“Education is the key to better jobs, higher incomes, and greater growth in what has become an extremely competitive global economy. Nothing is more important than education — absolutely nothing.”

— Former Labor Secretary William Brock
Destination Distinction: The Campaign for Boise State University is Boise State’s recently launched $175 million fundraising initiative. The comprehensive campaign will transform Boise State into a metropolitan research university of distinction, providing unparalleled opportunities for students, solving problems locally, nationally and globally and improving the quality of life for all Idahoans.

The campaign focuses on three areas: People, places and programs. Boise State’s students, faculty and staff (people) are our motivation and our most critical resource. New buildings, labs and other facilities (places) will allow us to impart knowledge and share in discovery. Exceptional academics and an enhanced research agenda (programs) will help us to achieve distinction.

Meeting these goals requires a broader base of support. Achieving and sustaining this level of greatness requires a commitment from our alumni, supporters and community partners. As we improve the university’s reputation, we will attract and retain talented students and faculty and secure even better opportunities.

Destination Distinction: The Campaign for Boise State University is spearheaded by the Boise State Foundation. A nonprofit Idaho organization, the Foundation is Boise State’s official fundraising organization and also serves as the custodian for donations to the university. With generous help from individuals, industry and foundations, we can achieve the goals of Destination Distinction and take Boise State to unprecedented heights. Please join us on our journey.
The Case for Support for The College of Education

A Compelling Vision

Educating the educators of Idaho and beyond — it is a purpose that is undeniably critical to the people we serve. The College of Education is committed to preparing individuals who will provide exemplary educational and related services to improve the lives of others in a changing and complex global society.

To make this contribution to our society, the College seeks to be a leader in integrated teaching and learning and to promote the advancement of knowledge through research and scholarship. We believe in the healthy development of students through a commitment to lifelong learning, wellness, personal excellence and respect for all. It is a mission that drives us every day because the future is dependent on our success.

The guiding principles for the College of Education are reflected in our core values of service, professionalism, accessibility, academic excellence, diversity, accountability, creativity, honesty and integrity. This framework supports our goals of disseminating high quality research, offering excellent programs that respond to the present and emerging educational needs of our constituents and building collaborative partnerships with diverse stakeholders.

The Journey

The College of Education embraces the journey toward Boise State University’s Destination Distinction campaign. The people, places and programs within our College are faced with challenges as well as opportunities. The College has seven departments, five research centers, and more than 30 innovative programs in both graduate and undergraduate programs, all of which are in need of private financial support.

The College of Education is keenly aware that education is vital in this competitive global economy. We are changing the way we think about learning and teaching by testing new theories, questioning old assumptions, and measuring results.

The College face many challenges in education that truly affect our people, our facilities and our programs. We are prepared to meet these challenges head on by integrating teaching and learning, applying research and scholarship, and preparing professionals to improve the lives of countless individuals in numerous key areas.

In this case statement we focus on four broad education-related issues that face our nation and discuss how the College can address these concerns with your help.

“Education is our first responsibility to the future. It opens eyes, opens minds, opens doors.

— Barbara Morgan, former NASA educator and astronaut; Distinguished Educator in Residence, Boise State University
Our Most Compelling Issues

Technology

While math and science have been part of fundamental skills for generations, technology has resulted in a new wave of learning. Today, 5-year-olds are computer savvy. The world is only a click away. Technology is changing the landscape of how children learn and process information.

More than one million youth now take at least one online course during their school day. In Idaho alone, about 10,000 children will take at least one online course this year. It is estimated that by 2013, at least half the average high school student’s learning will be conducted online. Tens of thousands of K-12 teachers now teach online, and national enrollments in K-12 online courses are doubling annually.

This dynamic mode of self-directed learning is invigorating teachers and engaging students. The College of Education has to be nimble and responsible in establishing the parameters for online education. We are teaching educators how to design online curriculum and facilitate online learning. We are involved in a state and national effort to set standards for online teaching and curriculum design. We are researching innovative technologies, such as virtual worlds. We are establishing international relationships to create strong partnerships with global vision and outreach. We are embracing the future.

K.C. Longoria

When K.C. Longoria transferred to Boise State as an undergraduate, he knew that he wanted to teach. But he didn’t expect to find a program that blended his interests and background so well.

The Blackfoot native, now holding his master’s degree in bilingual education, was welcomed by the Department of Bilingual Education and encouraged to apply for a “Grow Your Own” scholarship, which he won.

The scholarship paid for 90 percent of his tuition in return for working 10 hours a week with English language learners. After graduation he worked for a year at Jefferson Middle School in Caldwell before returning for his master’s.

Longoria says that the teaching style in the Department of Bilingual Education naturally fits in with the way he grew up learning. In the program, as at home, there’s a lot of advice and an emphasis on asking students’ opinions and how they can help play a part in the education and social justice worlds.

As a Graduate Residential Scholar, he doubled his class load in order to make his scholarship go further. Longoria says the future is wide open for him. He could go on to receive a doctorate, teach or run a bilingual program for a K-12 school.

“The opportunities are so plentiful right now that it just depends on what direction I want to go,” he says.
Health, Physical Activity and Sport

Simply stated, we’re getting older. Tens of millions of ‘baby boomers’ will soon reach retirement age and need health and fitness services to maintain their quality of life. Across the age groups, health costs related to treating illnesses are escalating. The medical community reports that about 80 percent of adult Americans and 25 percent of children have significant health risks due to excessive body weight.

Physical activity and sport participation appear to be the logical solution. However, that answer results in thousands of children and young adults being injured every year while participating in youth and school-sponsored events. About 40,000 ACL knee injuries occur in female athletes and tens of thousands of concussions occur in tackle football and other sports annually. Another discouraging scenario is that 35 percent of the 50 million children participating in youth sports annually quit within one year.

The classroom is an ideal place to address the challenges of health care, injury prevention and physical fitness. The College of Education believes quality health promotion programs can help individuals and communities reduce health risk behaviors and provide support for health enhancing behaviors.

The College, as well as its Department of Kinesiology, seeks to maintain quality undergraduate programs in K-12 physical education, exercise science, health promotion and athletic training. On the graduate level, the College maintains respected programs in exercise and sports studies, curriculum and instructional — physical education.

Jonathan Brendefur

Jonathan Brendefur believes there’s no reason kindergartners can’t move beyond counting to 10 or start multiplying and dividing.

In fact, the College of Education professor says he’s worked with 5-year-olds who can understand square roots.

Brendefur is working with local schools to revamp the way mathematics is taught, and the results have both boosted scores and won the praise of teachers, administrators and parents. The idea behind his method — Developing Mathematical Thinking — is to help teachers reform the traditional math lessons that can stifle understanding.

Brendefur works to improve scores in low-performing math classes by partnering with teachers. Armed with a Mathematics and Science Partnership grant and another from the Micron Foundation, he originally took his idea to four local schools.

Using the Developing Mathematical Thinking method, students “decompose” numbers: for instance, 12 + 18 is broken down into its base numbers, or 10 and 2 and 10 and 8. By adding 10 + 10 and 8 + 2, students can easily get to 30. This method helps students grasp the facts, develop number sense and understand place value.

If his teaching method catches on, Brendefur says, “There’s no limit to what the kids might learn.”
The Campaign for Boise State University

pedagogy and athletic administration.

Our researchers, particularly through the Center for Physical Activity and Sport and the Center for Orthopaedic and Biomechanics Research, are addressing a number of injury prevention issues. We believe we can also make a difference in the community by developing a graduate certificate that emphasizes sports ethics, coaching and humanitarian outreach.

**Mathematics/Science**

An educational roadblock exists in mathematics and science, where only half of urban students in the U.S. who graduate from high school find themselves prepared for college-level mathematics. The American College Testing Board (ACT) estimates that only 28 percent of students who take the ACT exam in science are likely to achieve a passing grade in an introductory science course at a university; those figures are lower for minority students. The problem is compounded by the shortage in the U.S. of qualified mathematics and science teachers, with recent studies further suggesting that elementary school teachers may not be adequately prepared to teach science and mathematics effectively.

Why is this happening? Many college mathematics/science majors are lured into careers rather than teaching because of higher salaries in other fields. Elementary and secondary teachers face budget restrictions for continuing professional development. And the increased emphasis on testing, especially in literacy, has reduced classroom time spent on science activities in elementary grades, so students are not fully prepared for science instruction in middle and secondary schools.

By hiring former astronaut and elementary school teacher Barbara Morgan as a Distinguished Educator in Residence, Boise State hopes to jumpstart interest in mathematics and science at all levels. She is uniquely qualified to inspire students and improve their exposure to science, technology, engineering and math education. Her voice carries the weight of extraordinary experience and the charm of a beloved teacher.

Initiatives from the College of Education also include offering a graduate certificate in secondary/K-12 teaching that permits qualified individuals with backgrounds in science, mathematics or engineering to become fully certified in one year. Boise State has forged partnerships with community entities such as the Treasure Valley Math/Science Center, the Discovery Center of Idaho and the Southern Idaho Science Collaborative. These joint efforts extend to government agencies as well with the National Science Foundation NOYCE grant to provide funding for students seeking certification in mathematics or the sciences.

**Literacy**

The numbers are staggering. In the United States, more than 20 percent of adults read at or below a fifth-grade level, a fact that often translates to poverty, incarceration, unemployment and underemployment. Our youth are not faring any better. Today, nearly 20 percent of 17-year-olds have not read one book in its entirety in the past year, a figure that has doubled in 10 years. In 2008, 27 percent of all fourth-graders in the U.S. fell below basic reading skills. For high poverty groups, 70 percent fall behind basic reading levels.

Educational intervention is necessary to combat these disturbing literacy trends. Boise State’s College of Education is making a dent in the problem by distributing more than $100,000 in books to schools and children in the next two years — in some cases these are the first books children can call their own.

The College is also using research grants to explore middle-grade reading strategies, offering a reading clinic for school-aged children experiencing reading difficulties, increasing the number of Reading Study Skills classes for adult learners to improve college retention rates, planning for our first comprehensive Literacy Center and delivering a master’s degree in literacy.
More Innovative Initiatives

The faculty and staff in the College of Education are aggressively addressing other education-related concerns to ensure high levels of knowledge and skill and to maintain a commitment to work with a diverse population within the Boise metropolitan community. Some of these highly successful initiatives include:

- Promoting opportunities for students to engage in international exchanges as part of globalization.
- Evaluating key Idaho and regional initiatives to promote greater quality and accountability in education programs.
- Starting a new graduate level leadership development program to assist educational leaders in continually improving student learning and achievement.
- Promoting cultural competency for all education-related professionals. For example, the College’s bilingual department — the only one in Idaho — works closely with pre-service teachers to help them adjust their teaching approaches to the ever-increasing diversity of their students.
- Addressing the critical need regionally and nationally to certify early childhood educators. The national average for special education teachers remaining in the field is three years. The College recently received a Personnel Preparation Grant from the U.S. Department of Education that focuses in part on strengthening mentor and induction programs in rural Idaho using technology to ensure that special education teachers remain in the field longer.

Ann and Doug James

Ann and Doug James know the value of a good education — they’ve raised six children, three of whom attended Boise State — and teaching has long been a family tradition. Doug’s mother, Ella, was a teacher, and Ann taught kindergartners in the Boise School District for 20 years. So when Doug and Ann heard the enthusiastic response from friends who established a scholarship for the university, they decided to come to the aid of the College of Education.

Doug and Ann learned that the No. 1 need in the college was for scholarships for single parent students who were student teaching. They named the new endowed scholarship, in honor of Doug’s mother, the Elle Judith James Memorial Scholarship.

They were so pleased with the students they helped that they decided to establish a second fund, the Ann and Doug James Early Childhood Education Scholarship, honoring Ann’s many years of work and reflecting the inspiration that she gave to so many children in Boise.

The James family is continuing its tradition at Boise State — one of Ann and Doug’s grandchildren is now a student at the university.
Planning for the Future

U.S. Secretary of Education Margaret Spellings recently emphasized the future of education in America by stating, “As innovation and technology transform the way we live, work, and play, schools must become flexible and agile enough to meet employers’ and students’ changing needs.”

The College of Education’s people (faculty and staff) are passionate about serving their professions and the communities they touch locally and around the world. The College offers dynamic, innovative and technologically advanced programs that set the standard for preparing highly qualified professionals to compete in the emerging global economy and as an essential ingredient of Boise State University’s goal of becoming a metropolitan research university of distinction.

The College is committed to providing a flexible environment (places) in which each of our students is challenged but not stymied, stretched but not broken, and taught how to think, but not what to think. Our students graduate with the gift of adaptability and are equipped with the skills to discover and better appreciate their place in this diverse and complex world.

Campaign Support

The good work of the College of Education can only go so far. We can do more for the community at large through you and the Destination Distinction campaign. Now more than ever, Idaho and the region rely on Boise State to educate future leaders. The degrees, research and training programs support the area’s burgeoning industry and public needs. This places the university in a unique position to partner with its friends, alumni and community leaders to truly be a 21st century university.

The College of Education, like each of the unique colleges and units on campus, offers a current array of outstanding programs. Those, coupled with Boise State’s rising prominence in the fastest growing region in Idaho, provide us with strategic advantages to help us achieve a distinct reputation.

For the College of Education to flourish, financial support is needed. The demand for more education-related professionals continues to grow. Addressing these critical realities requires more private funding for scholarships for students, exchange programs, classroom and research facilities, and increased programming.

Your partnership is vital to our success as we strive to add value to our students’ experiences and to the livability of our community, state and region. This campaign is not targeted to a few wealthy alumni and friends. To succeed, it requires the investment of donors at all levels.

The College has identified its greatest needs as it relates to our people, places and programs, and the campaign is the tool to support these endeavors. We are at a critical juncture in Boise State’s evolution and your investment and involvement will help take this university to unprecedented heights.
People

Student Scholarships
The rising cost of higher education makes this initiative essential for assisting need-based students and rewarding the most outstanding students.

The College of Education's goal is to distribute up to $400,000 in scholarship assistance annually to deserving students. A named scholarship can be endowed with a minimum gift of $10,000, providing much-needed financial support to students.

Graduate Assistantships
Assistantships allow graduate students to work as research assistants. These assistantships enable Boise State's graduate programs to recruit highly qualified students regionally and nationally. Many of the projects in which our graduate students are involved have direct application to the educational community and related professions in Idaho and beyond.

Endowed funding levels for graduate assistantships vary from $250,000 to $750,000, depending on the program. An endowment of at least $500,000 will provide support for graduate assistants annually in the form of tuition, fees and a stipend.

FACT:
Idaho college graduates carry one of the nation's highest average debts. About 71 percent of Idaho's college undergraduates have student loans, and the average debt accrued by graduates of four-year colleges and universities exceeds $20,000.

College-Level Faculty Research Grants
As Boise State matures and faculty roles change, the need for discretionary dollars to promote and support faculty research is taking on increased importance. These grants equip faculty with the seed money needed to hone research skills, conduct pilot projects, travel and engage students in research activities.

A college research endowment of $1.5 million in private support will provide annual grants of approximately $60,000 to $75,000, supplying faculty with essential support to conduct progressive research.
Alyssa Carter

Alyssa Carter draws her inspiration from someone very close to her — her sister, Julie, who was born with Down Syndrome. Carter’s commitment to providing a quality education for people like Julie led to an undergraduate degree in 1984 in elementary and special education with an emphasis in severe and profound disabilities. Working for the Houston Independent School District, she was told that her skills and training at Boise State were impressive.

Carter taught special education for nine years in Texas and Idaho, working with students of all ages with mild to profound cognitive impairments, multiple disabilities, autism and learning disabilities. After nine years as a special education supervisor in Meridian, she moved on to become director of special education for the Kuna School District.

Throughout her career, Carter has remained connected to Boise State. Her involvement and belief in the importance of pre-service training for students has led to a place on the College of Education’s advisory board.

“Understanding is the best tool we have to make our way in the world and build happy healthy relationships,” Carter says. “Understanding comes from knowledge which comes from education — that’s why I believe so strongly in life-long learning.”

Proposed Interactive Literacy Center

The College’s need for an inaugural literacy center comes at a time when our nation is experiencing a decline in literacy rates, a decline in adolescent reading habits, an overall increase in illiteracy and a greater demand for educational programs due to the rapid pace in technological advancements.

Kinesiology Building

The critical need for a new kinesiology facility is based on the premise that the existing 50-year-old facilities are deficient to meet the requirements and expectations of students and faculty. Kinesiology is a research-intensive field of study requiring clinical labs and updated equipment. Areas of research in exercise injuries, physical activity promotion, motor behavior, sport psychology, exercise physiology and biomechanics give students the opportunity to conduct health-enhancing research that will benefit future generations.
Programs

Our dynamic, forward-moving college features departments, research centers, institutes and more than 30 innovative programs. All are designed to challenge students academically and to tailor their skills to meet their individual needs.

Academic Departments

The College of Education consists of seven academic departments that provide training to inform and improve practices in education-related professions.

There are many programs in each academic department that are in need of financial support. Private gifts can be directed to individual departments or specific programs and be designed to meet the compelling needs of interest.

- Bilingual Education
- Counselor Education
- Curriculum, Instruction and Foundational Studies
- Educational Technology
- Kinesiology
- Literacy
- Special Education and Early Childhood Studies

Centers and Institutes

The College of Education houses several centers and institutes that exist to provide a coordinated process in which university and community scholars join forces to conduct interdisciplinary research related to current challenges.

Private financial support, in partnership with government grants, will supply much-needed funding to provide a margin of excellence for our faculty and students. Gifts can be structured within the College, center or institute to strategically achieve the College’s research initiatives. Financial levels for endowing a named center or institute vary, but have a suggested minimum of $3 million.

- Center for School Improvement and Policy Studies
- Center for Multicultural and Educational Opportunities
- Center for Orthopedic and Biomechanics Research (co-sponsored with the College of Engineering)
- Center for Physical Activity and Sport
- Institute for the Study of Addiction (co-sponsored with the College of Health Sciences)
- Musculoskeletal Research Institute
- The Idaho Council on Economic Education (co-sponsored with the College of Business and Economics)
- Center for International Experiences in Education (in development)
Campaign Summary

Please consider a gift to the College of Education and introduce us to others who are interested in sharing their time, talents, energy and resources in making the College a leader in our community.

Within the Destination Distinction comprehensive campaign, the College of Education seeks private funding of $3 million to be applied in the following areas:

- **Student Support**  Scholarships; Graduate Fellowships and Assistantships
- **Teaching Support**  Professorships; Endowed Chairs
- **Facilities Support**  Kinesiology Building; Literacy Center
- **Direct Academic Support**  Programs; Departments; Centers and Institutes

**FACT:**

In the U.S. today, nearly 97 percent of students are using computers and the Internet. With the explosion of technologies such as text messaging, Facebook and MySpace, we are challenged to draw on these and other innovations to teach educators to create classroom experiences that not only are more engaging, but also more effective.
Ways To Give

There are many ways to show your support for the Destination Distinction campaign and Boise State University. Choose the one that fits your situation and where to designate your gift. The Boise State University Advancement staff will work with you to ensure that your gift meets your goals and financial needs while also benefiting the University.

How to Give by Check or Cash

The most traditional and common way in which to support the institution is with a gift of cash. Please make your personal check, cashier’s check or money order payable to Boise State University Foundation, and mail it, along with a short letter stating the purpose of your gift, to the following address:

Boise State University Foundation
2225 University Drive
Boise, ID 83706
(208) 426-3276

How to Give by Credit Card

The easiest and most convenient way to make a contribution is by credit card. A donation can be made by phone at (208) 426-3276 or toll free at 1-800-341-6150. An online giving form is fast, safe and secure. The university accepts Visa and MasterCard.

How to Transfer Securities

There may be significant tax advantages from contributing appreciated securities transferred to the university as a charitable gift. The value of your gift depends upon the market price of these assets when they are given. If you have held securities for more than one year, you may find that your gift will provide a twofold tax benefit, creating an income-tax deduction as well as helping avoid the capital-gains tax upon sale. These gifts require special planning and consultation with your professional financial adviser and the Boise State University Advancement staff. Call (208) 426-3276 or toll free at 1-800-341-6150 to make a gift of appreciated securities, stocks and bonds.

How to Make In-Kind Gifts

Boise State accepts gifts of tangible personal property that address a specific need and comply with the mission and policies of the university. These in-kind gifts include real estate and other types of personal property such as artwork and antiquities. Because of the unique circumstances surrounding these gifts, call (208) 426-3276 or toll free at 1-800-341-6150 for further information or to make an in-kind gift.

How to Check for Matching Gifts

An easy way to double or even triple your contribution to Boise State is to find out if your employer has a matching gift program. Such programs typically match all or a percentage of employee contributions to charitable organizations, making the employer a partner in employees' personal philanthropy. Simply obtain a matching gift form from your employer's personnel office, fill it out, and provide it to Boise State with your contribution.

How to Make a Planned Gift

You can leave a lasting legacy for Boise State through a will, living trust or retirement plan. The process is very simple and your gift benefits the university for generations to come. With careful planning, it is possible to reduce or eliminate income taxes (including capital gain) and transfer taxes (including gift, estate, inheritance and generation-skipping). You can enjoy these tax savings while turning appreciated assets into an income for yourself and others. Call (208) 426-3276 or toll free at 1-800-341-6150 to discuss planned giving.

Who to Talk to About a Potential Gift

Contact Dean Diane Boothe to arrange a meeting so that we can share our vision for the College of Education. Please call (208) 426-1611.
Great universities today are not built solely by state government, nor can they be built with overreliance on student tuition and fees. Playing a greater and greater role in the last few decades is private support. Here is where you can make the difference.

— Bob Kustra, President, Boise State University