

The Campaign for
Clark Atlanta University

Case for Support Statement



CLARK ATLANTA
UNIVERSITY

Lifting Lives

Leading
The Way

The Campaign for Clark Atlanta University

The Campaign for Clark Atlanta University will be the institution's first **comprehensive** and most ambitious campaign ever.

The 10-year initiative
will raise a quarter-billion dollars for:
Scholarships & Student Success
Teaching, Research and Service
CAU Endowment (Chairs, Professorships, Scholarships)
Infrastructure and Technology
Programs, Centers and Special Initiatives



The Phases of the Campaign

Phase 1

Underway

Emphasizes infrastructure and capacity building, Leadership Giving, and the leveraging of momentum from *Lead Gifts*

Phase 2

Extends efforts across all potential donors, regions, communities and stakeholders

Phase 3

Has focus on new donor acquisition, campaign close-out activity, stewardship, impact reporting and pledge fulfillment



CLARK ATLANTA
UNIVERSITY

The Campaign



Dr. George T. French, Jr.
President

LEADERSHIP

Board of Trustees (BOT)

BOT Institutional Advancement Committee

VP & Chief Advancement Officer

CAMPAIGN ORGANIZATIONAL STRUCTURE

Campaign Chair and/or Co-Chairs

BOT Institutional Advancement Committee

Faith Community Representative

Student Leaders

Campus-based Campaign Leaders

Alumni Leaders

Regional Campaign Leaders

INITIAL/SAMPLE LOCATIONS

- Atlanta
- Charlotte
- Chicago
- Houston
- Los Angeles
- Miami
- New York City
- Washington, DC

The Case for Support



CLARK ATLANTA
UNIVERSITY

Now is the accepted time, not tomorrow, not some more convenient season. It is today that our best work can be done and not some future day or future year. It is today that we fit ourselves for the greater usefulness of tomorrow. Today is the seed time, now are the hours of work and tomorrow comes the harvest and the playtime.'

W.E.B DuBois

VISION

Clark Atlanta University will be recognized internationally as a leading research institution of higher education and learning.

The University will impact society through global innovation, transformative educational experiences, and high-value engagement.



**CLARK ATLANTA
UNIVERSITY**

Campaign Strategies

Combine the finest qualities of a liberal arts education with a commitment to meet the future workforce needs of our city, state, and nation while conducting real-world research that addresses challenging problems, from human health to energy conservation, the environment, cybersecurity, the financial industry, civil and social justice issues.

Leverage our nurturing campus environment to give students opportunities to engage hands-on in the research process to help advance innovation and discovery for every student and every discipline from the sciences to business to the arts.

Empower faculty to bring what they discover in the laboratory and the field into the classroom and take the classroom beyond the campus to transform the learning experience through internships, corporate mentorship, community service, and more.



CLARK ATLANTA
UNIVERSITY

The HISTORY



Over its 150-year history, Clark Atlanta University (CAU) has been a cradle of educational opportunity and a driver of learning and innovation. Building on its social justice history and heritage, Clark Atlanta University is a culturally diverse, research-intensive, liberal arts institution that prepares and transforms the lives of students. CAU is located in the heart of Atlanta, which is the epicenter of the Civil Rights Movement and the modern center of emerging technologies and innovation. Ignited by its history, CAU is committed to delivering accessible, relevant, and transformative education.

Our institutional birthright is steeped in a historic tradition of service and excellence. This birthright spans nearly four centuries among three extraordinary institutions - Atlanta University founded in 1865, Clark College, founded in 1869, and Clark Atlanta University, resulting from the consolidation of two institutions in 1988, saving the legacy and promise of two founding entities. We honor their rich histories- the memories, the connections, and achievements – as we celebrate the CAU of today and our standing as a leader among the nation’s HBCUs.

Since 1957, Clark College and Atlanta University, now Clark Atlanta University, has been a part of the Atlanta University Center (AUC). The AUC is connected by a rich and vibrant heritage and history, a shared set of commitments focused on providing quality education to African Americans. CAU’s historic consolidation brought together Clark College and Atlanta University to create “One Exceptional University” in 1988, and it continues to be the only university in the AUC.

Clark Atlanta University continues to resonate with the extraordinary thought emanating from the brilliant historian, social activist, social commentator of W.E.B. Du Bois - We are and should be captains of our own destiny. Not only are we capable of competing with the best and winning, but it also remains incumbent upon us to do so. Du Bois’ scholarship and hard work were influential in laying the foundation of excellence and innovation for Clark Atlanta University. His legacy lives on through the multitude of powerful and successful CAU graduates who left this campus to enter onto the world stage, prepared to transform the world. CAU is focused on students first while providing academic rigor and the supporting and nurturing environment our students need to succeed in this challenging period in this great university’s life.

The HISTORY

During today's unprecedented global pandemic, civil and social unrest, and political upheaval, higher education is challenged to meet every student's needs in an increasingly competitive and uncertain environment. Clark Atlanta University is not immune to these challenges. To maintain a competitive advantage, CAU must continue to recruit talented students and faculty and provide innovative learning experiences and -state-of-the-art facilities equipped with modern technology. All of this provides our graduates with the necessary tools to be prepared for new career paths, professional opportunities, and positioning them to be successful in their communities and society.

The need for Clark Atlanta University to provide an educational opportunity for African American students continues unabated. Our students come from all corners of the nation and the world to attend CAU. Our graduates leave transformed and prepared to build their professional lives and communities in every major city in the U.S and worldwide because CAU provides them with a critical opportunity for learning from one another and an exciting academic environment.

Our legacy of greatness, the outstanding record of achievement as a Carnegie R2 research university, our dedicated alumni, faculty, and leadership must continue. The need for our student-scholars to be educated in an environment that values their talent, passion, desire for success, respect, and to have a voice to be heard for their particular history has not changed. The continuation of an environment that nurtures and protects our precious and talented student-scholars encourages their strength and determination.. It provides them a pathway to success is the north star for student life at CAU.

To ensure that we retain the ability to provide an environment that allows CAU student-scholars to thrive and succeed, we must partner with our alumni, corporate/foundation partners, civic and community leaders, and friends of the university. These partnerships will guarantee our ability to offer them this unique educational environment and a brighter tomorrow.

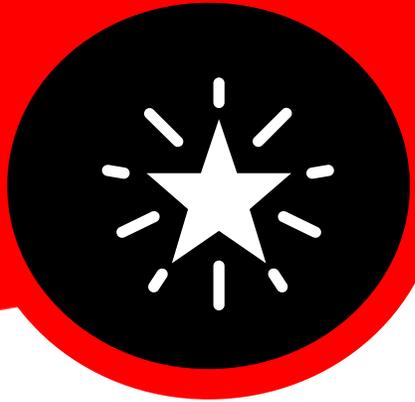


Why Invest in CAU

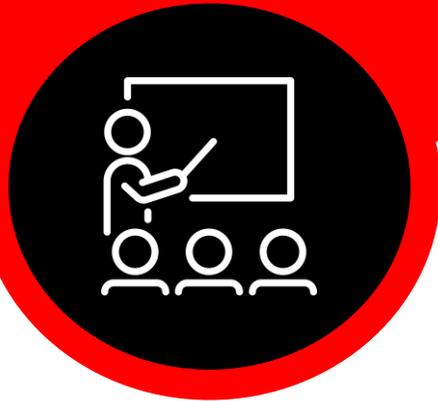
- **CAU produces leaders in nearly every discipline.** Clark Atlanta University serves as a modern-day case study for what happens when underserved students are given the opportunity to thrive in an academic setting. Helping students reach their extraordinary potential is what we do best. Whether mass media arts or social work, the sciences, business administration, criminal justice, or psychology, CAU students are challenged with a rigorous curriculum and exceptional learning, culminating in a capstone project that brings together hands-on research, the use of technology, and presentation skills.
- **CAU graduates think critically and creatively.** Our liberal arts foundation gives students the skills they need to navigate in a competitive work environment, collaborate with others to solve challenging problems and engage the forces of global change. Those virtues will always be in demand, especially given the fact that one-third of today's graduates will eventually pursue careers that do not yet exist. Here's the real CAU differentiator: We use education to level the playing field for our students, who are typically first-generation and come from underserved populations. Nothing is more critical as our global community grows smaller and the fault line between those who are equipped to lead and thrive, and those who are not, widens.
- **Our faculty is world-class.** Great thinkers, writers, and political leaders over the years have given Clark Atlanta University a rich heritage of intellectual leadership. Notable faculty from the past – from Du Bois to Virginia Lacy Jones, Jesse Ernest Wilkins, Jr., Whitney M. Young, Jr., Henry Ossawa Tanner, Hale Woodruff, and Mary Frances Early – have passed the mantle to a new generation of luminaries. Today the likes of Danny Black, Herbert Eichelberger, Ronald Mickens, and so many others carry on a tradition of excellence, blending scholarships with teaching and furthering CAU's reputation as a university on the rise.
- **CAU alumni embody the quest to produce change agents.** A CAU education is infused with civic engagement and social justice agenda. We strive to produce informed citizens who act as change agents in their commitments and workplaces.
- **Our alumni** ranks include; Henry O. Flipper, first African American graduate of West Point; James Weldon Johnson, author, attorney, who wrote "Lift Every Voice and Sing; Ralph David Abernathy, key strategist of the Civil Rights Movement; Marva Collins, innovative educator noted for her work with impoverished students; Kenya Barris - Award-winning producer, writer, and actor; Bomani Jones – *Sports Commentator*, Jacque Reid - Emmy Award-winning, journalist, Kenny Leon - Tony Award-winning director, Brandon Thompson - Vice President of Diversity and Inclusion for NASCAR; Valeisha Butterfield Jones - Chief Diversity and Inclusion Officer at the Recording Academy; Pinky Cole – Founder of Slutty Vegan Restaurant; and Tiffany Cross, host of MSNBC's "The Cross Connection."
- **We live out our mission as an HBCU.** HBCUs represent just 3% of the nation's institution of higher learning, but they produce nearly 20% of African Americans with undergraduate degrees. HBCUs continue to demonstrate the ability to graduate students poised to succeed in the business, research, academic, governmental, and military arenas. Like other HBCUs, Clark Atlanta University is no longer exclusive for African American students: we are an exemplar of equal opportunity education. Today, we have an increasingly diverse student population, including a growing number of international students.

Funding Priority Options

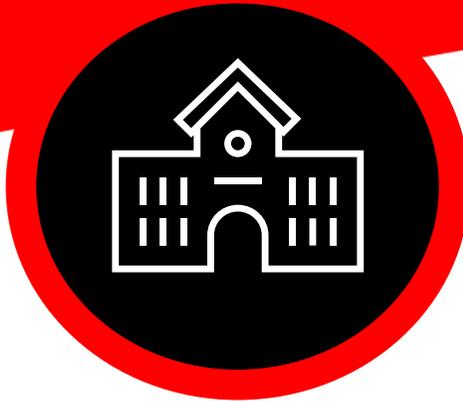
Resources Must Be Aligned With Aspirations



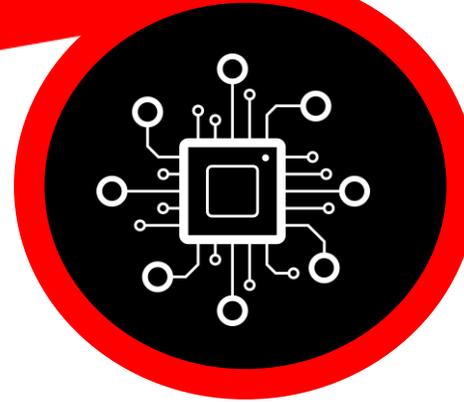
**Scholarship &
Student Success**



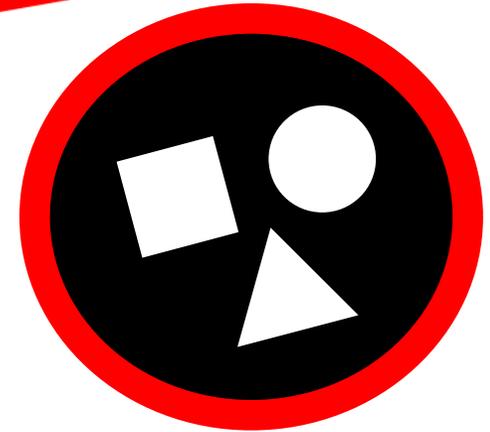
**Teaching, Research
and Service**



**CAU Endowment
(Chairs, Professorships,
Scholarships, etc.)**



**Infrastructure and
Technology**



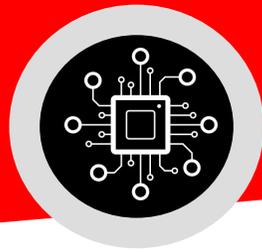
**Programs, Centers
and Special
Initiatives**



Scholarship & Student Success

As the cost of higher education continues to rise and attendance becomes more competitive, support for scholarships helps ensure that the university continues to build on its mission of access, affordability, and diversity. This is in line with our desire to help students *find a way or make one* related to attending college, maintaining enrollment, thinking critically, and graduating.

We are attracting *student scholars* from all walks of life and all levels of accomplishment - investing in them is an investment in our future.



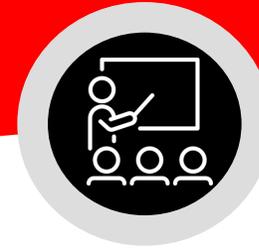
Teaching, Research and Service

Charitable support for teaching, research, and service will increase the efforts to strengthen academic programs and co-curricular offerings, provide additional support and visibility for research and related activity, and continue our history of leadership related to social and civic awareness and engagement.



CAU Endowment (Chairs, Professorships, Scholarships, etc.)

A strong endowment will help the university sustain its mission, vision, and programs into the future. It will provide an additional source of funds for student scholarships and success in perpetuity. It will help recruit and retain the best faculty, it will create an ongoing source of income, it will contribute to management and operational flexibility. It will enhance the university's image and stature.



Infrastructure and Technology

Investing in CAU's infrastructure and technology will afford additional resources for enhancing facilities, student housing, equipment, labs, classroom technology, remote teaching and learning, and enriched educational experiences.



Programs, Centers and Special Initiatives

These funds will allow the university to provide additional support for programs including; athletics, the center for cancer research, civic and social justice efforts, leading in areas related to innovation, technology and entrepreneurship and expanding relationships with alumni and the global community.

CAU Comprehensive Campaign

By Priority

▪ Scholarships & Student Success	\$100,000,000	40%
▪ Teaching, Research, and Service	\$50,000,000	20%
▪ CAU Endowment (Chairs, Professorships, Scholarships, etc.)	\$25,000,000	10%
▪ Infrastructure and Technology	\$50,000,000	20%
▪ Programs, Centers, and Special Initiatives	<u>\$25,000,000</u>	<u>10%</u>
Total	\$250,000,000	100%

Campaign Contact Information



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