



**CLARION UNIVERSITY
FOUNDATION, INC.**

**2017-2018
ANNUAL
REPORT**

BOARD PRESIDENT'S MESSAGE

**“We can’t become what we need
to be by remaining what we are.”
~Anonymous**



The fiscal year 2017/2018 presented Clarion University Foundation, Inc., and the University that we support with numerous challenges, changes and transitions.

The departure of President Karen Whitney in August 2017 was followed by the service of interim President Pete Fackler. During his tenure the University was engaged in a national search for a permanent president.

I was honored to represent the Foundation and Alumni on that committee. And I would like to add my personal welcome to Dr. Dale-Elizabeth Pehrsson as Clarion’s 17th President.

Rising costs, declining enrollment, funding challenges and changes in the traditional college course offerings and delivery mechanisms all pose challenges to how we must respond to the needs of our students.

Clarion University Foundation, Inc., exists to support Clarion University in finding practical, cost efficient solutions to all of these issues.

In the midst of our past fiscal year we can still point to many successes. Specifically the Foundation:

- Provided total financial support to the University of \$8.2 million through operational and other services, campus programs, scholarships and grants
- Directly supported 778 students with scholarship awards, an 8% increase over the prior year. The value of these scholarships exceeded \$1.3 million
- Secured \$2.45 million in support from private donors compared to \$1.4 million in the prior period
- Increased our endowment to \$37.0 million, surpassing the prior fiscal year by over \$2.1 million
- Began preparations to engage in the Golden Eagles Rising campaign to support Clarion University Athletics

While the road ahead may have a few bumps along the way, we embrace the challenges and know that as the anonymous philosopher forecast, what we are will change in order to become what we need to be...ever Courageous. Confident. Clarion.

Sincerely,

A handwritten signature in cursive script that reads "Jane K. France". The ink is dark and the signature is fluid and legible.

Jane K. France, President

PEHRSSON TAKES HELM AS CLARION UNIVERSITY PRESIDENT

Dr. Dale-Elizabeth Pehrsson became the 17th president of Clarion University July 1, following a national search.

“I am highly honored to have been chosen as the 17th president of Clarion University,” Pehrsson said. “The strengths of the faculty, staff, community and stakeholders are inspiring. I seek and welcome advice and support from all constituents.”

Pehrsson has established the True North Initiative, a three-year plan of action to move the university forward. A task force representing faculty, staff, students, alumni and the community will develop university-wide priorities that will guide the university toward the goals it sets. Every single university stakeholder is encouraged to share ideas on what those goals will be. Visit www.clarion.edu/truenorth to stay updated.

“Dr. Pehrsson has an extraordinary range of professional experience as a teacher, practitioner and administrator in both higher education and healthcare,” said State System Board of Governors Chairwoman Cynthia D. Shapira. “Her extensive background and commitment to students will serve Clarion University well as it strives to advance its mission of serving students, the community and the commonwealth.”

Before coming to Clarion, Pehrsson was dean of the College of Education and Human Services at Central Michigan University, a position she held since 2012. She was responsible for initiating new programs and advancing scholarship, research and other creative activity. She led recruitment, retention and advancement of faculty and oversaw an annual budget of \$40 million.



While serving as dean, Pehrsson spent a year as a presidential fellow with the American Council of Education, working directly with the president at Misericordia University in Dallas, Pa. The fellowship focused on faculty and staff development, board of trustees relations, fundraising and capital campaigns, finance, accreditation, inclusive excellence, advancing technology, strategic planning, community engagement and service learning.

Pehrsson has more than 25 years of experience in higher education, beginning her academic career as an affiliate faculty member and clinical supervisor for counselor education at Idaho State University in 1991. She also has worked in the healthcare field, as both a counselor and registered nurse.

She has a Bachelor of Science degree in liberal studies from the University of State of New York-Albany. She also earned a Master of Education degree in curriculum, instruction and supervision, a Master of Counseling degree, and a Doctor of Education degree in counselor education and counseling, all from Idaho State University. She also has associate degrees in nursing and liberal arts.

NEW FACES

ADMINISTRATION AND FINANCE



Debra A. Everett
Database Manager/
H.R. Coordinator



Desiree Beck
Administrative Assistant

The Foundation carefully recruits team members for the specialized knowledge, skills and characteristics that allow them to be effective in the positions they hold. Those attributes are important for individual success, but, more importantly, they are essential for team success.

This year, the Foundation celebrated the promotion of a veteran Foundation employee, welcomed a returning team member and welcomed two new individuals.

Debra A. Everett, former administrative assistant, was promoted to the position of database manager. She continues to serve as the Foundation's human resources coordinator.

Holly Pipher returned to the Foundation as director of annual fund. She previously served as annual fund officer.

New to the Foundation team are Desiree Beck, administrative assistant, who fills Everett's former position, and Shawna Bish, alumni engagement secretary.

The Foundation, organized in 1969, was formed to promote educational purposes in connection with or at the request of Clarion University. Each team member's role is vitally important to the work of today, which builds the Clarion University of tomorrow.

ANNUAL FUND



Holly Pipher ('08)
Director of Annual Fund

ALUMNI ENGAGEMENT



Shawna Bish
Alumni Engagement Secretary



GOLDEN EAGLES RISING

Athletics at Clarion University has a strong tradition and a bright future.

Together, we have faced challenges, but now, coupling the Commonwealth of Pennsylvania's \$42 million investment in Tippin Gymnasium with the Golden Eagles Rising campaign, we are poised to achieve competitive excellence within the PSAC and nationally.

The Tippin project includes a new university arena, built as a bowl concept; a new natatorium with a swimming pool conforming to AAU standards and a diving pool for competition swimming and diving events; a multi-purpose auxiliary gym; a state-of-the-art wrestling room; a two-story, glass-enclosed strength and conditioning facility and athletic training center.

Tippin is slated to reopen in September 2019.

THE GOLDEN EAGLES RISING CAMPAIGN SEEKS:

- \$3,000,000 in facility upgrades for Tippin and for the Memorial Field/Memorial Stadium complex.
- \$2,500,000 scholarship endowment (competitive need is \$550,000 per year).
- \$100,000 in annual and operating support.

Naming opportunities for Tippin and Memorial Stadium are available.

Visit www.clarion.edu/supportgoldeneagles.

Together, we will create the athletic facilities that our student-athletes deserve and our alumni and fans want; together, we will establish scholarships, which will position our coaches to recruit and retain the most athletically talented and academically driven student-athletes; and, together, we will ensure our athletic excellence.

THE *giving* WAY OF LIFE

Members of the Clarion University family, whether they be alumni, faculty, students or administrators, are encouraged to give back. With that encouragement comes the reminder that gifts of time, talent and treasure are equally integral to the university's success.

When Dr. Glenn R. ('56) and Mary McElhattan joined the family, they needed no such encouragement.

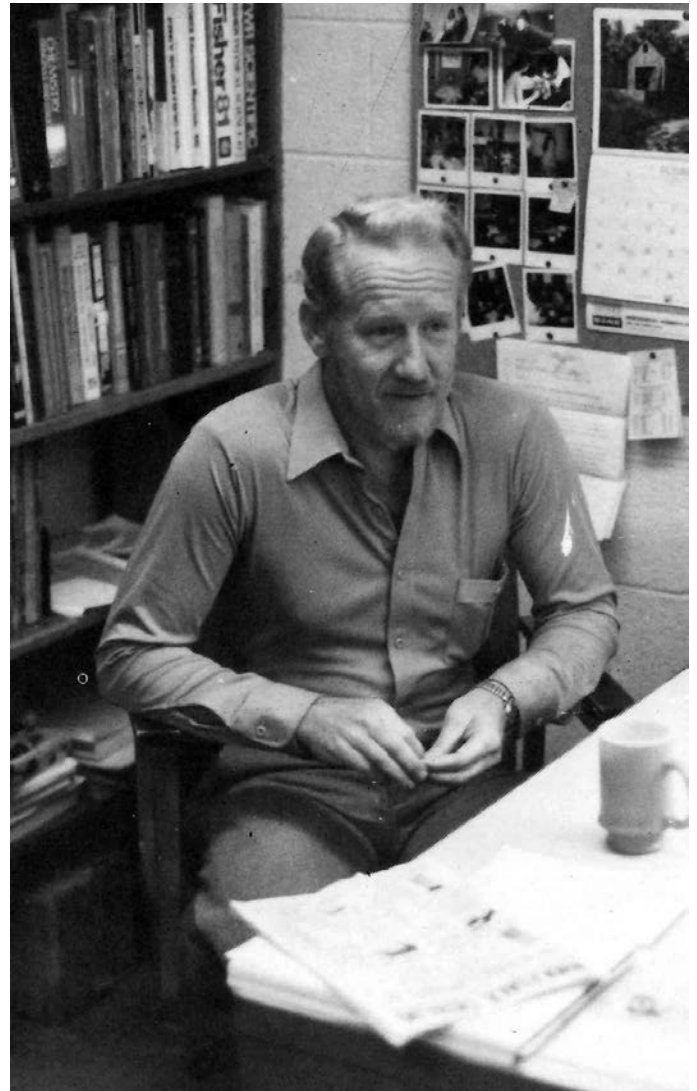
"I give my mother and my upbringing credit," McElhattan said. "We were brought up in a family in which you felt like you should be socially responsible."

He took it to heart.

McElhattan graduated from Clarion State Teachers College in 1956 and immediately joined the U.S. Marines, where he served his country for three years. After his discharge, he taught chemistry at Rocky Grove High School for nine years.

"I started teaching (at Clarion) in 1968. I think I gave a small amount (of money) even then," McElhattan said. "It's sort of like 'every vote counts' in an election. Every dollar counts; a whole lot of people giving a little bit really adds up."

Over the years, his financial gifts increased, and his gifts of time and talent did, too. In 1980, McElhattan began to give to scholarships at Clarion University – Venango, the campus where he taught.



"At that time there were only a couple of scholarships for Venango campus," he said. He felt strongly about the need, so he took on chairmanship of the Venango Campus Scholarship Committee the following year and worked to increase scholarship opportunities.

"The committee members and myself worked with a number of local businesses and clubs to add scholarships for the campus," he said.



By 1994, the scholarships offered by the campus had increased nearly 400 percent, from eight to 40.

Among the scholarships are the Dr. Glenn R. McElhattan Scholarship, established after Clarion University Foundation, Inc., received an anonymous \$10,000 donation, and the David McElhattan Memorial Scholarship, which the McElhattans established in memory of their son. He hears from some of the recipients, which adds to the satisfaction he feels from giving.

The McElhattans' daughter, Brenda Sturtz, a 40-year employee of the Venango campus, said her parents have been a great example of giving to herself and her siblings. Her brother asks for donations to a kidney walk he does for his birthday, and for their mother's birthday, which she shared with her late son, she asks for donations to David's scholarship.

"All of our children have given to David's scholarship fund," McElhattan said.

At Venango, McElhattan also served as an APSCUF union delegate and in many other roles, including as a member of a campus planning commission. In the community, he was on the board of Venango Counseling Center, and he served on a committee to explore ways of getting more funding for the needy in the community and for social projects. He and Mary have always been active members of their church.

Clarion University Alumni Association honored McElhattan with the Distinguished Faculty Award in 1994. Although he retired from teaching in 2007, he and Mary continue to give back regularly.

in appreciation of our **DONORS**

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MAXWELL WOHLABAUGH
of Winter Springs, Florida

Sophomore biology/pre chiropractic major
Wrestler

“It makes me want to work harder. They’re giving me the opportunity to work hard, and I don’t want to disappoint anybody. My dad works hard to do what he can, but getting the scholarship was a huge help.”

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SAMANTHA BEAL
of Knox

2018 Graduate
Bachelor's degree in English with a
minor in journalism

"I didn't have to worry so much about money as I was studying. For the English major, books are super expensive - I had to buy dozens each semester. Because it was financially easier to go to school, I could go to conventions: I've been to six conventions and have presented my original work, which has been a highlight of my years."

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MARK LIU
 of Clarion

Junior physics major

“Scholarships enabled me to focus on the classes I want to take. Physics books are super expensive, and I didn’t have to worry about if I could afford the books for the classes I was taking. I was able to live on campus; even though I’m from Clarion, living on campus allowed me to get a full college experience.”

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 Mr. Jeffrey P. Walentosky '90
 Watson Excavating – Mr. Lynn E. Watson '75 and Mrs. Susanne Watson
 Mr. Louis J. Weiers '89
 Sen. Mary Jo R. White and Hon. H. William White
 Dr. Richard A. Wiesen '59 and Mrs. Sandra L. (Hepler) Wiesen '59
 Dr. James C. Wilson '53
 Mr. Richard P. Wolfgang '65 and Mrs. Sherry D. Wolfgang
 Zonta Club of Oil City-Franklin



BROCK ZACHERL
 of Mayport

Bachelor of business administration
 in international economics with a
 minor in finance; Graduate student
 pursuing MBA
 Wrestler

“The scholarships made it possible
 for me to go to school. I have a single
 mom, and if not for the scholarships,
 I wouldn't be in college. I was also
 able to get a nice apartment, close to
 campus.”

VOLUNTEER OPPORTUNITIES ARE PLENTIFUL FOR ALUMNI

THE CLARION UNIVERSITY ALUMNI ASSOCIATION is an organization for all those who have attended the University. Its purpose is to foster a spirit of loyalty among alumni, students and friends of Clarion University. It strives to promote the University, attract new students, assist in gaining financial support, and foster a lifelong affiliation between the University and its alumni.

Through the standing committees of the Alumni Association Board of Directors, each year they award \$12,000 in scholarships, select and honor the Distinguished Award recipients, actively recruit new board members, encourage participation in events, and promote philanthropic activities.

This past year, the board has focused on establishing more volunteer opportunities for alumni. The hope is to inspire more alumni to be an advocate and champion for Clarion. The following are their areas of concentration for volunteers:

Alumni Chapters

An Alumni Chapter is a grassroots organization for alumni of Clarion University to connect with one another, engage with the Clarion University Alumni Association, and stay connected to the university through leadership and volunteer opportunities, student outreach, local events, social and professional networking, and philanthropy. CUAA now has three regional alumni chapters: Philadelphia, Pittsburgh and Venango. Our efforts will next take us to the Washington, DC/Baltimore area, Harrisburg and Cleveland.

Alumni Admissions/Student Recruitment

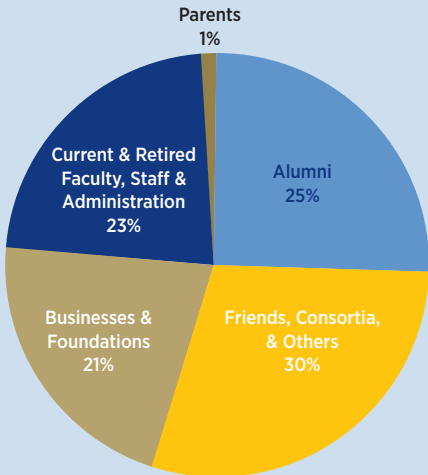
CUAA is rolling out a program for alumni to help actively recruit students. Volunteers are asked to help promote Clarion in their local communities, write letters and make phone calls to admitted students to share their Clarion experience, or attend college fairs representing the university. A formal training session will be held during Alumni Weekend, June 7-9, 2019.

Legislative Advocacy

Did you know there are over 36,500 alumni in the Commonwealth of Pennsylvania? Garnering support for Clarion University not only lies in engaging alumni, but also our lawmakers. Alumni can assist in our legislative advocacy efforts by writing letters in support of Clarion to state legislators, meeting face-to-face with local legislators when they are in their home district offices, or joining an advocacy team in Harrisburg during the spring.

Alumni who are interested in volunteering can call the Office of Alumni Engagement at 814-393-1784, or email alumni@clarion.edu.

FINANCIAL MATTERS

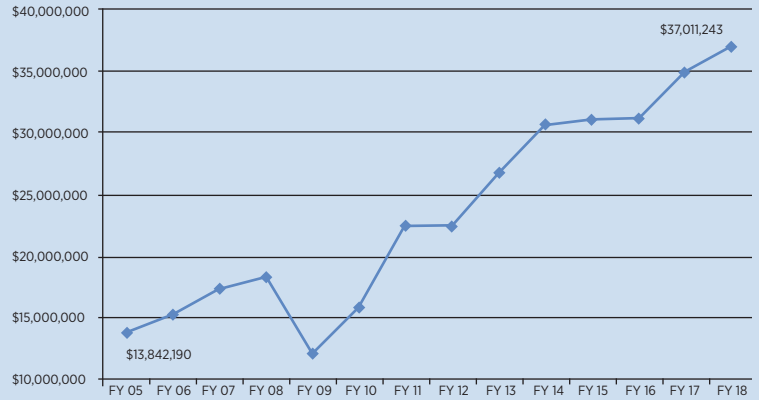


2017-2018 Contribution Revenue:
Donors: 2,746 / \$2,450,456

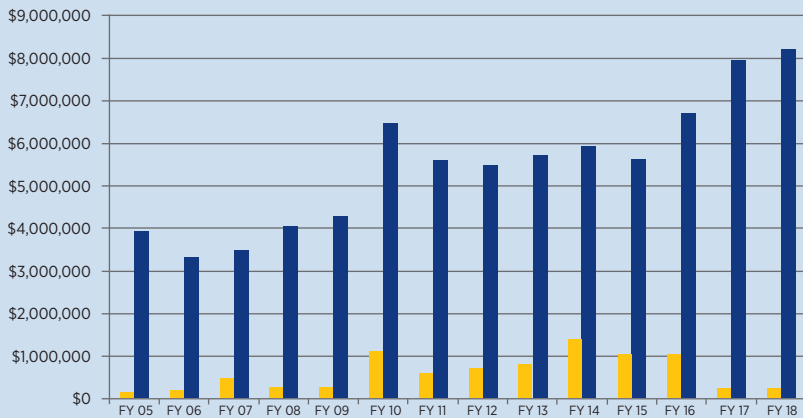
- ALUMNI**
Donors: 1,898 / \$619,238
- FRIENDS, CONSORTIA, & OTHERS**
Donors: 279 / \$721,445
- BUSINESSES & FOUNDATIONS**
Donors: 145 / \$528,562
- CURRENT & RETIRED FACULTY, STAFF, & ADMINISTRATION**
Donors: 257 / \$555,024
- Parents**
Donors: 167 / \$26,187

For 2017-2018, approximately 3.3% of the total living Clarion University Alumni (1,898 out of 57,394) had made contributions to the Foundation.

"Growing Our Endowment" Endowment Balance from FY05 - FY18



Foundation Support to Clarion University

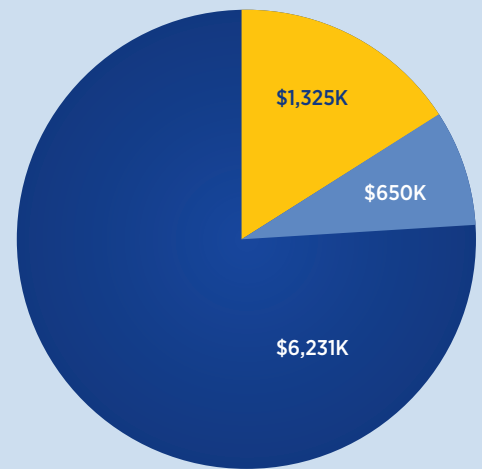


- Support by University to Foundation
- Foundation Support to University

Over the last 14-year period, the university has received **\$8.90** for every **\$1** provided to the Foundation.

FY 18 Support By Category

- Scholarships & Grants
- Campus Activities & Programs
- Operational & Support Services



Total = \$8,206,000

CLARION UNIVERSITY FOUNDATION, INC. CONDENSED BALANCE SHEET JUNE 30, 2018

	JUNE 30, 2018	JUNE 30, 2017
ASSETS		
Cash, Cash Equivalents and Other Current Assets	\$17,188,446	\$15,836,901
Investments	37,342,470	35,908,084
Other Long Term Assets	98,944,727	102,358,556
TOTAL ASSETS	\$153,475,643	\$154,103,541
LIABILITIES AND NET ASSETS		
Accounts Payable and Accrued Expenses	\$4,591,019	\$4,941,571
Debt Outstanding	101,491,618	103,758,014
<i>Total Liabilities</i>	<i>106,082,637</i>	<i>108,699,585</i>
Unrestricted Net Assets	10,216,577	10,287,618
Temporarily Restricted Net Assets	15,515,354	15,230,241
Permanently Restricted Net Assets	21,661,075	19,886,097
<i>Total Net Assets</i>	<i>47,393,006</i>	<i>45,403,956</i>
TOTAL LIABILITIES AND NET ASSETS	\$153,475,643	\$154,103,541

FROM THE CEO



You've now made it through another annual report of the Foundation. As you can see, our year has been full of change and challenges. Some would say, just another day at the ranch. We like to think of it as another day getting better at what we do to better meet the future here at Clarion. We all fight it, but change is good for everyone, so each year we change a little and get a little better. This past year, much change has come and more is on the way as we seek our way to better serve Clarion and its students.

One of the best parts of this constant change is to see the change that is made possible by the people we work with every day. The people we work with change lives through education. How cool is that! These same people fulfill dreams of the young and old alike. These people, both benefactors and students, help change people. This, in turn, does change the world. Not bad, folks.

So, after you look us over, think some, ponder more, please consider seriously getting involved or getting involved again. You don't have to jump into the deep end of the pool, but try dangling a foot or maybe two feet and see how remarkable it may make you feel. Get involved as a donor, as a mentor, as a volunteer, or even as a student. Good luck with your dreams, they may make you feel Courageous. Confident. Clarion.

Best personal regards,

Michael R. Keefer, FACHE
Chief Executive Officer

Clarion University Foundation, Inc., wishes to thank Ms. Tina Horner, Clarion University communication manager, and PAGES for their guidance, writing, design and untiring editing, which made this publication possible.

BECOME INVOLVED DONATE, VOLUNTEER, SERVE, JOIN OUR TEAM...

CLARION UNIVERSITY FOUNDATION, INC.
Seifert-Mooney Center for Advancement
Clarion University of Pennsylvania
840 Wood Street, Clarion, PA 16214-1232
Phone: 814-393-2572 (TTY/TDD): 814-393-1601
WWW.CLARION.EDU/FOUNDATION

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Assistant Treasurer, Ex-Officio

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Assistant/Assistant Secretary, Ex-Officio



Clarion University Foundation, Inc.