

A decorative graphic featuring a central circle composed of multiple concentric gold lines. From the left and right sides of this circle, several thin, wavy gold lines extend horizontally across the page, creating a sense of movement and elegance. The text is centered within the circle.

FOREVER
TRUE
FOR IOWA STATE

What do we know to be true?



By 2050, the world will feel smaller when more than 9.6 billion people share this planet.

More people will need to make the most of precious resources.

More lives will be at stake in eliminating hunger and disease. In the effort to balance human needs with the health of our planet. And in the quest for stronger communities and greater opportunities.

More minds will be required to work in concert, with greater connectedness than ever before, toward common solutions.





ISU 4U Promise, which partners King and Moulton elementary schools in Des Moines with Iowa State, promotes college-going in these schools while creating student-teaching opportunities for education students in the College of Human Sciences.

Photo: Paul Gates

For our children, and for their children, such a future promises unimagined challenges and opportunities.

If this great university is to prepare tomorrow's leaders and problem-solvers, we must evoke the best in ourselves to engage the best in others. We must ask the daring questions to find undreamed-of answers.

These are the ideals on which Iowa State University was founded: to innovate, to inspire, and to uplift lives.

The strengths that formed our past will forge our future. More than ever, the world will demand our vision, ingenuity, collaboration and commitment. Our Cyclone spirit.

These are the qualities that make us Iowa State: the strengths that are Forever True.

Aerospace students in the College of Engineering operate unmanned aerial vehicles in the atrium of Howe Hall to practice guidance and control.

Photo: McClanahan Studio

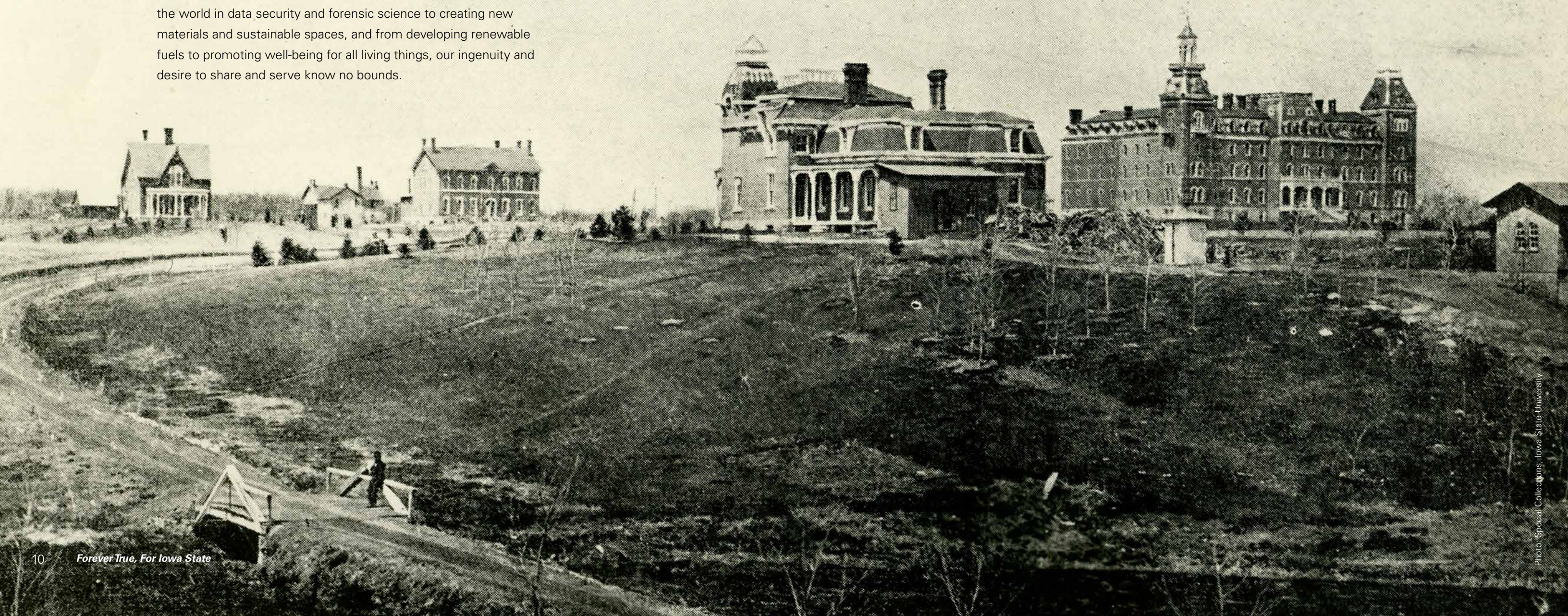
A University for the Future

When the Iowa Agricultural College was founded in 1858, the state was newly minted – a prairie between two rivers, offering a wide horizon, fertile land and a pioneering spirit.

To help unify this vast land into a thriving community, Iowa's land-grant college was established, embracing the ideals that higher education should be open to all, provide practical learning, and share knowledge and discoveries to improve lives.

Since then, Iowa State University has not only helped build a stronger state, but has transformed the world. From increasing crop yields to inventing the first electronic digital computer, from leading the world in data security and forensic science to creating new materials and sustainable spaces, and from developing renewable fuels to promoting well-being for all living things, our ingenuity and desire to share and serve know no bounds.

This history has shaped a distinctive education. One that combines academic excellence with learning by doing. That unites the best minds across disciplines to find the best solutions. That offers faculty who are renowned in their fields, yet know the names of students in their classrooms. That takes place on a campus inspiring the highest educational ideals. And that contributes to a dynamic economy and quality of life for our state and our world.



For future generations, an emerging global culture and economy will present the next uncharted territory. Navigating a world in which the population will have doubled in the length of a lifetime – from 4.5 billion in 1980 to at least 9.6 billion in 2050 – will pose unparalleled challenges and call for extraordinary efforts.

Iowa State is ready to answer this call. Every success here – every discovery, every insight in the classroom, lab or field, every opportunity given and life transformed – has prepared us for this moment.

Never have the strengths that have forever defined us been more truly needed.



Photos: McClanahan Studio



(Above) The College of Design's Facilitating Potentials Studio is one example of creative collaboration at Iowa State. (Right) The department of mathematics in the College of Liberal Arts and Sciences won a prestigious American Mathematical Society Award for its student-centered, cooperative approach to teaching mathematics.

We have long been committed to keeping higher education accessible and affordable, and are known worldwide for our emphasis on learning through doing. In today's economy, an education that is a good value and offers practical experience puts Iowa State students ahead in a competitive workforce.

We are recognized world experts in revolutionizing sustainable ways to feed and fuel the world, expertise vital to maintaining quality of life for a growing

population. We have a holistic focus on improving lives through science, technology and human creativity, and a culture of exploration that reaches across disciplinary boundaries.

We believe in sharing our knowledge and pairing with communities and businesses to find solutions to the world's grand challenges – and putting new discoveries to work now to make lives better.



Iowa State University is known for providing a unique, world-class education that combines excellence with accessibility.

Quality and Access

Currently experiencing the highest enrollment in its history, Iowa State has been nationally recognized for affordability and quality. It is ranked as one of the top 50 public universities in the nation by U.S. News and World Report and has numerous graduate programs ranked in the top 25 among public universities.

Focus on Students

The university is host to more than 800 student-led organizations, and is acclaimed for providing one of the best out-of-classroom learning and leadership experiences in America.

Committed Faculty

Faculty are known for being highly accessible and engaged with students, and bringing professional experience and contacts to the classroom.

Life-Changing Research

Breakthroughs at Iowa State are changing the world in the areas of nutrition, health and wellness for humans and animals; human, social, economic and environmental sustainability; renewable energies; new materials and processes for biomedical as well as industrial applications; transportation and infrastructure; food safety and security; plant and animal sciences; and information and decision sciences.

Pioneers in Technology

The focus on technology has led directly to hundreds of research patents and inventions including Maytag blue cheese, the round hay baler, and the lead-free solder used in cellphones, computers and flat-screen TVs.

Commitment to Service

A model for putting its expertise to work, Iowa State established the first statewide extension service in the nation in 1906, which now involves every college in programs throughout the state. Today, this dedication to service extends to initiatives that impact lives around the nation and world.

Synergies That Build the Economy

The 220-acre Iowa State University Research Park connects tenants with resources to cultivate their research-related businesses. The park is helping to build Iowa's economy by making our state a center of expertise in everything from renewable energy to animal and human health.

A Tradition of Training Citizens to Serve

"Military tactic" has been a part of Iowa State's land-grant curriculum since the university was founded. In 1919, the federal government introduced the Reserve Officers' Training Corps program at Iowa State, and today, it continues to be one of the premier ROTC programs in the country.



Through EARTH, an award-winning service-learning program in the College of Agriculture and Life Sciences, Iowa State students integrate horticulture, environmental science and culinary science into a local K-12 school curriculum in the U.S. Virgin Islands.

Photo: Dylan G. Clark

Our Vision for the Future

To realize Iowa State's vision for providing an education that seeks to solve the complex problems facing our world, we set forth these three strategic aspirations:

ASPIRATION 1

Ensure access to an exceptional education offering practical, global and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century

ASPIRATION 2

Advance Iowa State as a world leader in addressing global challenges affecting our food, water, energy, health, security and environment

ASPIRATION 3

Accelerate Iowa State's contributions to the social good by extending its expertise, knowledge and values to improve quality of life within our state and throughout the nation and world



Photo: Maïnda Cooper

ASPIRATION 1

Ensure access to an exceptional student experience that offers practical, global and leadership opportunities that shape the well-rounded citizens and informed critical thinkers needed in the 21st century

There's no greater purpose – or privilege – than ensuring Iowa State students are prepared to thrive in a 21st century world. It's up to us to ready our young people to navigate the unknown and to make a living and a life in a world we can hardly imagine.

While the magnitude of such a charge might require other institutions to reinvent themselves, Iowa State remains forever true to the cornerstones of its distinctive education: academic excellence, affordability and learning by doing.

Still, new circumstances present new opportunities.

Today, the university is experiencing record enrollment – more students are demanding an Iowa State education than ever before. These students are bright, authentic and discerning. They're eager for novel experiences, they hunger for knowledge that is meaningful and applicable, and they're committed to making a difference.

TRUE ADVENTURE

The Traveling Savanna Studio exposes landscape architecture students to America's varied landscape, providing a deeper understanding of regional characteristics and how ecosystems work. Students experience place through all their senses and hone essential design skills such as heightened observation in locations across the country, including Badlands National Park in South Dakota. Adventures like these – focused on learning by doing – give students a leg up when they graduate and are a critical part of an Iowa State education, but they can add expense to an education. Scholarships for experiential learning will ensure access for all students to opportunities that hone their skills while broadening their horizons.



Photo: McClanahan Studio

To continue attracting and retaining a diverse, eager and engaged student body, we must significantly increase scholarships, fellowships and other support to help them take advantage of the opportunities they've earned. Increasing financial assistance is critical in today's environment where the demand for an Iowa State education is growing – and where competition for the most promising students is fierce.

Once on campus, our newest Cyclones deserve an education that is as exceptional as it is affordable. The kind that Iowa State has always been known for – classroom work combined with real-world application, cutting-edge research opportunities starting freshman year, global and cultural immersion experiences, award-winning faculty dedicated to inspiring young minds, and campus-wide leadership possibilities – but elevated for the 21st century.

Our students expect it. The world expects it. And we expect it of ourselves.

Together we'll enhance an already outstanding education. We'll make the dream of becoming a Cyclone – and the lifelong advantages that go with it – a reality to the most deserving students. And we'll enable generations of Cyclones to graduate from this great university less burdened by debt and ready to take on the world.



Photo: Mylissa Carstens

TRUE EXPERIENCE
An Iowa State education combines learning, observing and doing – often in a different culture. An award-winning supply chain course in the College of Business exemplifies all of these strengths: in alternating years, the university partners with Caterpillar and Target to offer a weeklong field course in which students see the manufacturing process from beginning to end. In March 2016, students visited the Caterpillar headquarters in Peoria, Illinois, a port in Houston, Texas, and a plant in Chile where Caterpillar 797s – which have one of the largest payload capacities in the world – are assembled and used for mining. This is only one example of the outstanding, real-world experiences shaping the next generation of Cyclones.

Forever Empowering

The world will need more Cyclone spirit.

When you give students your financial support, you not only provide for their education, you empower the change they make in the world. You make it possible for the next generations to cure diseases, create new business models, combat malnutrition, design sustainable communities, win the Pulitzer Prize and perhaps even negotiate peace.

You enable generations of Cyclones to transform the world. *Forever.*



Patrick Schnable, director of Iowa State's Plant Sciences Institute and holder of the Iowa Corn Promotion Board Endowed Chair in Genetics, supervises students in the Carver Co-Laboratory. Schnable and his colleagues are engaged in a multidisciplinary endeavor to meet the world's food demands on shrinking arable land and diminishing water supplies.

Photo: Paul Gates



TRUE POTENTIAL

Six months after graduating, Brenna Lyden, class of 2015, landed a dream job as CEO of a multimillion-dollar company, becoming one of the country's youngest ever, at 22, in that top position. As an undergraduate in apparel, merchandising and design, Lyden benefitted from the generosity of others through scholarship support. Reducing the financial burden on students such as Lyden allows them to take full advantage of an Iowa State education – and to realize their full potential.

Photo: Zach Moulds

Photo: Max Rothschild



ASPIRATION 2

Advance Iowa State as a world leader in addressing global challenges affecting our food, water, energy, health, security and environment

Iowa State Cyclones never shy away from big challenges, or from taking big steps when we know it's the right thing to do. Right now, at this moment in history, it's time to *leap* –

In 35 short years, our planet will be home to 2 billion more people than today. People who need food, water, energy, goods and opportunity. It's a trajectory that is unsustainable, yet it's the condition of the world our children will inherit – unless we use these years wisely.

At Iowa State, we're already forging new paths toward solving the world's most daunting problems. We're creating plants that can survive the harshest climates, advancing potential cures for human and animal diseases, harnessing renewable energy sources, producing smarter manufacturing technologies, detecting online deception, assessing the effects of media violence, exploring ways to prevent childhood obesity – and so much more.

TRUE SOLUTIONS

Feed the globe and maintain the earth: That's the ambitious goal of Iowa State's Global Food Security Consortium. The Iowa State-led group unites 10 land-grant universities, four international research institutes and several private companies to focus on the food value chain from field to storage to trade, seeking economical and sustainable ways for families worldwide to feed themselves. Through one member-organization, the Center for Sustainable Rural Livelihoods, Max Rothschild, associate director of the consortium and a Distinguished Professor in animal science, teaches Ugandan women about egg production to enhance income and nutrition for their families. The consortium is one example of Iowa State's culture of collaboration.

We're world-renowned for advancing knowledge in critical areas where sustainable agriculture, bioenergy and food security intersect. And we have a proven reputation for putting technology, science and creativity to work.

But what truly distinguishes Iowa State – and what fuels the engine of discovery – is the powerful combination of our people and a culture that is unique to premier research universities.

Iowa State is a community of doers and team players. Forever true to the ideals of innovation and collaboration, we regularly partner with industry, government and each other to address problems that can't be solved by any one person or discipline.

Across and beyond campus, faculty and students are teaming up, making breakthroughs and generating innovations that promise to transform the world.

And that's just the beginning.

With your support, Iowa State will emerge as a world leader in the urgent, global quest for solutions.

For never before has humankind encountered problems of the scale and complexity we are about to experience. And never before has Iowa State been more relevant to the challenges we face.

We must press forward with urgency: to grow our community of doers, enhance our cutting-edge research facilities, and further partnerships that foster interdisciplinary research and entrepreneurial endeavors. We're already moving forward on several fronts, but we must do more and do it quickly.

Because the big challenges won't wait.

TRUE INNOVATION

More effective vaccines, quicker nerve regeneration and more durable joint implants are all solutions just over the horizon thanks to the work of Surya Mallapragada, the Carol Vohs Johnson Chair in Chemical and Biological Engineering, professor of materials science and engineering, and an associate of the U.S. Department of Energy's Ames Laboratory, and her research group. The interdisciplinary team is developing polymers and nanocomposites with a variety of medical applications as part of Iowa State's Nanovaccine Initiative, a research collaboration with a systems approach to vaccine development that aims to transform vaccine design and manufacturing.



Photo: McClanahan Studio

TRUE PROMISE

Planted among Iowa's fields of corn and soybeans, tall wind turbines harvest gigawatts of wind energy. While a promising renewable source, this energy must somehow be stored to be fully utilized. Steve W. Martin, distinguished professor of materials science and engineering, is developing an all solid-state sodium battery that may be a critical breakthrough in making wind energy more efficient. Iowa is a key producer of both wind energy and biofuels – an ideal environment for scientists like Martin who aim to solve big problems through sustainable means.



Forever Innovating

If you've ever wanted to advance an initiative that is truly significant, *this is your chance.*

When you invest in the exceptional minds, cutting-edge research and innovative partnerships that define Iowa State, you elevate excellence. You make it possible for brilliant researchers to follow new lines of inquiry, stretch the boundaries of science creativity, and break new ground. You put students alongside these creators and innovators, inspiring in them the spirit of invention. You enable the discoveries that could, quite possibly, save the world.

Photo: McClanahan Studio



Sustainable Utilisation of Resources

- world population is growing rapidly which means resources are being used much faster
- remember that some natural resources are limited and non-renewable. e.g. copper, oil, iron, water
- So resources should be used wisely and sparingly
- Sustainable utilisation is the use of resources that ensures their survival for future use
- This helps maintain materials for mining, transport, housing, industry, and agriculture

ASPIRATION 3

Accelerate Iowa State's contributions to the social good by extending its expertise, knowledge and values to improve quality of life within our state and throughout the nation and world

Iowa State has long been a model for connecting campus to the community and for putting new knowledge immediately to work for public benefit.

A century ago this took shape as the nation's first statewide extension program. Today, the reach of faculty and students has extended to improving lives and strengthening communities around the globe.

From teaching children where their food comes from to investigating avian influenza, from re-envisioning Iowa's Main Streets to improving food security in rural Africa, and from designing sustainable structures in Peru to becoming a powerful force driving Iowa's economy, we're broadening our scope in new, ingenious ways.

TRUE TO OUR ROOTS

Through Iowa State's Center for Sustainable and Rural Livelihoods in Kamuli, Uganda, faculty and students work hand-in-hand with local farmers to increase food security, stabilize income and improve quality of life. The cultural immersion experience expands students' worldview, teaches them to navigate new situations and encourages them to work with people different from themselves – all while knowing they're making a meaningful difference.

Our next move? Heighten Iowa State's land-grant mission to become an even greater presence within the state and throughout the world.

Just as we created the nation's first extension program 100 years ago, we must once again envision new ways to fortify the state's economy and communities, and put Iowa State's expertise to work throughout the state, nation and world. To become a land-grant university for the 21st century.

In our global society, local challenges have far-reaching implications. The problems faced by one are faced by many, and the resulting solutions are likely applicable on a broader scale.

As stewards of knowledge and as citizens of the world, it's our responsibility to ensure our know-how, expertise and values aren't restricted by boundaries or borders, but are instead applied to their fullest extent to strengthen families and revitalize communities.

And on the Iowa State campus, the hub from which all our efforts extend, we must enhance our environment in ways that promote and express the Cyclone ideals we aim to share with the world.

Now is the time to join together. Fortify our efforts. Reach farther.

To ensure the vitality of our global community, while staying forever true to the great state and citizens of Iowa.

TRUE EXPERTISE

During the worst avian flu outbreak in U.S. history, Iowa State led the charge in stopping the virus, just one of many health threats to the country's livestock and poultry industry. With Ames home to the university's world-class College of Veterinary Medicine and one of the largest concentrations of animal health professionals in the world, it's no wonder people and nations turn to Iowa State to keep safe and healthy the animals that provide our food.



Photo: Paul Gates

TRUE GROWTH

On the frontlines of nurturing Iowa's entrepreneurial ecosystem is the Iowa State University Research Park, an incubator system connecting businesses and entrepreneurs with Iowa State expertise to transform ideas from conceptual to profitable. So far the 220-acre park, which is currently developing an additional 100 acres of facilities, has supported more than 80 start-up companies, some of which are already recognized worldwide for their ingenuity and major contributions to their industries.



Photo: Michele Farnham

Forever Reaching

You can ensure the world benefits from the talent, expertise and values inherent throughout Iowa State.

When you support the extension of Iowa State's land-grant mission, you strengthen the vitality of Iowa and the world. You empower people and nations around the globe. You build on the foundation created by generations of Cyclones. And you help ensure a healthy, safe and sustainable world *for generations to come.*

TRUE TO OUR CULTURE

The Iowa State campus – it's a living, tangible Cyclone experience. It's reading a book on the open lawns. It's walking past flowering trees in the spring. It's Hilton Magic. It's the history depicted in campus art among new ideas and game-changing breakthroughs. It's the Campanile. It's cheering as one of thousands in JackTrice Stadium. Even as our alumni and friends scatter around the globe, they carry with them the memories made and values learned here that remain forever true.



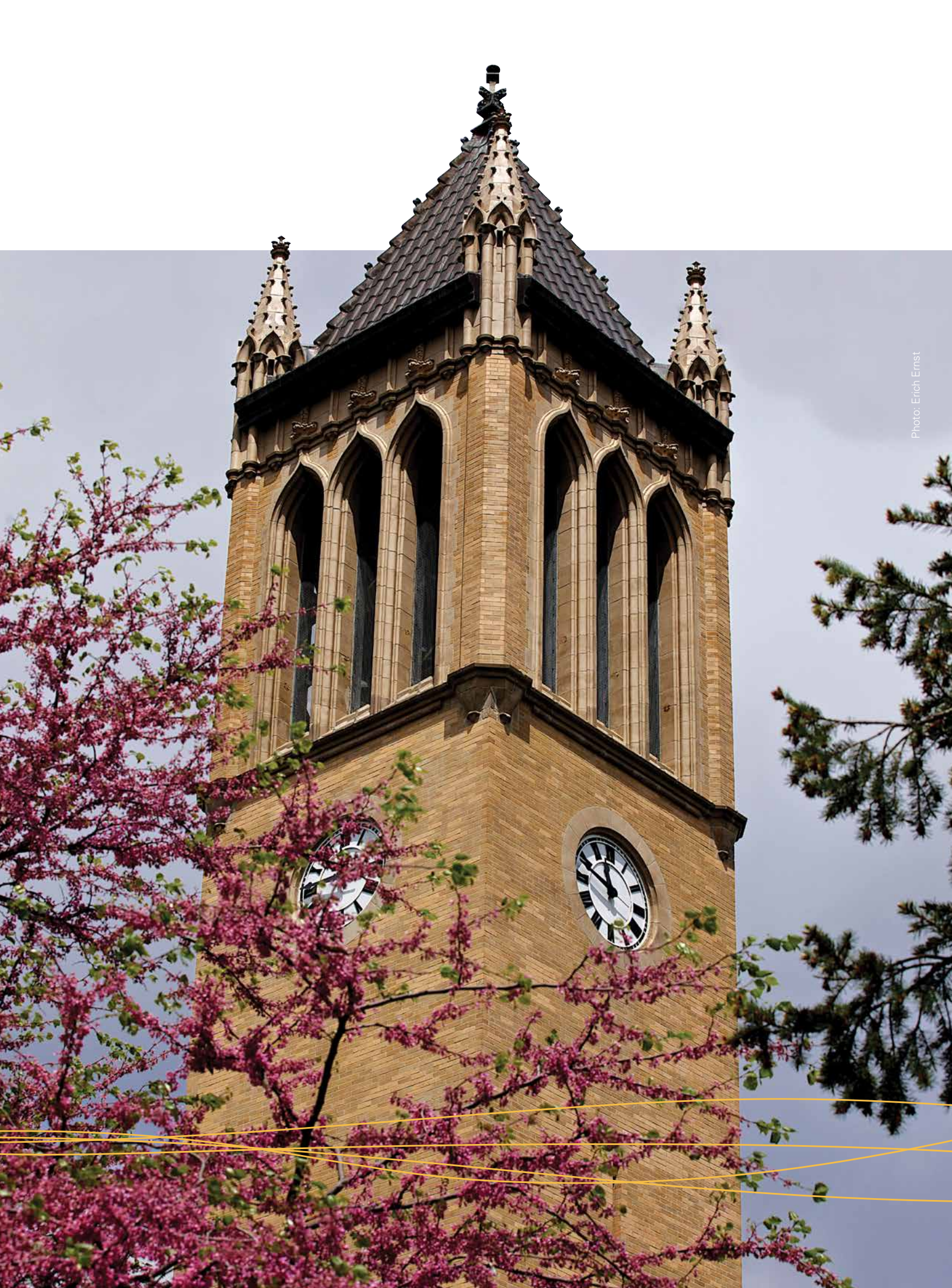


Photo: Erich Ernst

Be Forever True

Iowa Staters know the difference between stating a goal and starting one. We don't just pursue high ideals, we live them. They are our lifeblood, our daily work.

Now is the time to ensure a bright future for our children and our world. To provide the tools that will be needed to traverse new territories and confront inevitable challenges. *Forever True, For Iowa State*, an eight-year campaign to raise \$1.1 billion for the university by June 30, 2020, will keep Iowa State's mission relevant and vibrant for a future that will urgently need us – but only if we work hand-in-hand, as we have always done, to make that possible.

WE CAN DO THIS. Cyclone alumni and friends are second to none in their loyalty. Without their past generosity and commitment, we would never have come this far. Now is the time to support the university's ideals and aspirations far into the future – to become the premier land-grant university for the 21st century and beyond.

Your support for scholarships will ensure deserving students have opportunities to learn leadership skills on campus and around the globe. Funding for world-class faculty and research will help continue vital work addressing the world's most critical issues. And gifts in support of places and programs that extend the university's work around the state and world will impact thousands of lives touched by Iowa State.

Your involvement today means a distinctive Iowa State education will thrive for years to come.

This is our moment of truth. Together, we can prepare new generations to build a university and a world to last well beyond their lifetimes. To last forever.

To be *Forever True*.





IOWA STATE UNIVERSITY
FOUNDATION

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