



Tennessee
TECH



IT'S PERSONAL

THE CAMPAIGN TO ELEVATE
TENNESSEE TECH



It's Personal

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At Tennessee Tech, we put students first. From the moment students apply to Tech, programs centering on support and success help them find their home on campus, graduate and embark on meaningful careers that match their passion and skill.

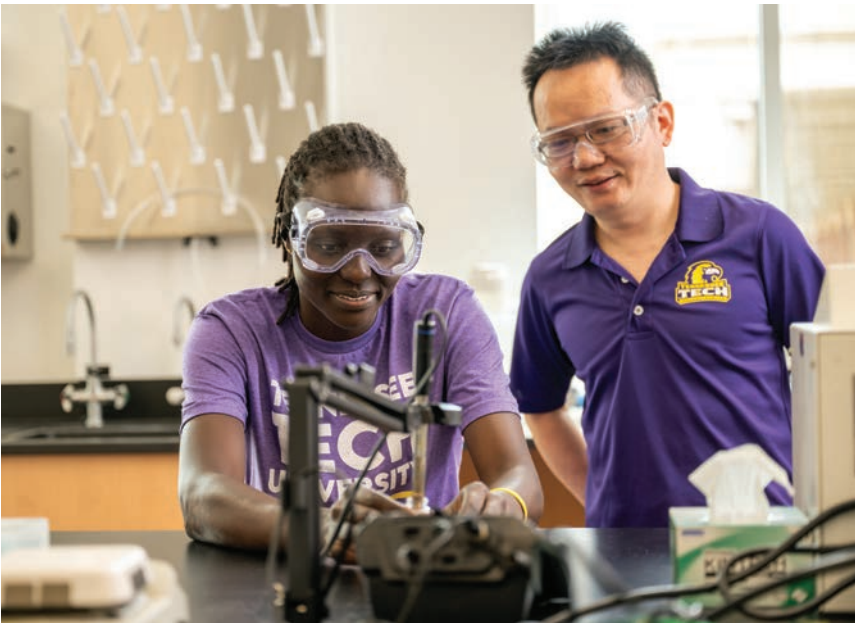
Tech's \$125 million It's Personal Campaign will power key investments in every area important to the student experience and student success.

Our aspirations are limitless, but our resources are not. Students come to Tech with grit and determination, seeking education, innovation and change. They want to make a difference in their hometowns and communities,

both near and far. They want to know their professors and for their professors to know them, all while receiving the highest level of instruction.

The It's Personal Campaign will produce graduates who will be change-makers in their communities, attract and retain world-renowned faculty in each field and ensure that a Tech education remains affordable. Your investment will help Tech remain a nationally-competitive, student-centered research university serving Tennessee and the world.





Campaign Goals

Student Experience - \$25 million

There is no limit to what's possible when students are challenged to push boundaries, question the status quo, solve problems and create solutions. We will elevate the student experience by updating our facilities, investing in student wellness and enhancing experiential learning opportunities.

Athletics - \$25 million

Tennessee Tech Athletics is fueling pride, visibility and momentum as the university enters a new era. With a move to the Southern Conference, historic football success and excitement surrounding the reimagined Tucker Stadium, Tech Athletics elevates the student experience, energizes alumni and fans, attracts prospective students and strengthens the local economy. Through four new Champions Clubs, Tech is building a united philanthropic effort to sustain championship-level success amid the changing landscape of college athletics, including revenue sharing. When Tech wins, the entire community wins through increased visibility, awareness and school spirit.

Faculty Support - \$15 million

As Tech accelerates its ascent as a nationally-competitive, student-centered research university serving Tennessee and the world, faculty play a key role in elevating the university's reputation. Tech must attract and retain talented faculty through endowed chairs and professorships, expanded research funding and professional development opportunities.

Scholarships - \$35 million

Tech graduates have the lowest average student debt of any public university in the state. Approximately 70% of Tech students receive some form of financial aid, but rarely is it enough to cover tuition, housing and books. A multi-million-dollar scholarship endowment will allow Tech to recruit and retain the best students and support those with financial need. Additionally, emergency grant programs help with unforeseen circumstances that may not be covered by a scholarship. Scholarships and emergency grants can mean the difference between affording college and staying enrolled – or not.

University Excellence - \$25 million

Tech emphasizes excellence in its mission and core principles, aiming for national prominence through engaged students, dedicated faculty and career-ready graduates.



Student Experience \$25 Million



Campus Transformation

Prospective students choose a university based on academic quality, cost and the look and feel of a campus. The goal is for Tech's campus to provide a beautiful learning environment that ignites students' creativity, while continuing to deliver the functional, modern spaces that Tennesseans expect from a university campus. Alumni consistently tell us they chose Tech because, "It just felt like home."

Continued investments in Tech's campus ensure the university meets the demands of a technology-infused college experience. Plans are underway for a new academic classroom building, Advanced Construction and Manufacturing Engineering (ACME) Building and student event center. Renovations are underway in Johnson Hall, and investments are planned for Hyder-Burks Pavilion, Roaden University Center and a visual arts and music facility.



"Hand-in-hand, the Ashraf Islam Engineering Building and ACME Building show prospective students the entire path from concept to analysis, collaborative design, further analysis and testing of ideas in the lab. Students who experience both buildings will be able to see and understand the entire process of creation that engineering represents."

-Joseph C. Slater, Ph.D.
Dean of the College of Engineering

Student Wellness

A positive student experience requires a commitment to physical and mental wellness. More students than ever are looking for safe spaces to meet, share and connect. The It's Personal Campaign will strengthen Tech's Accessible Education Center, Center for Career Development, Center for Counseling and Mental Health Wellness, Eagle's Wing Veterans Center, Gretta Stanger Center, Intercultural Affairs Mentoring Program and J.J. Oakley Health Services. Students from all backgrounds will have the support they need to be successful.



“Donor support helps fund the Crisis Hotline, a virtual tool that students can utilize after hours and on weekends and holidays, and #HopeStrongEagles, which provides campus suicide prevention efforts through prevention training. Through this program, the Counseling Center teaches the campus community how to identify risk factors, warning signs and protective measures for at-risk individuals and outlines screening, counseling and referral options. The plan encourages the Golden Eagle community to ‘Ask a question, save a life.’”

-Christina Mick, Ph.D.
Director, Counseling Center

“Tech’s Intercultural Affairs Mentoring Program is a great way for minority students to get connected with campus. You make lifelong, lasting connections, and you’re never alone; there’s always someone there to help you. In the program, you have a mentor and a mentee, so you have at least two people you know you can depend on for anything. The mentoring program has helped by showing me all of the different opportunities on campus. But making new friends has definitely been the best part.”

-MaCia Rudolph
Music major from Chattanooga, TN



Experiential Learning

A Tech education is about value-added experiences. Whether through field trips to Civil War battlefields, theater and musical performances, experiments at Oakley Farm or entrepreneurship programs in the iCube, students gain hands-on knowledge and experience. And when they graduate, they add immediate value to the professions, communities and employers lucky enough to hire them. Tech aims to make experiential learning and travel programs accessible and affordable.



“Working at the Poultry Science Research Center has been an amazing opportunity.

It’s been very helpful to see a working research facility in action while learning about the same topics in lecture. I have had the opportunity to run the current study where I learned to manage birds, collect data and understand the structure of a research study. I am proud to be part of one of the first studies that is taking place at the Poultry Center and am looking forward to many more!”

– **Madison Jones**

**Animal Science major from
Cookeville, TN**



“When I landed in Spain, I knew I had a journey ahead of me. I went into stores and spoke in Spanish and felt like a citizen. Going to a restaurant and doing the whole process in Spanish, discovering just how amazing the tapas and paellas are – I felt fully submerged. I now understand how different some cultures are. I now understand how big this world really is. I plan to write the story of my life as one full of adventure, growth and living every day like I am on the trip of a lifetime. Because the version of myself that I found in Spain is not the version I was expecting to come back as in such a short time.”

– **Barrett Streeter**

**Exercise Science and Physical Education major
From Mt. Juliet, TN**



Athletics \$25 Million



The It's Personal Campaign will enhance Tech's ability to recruit and retain the most promising student-athletes, attract the best coaches and offer facilities that help athletes compete – and WIN. Every gift to Tech Athletics supports the 400 student-athletes representing 15 Division I varsity sports.

Tech won four OVC Championships last year in football, women's soccer, women's cross country and track and field.

Plans are underway for a new Football Operations Building and short-game golf facility, and investments are planned for the baseball complex and track and field.

Champions Club

In a year already defined by historic wins and championship moments, Tennessee Tech Athletics is building a united philanthropic movement designed to power sustained success in the new era of college athletics.

Through the launch of four Champions Clubs – the Quarterback Club (Football), Legacy Club (Women's Basketball), 6th Man Club (Men's Basketball) and Dugout Club (Baseball) – Golden Eagle Nation is rallying around a shared mission to compete and win at the highest level. Driving this effort is the new reality of college sports: revenue sharing, a structural shift that has reshaped recruiting and roster retention.

Reimagined Tucker Stadium

A reimagined Tucker Stadium delivers a real college football gameday experience and provides Cookeville with a premier entertainment venue promising new levels of excitement and luxury for sports, concerts, meetings and festivities. Fans find football game days forever transformed with expanded choices in suites, club seating and chairback seating.

Golden Eagle Fund

From scholarships and academic support to training and facilities, the Golden Eagle Fund provides educational and athletic opportunities for all Tech student-athletes.

Program Endowments

Program endowments create a permanent source of funding to strengthen Tech Athletics. These endowments provide essential resources to enhance sport-specific budgets, support special projects and help attract and retain the very best coaches to lead our student-athletes. Whether it's investing in equipment supporting team travel or advancing player development initiatives, program endowments ensure that every Golden Eagle team has the resources to compete at the highest level.



“Revenue sharing is not a trend – it is the new structure of college sports. Programs that adapt will compete. Programs that hesitate will fall behind. Our path forward is clear: unite, invest and lead. Every championship program must have a championship-level support system, and the Champions Clubs empower our community to stand behind our student-athletes. They’re built by an entire Golden Eagle Nation committed to excellence.”

–Casey Fox
Director of Athletics



“We won back-to-back OVC Championships with a 14-2 record in conference and an 18-6 overall record in our first two years. Our program goal is to continue to ‘aim high’ in everything we do as people, students and athletes. We have a collective vision to build a consistent winning program that competes for Southern Conference Championships and National Championships. Every person associated with our team is focused on the process of winning.”

– Bobby Wilder
Head Football Coach



Faculty Support \$15 Million

Endowed Chairs and Professorships

Alumni frequently recall one or more faculty members who made a difference in their lives. Tech's faculty have always been the heart of the institution, elevating the university's reputation both regionally and nationally. To remain competitive among peers – and elevate Tech's reputation to match that of aspirational institutions – we must invest in faculty who will continue to academically support and challenge students.

Research

Tech's faculty and students have created momentum as a national research university. Tech set an all-time record for externally funded research in fiscal year 2023, topping \$36.3 million. To build upon this, Tech must invest in new ideas, library resources with specific emphasis on journal subscriptions and new equipment to accelerate promising discoveries and translate them into real-world application. Tech's economic impact recently topped \$1.52 billion statewide, and every dollar invested in research benefits our city, state and beyond.

The relationship that develops between a faculty mentor and a student is one of the most fulfilling experiences facilitated by a research institution. Tech's URECA! (Undergraduate Research and Creative Activity) program

provides monetary assistance for undergraduates who pursue research and creative activities at Tech through academic year mini-grants, summer grants with stipends and travel grants for both the student and the faculty mentor. The It's Personal Campaign will ensure that faculty-mentored research opportunities are available to every student and enhance Tech's reputation through publications and conference presentations.

Faculty Development

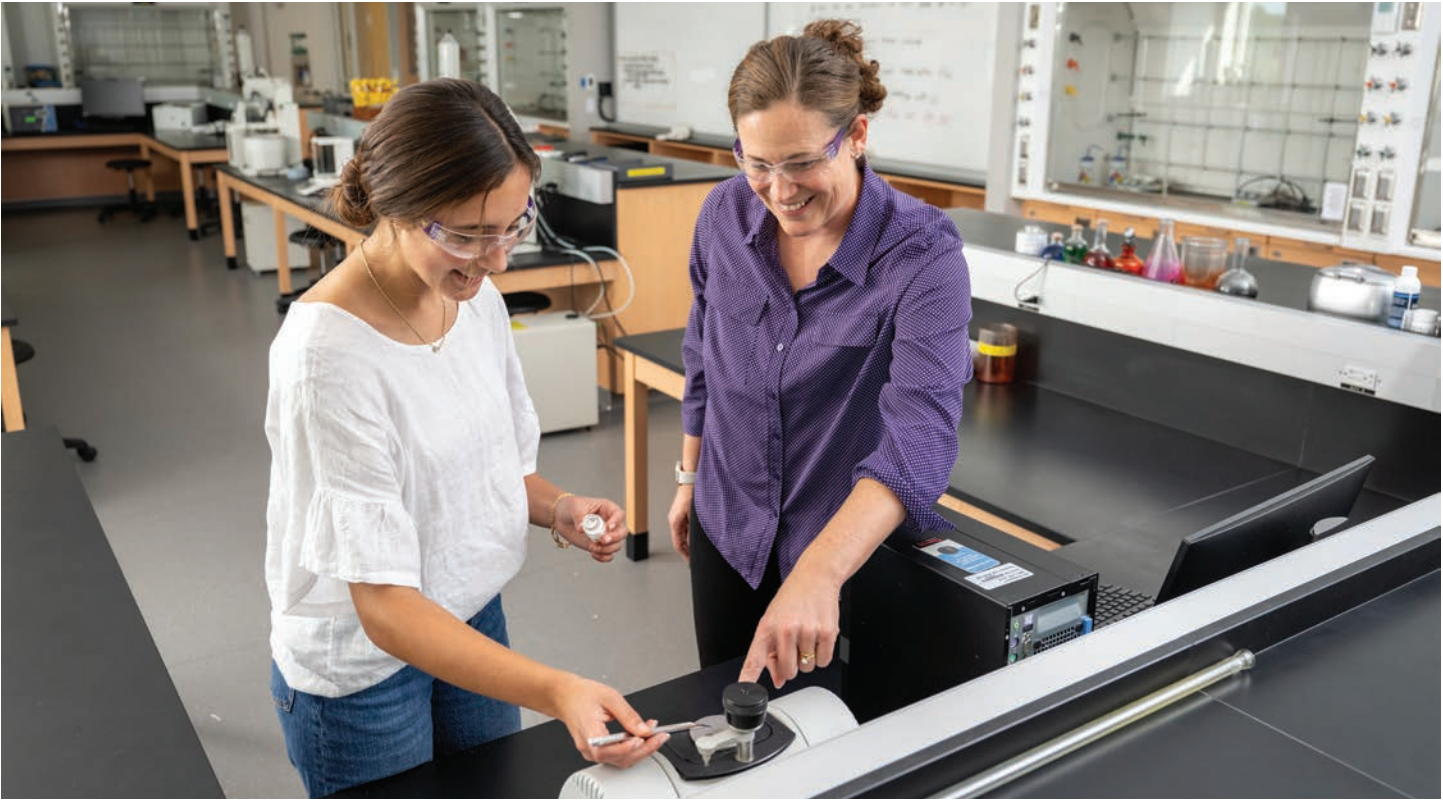
Tech's students deserve faculty who stay current and motivated through professional development in teaching-learning, career-service and research. Professional development opportunities assist faculty in improving their capacity and performance as teachers, researchers, scholars and practitioners. Currently, some colleges are able to send faculty to a professional conference once every other year. Tech's deans strongly desire to offer additional professional development opportunities for their faculty.

For example, faculty say Tech's membership in the National Center for Faculty Development and Diversity (NCFDD), an independent professional development, training and mentoring community, is transformational to research and advancement toward tenure.

"It is a great honor to be the Harry C. Stonecipher Professor of Distinction. I feel a sense of responsibility to uphold the legacy of excellence of Tennessee Tech while carrying the banner of innovation and community in service of this great institution. This is a responsibility that I believe all of my colleagues bear; I just have the pleasure of being the steward of the endowment for however long I am called to do so. It is my hope and prayer that I can serve in a manner that makes the Tennessee Tech community proud."

– Dr. Jerry C. Gannod
Professor and Chair,
Department of Computer Science





Scholarships \$35 Million

Endowed Scholarships

Endowed scholarships ensure access and affordability for Tech students and provide alumni and friends with an opportunity to leave a legacy and assist future generations of Golden Eagles. Whether a scholarship is need-based or merit-based, or designated for a specific county, major, academic achievement or extracurricular activity, it is often the deciding factor in a student choosing Tech.

Emergency Grants

The Eagle Assistance Grant (EAG) and college-based emergency grants provide support for students facing unforeseen circumstances. Scholarships help students get to Tech; emergency grants help them stay at Tech. Emergency grants assisted students affected by the March 2020 tornadoes and students who lost their jobs due to COVID-19.

“The house I was staying in was destroyed by a tornado on the morning of March 3, 2020. I lost everything except for my clothes, which were recovered and cleaned. My laptop that I use for school, my desk, my desk chair and my television were all destroyed. There was also significant damage to my truck, which is my only mode of transportation to and from school.”

—2020 Eagle Assistance Grant recipient

“I am 26 and returning to school this year, and I expected a financial burden. I even considered withdrawing shortly before I received the news that I was awarded the University Memorial Scholarship. It had a profound impact on my decision to pursue my future.”

—Brittney Gay
Biology Major from Daphne, AL







Tech engineering students design adjustable chair for preschooler with special needs.

Tennessee Tech will always put students first.

With a goal of \$125 million, the It's Personal Campaign is Tech's largest campaign to date. Tech is experiencing a level of campus transformation not seen in 60 years. Tech is constructing new buildings, renovating existing ones and introducing new degree programs. Tech is creating success programs that are the first of their kind. And Tech aims to provide scholarship support to every student in need.

It will take all of us to meet this goal – to remain competitive among our peers, meet the demands of a changing workforce and provide an affordable, accessible education for all. We aspire to be the first-choice university, because we know that students can get something at Tech that they can't get anywhere else: a personal, affordable education with dedicated and talented faculty.

Tech has risen in stature to a leading, nationally-ranked university. Now, it's time to elevate the university experience for a new generation of students and alumni. Your support is an investment in our bold vision, fearless determination and unwavering confidence that Tech has much more to offer Tennessee and the world.





Tennessee TECH

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