On Friday night of Homecoming, at a special celebration set within Hayward Field’s storied oval, a crowd of friends, donors, faculty members, and student scholars gathered and heard a declaration that was as audacious as it was historic.

“This is a tipping point, a once in a generation moment,” said Interim President Scott Coltrane.

“We boldly step forward in announcing our campaign goal of an unprecedented $2 billion dollars in private support.”

With those words, Coltrane officially kicked off the largest philanthropic drive ever conducted by any Oregon institution.

The ensuing program introduced students like Riley Champine, whose scholarships allow him to focus on his study and love of cartography; Alexis Cross, a freshman who has already jumped and spun into action with the UO acrobatics and tumbling team; and Zachary Raphael, a journalism major and Arabic minor who has filmed documentaries while studying abroad in Morocco.

Those vignettes and others celebrated the UO’s unique, collaborative atmosphere that...
UO Launches History-Making Campaign

Continued from page 1

combines the right-sized feel of a liberal-arts college with the innovative drive of a preeminent research university. They also illustrated three pillars of the campaign:

**Access**
— to ensure that every academically prepared Oregon student can attend and thrive

**Excellence**
— to compete nationally and globally at new levels of academic and research excellence

**Improving the UO Experience**
— to ensure all students are successful and can follow their passions and achieve their goals.

Specifically, the campaign will fund need-based and merit-based scholarships, fuel faculty and graduate student support, expand enrollment in the Robert D. Clark Honors College by 50 percent, underwrite ten proposed centers of excellence in teaching and research, and pay for a number of academic and athletic buildings and facilities, touching every area of campus.

“But this is about more than numbers, dollars, or buildings,” Coltrane said. “It’s about empowering our students and faculty to make an impact and find a better way.”

The celebration marked the beginning of an 18-month rollout to alumni, friends, and donors around the world. Live events will take place in more than 20 cities, including Los Angeles, San Francisco, New York, and Seattle, as well as a return to Eugene in May, 2016. A Portland event will take place February 12.

Campaign Cabinet Chair Dave Petrone, ’66, MBA ’68, emphasized that the campaign, which has $700 million in commitments to date, will be a collective effort.

“We are all proud to be Ducks,” he said. “Administrators, staff members, friends, and volunteers are going to roll up their sleeves and work together to make this campaign a success. And it will be the contributions of our donors, at every level, that will enable us to be counted among the best.”

Learn more about the campaign at giving.uoregon.edu/campaign.

National Rollout

The UO will present campaign rollout events for friends, donors, and alumni in more than 20 cities and regions. Here’s a tentative list, with further details and more dates to be announced.

**Schedule subject to change.**

- **Portland** February 12, 2015
- **Hawaii** February 20, 2015
- **Palm Springs** March 8, 2015
- **Southern California** Week of March 21–29, 2015
- **Northern California** Week of March 21–29, 2015
- **Boston, New York, Washington, D.C.** Week of April 20, 2015
- **Seattle** May 25–29, 2015

IN MEMORY OF AARON JONES ’44

UO Loses Loyal Duck

The university community mourned the loss of alumnus Aaron Jones ’44, a lumberman, philanthropist and loyal Duck fan. He died September 22 at age 92.

“Aaron’s childhood was difficult and he had to earn everything,” said Herb Yamanaka, associate athletic director, who knew Aaron for more than 50 years. “Wealth, rank, and honor were granted to him because of his hard work. He was a self-made man, and he gave back generously to the community and especially to University of Oregon athletics. In his memory, we are very grateful.”

Born in Texas and raised in Toledo, Oregon, Jones entered the UO as an undergraduate in 1940. When World War Two broke out, he joined the U.S. Army and served as an officer in the Philippines.

He returned to complete his degree in physical education in 1947, but insisted on being recognized as a member of the Class of 1944.

Jones founded Seneca Sawmill Company in 1953 and Seneca Jones Timber Company in 1992. Together, these companies manage more than 165,000 acres of forestland in Oregon.

In 1998, Aaron and his wife Marie were awarded the UO Presidential Medal for their extraordinary service to the university and leadership in the community.
Toward a Future of Excellence

Generous donors helped pave the way for the UO’s campaign announcement through a series of leadership gifts before the big kickoff.

Faculty Members Endow Chair

Diane Bricker (left), Jane Kaplan Squires (right), and Paul Kaplan made the gift to endow the Bricker/Squires Chair in Early Intervention/Early Childhood Special Education.

New Home for Student Success

Dean Andrew Marcus, Don Tykeson, Willie Tykeson, and Robin Holmes celebrate the Tykesons’ lead gift.

Teaching More Teachers

Under the supervision of a host teacher Cheree Dale ’14 sharpens her skills with students at Howard Elementary School in Eugene.

Parents and physicians around the world are catching social and learning disorders early on thanks to an innovative preschool screening tool developed by two UO researchers. Now, thanks to the generosity of those researchers, the College of Education program that gave birth to the developmental assessment tool will have an endowment to attract its next visionary leader.

Diane Bricker, Jane Kaplan Squires, and Paul Kaplan have made a combined $1.2 million gift to endow the Bricker/Squires Chair in Early Intervention/Early Childhood Special Education. This gift will support a professor who can continue the trajectory of training high-quality graduate students, researching new methods and materials, and leading service, said Randy Kamphaus, dean of the College of Education.

Thanks to a $10 million lead gift by Eugene philanthropists Willie and Don ’51 Tykeson, the biggest academic unit within the UO is a major step closer to having a home of its own. The 50,000-square-foot College and Careers Building will house the College of Arts and Sciences and the UO Career Center, creating a centralized hub where students can make direct connections between their academic interests and their future careers.

“Willie and I are pleased to be a part of it and to have made the lead gift, which makes it feasible to move ahead,” said Don Tykeson in announcing the gift. “You need the support and help from alumni to make it happen. I think it’s important for each of us to step up to the plate and help accomplish that for those who follow us.”

For more than 20 years the Tykesons have been committed to improving the UO experience for students and faculty members as donors, advocates, leaders, and volunteers.

As public schools in Oregon and across the country continue to face challenges, an anonymous donor helped to champion the cause with an $8 million gift that will encourage teaching in public schools for years to come.

Because of this estate gift, high-achieving undergraduate or graduate UO students who plan to teach in public schools will be able to offset the cost of their education. The scholarship will be awarded annually to a student who has a 3.0 or higher grade point average and demonstrates financial need.
Five Words to Excel By

ALUMNA’S SCHOLARSHIP GIFT HONORS MOTHER, INSPIRES GENEROSITY

Five words that describe a Chinese woman born nearly a century ago also apply to the first UO student to benefit from her legacy.

Fan Zhang, a business major from northern China, is the inaugural Cha Scholar. The new award is funded by a gift from Priscilla and Sunlin Chou as a tribute to Priscilla’s 95-year-old mother, Mrs. Liu Bie Ju Cha. Priscilla, who earned two degrees from the UO in the early 1970s, describes her mother as “independent, competitive, hardworking, compassionate, and generous.”

Fan said being associated with a person as extraordinary as Mrs. Cha through the scholarship is a special honor. She has maintained a nearly perfect 3.94 GPA while holding down three jobs. Now, thanks to the Chous, she will be able to focus more on school.

“My goal is to reduce the cost for my parents as much as I can, but having several jobs is tiring,” Fan said. “This scholarship will give me more hours to put toward my investment group and activities that are valuable to my future career.”

Fan grew up in Zibo, population about 4.5 million, expecting to earn her way through college. Fortunately, she qualified for work-study, which funds her job in Knight Library. Eager to contribute more, she also hired on as a controller in the ASUO business office and became a tutor.

On top of her studies and her paid jobs, Fan wants to create opportunities for other students. She is a cofounder and a vice president of the new UO chapter of the International Financial Management Association.

She looks forward to meeting the Chous and learning more about her scholarship’s inspiring namesake, whose formal schooling ended at fourth grade.

“Despite her limited education, my mother learned to speak and read English, was well-versed in multiple Chinese dialects, and composed many Chinese poems,” Priscilla said. “She married young, had seven children, survived World War II, and helped build a successful global business enterprise from scratch after leaving China.”

Mrs. Cha expected each of her children to complete at least one college degree. Priscilla, a software engineer, received scholarships while working toward her bachelor’s and master’s degrees in mathematics from the UO.

Fan intends to follow the Chous’ example of giving back as soon as possible.

“In the future, I want to use my money to help students have the energy to focus on academic achievement,” she said.

—Melody Ward Leslie ’79
EMMY AWARD–WINNING JOURNALIST AND FORMER MULTIMEDIA EDITOR AT THE NEW YORK TIMES NAMED INAUGURAL CHAIR OF JOURNALISM INNOVATION AND CIVIC ENGAGEMENT, AN ENDOWED POSITION FUNDED BY AN ANONYMOUS DONOR

When Andrew DeVigal left his job as award–winning multimedia editor at the New York Times, he wasn’t sure how he’d reinvent himself after reaching such a pinnacle. He wanted to innovate, specifically to investigate “a space between the spectrum of traditional news media on one side and the unfiltered social web on another.”

That took him back to where it starts—to journalism education.

Thanks to a $5 million gift from an anonymous donor, DeVigal will push the boundaries of journalism and community participation at the University of Oregon’s new Center for Journalism Innovation and Civic Engagement. As the center’s inaugural chair, he is the first professor of practice in the School of Journalism and Communication (SOJC).

“I am extremely grateful for the donor’s generous and tremendous support of journalism and journalism education,” said DeVigal. “This gift will help position the center as the gathering place of the 21st century that is open and inclusive for innovation in communication and civic engagement.”

Breaking Boundaries

“I am extremely grateful for the donor’s generous and tremendous support of journalism and journalism education.”
—Andrew DeVigal

The gift funds his position and also contributes $3 million toward the $25 million endowment goal for the center. Based at the SOJC’s George S. Turnbull Portland Center, the center officially launches at the SOJC Hall of Achievement event on November 7.

According to Mike Fancher, interim director of the new center, the gift is especially significant because it has enabled the SOJC to hire one of the country’s most accomplished media innovators. “Andrew is a catalyst. He brings new ideas for programs, projects, and research designed for the ever-changing media landscape.”

One of the first priorities for the center, DeVigal said, is to create a gathering place for innovation in communication and civic engagement.

“Not only will we create an environment of experimentation but also establish a framework to take the lessons of the past and put those lessons into practice. This informed and strategic experimentation is critical to identifying new models for journalism and civic engagement.”

The other priority, DeVigal said, is to develop alliances and form creative partnerships.

DeVigal’s journalism experience goes back to his days as a business information systems student at San Francisco State University. To help pay for tuition, he worked as an editorial assistant at a small newspaper, where he discovered a passion for journalism and storytelling.

He went on to work at the Chicago Tribune and Knight-Ridder New Media, with a fellowship at Columbia University and faculty positions at the Poynter Institute and San Francisco State University.

At the New York Times, DeVigal pioneered new approaches to interactive storytelling as he guided the newspaper’s print-driven format into the multimedia era. His department’s series, “One in 8 Million,” which captured the voices of fifty-four people in the city’s boroughs, won a 2010 Emmy Award, followed with another Emmy for “A Year at War.”

Most recently, he worked as the director of content strategy at Second Story, a media company in Portland.

—Cheri O’Neil ’79
Sarah Dodson ’08 is the first person in her family to attend college. As her graduation approached and Sarah began looking for a job, her parents—as supportive as they were—couldn’t offer much help; they just didn’t have any contacts in her field. But a friend’s dad did. He happened to have a web-hosting and Internet-marketing company and needed someone to help with video production and customer service—a great entry-level job for a journalism major with an interest and expertise in advertising and electronic media.

Sarah was lucky. Now, as the first director of the UO’s new Parent Professional Network, she’s hoping other students can rely not just on luck but on an intentional community of parents eager and willing to help—not only their own children but their peers as well—as they begin thinking about the direction their careers might take and start looking for those first jobs.

This network is the first initiative of the year-old Parent Leadership Council (PLC), a group of dedicated Duck parents who make a philanthropic commitment to the university and partner with the Division of Student Life to promote leadership opportunities, career development, and a safe and healthy campus for our students.

“We want to create opportunities for parents to connect with, inspire, and hire UO students and alumni.”
—Parent Professional Network Director Sarah Dodson ’08

Sarah Dodson explained. That might mean making themselves available for informational interviews or job shadowing. It might mean speaking on a panel or participating in networking events, “and if they have the ability to do so,” Sarah added, “to recruit and hire UO students and alumni.”

“Parents have such a wealth of knowledge, experience, and expertise to give,” she said. “This network will match the diverse professional backgrounds of Duck parents with the interests and needs of our students.”

The initiative is a great example of how the PLC is developing exciting new ideas, improving the student experience, and playing an important role at the university, said Robin Holmes, vice president for student life.

“This is exactly the kind of innovative, impactful idea that we knew the PLC would develop,” said Holmes. “We’re very grateful for the dedication and generosity of the council members. This new program will give our students practical experience that will help them in very tangible ways—while they’re at the university and after they graduate.”

—Bonnie Henderson ’79, MA ’85

PLC members each make a two-year commitment and pledge a $10,000 tax-deductible gift to the Division of Student Life. But their most important gifts are their time, expertise, and insight. To learn more about joining the PLC, contact Will Williams: 541-346-0044, wwilliam@uoregon.edu.
HIGHLIGHTING SOME OF THE WAYS YOU CAN MAKE AN IMPACT AT THE UNIVERSITY OF OREGON

1 All Aboard
Students at the School of Journalism and Communication network and gain real-world experience by leaving campus, the state, and even the country. Advertising majors connect with New York City agencies, students get media experience in Ghana, and more. Unfortunately, cost is often a barrier for interested students. Your gift will help them join these life-changing (and career-launching), experiential-learning opportunities.
Contact JooHee Berglund: 541-346-2358 joohee@uoregon.edu

dtwelch@uoregon.edu 541-346-3951

2 Give for the Gifted
The UO’s Center for Youth Enrichment and Talented and Gifted Education challenges and inspires advanced learners and gifted youth in grades K–12. Your gift will support scholarships for families who couldn’t otherwise afford to attend the UO’s dynamic and challenging programs and summer camps.
Contact Kelly Menachemson: 541-346-1681 kbm@uoregon.edu

3 SAIL Away
Every summer, 200 or so students from low-income families visit the university and get a taste of college life through the UO’s Summer Academy to Inspire Learning (SAIL) program. Students participate in fun educational activities with faculty volunteers and learn about applying for—and succeeding in—college. Many go on to attend the UO through SAIL scholarships. To put some wind in their sails, contact David Welch: 541-346-2358 dtwelch@uoregon.edu

4 Elbow Room
With enrollment hitting new highs, one of our most pressing needs is classroom space. Slated for completion this spring, the renovation

and expansion of historic Straub Hall will add 700 new classroom seats and one of the nation’s finest daylit lecture auditoriums. Your gift will help fund the completion of this project and match state dollars.
Contact Paul Elstone: 541-346-2166 pelstone@uoregon.edu

5 History in Motion
The UO’s Mapping History Project combines cartography, history, and technology to create electronic maps that show changes over time, giving new perspectives on history. Undergraduates get hands-on experience with serious research, and the maps have attracted international attention. Your gift will support much-needed undergraduate internships for the program.
Contact David Welch: 541-346-2358 dtwelch@uoregon.edu

6 Support Student Mathletics
At the UO, “mathletes” (undergraduate homework aides) earn a wage while helping their fellow students succeed. Along the way, they improve their own math skills. To add to the win-win scenario, studies show that students who work on campus are more likely to stay in college. To help support these student jobs, contact David Welch: 541-346-2358 dtwelch@uoregon.edu

7 Save Endangered Languages
Around the world, minority communities are working to preserve and develop their endangered languages. Help us help them. Your gift will make it possible for community linguists to come to the UO and learn methods for saving their languages.
Contact David Welch: 541-346-2358 dtwelch@uoregon.edu

8 Do Your Part for Art
Help the Jordan Schnitzer Museum of Art acquire, preserve, and exhibit works from the Pacific Northwest. Your gift to the Hope Hughes Pressman Endowment supports regional art—and one of the region’s top museums. To do your part for art, contact Tom Jackson: 541-346-7476 tomjack@uoregon.edu

9 Not Your Typical Spring Break
In the UO’s Alternative Breaks program, students help restore river habitats, build cooking stoves in Nicaragua, tutor kids, and more. Your gift will help communities (at home and abroad) and will give students the learning experience of a lifetime.
Contact Will Williams: 541-346-6044 wwilliam@uoregon.edu

10 Take This Job and Love It
Student employees of the UO Libraries provide essential services while acquiring valuable workplace skills. Yet, due to a lack of funds, the library turns away more than 100 qualified applicants each year. Your gift will help leverage federal work-study-program dollars, saving the library 75 percent of salary costs, and will create meaningful work experiences.
Contact Keri Aronson: 541-346-1890 keria@uoregon.edu
Finding a Better Way

Director of the UO’s Prevention Science Institute Beth Stormshak develops intervention programs for children and families and studies how to make these programs work in the real world. She is a principal for one of the UO’s ten proposed clusters of academic excellence, and was one of fourteen faculty members featured at the October 17 announcement of the UO’s $2 billion comprehensive campaign.

“Childhood obesity is rising quickly,” says Stormshak, “with this generation the first predicted to live five years less than their parents. The University of Oregon is poised to link together our strong research in prevention, genetics, and human physiology to help find solutions to this problem for children all over the world.”

It’s just one example of how donor investments will fund collaborative solutions during this historic campaign.

Beth Stormshak, director of the UO’s Prevention Science Institute.