

Growing Connections

Point Park University Donor Annual Report 2014

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Cover: Connections are growing throughout Point Park University, whether it's students gathering on the stairs of Lawrence Hall, studying microbiology, or dancing in the George Rowland White Performance Center.

President's Letter



Over the past year, I have had the tremendous fortune to meet, collaborate with, and learn from a wide variety of people, ranging from college students and colleagues, to an inspiring list of University supporters. The Point Park community now stretches from the corridors of our downtown Pittsburgh campus, across the United States, and onto continents across the globe through the reach of our vibrant and growing alumni network. It is both humbling and inspiring to know that, no matter the distance, members of our extended community recognize and support all of the great work that is being accomplished at Point Park today.

Inside the pages of our second annual donor report, you will find examples of how the collective support of our community can make extraordinary things possible. Whether it be through charitable gifts to the Annual Fund or endowed scholarships, support for ground-breaking programs like the Accounting Career Awareness Program, or the sponsorship of marquee events like Broadway Bound, the participation and generosity of Point Park alumni, parents, faculty, staff, local businesses and friends demonstrates the community's commitment and investment in the future success of Point Park University and its students.

The most notable gesture of that commitment and investment this year came in the form of a \$15 million bequest — the largest in the University's history — by the late George and Kathleen White. As two of the University's staunchest advocates and supporters, George and Kathleen White shared their time, talent and treasure with the community as active volunteers and members of the Board of Trustees, generous donors, and classroom instructors. Their gift will support a number of initiatives, including the Pittsburgh Playhouse construction fund and enhancements to the University's School of Business, and is one example of how gifts may be distributed among various initiatives at the University that directly impact our students and our community in many ways. Throughout the year, more than \$5 million was donated to project specific initiatives, programmatic and academic support, as well as scholarships for students. Alumni, parents, faculty, staff and friends came together to raise \$375,000 for the Annual Fund campaign, which directly supports the University's most pressing needs. Every dollar donated to the Annual Fund made a significant impact on the lives of students and faculty and we could not be more grateful.

Your gifts help to support important new initiatives, which strengthen our commitment to student success. One such example is Point Park's new core curriculum, beginning with the City-University Life freshman seminar course and culminating with a senior capstone project. They will also benefit from a new eight-term advising model, "Pathways to Success," in which students will connect with both an academic advisor and an advisor in Point Park's Center for Student Success during each semester.

The following is said frequently, because it's true: This is an exciting time of growth for Point Park University. We are proud and honored to share our achievements with you, because it would not have been possible without you. If you haven't visited the campus recently, by all means, please do. You will be amazed by what you see.

Sincere thanks,

Paul Hennigan President

POINT PARK U N I V E R S I T Y



3,954 students received financial assistance in 2014 to attend Point Park, representing 93% of the student population.





More than 40 endowed scholarships grant funds to more than 50 Point Park students each year.

Over the past 20 years, more than 1,000 Point Park students have been able to further their education through scholarship grant funds.

Student Connection

Investing in the Future

More than 600 students have benefited from 43 endowed scholarships established by alumni and friends of Point Park University. Scholarship support not only makes attending Point Park University possible—it also helps to spare graduates from excessive and debilitating debt. Point Park University is committed to keeping its distinctive education affordable. More than 93 percent of students demonstrate financial need and receive some form of aid. Ninety nine percent of incoming Point Park freshmen received financial aid — with an average assistance package of \$21,900 for the 2013-14 academic year, with much of the aid coming in the form of loans or work-study opportunities.

Scholarship support is an investment in a student's future, enabling talented and deserving students to gain the

For more information on establishing or donating to an endowed scholarship fund, please contact Penny Schnarrs at

412-392-8060 or pschnarrs@pointpark.edu.

distinctive, lifelong benefits of a Point Park University education. Endowed scholarships are also an investment in the University's future, helping us keep Point Park University affordable for upcoming generations of students without sacrificing our traditional high level of quality in instruction and academic programs. Most importantly, it is enduring, because endowment provides an inexhaustible source of funding for future scholarship awards.

Each year, Point Park hosts our annual Scholarship Awards Dinner, which allows students the opportunity to meet and thank their donors in person. We asked our awardees to explain what scholarships mean in their own words. Some have shared their thoughts, which articulate a very realistic portrait of students today and their struggles.

"My scholarship has made it possible for me to live on campus and be able to further my education in order to reach my goals in the business field. I am so thankful [for] generous gifts like the Richard Tucker Memorial Scholarship."

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Student Scholarship Awards Dinner

Pictured here from November, 2013 event:

Seated: Linda Esposto, Dr. Paul Caplan, Tom Golonski '72, Elizabeth Cope

Next row: Rebekah Coley '12, Emily Boehm, Stephanie Fairley, Dr. Paul Hennigan, Kelly Gibson, Tovah Powell, Elizabeth Wessing Romo, Kyona White-Green

Last row: Rick Nissen, Samantha Sanchez, Dillon Kunkle, Audrey Eisentrout, Percy Wimbs, Raymond Delien, Hilary Wavrek, James O'Toole, LaChan Russell-Cudack



"Receiving [a scholarship] motivates me to continue to give my best and makes me confident that I can succeed in my future endeavors as a national broadcaster."

"To be a professional journalist, I knew I had to attend a top-notch school with a top-notch program. I fell in love with Point Park and I could not look in any other direction. The scholarships made it possible for me to go to the school of my dreams and get my dream job."

"I am a senior in the Accelerated Business program. Because of your financial generosity, I am excited to pursue a higher degree, my MBA. I plan to open my own business, which will help create more jobs. This scholarship has inspired me to help others by giving back to the community. I hope one day I will be able to help other students achieve their goal just as you have helped me."

"This scholarship has made it so that I will not have to take out as many student loans for the rest of my college career. I know that when I am out of school, I will be even more grateful for the loans that this scholarship took care of."

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Gratitude



donor profile Keya Johnson '10

"I like to donate to good causes and various charities," said Keya Johnson. A 2010 graduate with a B.A. in Instructional Studies, Johnson was excited to participate in #PointParkPledge after seeing Facebook posts.

Johnson remembers vividly what it's like to be a student trying to juggle classes, work, and a bank account.

"Point Park offered a lot of scholarships," and that helped her decide to attend Point Park. "And I remember that there was no registration fee if you applied online. That's a big help if you want to apply but don't have the money to do it."

Johnson commuted from Aliquippa, PA, approximately 25 miles north of Downtown Pittsburgh, to attend classes and was grateful for the student discount on a bus pass.

"I worked during my time in school. Students today maybe can't work or need help paying fees associated with commuting, or need a scholarship for tuition. This donation can help them."

Johnson, 29, lives in Baltimore, MD, and works for the public school system as a tutor for the Reading Partners program. She says that the education program at Point Park was "awesome" and it prepared her for her profession.

"If I ever move back [to Pittsburgh], I'll go to Point Park for my Master's Degree."

Donor Connection

Social Media Campaign Raises \$3,416.84

#PointParkPledge Connects Alumni, Faculty and Friends

As highlighted throughout this Donor Recognition report, last fiscal year was a time of many firsts for Point Park University. One such initiative — #PointParkPledge — was designed by the Development and Alumni Relations Department to connect alumni, faculty, staff and students through social media.

As the University welcomed the largest freshman class in history, with more than 600 students, the alumni Facebook page and targeted emails to faculty, staff, and alumni all shared the message to support the incoming Class of 2018 with a donation of \$20.18.

"Encouraging online giving and using social media channels to promote awareness are the norm at institutions everywhere," said Sharon Navoney, Vice President, Development and Alumni Relations. "We expanded our fundraising efforts to be where alumni are engaging with their families, friends and each other. This is most important to us: to stay connected, combining today's technology with tried-and-true methods, to the University family of alumni, faculty, staff and friends."



Using #PointParkPledge, various activities and events that took place during the week leading up to Convocation on August 22, were featured on social media. The campaign attracted a wide variety of supporters, including Keya Johnson, a 2010 graduate living in Baltimore; Rubén Graciani, the University's new Chair of Dance; and Mark Broadhurst, a member of the University's Board of Trustees. You can hear more about our #PointParkPledge in our donor profiles on pages 7 and 8.

Overall, the first-ever social media campaign raised \$3,416.84 — thanks to 70 donors, including seven new donors. The funds raised will support academic programming, campus activities, student financial aid and much more. Through the social media channels, the campaign reached nearly 13,000 people during that week.

"The response and engagement was phenomenal for our first time," said Navoney. "We can continue to build on this outreach to communicate with our alumni and further the mission of the University. We are grateful for everyone's support and enthusiasm."



Volunteer Connection

"The University has always been much more to me than an institution. It's been a home, a classroom, and most importantly, a springboard for inspiration and collaboration."

Ms. Potter-Murray is the current president of the Point Park University Board of Directors, presiding over the volunteer governing board of the Alumni Association. She is the youngest graduate to take on this role. Not only does Ms. Potter-Murray give her time to Point Park University as an active volunteer, she is also a consistent donor to the Point Park University Annual Fund.

As a student, Ms. Potter-Murray saw the impact of philanthropic support and alumni engagement on her educational journey. The cumulative gifts from alumni, parents, faculty and staff made a difference — providing financial aid to her and fellow classmates, funding faculty scholarship, and supporting funding for student groups, including the United Student Government, where Ms. Potter-Murray served as vice-president during her senior year.

"As a student, I led efforts to facilitate connections between students and alumni, and I am thrilled to continue that role leading the Alumni Association," Ms. Potter-Murray said when asked about what motivated her to take on a leadership role.

"Alumni truly have an impact on the day-to-day lives of students, whether that is through their time, talent or treasure. It gives me great pleasure to be part of the transformative experience that Point Park University provides to its students, both as a volunteer and as a donor."



Members of the Point Park Board of Directors

Back row, (L to R): Melanie Hailsham '12; Mary Josefoski '71, '91; Kelly Coccia '01; Kari Carbone '96, '00; Carrie Butler '95; Anne Cole '09; David Jenkins '07, '08

Front Row (L to R): Jamie Inferrera '10, Secretary; Carrie Potter-Murray '09, President; Christine Demore '12, Vice-President Not Pictured: Jackie Clarke-Havrilla '73; Ellen Gamble '90; Linda Kistler '72

"I feel blessed to have had the opportunity to attend Point Park. My university experience put me on the path to achieve my success. It feels good to give back and help others on their path to success."



Tony Chammas '85 is a member of the Point Park University Board of Trustees and chairs the Board's Development Committee which focuses on University fundraising and community engagement efforts. Tony is pictured here (second from right) at the 2014 Laurel Valley Golf Outing. This year's proceeds benefited The Athletic Travel Fund, raising more than \$41,000 to support our student athletes.

Parent Connection

Parents Partner with University to Directly Impact and Enhance the Daily Student Experience

The Point Park community is filled with passionate and supportive donors. From alumni, to business partners, to parents, Point Park University is fortunate to benefit and thrive from this support. Joel and Kathy Ross are an example of such parents in our community. Their son, Justin, is currently enrolled in the University's Electrical Engineering Technology (EET) program. In addition, their daughter, Melodee (Holsinger) Bridges, is a 1998 graduate of the University's Musical Theater program. They have an affinity for ingenuity and transformation. Joel currently serves as President and CEO of Universal Electric Corporation (UEC), a company founded by his grandfather. UEC has revolutionized electrical power distribution in data centers, industrial manufacturing facilities, retail chains and grocery stores worldwide.

Joel and Kathy donated \$21,000 to purchase vital equipment for the planned expansion to the Electrical Power Laboratory on campus. The Power Lab is used for undergraduate "We are happy to support the university, and our company already hired two graduates of the Electrical Engineering Technology program at Point Park."

instruction in the program. This laboratory currently supports courses in electric machines (motors, generators, and transformers) at six student workstations and will additionally support new courses in power electronics and motors controls.

Their generosity greatly supports Point Park's mission to prepare graduates to apply knowledge to achieve their goals, advance their professions and serve their communities. In particular, our EET students will experience the education and training necessary to prepare them to meet the demands of the electrical power industry by preparing them on power systems in a more individualized setting.

Community Connection

New Initiative a Win-Win for Local Businesses and Students

For more than 50 years, Point Park University has built its reputation on offering a strong education to its students, as well as building steadfast relationships with its neighbors and supporters. The year 2014 proved to be no different. As a matter of fact, Point Park took its relationship with friends of the University to a new level this past year, by offering a new and exciting "win-win" initiative known as Community Connections.

Community Connections is an opportunity for local businesses to partner with Point Park, ultimately having a greater impact on, and greater visibility in our region. In a nutshell, businesses support the University's Annual Fund, helping to make a Point Park education possible for some of the more than 90 percent of students who receive financial aid. The Annual Fund also enhances academic and student programming.

In return, Community Connections partners — depending on their level of support — can receive recognition on the University's website and Facebook and in its annual report, in addition to receiving President's Circle membership benefits and tickets to a Pittsburgh Playhouse performance.



TEDCO Construction Corp. was one of the first companies to become a Community Connections partner. For company president James T. Frantz, choosing to support the venture was an easy decision.

"TEDCO is proud to be a partner of the inaugural Community Connections program," said Frantz. "The program not only is helping to build a stronger community today, but it's building a stronger future by supporting our leaders of tomorrow."

Joe Burgander, direct account team leader of Trane Corp., concurs. Trane, another Community Connections partner, specializes in heating, ventilation and air conditioning systems.

"It's an easy decision for us to participate in Community Connections and support Point Park's Annual Fund when the end result helps students get a quality education at a premier university."

Inaurgural members of Community Connections, in addition to Trane and TEDCO, include Arthur J. Gallagher & Co. and MAHLA Office Furniture.

For more information about Community Connections, call 412-392-8018 or visit www.pointpark.edu/communityconnections



donor profile Rubén Graciani

As the new chair of the dance program at Point Park's Conservatory of Performing Arts, Rubén Graciani was still unpacking his office when he saw the email blast announcing the #PointParkPledge and thought it was a great idea.

"I've been at other institutions where it's a faculty and staff tradition to be involved," said Graciani who previously was was a member of the Skidmore College faculty. "I donate to lots of places, including my alma mater, and other organizations of which I've been involved."

At Point Park, he already is starting new traditions such as streaming live the Student Choreography Project using C360 Technologies so that anyone could watch select performances online and control the camera angle with a click of the mouse. He also wants to add live music to some of the shows, create special sets and invite more guest artists.

As Graciani continues to bring his dance style and experience to Pittsburgh, he feels welcomed in the city and the university. "I like to feel involved and committed to the places where I'm working," he said.

Partnership

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donor profile Mark Broadhurst

Mark Broadhurst was drawn by the "simplicity" of the #PointParkPledge campaign. "Twenty dollars and 18 cents is a very doable amount," he said. "It was an amount that didn't take away from giving again during the year."

Broadhurst, a member of the Point Park's Board of Trustees, learned more about the University while being involved in the initial conversations about The Academic Village concept. He liked the school's commitment to Pittsburgh's Downtown as a place to work and live by making it a "vibrant place, and extending the nine to five mentality."

Broadhurst's involvement with the board has led to creative partnerships between the school and Eat n'Park where he serves as the Vice President of Corporate Dining and Retail. Last year, the Eat'n Park accounting department hosted students participating in the University's Accounting Careers Awareness Program (ACAP). ACAP is a one-week summer residency program that introduces minority high school students to accounting, finance, economics, technology and management while providing the foundation of financial literacy. "Everyone enjoyed the experience. It was another tie to community," he said.

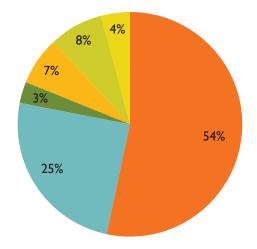
A part of Broadhurst's role, and that of the rest of the Trustees, is to strengthen the University's connections to the community — including corporate neighbors, alumni and students — and incorporate into those relationships a culture of philanthropy. Building this community can start small, like welcoming new students whether messaging through social media, attending Convocation or donating \$20.18 in support of the Class of 2018.

"You made it easy to do — just click," he said. "It was part of the excitement of the students returning and Convocation. I have an interest in the University, and this got my support."

Annual Fund at a Glance

Participation by Affinity Group

Alumni 639
Parents/Friends 294
Trustees
Corporations/Businesses
Faculty/Staff 101
Other
Total 1,192



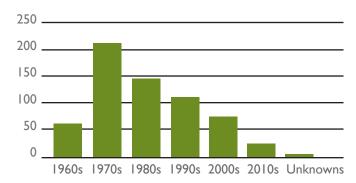
Annual Fund

	Undesignated Gifts	All Gifts
Alumni/Friends/Parents	\$70,539	\$119,822
Business/Other	\$56,558	\$181,406
Faculty/Staff	\$22,775	\$26,439
Trustees	59,586	122,228
Grand Total	\$188,026	\$377,192

50 percent of the annual fund is unrestricted, helping fund the University's greatest current needs.

Alumni Participation by Decade

1960s	61			
1970s				
1980s				
1990s				
2000s	73			
2010s	23			
Unknowns4				



Giving Societies

Founders Society

The Founders Society is an exclusive membership group for the first 100 alumni, trustees, faculty members or friends who make a lasting commitment to Point Park University in their wills, trusts, or estate plans. Various types of commitments, confirmed in writing, qualify you for membership in the Founders Society.

If you are considering such a gift, please let us know so that we can help you and your advisers complete the gift in a way that benefits your estate and makes clear your commitment to Point Park University.

For more information, contact 412-392-8097 or visit plannedgiving.pointpark.edu

T = Trustee * = Deceased F/S = Faculty/Staff H = Honorary Degree

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Commitment

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President's Circle

Members of the President's Circle are special leadership donors who give \$1,000 or more during the fiscal year (Sept. 1 through Aug. 31). Our President's Circle members are generous alumni; parents; other family members of students; faculty and staff; former faculty and staff; current and former members of the Board of Trustees and other friends of Point Park University. Gifts can be cumulative or a one-time gift as long as it reaches or exceeds \$1,000 during the fiscal year. Matching gifts can be applied. Event sponsorships and ticket sales are not qualified for status. Monthly payment options are available.

For questions, contact 412-392-3999 or annualfund@ pointpark.edu

T = Trustee * = Deceased F/S = Faculty/Staff H = Honorary Degree

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