CELEBRATING
THE FUTURE

COTTEY COLLEGE

For the students. For the world. For the future.

COTTEY college
Defining the future of Cottey College

The Defining Moment Campaign has provided Cottey College the opportunity to grow, to expand its programming, and to enhance its campus facilities. As President of Cottey College, I am filled with gratitude for your support of this historic campaign. Setting a goal of $35 million was ambitious; the reality of raising $40,420,737.58 is awe-inspiring. I want to thank every person who supported this goal with time, talent, or treasure. It certainly took all three to achieve such success.

The Campaign challenged us, but our sometimes herculean efforts were motivated by one truth. A Cottey education is exceptional; a Cottey education can change a life, and we want this education to continue to be available to women. During the five years of the Campaign, the College developed and earned accreditation for additional baccalaureate programs, hired faculty and staff to offer the programs, improved library resources to support the new curriculum, added athletic teams, increased scholarships, and designed a renovation of Neale Hall and an addition to Neale to integrate the fine arts into one dynamic space.

A Defining Moment: the Campaign for Cottey College allows Cottey to move forward confidently into a future secured by your generous support. Thank you on behalf of current and future Cottey students.

“We develop the ability to take calculated risks and to analyze and problem solve situations that lead to creative and flexible solutions.”
— DR. CATHYRN PRIDAL, VICE PRESIDENT FOR ACADEMIC AFFAIRS

DONORS MAKING A DIFFERENCE

Susan ’72 & Michael Rouleau

COTTEY CONNECTION: Susan is a 1972 graduate. She is from Seattle, Washington, and learned about Cottey from her mother, grandmother, and aunt, all P.E.O.s.

HER STORY: After graduating from high school in Washington, she hopped aboard a train — alone — to attend Cottey. The train, she said, allowed her to belong to more things. She knew from the moment that she heard about the school that she would love Cottey College. With no car and nowhere else to go most evenings, they would gather around a piano or guitar and sing. It was here that deep friendships grew and a top quality education took root.

WHY GIVE TO COTTEY? One of the thoughts that I shared with Michael — my hope is that Cottey would continue to grow and become the spot that countless other women would attend in the future and have that same incredible experience that I had. When Michael finally did get to visit Cottey, he said, “I always knew it would be a great place because of the way you described it, but after being on campus I truly understand. I get it.”

3 FAVORITE THINGS:
- Friendships that I made are lifelong. I still get together with my suitemates and friends from the happiest two years of my life.
- The availability of superior academics. I took a class in organic chemistry; I felt like I had the ability to do anything I wanted.
- The ability to know your professors. It was amazing to have such access to people who were so knowledgeable and willing to spend time one-on-one.
The impact of exceptional faculty on the Cottey campus is wide reaching. Quality faculty attracts additional talented faculty, talented students, and raises the intellectual culture on campus. At Cottey, our faculty consistently goes to great lengths to nurture quality and challenge students to achieve their full potential. They offer personal instruction, guidance of character, and help define the moments of Cottey as each young woman embarks on her journey.

As new academic degrees are added and the complexity of coursework grows, new faculty leaders are essential. Academic excellence, combined with concern for each student’s intellectual, social, emotional and physical development, create a transformative learning experience. Honoring and supporting a superior faculty will shine a national spotlight on the level of academics found at Cottey College.

Scholarship endowment is a top priority. Nearly 98 percent of Cottey students now receive some form of financial aid. We want every promising student to have an opportunity to have her life transformed.

We believe in making the Cottey experience available and accessible for any young woman who would benefit. As Cottey grows, scholarships must increase to accommodate that threshold of additional students.

We must truly be committed to our goals and have the financial means to support these young women. With scholarship support we will be able to attract and educate bright, ambitious, and talented young women from diverse economic backgrounds. The endowment allows us to perpetuate scholarships into the future.

Scholarship ENDOWMENT

Promoting creativity through the arts has always been an important part of the Cottey College experience. Dance, music, and the creative arts will finally enjoy a new era of innovation and collaboration.

The New Fine Arts INSTRUCTIONAL BUILDING

Staying true to bridging the past with the future is the new Fine Arts Instructional Building, recently named by the Board as: The Judy and Glenn Rogers Fine Arts Building.

As part of the proposal for the new Fine Arts Instructional Building, Neale Hall was surveyed and deemed structurally sound. Therefore, Neale will be retained and incorporated into the new building.

The new facility will include a renovated Neale Hall attached by an atrium to a newly constructed addition immediately to the west of Main Hall. A skywalk will connect this facility to Main Hall.

Promoting creativity through the arts has always been an important part of the Cottey College experience. Our students participate in music, theatre, and dance, as well as, ceramics, printmaking, painting, photography, and other fine arts. For many years the arts have been housed in disparate and insufficient spaces across campus.

This facility will bring the fine and performing arts students and faculty together in a first-rate fine arts building and allow them to inspire each other. Dance, music, and the creative arts will finally enjoy a new era of innovation and collaboration.

Faculty CHAIRS

The New Fine Arts INSTRUCTIONAL BUILDING
We believe in supporting the transforming power of education and the empowering impact it can have on making the world a better place for everyone.

— ROBIN FLAHERTY ’10

Library ENHANCEMENT

While the current library offers much in terms of materials and a place to study and gather, the need to improve continues.

Funding library enhancement will offer students access to the important information they need to complete projects and papers and to maximize their critical thinking and inquiry skills.

The library enhancement will prepare the College for the new baccalaureate programs and those that will be added in the future.

Research and information gathering abilities must be improved to accommodate additional course work.

COTTEY CONNECTION: Rebecca learned about Cottey from her mother’s P.E.O. chapter sisters. The small college appealed to her, and she instantly fell in love with Cottey.

HER STORY: Most of my high school friends selected colleges close to home. They often would mention how homesick they were. Here I was, four states away, making that transition, but Cottey proved to be such a warm and nurturing place that I didn’t want to leave.

WHY GIVE TO COTTEY? I wanted to give to Cottey so that other women could have the experience that Cottey gave to me. I wanted to pay it forward, to help provide a foundation that will continue to give to someone else.

Unrestricted funding allows Cottey College to be uniquely positioned for whatever the future holds.

Cottey will have the ability to respond to unforeseen changes, to develop new programs, and to be responsive in an unpredictable environment.

Employers want employees who are flexible thinkers and creative problem-solvers—those who can look beyond the obvious and envision the possible.

Annual funding will support the operating budget of the College. The College will be an unencumbered, innovative leader serving the bright women of Cottey with the highest level of excellence in education.

DONORS MAKING A DIFFERENCE

Rebecca Christen Pohlad ’75

3 FAVORITE THINGS: Living in the suites was such an amazing experience for me. As I went on to get my degree, I experienced living in the dorm or living in an apartment and even being in a sorority, but nothing ever came close to the feeling of living in the suites.

I don’t know if I realized it at the time, but there is such value in attending a women’s college. It’s so important for young women to have their own time and education.

I really value the small class size where professors get to know you and you get to know them. We didn’t find out about our grades by looking at a list posted on a wall; we learned it from our professors directly.

“Cottey College is such a unique institution where three hundred women get together to receive a top education. I believe in its purpose, its goals and the quality of education.”
Campaign

TAKING THE HELM of a campaign to raise $35 million dollars in five years for a women’s college in Nevada, Missouri, is no small endeavor. It had never been done before, not only in the school’s history, but in the history of small college fundraising and at a time when smaller colleges are going by the wayside or converting to coed. The Campaign began when the economy was at a downturn and fundraising dollars were shrinking.

Barbara Andes was just completing her term as President of International Chapter of the P.E.O. Sisterhood which included serving as an ex-officio member of the Board of Trustees at Cottey College. She was familiar with the needs and goals of the College and was a part of the discussions about creating the fundraising Campaign.

With Dr. Judy Rogers’ firm backing, Barbara accepted the challenge of leading the charge. She was just the leader needed to oversee Dr. Rogers’ vision and carry out the Board of Trustees’ plan. She brought years of volunteer service as part of her background, which would serve her well as nearly her entire team was made up of volunteers. She brought connections to supporters in nearly every state, province, and district, relationships built from her leadership as President of International Chapter of the P.E.O. Sisterhood. These contacts weren’t just volunteers, they were women, armed with a passion for education and boundless strength to work tirelessly until the job was done.

Many times on the Campaign trail, volunteers voiced that they would do anything Barbara asked. Barbara had earned a reputation during her presidency that she would never ask anyone to do something that she would not do herself. In this spirit they carried out the plan that would involve 96 Awareness Events around the country and Canada.

Each month the team would meet via conference call as volunteers would often be in other parts of the country. Together they racked up 6,000 minutes of calls. Barbara and Dr. Rogers never missed a call. Prior to each call, committees were to prepare and share reports on what had been accomplished and what was being planned. This enabled the group to stay focused and connected on the goal, often piggybacking on others efforts to create a synergy beyond compare.

The committees became a force that would remain committed to the goal until the end. Those committees continued to add enthusiastic helpers along the way, and by the end of the Campaign OVER 5800 VOLUNTEERS had become involved.

Often Dr. Rogers served as inspiration during the calls, relaying stories about campus happenings. The Cabinet focused on what worked and left behind what didn’t. Support consistently poured in on the home stretch, the monthly goal weighed in at a daunting $600,000 per month. When the final numbers were tallied, they not only hit that monthly goal, but doubled it from April 2013 through the end of the Campaign in January 2014.

Celebrations were a part of each call, not with excessive costly means, but often simply by knowing that they were enriching education for young women. They were rewarded by the lifelong friendships and spirited bonding. And sometimes by the sound of music. Barbara sent greeting cards that played the song “Celebrate,” and during calls you could often hear it play in the background as someone would open their card to spread the joyful tone.
DONORS MAKING A DIFFERENCE

Blaine and Marian Shull

Because Cottey alumnae are already active members in their communities and strong leaders who love exploring new ideas and treading in uncharted territory, it is no surprise that they showed up in full force for the Defining Moment Campaign. As Cottey young women build lifelong friendships that continue to grow as their lives change and opportunities scatter them across the globe, it is easy to see the impact that Cottey has on young women, and to see years later, how the Cottey experience has shaped who these women have become. The alumnae have met their goal of raising $2 million during the Campaign and will have the distinct honor of naming the renovated Neale Hall building. In addition, visitors to the College will enjoy the Daisy Pavers that were given in recognition of alumnae and class contributions to the Campaign at the $5,000 level and up.

WHY GIVE TO COTTEY?
“We were so impressed with the school, the standards that were set and the education that they were providing. It was originally our intent to remain anonymous donors but we feel that Cottey is such a jewel that it needs to be talked about. So whenever we get a chance to talk about it, we do!”

3 FAVORITE THINGS:
- The bright, interested, talented, and enthusiastic students.
- Impressed to see the small classrooms and their broad scope of educational excellence.
- The involvement of students in the arts, sports, academics, and international involvement.

COTTEY CONNECTION: The Shulls learned about Cottey through P.E.O. Blaine’s mother was a long time P.E.O. and introduced her daughter-in-law, Marian, to the organization. Marian felt a connection to Cottey College because one of the sisters in her chapter had a mother and sister who attended Cottey.

THEIR STORY: After hearing about Cottey from their Chapter for many years, the Shulls were travelling across the country and decided to stop to visit the College. They were familiar with many Cottey administrators and students, and had heard so many wonderful things that they decided to make it part of their trip. Everything about Cottey exceeded their expectations and their appreciation for the school grew deeper.

 Awareness EVENTS

These high profile events introduced the Defining Moment Campaign to P.E.O.s, B.I.L.s, alumnae, local philanthropists and friends. Local volunteers, assisted by the Campaign team, handled the entire event—planning from location to invitations to selecting local hosts.

Event locations were determined by pinpointing areas with the highest levels of Cottey support: students, alumnae, P.E.O. Chapters, scholarships, and current contributors. Once the location was determined

the Awareness Committee identified potential hosts and active supporters in the area. Wherever Awareness Events were scheduled, P.E.O.s, B.I.L.s, alumnae, and friends were included.

The Individual Gifts Committee would then recruit and train volunteers for the event. Over 130 volunteers were coordinated to make each event a success.

The Donor Committee was responsible for helping to develop and vet the invitation lists for these events.

Whether guests were drawn to the event because of the venue, from the Wrigley Mansion to the Webster House, or just out of curiosity, it didn’t matter. They all left with a greater knowledge of Cottey, a deeper appreciation for the mission of the College, and a passion to help with the Defining Moment Campaign by whatever means they could.

The enthusiasm and dedication of volunteers and supporters reflected the leadership of Dr. Rogers, Barbara Andes, and Carla Farmer. “We never had an issue with ego and there were no complainers. It was one for all and all for Cottey” said Barbara Andes.

COTTEY CONNECTION: The Shulls

Pictured above are members of the campaign cabinet. Front row, left to right: Karen Blair, Carla Farmer, Dr. Judy Rogers, Barbara Andes, Susan Sollers, and Ann Fields. Back row, Terri Streh, Kathy Wysong, Mariam Kindred, Joyce Rhodes, Lynn Fendy Kelley, Lou Ireland, Julie Wilson, Jan Goodall. Not pictured: Diane Sampson and Judith Wise.

$4.5 million
raised by the alumnae during the Campaign.

Ninety-six awareness events were held across the United States and Canada.
Our Strategies

Faculty & Staff

Cottey College is a vibrant community where professors are not only experts in their fields but are experts at building relationships with students. If the student doesn’t show up for class, for example, it is not out of the ordinary for the instructor to follow up with a personal phone call to make sure everything is okay. Encouragement and support are not just talked about in the classroom, but demonstrated in the halls.

Faculty and staff alike are completely dedicated to creating a learning, living, and leadership environment for every student. Students find their voice, passion, and character at Cottey College. They often do this through the help of a faculty member who spends extra time to help them understand a subject or through a staff member that comforts them in a time of need.

So in asking these individuals to also donate money to the Campaign, the Faculty Staff Committee learned the true dedication of the campus community. After first setting the goal at $75,000, the committee decided to establish a stretch goal of $100,000. The faculty and staff contributed a total of $207,175.66.

WHY GIVE TO COTTEY?

Where else but at Cottey would these things happen?

DONORS MAKING A DIFFERENCE

Amber Todd ’03

COTTEY CONNECTION: One of my mother’s friends, Helen Kirby ’53, is a P.E.O., Cottey alumna, and (back then) a member of the Board of Trustees. When I was a senior in high school, Helen strongly suggested that I look at Cottey and the rest is history! I often use this story to illustrate to other P.E.O.s that we need to be thinking about and talking about Cottey to everyone.

HER STORY: After our cumulative organic chemistry final, Dr. Fowler took the whole class out for a pizza dinner. That was a nice way to wrap up the year. When the tragedies of Sept. 11, 2001, occurred, Dr. Washburn, Cottey’s president at the time, visited every single suite on campus that evening to talk with all the students. That showed how much she cared. I have been able to keep in touch with a few faculty and staff members and even heard from them when my first child was born. Where else but at Cottey would these things happen?

WHY GIVE TO COTTEY? I attended Cottey and it changed my life! It provided me with excellent opportunities for research and leadership and made me a much more confident woman. I was able to do two independent research projects in chemistry and biology during my time there. I was able to use laboratory equipment often reserved for graduate students and post docs at most universities while I was a freshman and sophomore. Cottey instilled a lot of confidence in me and even helped them when my first child was born.

3 FAVORITE THINGS: I made friends for life (including faculty and staff).

I was better prepared entering my transfer institution than the students who had been there for the first two years.

The traditions.

P.E.O.

Involvement

PE.O. is a philanthropic educational organization for women, founded in 1869, that supports women by offering scholarships and aid. The organization believes so strongly in education that members have an instructional program at each meeting so they can continue to learn and enrich their own lives.

Virginia Alice Cottey Stockard held the firm belief that women deserved the same quality education as men. When she became a member of the P.E.O. Sisterhood, Mrs. Stockard realized that P.E.O. paralleled her own goals and ideas about higher education for women.

The P.E.O. Sisterhood accepted ownership and the responsibility for the future of Cottey College in 1927. Therefore, Cottey College became the only nonsectarian college owned and supported by women.

With nearly 6,000 P.E.O. chapters, the Campaign Cabinet had a tremendous task of informing all P.E.O.s about the Defining Moment Campaign and motivating P.E.O.s to become involved. Chapters were active in the giving process through a horse race created to make it a fun and friendly competition.

BILs – husbands of P.E.O.s – have a special role in a P.E.O.s life. They played a vital role in this Campaign as well. During the Campaign, BILs were given unprecedented access to events and information regarding Cottey College and the Campaign. For many, it was the first time they were actively involved in a P.E.O. cause. They were welcomed by Dr. Rogers’ husband, Glenn, who engaged BILs in the goals of the Campaign. Often BILs came because they were curious, but they always left with a deeper understanding of what P.E.O. is really all about and the importance of Cottey as an educational option for women.
Planned Giving

An important component of the Campaign was planned giving. The generosity of donors to Cottey College in their estate plans exceeded all expectations. In some cases these were estates realized during the Campaign which are dollars that can be put to use immediately. In other cases, planned gifts are future gifts called “expectancies” that will be a valuable resource for many years.

Alumnae
Hamriet Volkman Agius ’62 and George Agius
Anonymous
Rebecca Christen Pobled ’75
Elie Goldberg ’60
Julie Hunsucker Grandi ’61
Shirley Ruth Holden ’65 and Barison C. Holdrog, Jr.
Miriam Stephens Kimberly ’51
Lois Watson Lee ’44
Ann Wood Marsh-Marten ’58
Barbara McCormick ’51
Susan Matthews Reidman ’72 and Michael Reidman
Diane Endicott Sampson ’58 and James Sampson
Tara Dean Stuart ’52
Friends
Bill Barrett
Robert LaCaff
Frederick Nagle
Benjamin Rosser
Margaret Stewart*

P.E.O.s
Anonymous
Jacqueline Belkie Anderson*
Barbara Andes and Jerry Andes
Susan Balkhey Butler
Judy Elkins
Billie Hobstein* and Ed Hobstein
Margaret Lee*
Jonathan McLaughlin and Paul McLaughlin
Jean Morgen
Phyllis Northway
Lela Pavlick and John Pavlick
Kay Polzin and John Polzin
Dorothy Vanek
Joan White and Wayne White
Doris Winters
Sophia Zetmeir

Foundations
Darwin L. and Delma M. Sampson Scholarship Fund of the Greater Salina Community Foundation
Finnie M. More Trust
James H. and Madalynne Norick Foundation
P.E.O. Foundation

Organizations
California State Chapter, P.E.O. Sisterhood
Chapter GA, P.E.O. Sisterhood, Los Angeles, California
International Chapter of the P.E.O. Sisterhood

Estates and Trusts
Anonymous
Margaret W. Becker Charitable Remainder Unitrust
Marion Sadler Bickley Estate
Doris C. Butler Estate
Patricia Bowell Cates Trust
Sherrill Drum Estate
Genevieve Goekner Charitable Foundation

For M. & Gerald E. Green Estate
Joseph Head Estate
Sherlock Hibbs Estate

DONORS MAKING A DIFFERENCE

Dorothy Vanek

COTTEY CONNECTION: Dorothy Vanek is a P.E.O. member and lifelong philanthropist. Her mother, two aunts and two cousins are also P.E.O. members and she credits the Sisterhood with introducing her to Cottey College.

HER STORY: When she heard about Cottey’s need for a softball field at 2011’s P.E.O. International Convention in St. Louis, she thought, “That’s silly; I could do that, so I did,” contributing to the effort. The school already had the land and the groundbreaking was arranged for Friday, timed for when the alumnae would be in Nevada for Founder’s Weekend. Vanek said she would return for the first game played on the new field, and she was true to her word, coming for the dedication of the field bearing her family’s name.

WHY GIVETO COTTEY? “It’s important for P.E.O. members to take an interest in what’s going on at Cottey, to ensure its future as a women’s college.”

3 FAVORITE THINGS: Women can concentrate on school. And Cottey has a ratio of 10 students to one teacher, and you just don’t find that.

It’s for women, owned by women and run by women. That’s an advantage over other schools.

Having my family remembered by honoring them with the softball field is a joy beyond words.

*Gifs of $100,000 or greater. Visit www.cottey.edu/campaign for a complete list of donors.
In 1884, Virginia Alice Cottey Stockard created her vision of a “girl’s school” in Nevada, Missouri, that within two years was named Cottey College. The school grew from 28 students in that first year to 250 by 1910. Over 9,000 women have graduated from Cottey in 130 years of operation.

After being introduced to the P.E.O. Sisterhood late in life, Virginia Alice Cottey found in P.E.O. an organization worthy to be the stewards of her great accomplishment. In 1927, she gifted the school to the P.E.O.s who to this day continue to own and support Cottey.

It wasn’t too long ago that there were more than 200 women’s colleges around the country. Today there are fewer than 50. Cottey has been a beacon of women’s education for nearly 130 years. In order to remain such, Cottey needs to do more than survive; it must become a recognized leader in women’s education.

Leadership is taught and practiced. Traditions help pass important lessons and values from generations past. Social responsibility is woven into every activity. International exposure and experiences present cultures in a way no classroom can.

WE BELIEVE THAT WE HAVE THE RESPONSIBILITY TO DELIVER WOMEN OF CHARACTER AND SUBSTANCE TO SOCIETY.

As the list of academic options grows, many students choose to spend all four years at Cottey to complete a baccalaureate degree. For those selecting other degrees, Cottey provides the first two years of their college journey offering coursework that enables them to graduate with an associate degree or to transfer to some of the best higher education institutions in the country. In any case, Cottey College offers an enduring educational experience that shapes and informs the rest of their successful lives.
“Because of you… I have been extremely blessed with many wonderful opportunities to grow and explore my gifts as a student leader.

Cottey has truly been a life-changing experience for me, and I will forever treasure all the memories and friendships I have had while being here deep within my heart. Your genuine love and support have motivated and empowered me and others to fulfill their goals and dreams, while making a difference on campus and in the community.

My passion to serve and encourage others has enabled new doors to open for students from all walks of life. Being elected as an Interfaith Student Leader under Cottey’s Spiritual Life and Diversity Office has enabled me to follow my calling in life and become the woman I am today.

Encountering new adventures for growth and learning, new cultures and traditions, while studying abroad has been incredible! It is such a pleasure and sincere honor to be a part of this sisterhood, and I would not be at Cottey without your help.

Thank you very much!”

DEFINING Student Life
Thank you for your continued support.

We would like to offer a special thank you to the P.E.O. Sisterhood, Cottey College alumnae, faculty and staff and friends of education that have contributed to A Defining Moment Campaign. Your generosity has spurred improvements for today and momentum for the future.

A special thank you to the staff of Institutional Advancement who guided and supported all facets of A Defining Moment Campaign. From the initial conversations to the feasibility report to the final days of stewarding gifts, the staff of Institutional Advancement worked consistently toward a successful completion of the campaign. THANK YOU.

There are still many opportunities to give to Cottey College. Your contribution will have an historical impact on the future of Cottey and the lives of the women that will lead us into the future. Contact us today.

Visit www.cottey.edu/campaign for a complete list of donors.