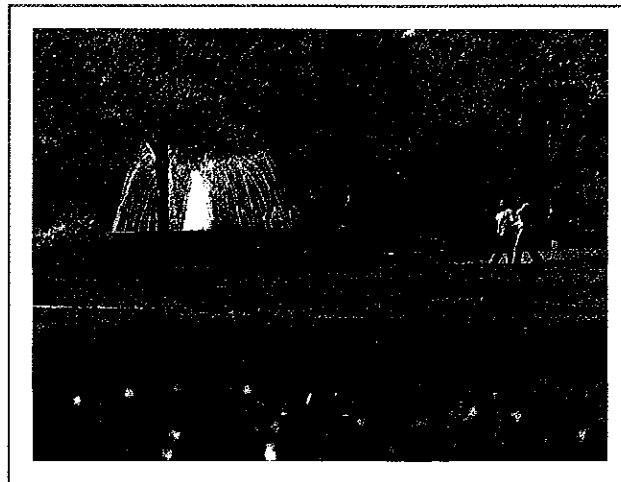
Support for General University Operations Other Endowments - \$3,000,000

Overview: Texas has a responsibility to meet the state's education and diversity needs. In this regard, PVAMU has the mission to expand and strengthen itself as an HBCU over the next five years through a general university endowment.

The View: The University operates with a budget funded primarily by the government, which is beginning to decrease support for higher education.

Extend the View: The use of unrestricted earnings from the endowment can be used at the discretion of the University President to meet critical needs as they arise for merit-based scholarships, student support, building renovations, initiating innovative research projects, and other general needs of the University.





EXTEND THE VIEW

Shape tomorrow today.

PRAIRIE VIEW A&M UNIVERSITY
CAPITAL CAMPAIGN

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PRAIRIE VIEW A&M UNIVERSITY
CAPITAL CAMPAIGN





Opal Johnson Smith

Campaign Co-chair

B.S.—Mathematics, Class of 1954

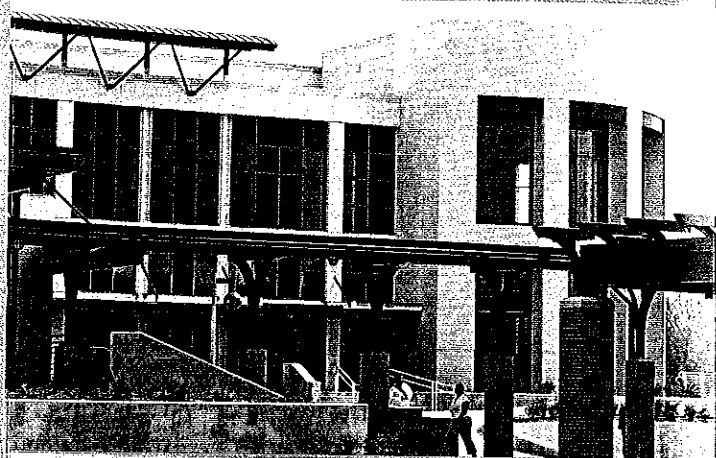


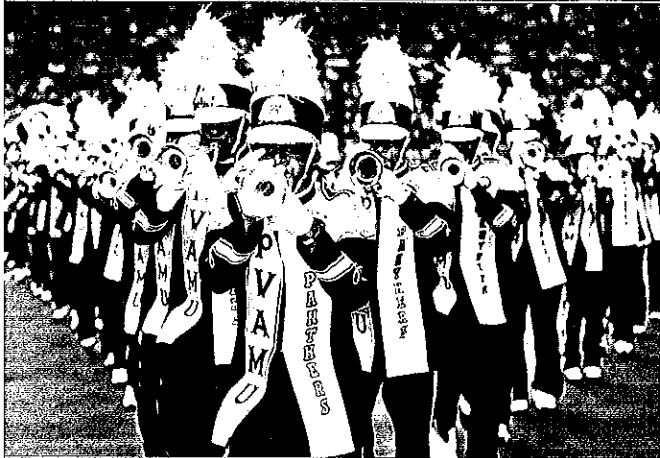
I've been an educator all of my adult life. Even though I've retired as an administrator in the Dallas Independent School District, education is still my passion. That's why I feel so strongly about the capital campaign and continuing the success of Prairie View A&M University for educating our young people.

I attribute many of my own accomplishments to my years at Prairie View A&M University. As a young girl, I had only a handful of choices when considering college. My parents and I chose Prairie View, and that made all the difference. As a 15-year-old freshman, I received the nurturing that a very young mind needed. The professors challenged me, but equally important, they provided important guidance about life. I graduated in 1954, not only with a B.S. in mathematics, but also with a well-developed sense of leadership, which eventually led to my serving as a PVAMU national alumni president.

Today, Prairie View A&M University has embarked on a \$30-million, five-year capital campaign. The campaign is important to me. I know how necessary it is for PVAMU to remain a viable institution for the good of everyone. We are no longer a university just for African Americans. We are a university for all students, and we want to attract those who desire an excellent education at a great university.

Your contribution is an investment in the lives of young people, in motivated professors, and in pioneering researchers. We accept the responsibility to ensure that this university graduates students who are assets in our global society. Together we can make it happen.





Don Clark

Campaign Co-chair

B.S.—Engineering, Class of 1967

As a Prairie View A&M University student I never imagined my life would revolve around multiple rewarding careers as an officer in the Army Ranger Corps, an FBI district chief, and now a Houston television commentator and consultant for a prominent law firm.

I credit Prairie View A&M University with laying a strong foundation for me despite the school's scarce resources in the 1960s. I was a student motivated by a dedicated family and professors who believed that the best path to success was a first-rate education. With nurturing help, I embraced all the opportunities presented to me in the university setting.

That's why we are reaching out to individuals, corporations, and foundations who believe Prairie View A&M University must continue to provide exceptional opportunities for young men and women to achieve prominent positions in engineering, the military, nursing, agriculture, and education.

Your contributions will ensure our ability to attract accomplished students, professors, and researchers. Your support will provide needed financial aid to students who deserve and might not otherwise be able to afford a college education. Some of the brightest minds in the world today come from some of the smallest institutions. Prairie View A&M University is such a place. I believe your assistance will help the leaders of tomorrow realize their dreams today.

