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## Because Furman Matters: A message from the President

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## A message from the President

Dear Friends:

In June 2011, I completed my first year as Furman's president — too soon to have reached any particular destination, but time enough to perceive the winds of change and to chart a course for the future. From the vantage of what has been an exhilarating year, I am pleased to report that Furman is poised to step out of the ordinary, and to realize its historic mission in new and exciting ways.

Much of this optimism is being driven by the development of a strategic plan that has involved the campus community, alumni, parents and friends in broadly inclusive and frank discussions about Furman's values, identity and, perhaps most importantly, its aspirations. In April, the Strategic Planning Committee issued a preliminary report suggesting directions in four critical areas:

- ▶ The growth of the mind and the spirit.
- ▶ A mission-focused approach to admission and financial aid.
- ▶ Commitment to meaningful diversity and equality.
- ▶ Engagement with the larger community.

The preliminary report candidly asserts, "Without money, there is no mission. Without mission, there is no money." This statement clearly underscores the pressing need to complete the \$400 million Because Furman Matters campaign, which to date has more than \$325 million in commitments.

Since the campaign's public launch in 2007, we have focused on strengthening our endowment, and we have been successful. We will continue to pursue this goal, but we have sharpened our fundraising priorities to bring them into closer alignment with the emerging strategic plan.

On the following pages, you will find a number of opportunities for meaningful involvement in this historic campaign. My hope is that you will identify some that will resonate with you.

Sincerely,

A handwritten signature in black ink that reads "Rod Smolla". The signature is written in a cursive, flowing style.

Rodney A. Smolla