NORTH CAROLINA STATE UNIVERSITY’s mission is clear. As a research-extensive land-grant university, North Carolina State University is dedicated to excellent teaching, the creation and application of knowledge, and engagement with public and private partners. By uniting our strength in science and technology with a commitment to excellence in a comprehensive range of disciplines, NC State promotes an integrated approach to problem solving that transforms lives and provides leadership for social, economic and technological development across North Carolina and around the world.

NC State is built on a tradition of transformation. This bold vision has set NC State University on an enviable trajectory for 125 years, and now it calls upon us to pursue our academic vision, turn ideas into action and tackle the grand global challenges of an increasingly complex and interconnected world.

In launching The Tradition and Transformation Campaign for NC State University — a $1.5 billion effort* — we are inviting alumni, friends and partners to build upon NC State’s mission and be a part of our future. Students come here asking how they can make the world a better place, and we work with them to find the answers. As the 21st century unfolds, The Tradition and Transformation Campaign will help us to continue answering students’ questions while solving real-world problems.

*Amount pending

Lead the Nation in Student Success

NC State is dedicated to our land-grant mission of providing a diverse population of undergraduate, graduate and professional students access to an education. This is not only a mission; it’s a promise to our 34,000 students — 50 percent of whom qualify for financial aid — that we will work tirelessly to keep the cost of their education affordable by providing more merit-based and need-based scholarships as well as merit-based graduate fellowships.

The Tradition and Transformation Campaign will build on our mission and create opportunities for our students’ success that extend far beyond the traditional classroom. Our ability to provide transformational opportunities such as participation in study-abroad programs, service-learning projects, support for students in unpaid internships, student leadership, entrepreneurship and team-building through intramural sports and athletics ensures that we are graduating students ready to enter society with a wide array of skills, an inquiring habit of mind and a sense of community.
Together, we will inspire our students to succeed. We are exploring new ways to provide the support our students need from the moment they step on campus to determine their best academic and career fit. We will enhance our campus resources by providing 24-hour access to the libraries and by creating living and learning villages, environments where academic and social learning are integrated. We are helping our students learn to effectively communicate the impact their research has on our everyday lives.

As we ensure that our students are unencumbered by financial and experiential boundaries, we ask in return that they work hard at their studies and become active and engaged alumni upon graduating.

>>Recruit and Support the Best Faculty in the Country

By attracting world-class scholars, we attract world-class students. A university’s investment in its faculty provides multiplicative returns. The Tradition and Transformation Campaign will enable us to attract more world-class faculty by building endowment to support professorships, directorships and visiting-scholar programs. We will provide our faculty the opportunity to do research and teach with experts from various fields. Our commitment to scholarship will allow us to retain and recruit the greatest minds by offering competitive startup packages and developing multidisciplinary core research facilities. NC State will bring together our best and brightest to collaborate as we never have before.

Moving ideas out of the classroom and into the world is one of the services NC State provides to society. The more top faculty we attract and retain, the greater the impact on our community. Currently, the National Academies recognize many NC State faculty members as innovators in their fields. Through The Tradition and Transformation Campaign we aspire to increase the number of faculty recognized by this pre-eminent membership group.

Our faculty has a direct impact on the student experience. They do more than teach; they mentor students and help them gain an understanding of concepts and principles that serve them well beyond the classroom. The faculty at NC State asks bold questions and in turn, our students are taught to ask questions and be engaged learners.
>>Globalize the University
North Carolina State University is solving the world’s problems. To date, NC State has built mutually beneficial partnerships with 150 institutions in more than 60 countries. We continue to work to strengthen our relationships abroad, and through The Tradition and Transformation Campaign, we plan to establish a Global Engagement and Enhancement Center that will become the physical focal point for our international efforts. By promoting global perspectives through teaching, engagement and research we will strengthen our position in an ever-changing global society and graduate prepared students who have academic-based international experiences.

We are continuously seeking ways to provide our students a more in-depth understanding of their place in the world. Our undergraduate and graduate students need opportunities for immersive cultural and work experiences in order to be globally competitive; accordingly, The Tradition and Transformation Campaign will enable us to provide more internships, need-based study-abroad scholarships as well as merit-based scholarships for international students. In doing so, we will have a more diverse student body than ever before, and our students will have unsurpassed opportunities for cultural understanding through immersion.

>>Address Society’s Grand Challenges
Our campaign objectives call for initiatives that direct resources from all over campus to address ongoing challenges such as the creation of healthy and sustainable communities, food production and security, human health and nutrition, economic development and environmental sustainability. The varied natures of these objectives serves to illustrate the issue we face when attempting to solve the grand challenges of society: today’s problems are too complex to be solved through any single discipline. NC State’s response is to erase organizational boundaries in order to facilitate the collaboration that will create the breakthroughs.

NC State is working across disciplines in order to translate laboratory discoveries into patient treatments. The study of human — and animal — health over the past century has evolved dramatically. The Tradition and Transformation Campaign will provide us with more opportunities to ease human suffering and work towards eradicating emerging diseases over the decades ahead.

NC State has changed dramatically with the addition of Centennial Campus. This new campus, by design, lives and breathes research and discovery. NC State researchers collaborate with corporate, governmental and institutional partners to transform the world every day. We are
world players in areas such as smart grid technology, biofuels and non-woven textiles. The addition of multidisciplinary classrooms and innovative design centers will position us to further expand our impact on the world.

>> Create Jobs and Economic Value
We are the university driving the economy and improving quality of life in all 100 counties of North Carolina. No institution is more important to the future of North Carolina than NC State. While the work we do locally has a global effect, we are especially proud of our ability to create strong futures for the citizens of North Carolina. Each year, NC State helps more than 275,000 young people in North Carolina learn new skills and serve their communities through extension and outreach and impacts the lives of more than one million North Carolinians each year through our cooperative extension service.

Our work in advanced manufacturing is a driving force in our country’s economic recovery, and further development within this area would allow NC State to create the economic environment that results in jobs. Our work in establishing a STEM (science, technology, engineering and mathematics) pipeline is inspiring the next generation of innovators to collaborate and explore ways to sustain the economy. Our goals to make an economic impact on North Carolina and the world are both practical and extraordinary. Our entrepreneurship program has completed the first phase of The Garage, a creative space for students from all disciplines to foster ideas, work on entrepreneurial endeavors, build prototypes and meet with potential investors and clients. *The Tradition and Transformation Campaign* will further develop this program and a community of problem-solvers.

The entrepreneurial spirit at NC State goes beyond The Garage. Our desire to innovate means addressing funding gaps between the lab and the marketplace, providing short-term funding in order to advance the commercial value of research done here. NC State owns and manages more than 760 U.S. patents, and more than 90 companies have been started on the basis of discoveries by faculty, staff and students. We transform knowledge into economic value.

>> Enhance Traditions
NC State is a campus rich with history and tradition. From Reynolds Coliseum — where generations of students have cheered on the Wolfpack, camped out for drop-add, attended concerts and graduations, and heard presidential addresses — to the student fundraising effort to finish the Memorial Bell tower, our traditions honor the people and the work that have made NC
State an institution of excellence. We’ve established the first-ever NC State Athletics Hall of Fame — which will be permanently installed in Reynolds Coliseum upon completion of major renovations — to commemorate the university’s greatest student-athletes and coaches. We are a campus that looks to our past to enhance our future.

*The Tradition and Transformation Campaign* will allow us to improve our athletic facilities, transform Greek Court into Greek Village and galvanize a creative campus that connects the NC State and Raleigh communities with the completion of the James B. Hunt Jr. Library and the Gregg Museum of Art & Design.

**JOIN US**

We are, by nature, problem solvers. We have streamlined our programs and administrative roles to steward our resources responsibly. We are reducing our reliance on state allocations during a time when the state’s budget is uncertain. NC State’s efforts to increase outside funding through extramural contracts and grant funding will grow our opportunities.

The challenge for each of us who love North Carolina State University is to find the intersection between our own interests and the university’s strengths. Through *The Tradition and Transformation Campaign*, we seek to connect your passion with practical support of NC State campaign objectives. We are calling on you to participate in this campaign. With your support, we will build a better university. We seek nothing less than excellence.

Building the NC State endowment, especially those for faculty and student scholarship, accounts for approximately one-third of our campaign goal. We are facing the current financial climate head-on. Increasing our endowment creates the ability to build and retain a world-class faculty and freedom to implement our strategic funding priorities.

Our dedicated leadership reflects the spirit and values of North Carolina State University. We have a momentum unparalleled in the history of NC State. With the support of those who share our pride and passion — alumni, students, parents, faculty, staff and friends — it’s time to build on the traditions that transform the future.