

Letter from the President

Dear Friends,

The year 2009 marked a transition in the remarkable chronicle of Northeastern State University. We celebrated the Centennial, embraced our rich history, and then turned to the business of charting our second century. As we stride into NSU's next 100 years, we are motivated by the vision and accomplishments of those who proclaimed education to be a regional value as early as 1846. We are the inheritors of their persistence, acumen and sense of service to the community.

At a time when charitable giving in the United States reached its second lowest level since the Great Depression, the NSU Foundation achieved historic highs in fundraising. The outpouring of philanthropy from those who believe, as you do, in the value of higher education resulted in a banner year in 2009, setting records in the dollar amount of donations to the Foundation, the number of donors, and staff and faculty giving. Among these gifts is the institution's first \$1 million donation, the largest single pledge in NSU history.

The story behind this milestone gift exemplifies the impact a single life can have on future generations. Through the generosity of Gregg Wadley and his wife, Dr. Betsy Brackett, the third floor of Bagley Hall, the College of Education, will soon be transformed. Their gift will create the Capitola "Cappi" Wadley Center for Reading and Technology on the Tahlequah campus, where young students can overcome reading deficiencies and educators can better prepare to help them learn to read. Reading is the cornerstone of learning for a lifetime. This tribute to Gregg's mother, who was a former member of the NSU faculty, will reach into the future to ensure that children not yet born will have the opportunity to acquire the literacy skills that will help them grow up to be better informed and more well-rounded, productive citizens. They will benefit from the work of someone whom they never knew,

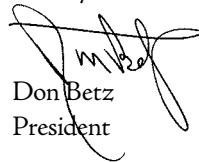
an individual whose life's passion was to educate young people.

Despite the mounting challenges of constrained resources, changing demographics and the impact of technology on how we communicate and learn, NSU in 2010 is committed to pursuing opportunities that will enable us to live the promise that excellent, accessible and affordable education has meant to this country and this region for generations. State funding is a fundamental but shrinking percentage of the total cost of delivering quality higher education.

Increasingly, NSU must rely on tuition, grants and contracts and private support to provide the necessary resources that ensure our continuing pursuit of excellence while ensuring access for our citizens. Your active and engaged support of the university through the NSU Foundation is essential to fulfilling our mission and to serving the families and communities of eastern Oklahoma. In this way, our graduates continue to leave their imprint in eastern Oklahoma, our country and beyond.

On each of our three campuses we are focused on the watchwords that theme our Second Century, and which are now inscribed on the gateway fountain in Tahlequah: "Be the Change." For each of us this means committing our energy and resources in collaborative ways that help us prepare ourselves and those we serve to meet the challenges of a dynamic, complex and changing world.

I invite you to continue the journey with us as we stride into our second century.



Don Betz
President



Don Betz

betz@nsuok.edu
918.458.2000