



EASTERN ILLINOIS UNIVERSITY

TODAY. TOMORROW. TOGETHER.

THE CAMPAIGN FOR
EASTERN ILLINOIS UNIVERSITY
PRELIMINARY CASE STATEMENT



DRAFT



TODAY

WE CELEBRATE A SHARED HISTORY



TOMORROW

WE ENVISION A BRIGHTER FUTURE



TOGETHER

WE CAN MAKE A LASTING IMPACT

With the creation of Plan 2028, EIU’s strategic roadmap, we outlined a vision to guide the entire Panther Community — a vision focused on securing EIU’s position as a premier comprehensive university, global in its reach and impact, and with student success at the heart of everything we do.

EIU’s future isn’t just about bricks and mortar; it’s about investing in the intellectual capital of our students. It’s about fostering an environment where innovation, diversity, and excellence thrive. When we offer robust scholarship opportunities, state-of-the-art facilities, and faculty and staff empowered by modern skills and technology, EIU can be the university destination of choice for thousands of future Panthers.

Together, we can make this vision a reality.

Today, I call upon our generous alumni and donors, as essential partners in EIU’s success, to join us in transforming this bright vision for EIU’s future into a shared reality.



JAY D. GATRELL
President
Eastern Illinois University





PRELIMINARY CAMPAIGN GOAL:

\$55M

TOGETHER, WE CAN MAKE THE VISION
OUTLINED IN PLAN 2028 A REALITY.

For more information on Plan 2028, visit: [EIU.EDU/STRATEGICPLAN](https://www.eiu.edu/strategicplan)

PRIORITIES



BRIDGE THE GAP | \$15M

TRANSFORMING LIVES BY PROVIDING
STUDENTS WITH AN AFFORDABLE
& ACCESSIBLE EDUCATION



STUDENT SUCCESS & EXPERIENCE | \$10M

SUPPORTING THE PEOPLE, PLACES,
TECHNOLOGIES AND SPACES THAT
ARE CRITICAL FOR ACADEMIC
EXCELLENCE & STUDENT EXPERIENCE



EIU IMPACT & INNOVATION | \$10M

INVESTING IN UNRESTRICTED
FUNDING TO FUEL INNOVATION
AND PROVIDE ESSENTIAL SUPPORT
TO THE EIU COMMUNITY



PANTHER PERFORMANCE | \$20M

SECURING AN EXCEPTIONAL FUTURE
FOR PANTHER TEAMS, ATHLETIC
FACILITIES & STUDENT-ATHLETES

BRIDGE THE GAP



TRANSFORMING LIVES BY PROVIDING STUDENTS WITH AN AFFORDABLE & ACCESSIBLE EDUCATION

PRELIMINARY GOAL:
\$15M

TODAY

In 2022, 3449 full-time EIU students applied for need based financial aid and in the 2022-23 school year more than \$52 million in scholarships and awards were given to EIU students, averaging more than \$14,000 per student.

TOMORROW

Escalating expenses, including tuition fees, textbooks, and living expenses, pose a significant barrier for many individuals aspiring to pursue a college degree. The burden of accumulating student loan debt weighs heavily on students, affecting their choices of institutions and fields of study—a burden exacerbated by socio-economic inequalities. Moreover, the uncertainty of post-graduation employment and the ability to repay loans adds an additional layer of anxiety. As a result, prospective college students will increasingly choose a college that offers not only affordable pathways to obtain a degree but also one that provides a substantial return on their investment.

TOGETHER

We seek to partner with the EIU community to make the dream of obtaining a college degree accessible and affordable for all students.

OPPORTUNITIES FOR SUPPORT CAN INCLUDE:

ENDOWED SCHOLARSHIPS

Help open doors for all future generations of EIU students.

TARGETED SCHOLARSHIPS

Provide support for first-generation students, students with financial need, and other underserved populations.

GRADUATE FELLOWSHIPS

Allow graduate students to focus on their research and training.

EXPERIENTIAL LEARNING

Support opportunities for students to study abroad, hold paid on-campus internships, impact the community, and more.

EMERGENCY SUPPORT

Help our most at-risk students during their greatest time of need.



As a first-generation college student, money is a hard topic for me and my family. This scholarship allows me to continue my studies and alleviate financial stressors to further my education like my mom wants me to.

Rob Le Cates
Journalism Major
Decatur, IL



Thanks to the scholarship, a burden has been lifted. It enables me to continue my journey without the constant concern of finding additional funds.

Amairany Bueno Benitez
Marketing Major
Rantoul, IL



Receiving the scholarship is not just receiving money for me; it tells me I am seen as having potential for the future of our society.

Terrell Steele
Hospitality &
Tourism Major
University Park, IL

STUDENT SUCCESS & EXPERIENCE



PRELIMINARY GOAL:
\$10M



SUPPORTING THE PEOPLE, PLACES, TECHNOLOGIES AND SPACES THAT ARE CRITICAL FOR ACADEMIC EXCELLENCE & STUDENT EXPERIENCE

TODAY

Students are at the heart of everything we do at Eastern. We strive to ensure that their educational journey is transformative and that their student experiences are fulfilling. EIU alumni all know something that we work hard to show our almost 9,000 students from day one — EIU is special.

EIU fosters a vibrant campus life with a focus on ensuring every student thrives. The Counseling Clinic, Medical Clinic, Career Services, Campus Recreation and more support our students' wellbeing. Through interactions with residence halls, student organizations, Greek life, study abroad programs, intramural sports, and so much more, every student is provided opportunities to connect, find their community, and build experiences that will shape their future.

Academically, we offer more than 50 undergraduate degree programs and over 30 graduate degree programs. We are a destination school for many international students. We are proud of our tremendous faculty-student ratio of 1:14. EIU's culture of continuous learning and commitment to providing a progressive, effective education impacts our students' success now and long into the future.

Active learning opportunities are key both in the classroom and out in the field. Our Academic Success Center is committed to helping every student excel and persist to graduation.

ACTIVE LEARNING BENEFITS

22%
LESS LIKELY TO FAIL A COURSE

20%
HIGHER GRADES THAN TRADITIONAL METHODS

83%
OF STUDENTS REPORT AN INCREASE IN CONFIDENCE IN THEIR RESEARCH SKILLS

STUDENT LIFE AT EIU

1,258

RESIDENCE HALL PROGRAMS

4,170

COUNSELING CLINIC HOURS SPENT WITH STUDENTS

104,411

CAMPUS RECREATION VISITS

150+

REGISTERED STUDENT ORGANIZATIONS

for academic year 2022-2023



STUDENT SUCCESS & EXPERIENCE

TOMORROW

Students increasingly seek to attend universities that offer flexible and high-tech learning spaces like they experienced in high school, spaces characterized by adaptable space design, embedded advanced technology, and dynamic and adaptable furniture and tools for individual and group work. These enhanced learning environments are proven to improve learning and retention and increase student confidence in their ability to practically apply what they are experiencing in the classroom.

Our inspired students need faculty equipped to meet the evolving training and educational needs across all fields of work in an increasingly global society. To meet the demands of a future-oriented learning experience, and with philanthropic support, we can move quickly. EIU seeks to establish the Faculty Development and Innovation Center, a center focused on instructional innovation and effectiveness. EIU's faculty is eager to integrate the latest educational and instructional training and technologies to best prepare our students for their future careers.

Students expect a rich life beyond the classroom. Modernization of residence halls will help us to meet and exceed the expectations of students. Students understand the importance of connection and support, and philanthropic investment for cultural centers, the Counseling Clinic, wellness offerings, first-generation student support, Greek Life, experiential learning opportunities, student spaces and programming, and more will help make EIU a competitive destination for future students.

TOGETHER

Partnering with our alumni and donors, we can ensure that EIU students receive a transformative, world-class education, experience a robust and enriching student life, and graduate equipped with the knowledge and skills to positively impact the world around them.

OPPORTUNITIES FOR SUPPORT CAN INCLUDE:

ACTIVE LEARNING SPACES

Provide flexible spaces and advanced technology to enhance the educational environment.

STUDENT COMMUNITIES

Strengthen student experience by funding living learning communities, cultural centers, student organizations, and more.

ACADEMIC & STUDENT FACILITIES

Support capital improvements to ensure EIU is a competitive destination for students.

FACULTY DEVELOPMENT & INNOVATION CENTER

Help our faculty provide an innovative, effective, and experiential education to students.

STUDENT WELL BEING & BELONGING

Impact students by supporting the Food Pantry, Counseling Center, Career Center, Campus Recreation, Cultural Centers, Leadership Development, and more.

87% of U.S. students consider the technology savviness of colleges to be important when applying for admission

EIU IMPACT & INNOVATION



INVESTING IN UNRESTRICTED FUNDING TO FUEL INNOVATION AND PROVIDE ESSENTIAL SUPPORT TO THE EIU COMMUNITY

TODAY

Eastern Illinois University's vibrant campus, the professors who challenged you, and the experiences that shaped your future are all part of what drew you to EIU—and why you have remained connected. Generations of EIU donors have philanthropically supported the university and that rich campus environment that made your EIU experience so special. Today's budgetary challenges, the competitive landscape around student and faculty recruitment, unforeseen operational challenges, building maintenance needs, and more means that now, more than ever, EIU has great need to grow private, unrestricted institutional support.

TOMORROW

Budgetary constraints for universities will continue to grow as the number of college-bound high-school graduates decreases. EIU will need to be nimble and respond to these challenges to ensure we are able to fund recruitment initiatives, grow our student population, and keep tuition affordable. Built in 1895, our needs to maintain and upgrade our existing and historic buildings will continue to grow, and sometimes building maintenance and classroom technology issues are unplanned. The number of university students facing food insecurity, housing insecurity, and emergencies will increase as economic constraints grow and impact all students. Unrestricted funding is a powerful way to invest in and impact EIU, as it allows us to address critical, time sensitive, and unplanned needs.



PRELIMINARY GOAL:

\$10M

TOGETHER

By providing unrestricted philanthropic support, you directly invest in the next generation of Panthers, ensuring they have the same opportunities that launched you on your path.

HOW DOES UNRESTRICTED SUPPORT FUEL INNOVATION AND HELP SUPPORT THE ENTIRE EIU COMMUNITY?

UNIVERSITY-WIDE IMPACT

Support that impacts the entire EIU community.

CATALYST FOR CHANGE

Allows EIU to innovate and respond to needs as they arise.

PROGRAMMATIC SUPPORT

Equips EIU to meet the emerging, and sometimes unplanned, needs of our students.

IMMEDIATE AVAILABILITY

Gifts are immediately available, allowing EIU real-time responsiveness in a rapidly changing educational landscape.

ENHANCED STUDENT SUPPORT

Unrestricted gifts enhance scholarships, support student activities, fund wellness initiatives and more.

UNRESTRICTED SUPPORT IS A POWERFUL INVESTMENT IN EIU'S SUCCESS

PANTHER PERFORMANCE



SECURING AN EXCEPTIONAL FUTURE FOR PANTHER TEAMS, ATHLETIC FACILITIES & STUDENT-ATHLETES

PRELIMINARY GOAL:

\$20M

TODAY

EIU Athletics is home to 20 NCAA Division 1 sports, and our student-athletes are able to fulfill their dream to compete at the D1 level while achieving success both in the classroom and on the field.

Recent on-the-field success has included EIU softball winning the Ohio Valley Conference Tournament and advancing to the D1 NCAA Tournament, baseball winning the Ohio Valley Conference Tournament and advancing to the NCAA DI Regionals, the men's and women's cross country teams earning back-to-back OVC Championships, the football team becoming nationally ranked at 24 in an FCS poll, and so much more.

We prioritize and emphasize the importance of "student" in the title student-athlete. In the fall of 2023, 19% of student-athletes earned a 4.0 GPA. Student-athletes who earned a 3.00-3.99 GPA was 50% and the total percentage of student-athletes with a 3.00 or higher was 69%. Our Panther Athletic Support Services team provides a study area for our athletes and provides specialized academic support, academic advising, and at-risk programming.

We continue to welcome Panther fans to watch our student-athletes compete at O'Brien Field, the Lantz Complex, Groniger Arena, Coaches Stadium, Lakeside Field, Tom Woodall Panther Trail, and more.

TOMORROW

Recruitment of student-athletes for D1 schools is competitive, and we strive to build on our current momentum and remain a destination of choice for the student athletes of tomorrow. The ability to recruit and retain experienced, successful coaches who demonstrate the highest character and integrity is critical to helping us recruit student-athletes who are eager to learn and compete at the highest level. Offering training facilities with the newest equipment and technologies and supporting our athletic trainers in their work helps our student-athletes obtain peak performance while centering their safety and lifelong health and wellness. With the ever-increasing cost to obtain a college degree, to attract the best student-athletes we also need to provide more scholarships that fully cover the cost of attendance. Further investment in Panther Athletic Support Services will provide us with opportunities to grow classroom support and invest in new technology and equipment.

Athletic facility maintenance and renovations are a priority. Universities with upgraded, exceptional facilities are able to attract the best student-athletes. We also want to ensure an exceptional fan experience for our EIU Panthers fans.

TOGETHER

Support for EIU Athletics goes beyond the scoreboard, fueling scholarships that empower individuals to excel academically and athletically, fostering facilities that cultivate champions, and igniting a school spirit that unites our Panther family.

OPPORTUNITIES FOR SUPPORT CAN INCLUDE:

STUDENT ATHLETE SCHOLARSHIPS
Help recruit and retain student athletes.

FACILITIES
Upgrade existing and build new athletic facilities to attract the best athletes.

EDUCATIONAL PROGRAMS
Support tutoring and mentoring programs to ensure academic success.

WELLNESS & TRAINING SUPPORT
Help fund nutrition, strength and conditioning needs of our student athletes.

OPERATIONAL FUNDS
Provide critical funding to support Panther Athletics coaches, trainers and staff.

ANNUAL SCHOLARSHIP GAP:
\$506,000

22 ADDITIONAL FULL SCHOLARSHIPS NEEDED



19% OF STUDENT-ATHLETES EARNED A
4.0 GPA



WE INVITE YOU TO DREAM BIG WITH EIU
AND HELP US SHAPE A BRIGHT FUTURE FOR
THE ENTIRE PANTHER COMMUNITY.

**TODAY.
TOMORROW.
TOGETHER.**

THE CAMPAIGN FOR
EASTERN ILLINOIS UNIVERSITY



EASTERN ILLINOIS UNIVERSITY

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