

COLLEGE OF AGRICULTURE

BECAUSE
THIS IS AUBURN.

A Campaign for Auburn University





Because This is Auburn is a \$1 billion campaign to propel our university forward through a renewed commitment to our students, a continued promise to our state, and a shared responsibility to the world. As part of the overall campaign, the College of Agriculture is committed to raising \$51.4 million.

Developing sensible solutions that make life better for people and communities in Alabama and around the world is more than our goal — it's our passion, purpose, and work. And it has been since 1872.

The work we do starts before the fork and goes far beyond the farm. It touches every life, every day. Our work — in classrooms and labs, in fields and waters, in boardrooms and communities — increases food production, finds new sources of energy, fuels economies, enhances our landscapes, and conserves our natural resources. Your investment in our students, faculty, programs, and facilities will build a better world.

TOTAL GOAL FOR THE COLLEGE OF AGRICULTURE:

\$51.4 million



“For generations, our college has fueled this state’s leading industry through innovation and training. That has meant a very deep and lasting impact on communities throughout the region and around the world. This is our legacy. And with your support, it is also our future.”

— William D. Batchelor
Dean, College of Agriculture

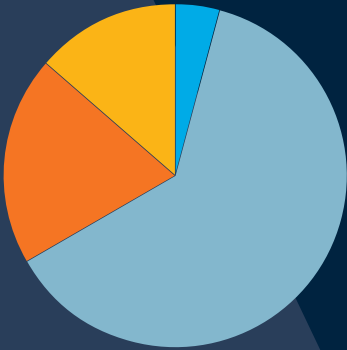
PRIORITIES

for the College of Agriculture

Our vision is to help solve the serious food, environmental, health, and socioeconomic challenges of today and the future through excellence in teaching, research, and outreach.

Expanding our scholarship program will help us recruit and retain exceptional students who are driven to make a difference in the world. Establishing endowed professorships and chairs will allow us to attract outstanding faculty members who strengthen our academic and research programs. Support for increased international study experiences for students, new degree programs that meet our industry’s greatest needs, and improved facilities equipped with the latest technology will enable us to train the next generation of agricultural producers, scientists, business and community leaders, and policymakers.

- Students
\$7 million
- Faculty
\$2.2 million
- Programs
\$32.2 million
- Facilities
\$10 million



50%
INCREASE
*in the number of students
receiving scholarship assistance*

13
ENDOWED
PROFESSORSHIPS
*to attract the best faculty in
their respective fields of study*

\$32.2
MILLION
*to invest in
agricultural excellence*

3
new state-of-the-art
ACADEMIC
FACILITIES

Students

Preparing students to carry on the work of building a healthier, cleaner, more sustainable world is what brings us here every day. That’s why creating new undergraduate scholarships and graduate fellowships is a top priority. Scholarships dramatically change lives. They help students and their families bridge the gap between required tuition and available income and are a tremendous tool for recruiting and retaining stellar students. Scholarships put an Auburn agriculture degree within reach of the brightest, most talented, and most determined students. In the U.S. today, the average student borrows almost \$25,000 in earning an undergraduate degree — nearly \$40,000 if his or her goals include a master’s degree. Scholarships and other financial awards eliminate or significantly ease the burden of student-loan debt for graduates.

\$7 million



Faculty

Our academic excellence and our students’ ultimate success hinge on an unparalleled faculty — remarkable scientists and scholars who teach, inspire, guide, challenge, and care. Our professors lead groundbreaking research programs that find solutions to the issues facing society today. Endowed professorships and chairs are powerful tools for attracting world-class faculty members and for honoring and retaining veteran faculty. The addition of outstanding, innovative teachers and pioneering researchers to our faculty enhances the value of an Auburn agriculture degree and ensures we achieve our vision of producing knowledgeable, highly trained graduates dedicated to improving people’s lives.

\$2.2 million

Programs

We’re committed to capitalizing on emerging opportunities in agriculture. Support for our many teaching, research, and outreach programs will enrich the lives of not only our students but also our stakeholders and communities. We can augment our students’ college experience through hands-on, outside-the-classroom learning opportunities, including undergraduate research and a variety of professional development programs. In addition, creating new degree programs and enhancing our existing curriculum will allow us to respond more effectively to the ever-changing needs of the agricultural industry.

\$32.2 million

Facilities

New and renovated teaching and research facilities that offer the most technologically advanced equipment are vital to our land-grant mission and to our work. State-of-the-art laboratory and learning spaces not only inspire innovative research by our agricultural and environmental scientists but also contribute to student success. Students who gain hands-on experience working with the most modern equipment and technologies are prepared to step immediately from Auburn into the world and begin making an impact.

\$10 million



Your gift to Auburn has **REAL IMPACT**



“The more involved I became, the more my worldview changed.”

My goal was to go to Auburn, get a degree in poultry science, and become a plant manager in food manufacturing. My family was supportive, but they let me know I needed to pay for my degree myself. After a lot of work researching and writing essays for applications, I received enough scholarships to make funding my education possible.

Those scholarships, which were made possible by many donors, ended up changing the direction of my career goal. I didn't have the burden of working extra jobs on top of my coursework, which enabled me to get involved with college activities, such as the Agriculture Council. The more involved I became, the more my worldview changed. I saw problems on a global scale that I can help address, such as how to feed the world's growing population. Now, my career goal is to go into international development for food production, where I can help influence policy decisions for a better world.

— **Sarah Stephenson**
Senior, Poultry Science



Auburn was where I learned to learn. It's where I learned to communicate with others, and it's where I met my wife, Leann. We've been fortunate in our lives — we've made more good decisions than bad ones, and we believe Auburn is a great learning institution for every person who wants an education. We want to enable all students who have a desire and ability to succeed, regardless of need or merit.

I was what you would call an “average student.” Yet average students are the people who are the entrepreneurs and gamblers of tomorrow. They are the ones who are going to make this country better and build future jobs. These students are this country's future, and we need to provide them with every chance to succeed. That's why we believe it is so important for entrepreneurs to give back.

— **Mike Rowe '78, Agriculture; and
Leann Rowe '78, Liberal Arts**

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AUBURN

UNIVERSITY

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