

Hearts & Minds Capital Campaign
Saint Mary's University
Case For Support



Engaging our students as citizens of the world



Saint Mary's
University

Halifax, Nova Scotia, Canada

HEARTS & MINDS
REACH MINDS TOUCH HEARTS
CAPITAL CAMPAIGN

OUR INVITATION



J. Colin Dodds, President
Saint Mary's University



Paul J. Dyer, Chair, Board of Governors
Saint Mary's University



Paul D. Sobey, Chair, Capital Campaign
Saint Mary's University

The Saint Mary's University tradition is to focus our energy on the needs of our students.

Our commitment is to provide accessibility – to the best opportunities and learning environments – for students with the passion to learn and the desire to succeed.

Since 1802, that commitment hasn't changed. However, the 21st century presents vastly different challenges. Whether it is innovative research agendas that are more closely aligned with societal changes, technology that allows our students and researchers to collaborate globally, or the increasing calls for relevance and connectivity by business and the community, the tools and skills our students need to succeed and thrive in an increasingly globally integrated economy are changing.

We have focused the *Hearts & Minds* Capital Campaign to reflect this. Its success will vastly enrich a vibrant university – one that is both deeply rooted in our region and, through our diverse student body and institutional linkages, aspires to be truly internationalized.

Saint Mary's is known as a place where minds grow, students are nurtured, and external partnerships developed. It is also known as one of the best-run and most financially sound universities in the country.

So why give to Saint Mary's?

Your donation will go where it is needed most and it will make a difference in the lives of our students. For some, it will be scholarship and bursary support which ensures that Saint Mary's remains true to its tradition of accessibility. However, all our students will benefit from a technologically enhanced learning environment that will prepare them for the complex and competitive world that awaits. It will assist them in preparing to become engaged citizens of the world. It will go to the heart of the matter.

Please join us.

Paul D. Sobey
Chair, Capital Campaign
Saint Mary's University

J. Colin Dodds
President
Saint Mary's University

Paul J. Dyer
Chair, Board of Governors
Saint Mary's University

KNOW US BY HEART

Universities are known by their various strengths: one may be said to have hired a "rain-maker" president, another may sport some impressive new campus additions. Reputations are built and perpetuated on these factors, which then become the focus of much internal and external attention and effort.

At Saint Mary's, there is only one focus, and it never deviates or suffers dilution. It is shaping and elevating the hearts and minds of our students.

Ultimately, every plan we formulate, every penny we spend, and every movement we make is for and about our students. Our student body is the very heart of our university, and for over 200 years it and nothing else has driven our efforts to educate, to nurture, to evolve, to lead and to grow.

Saint Mary's is the heart of its community. Our campus, nestled in a residential neighbourhood in south end Halifax, is active and alive from morning until night, serving over 8,000 students studying a breadth of disciplines. We invite tens of thousands of people every year to share our facilities with us: from our sports facilities to our observatory, the general public is always a welcome addition to our campus, and helps make an already vibrant and unique environment even richer.

As we enter our third century, we continue to follow our most heartfelt instincts: to devote our programming, planning and focus to our students. We will continue to contribute in meaningful ways to the knowledge community. We will provide increasingly relevant educational experiences. We have confidence in our credibility as an institution and in the talents of our people.

GIVING, STRAIGHT TO THE HEART.

“Welcome to Saint Mary’s University.”

Since our founding in 1802, that phrase has been said countless times to more than a hundred thousand students.

It’s been said to reassure nervous parents, to greet prestigious visitors and, at the start of every school year, to herald the beginning of a new chapter for students, whether straight from high school, or mature learners.

“Welcome to Saint Mary’s.” We can only imagine the pride with which Rev. Edmund Burke said it, the man whose passionate commitment to accessible learning prompted him to establish a school for young Catholic men in Halifax. With this phrase, he founded the first English-speaking, Roman Catholic-initiated university in Canada.

Over the decades and centuries since 1802, Saint Mary’s University has evolved into a vibrant, relevant, and multi-faceted urban post-secondary learning environment. Widely and warmly respected by alumni, staff, and the private and public sectors, Saint Mary’s University has earned a reputation for academic achievement that is closely tied to the communities it serves.

We believe in our \$40 million *Hearts & Minds* Capital Campaign – our first major



fundraising program in over a decade. This is not just a wish list or a plan hammered out by a committee, weakened by compromise. We listened to our heart – to our students, to our community – and we believe we have found the best ways to deliver what they need, aligned with institutional long-term goals and objectives.

We have not for a moment lost sight of what is really important: our students. Every step of this campaign is designed to reflect back on their needs. We have integrated this campaign within the construct of our academic vision and plan, and have ensured the resulting facilities and programs can be managed within the

financial forecast. We have nothing but our students’ best interests in mind – now, and for the future.

We have built a campaign around achieving balance, strengthening focus, and, above all, ensuring access – financially, physically and ideologically.

Our campaign aims high. We seek to enrich the minds and nurture the hearts of our students, our faculty, our staff, and our community.



We have not for a moment lost sight of what’s really important: our students.

OUR PRIORITIES

Providing Opportunities for Aspiring Citizens of the World

Our students mean the world to us. And we are committed to sharing the world with them.

At Saint Mary's, our professors know their students by name and keep their day-to-day development top of mind, no matter where their studies may take them. With solid support like this, and a security net that keeps students' best interests at heart, we will expand our global network and connect students with opportunities for international experiential learning.

Saint Mary's University extends a hand of welcome each year to students from over 80 countries. We understand the value of cultural and linguistic diversity. Beyond our intimate and international campus, our students pursue study opportunities from China to Cuba to Mexico to Denmark to Germany to Japan – and the list goes on.

The value of global perspective resonates every day in the classrooms at Saint Mary's University. We believe this to be fundamental to educating aspiring citizens of the world.

Our new Student International Mobility Fund will afford opportunities to study abroad and to participate in international community development projects. It will provide opportunities to some of our most academically accomplished students, while at the same time encouraging students whose financial circumstances are limiting.



In the end, the Fund will allow us to nurture their understanding of other cultures, economies, customs and languages. They will bring their experiences back to share with their Saint Mary's friends and classmates. Many will return home to apply their uniquely global perspective to enrich local business and society.

And we will be here to welcome them back with open arms.



OUR PRIORITIES

Answering the Community Wellness Challenge

Educating individuals in the life-long value of a balanced and healthy lifestyle has emerged as a principal societal concern in this decade.

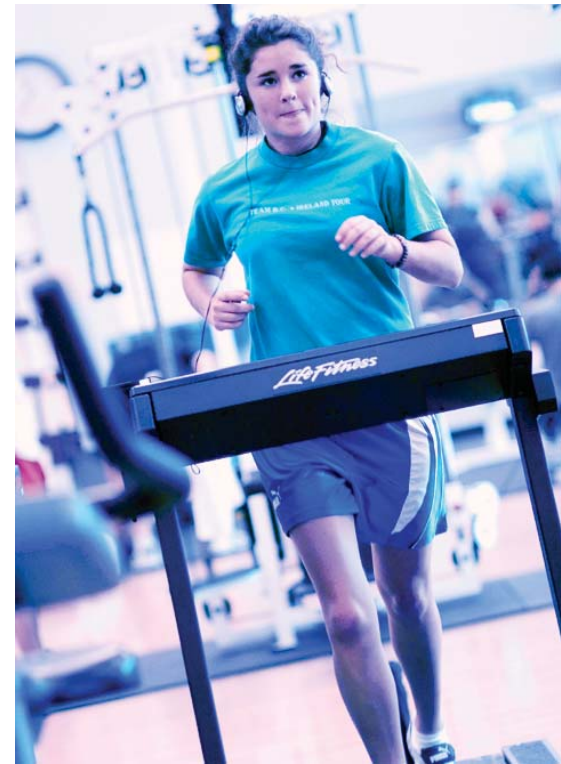
At Saint Mary's, we are focused on the overall development of the whole student. This is a responsibility we take very seriously.

The changes we effect here will reverberate through our students' lives, and our community, for decades. Our students benefit from free access to our fitness facilities and wellness resources. Similarly, every year we reach thousands of members of the general public with our health and wellness vision.

Our University has long been recognized as an athletic powerhouse on the national varsity level – a reputation that belies its small size relative to other schools.

Although we are very proud of the number of Academic All Canadians that are members of our teams, we have expanded our vision of health to encompass much more than varsity athletics alone. In order to ensure a healthy future for all members of the Saint Mary's community, we will create a new Athletics, Health & Wellness Centre to foster health and quality of life for Saint Mary's students, faculty and staff, local residents, seniors, and those with disabilities.

The new Centre will grow from the foundations of existing on-campus community fitness and athletic facilities. It will integrate a multi-purpose arena for varsity and community use. A high-performance training link will provide state-of-the-art training resources to our scholar-athletes, and to those from around the region. Our Centre for the Study of Sport and Community Health will be integrated into the plan. The cumulative capacity will simultaneously leverage the University's core academic strength in this area, our national strength in varsity athletics, and our position as a community resource. The impact of the Centre will exceed the sum of its parts. It will enable us to help improve the health of our students and community.



Strength in athletics, recreation and community wellness.

Saint Mary's University's Sobey School of Business is the engine that drives business education in our region.

What does this mean for our students? It means success on a world-class scale. It means contributing to the future of business in Canada. It means creating full-fledged entrepreneurs where previously there were only ideas.

The Sobey School of Business educates over 3,000 full- and part-time students annually through its BComm, MBA, EMBA, and PhD programs. The BComm program accounts for roughly 35% of the University's undergraduate enrolment, and the regular MBA for 75% of the University's graduate enrolment. Drawing students from Europe, Asia and the Middle East, the Sobey School of Business enriches the strong international flavour of our campus.

The Sobey MBA and the Sobey EMBA have been nationally ranked among the best in the country. Our doctoral program is bringing constant renewal to our research culture and is exceeding all expectations for research productivity. The Sobey School of Business has earned the highest standard of achievement for business schools worldwide with its recent accreditation by The Association to Advance Collegiate Schools of Business (AACSB).

A fresh injection of \$5 million in new funding will enable us to invest in human capital through new chairs, professorships, and graduate student aid. Attracting tomorrow's bright lights is priority one.

The Sobey School of Business is an engine. Our remarkable students, faculty, and staff are the high-octane fuel.

The Sobey School of Business is an engine. Our remarkable students and faculty are the high-octane fuel.



OUR PRIORITIES

Fueling the Drive for Individual Discovery

**Good ideas are, as they say,
a dime a dozen.**

But often the definitive difference between a good idea that languishes versus one that reaches the light of day, boils down to one simple word: encouragement.

Every day, our faculty and students pursue knowledge. In that pursuit, they may come upon an intriguing or innovative question or solution that – if nurtured – will have meaning in all our lives, here at home, nationally or internationally.

Sociologists and psychologists formulate ideas to take theoretical ideas into community settings. Scientific researchers pose questions with meaningful industrial application. Students and faculty become inspired by an idea to improve their learning environment.

At Saint Mary’s University, one of the responsibilities we take most seriously is nurturing innovation.

We have learned that discovery can come from within. Early encouragement led to our Atlantic Centre for Students with Disabilities’ partnership with IBM – a partnership that led to the development of our world-first Liberated Learning voice-to-text technology – now being used for the benefit of students with disabilities.

Nourishing the seed of an idea and watching it grow. Encouraging bright minds to pursue inquiry and apply discoveries in the real world. Our Academic Initiatives Fund will encourage our brightest minds to seek answers and bring them to the light of day.

Our CN Centre for Occupational Health and Safety – a shared centre of influence – is developing innovative and collaborative research to maximize the greatest resource in the workplace – the people.



**Nurturing
innovation.**

OUR PRIORITIES



Every student we welcome to Saint Mary's has a nearly limitless potential for excellence.

It is our duty, as well as our privilege, to seek out every opportunity to develop that potential. In the *Hearts & Minds* Capital Campaign, nurturing minds is top priority.

For decades, we have been quietly building an impressive educational and research capacity in the pure and applied sciences. The University's flagship science program is its PhD in Computational Astrophysics – the only one of its kind in Canada. Saint Mary's Institute for Computational Astrophysics is led by Dr. Robert Deupree – a world leader in modeling the internal structure of stars. We are also home to Atlantic Canada's only Environmental Science and Ecosystem Remediation Centre. We have attracted over \$10 million in Canada Foundation for Innovation funding, on the basis of our bright minds pursuing innovative research. It is time to provide the tools and environment bright minds need to help lead them to their next discovery.

Equally, our students in all areas of study need communal space that encourages interaction and provides them with access to technology and library resources. Providing student-centred, barrier-free collaborative space that fosters learning and inquiry outside of the boundaries of the classroom is an opportunity for us to enrich and extend the learning experience for our students. It goes to the heart of the matter.

At a cost of \$15 million, our new Atrium integrates a special feature that will benefit our students in the Arts, Business and Sciences – it will enable us to seize the opportunity to encourage interaction among and between students and faculty, across the breadth of our learning environment.

\$15,000,000

ss and Sciences

A newly constructed main floor Learning Commons will provide 16,000 sq. ft. of new space for all of our students and faculty – in Undergraduate programs, Graduate Studies and Continuing Education – to work individually or in small groups, with or without computers. Our enrolment in all disciplines has outgrown our ability to provide sufficient classroom space, and so our entire academic community will make use of new, multi-disciplinary classrooms in the Learning Commons.

The Atrium’s upper two floors will be devoted to facilities for the Computational Sciences (Math, Computing Science, Astronomy, and Physics). The new space will provide expanded capacity for our science faculty and students, giving them the space and tools needed for ever more impressive work in areas such as Geology, the Oil and Gas Industry, Green Chemistry, Environmental Science, and the Conservation and Biodiversity of animals and plants.

Per capita, Saint Mary’s University has the lowest space ratio for students and faculty of any university in Atlantic Canada. We see the need to provide our students, faculty and staff with more modern and high-quality learning facilities.

We can only imagine the heights they’ll reach.



OUR PRIORITIES

Improving Business Efficacy and Ethics

Achieving a higher standard of ethical conduct in business and public service is today, as never before, a concern for us all.

A new standard of accountability and transparency will help avert the catastrophic reverberations of corporate and public service scandals and the erosion of public confidence. Central to this issue is, we believe, the convergence of knowledge and morality.

In our own way, we believe we can help.

Saint Mary's University has partnered with The Atlantic School of Theology to establish the Atlantic Centre for Ethics and Public Affairs (ACEPA). Our aim is to help business, government, academic and community decision-makers navigate the turbulent waters of ethical conduct.

Through the *Hearts & Minds* Capital Campaign, Saint Mary's will provide the

\$1 million needed to renovate and renew the heritage facilities that will become home to ACEPA. It is the place where leading academics, business leaders, theologians, students and community partners will gather to study and promote discussion on ethical practices in business and government affairs. We see the integration of these best practices into the curriculum.

At Saint Mary's University, we also seek every opportunity to develop the whole student. We also want to encourage increasingly vibrant discussion and practice on ethics in business and government. These priorities will come together at the Atlantic Centre for Ethics and Public Affairs, and be reflected in curricula.

The result may well be generations of professionals who follow their dreams with both their hearts and their minds.



OUR PRIORITIES

Imagine, for a moment, you are one of the 4.3 million Canadians living with a recognized disability.

Maybe you won't have to imagine forever. Statistically speaking, as you age you stand a good chance of becoming limited in hearing, sight, mobility, speech, or in your capacity to learn. You may face challenges that Saint Mary's University sees in the students who come to us every day, for support through our Atlantic Centre of Research, Access and Support for Students with Disabilities.

How can we make a traditional university environment more accessible for those with disabilities? How can we live up to our promise to provide individualized support for learners with special challenges ranging from mobility impairments to dyslexia? And, perhaps most importantly, how can Saint Mary's find solutions that help redefine the policy and practice of post-secondary education for disabled individuals in the years to come?

Since 1985, our Atlantic Centre has quietly led the country in finding answers that work. It has built a leadership reputation for accommodation, cultural and functional advocacy and meaningful research surrounding disabled individuals in the learning environment. Experts in our Atlantic Centre have forged unique partnerships within the corporate community and around the globe, in their tenacious pursuit of accommodating disabled learners. The result? World-first, technology-driven initiatives like Liberated Learning Technology that, in partnership with IBM, enables the deaf and other students with learning disabilities, to benefit from real-time, voice-to-text transcription of their lectures.



But to understand only the national and international reputation of the Atlantic Centre diminishes a full appreciation of the profound difference that it effects, day-to-day, year-to-year, for our students. We help those with disabilities integrate into our environment, and achieve their dreams and the dreams of their families, of a university degree. Plain and simple.

An endowment goal of \$1 million in support of the work of the Atlantic Centre represents only a first step in securing its place within our University and community. With technological innovations and a wide range of services, the Atlantic Centre is an integral part of our campus, and represents a cultural imperative for our society.

Imagine what life would be like without it.



Students come to Saint Mary's University from all walks and stages of life to pursue their dreams. It is one of the distinctive features of Saint Mary's in which we take the greatest pride.

But in 2003, the average debt load for a Saint Mary's student at graduation was \$22,226. This puts us in the top third of all universities in the country for individual debt. Clearly, many of our students pursue education at almost any cost and then find they have to spend years after graduation paying it off.

This is not how we want to reward our students for choosing Saint Mary's. The first step towards a fulfilling life and a successful career is deciding to come here. We can't have the first step also being the hardest.

Accessibility in its fullest definition has long been a philosophical cornerstone put into practice every day at Saint Mary's University. Despite having the second smallest endowment of all Canadian universities, Saint Mary's University has increased significantly its annual student aid offerings in the last number of years. We are dedicating ourselves to ensuring that those with a passion to learn aren't forced to choose another path solely because of money.

Building our student aid endowment to an acceptable level is – and will remain – a pivotal priority for Saint Mary's now and well into the future. The \$2.5 million in student financial aid raised through this campaign won't represent the end of our pursuit of financial accessibility. But it is a solid step forward as we focus on the heart of the matter: our students.



At Saint Mary's our commitment to our students extends well beyond the classroom.

Our students come to us from a diverse array of circumstances. Saint Mary's University's Child Care Centre helps make the transition to university life easier, for many students who are also parents of young children. It provides top quality care for children 18 months to five years of age, and is open firstly to our students, faculty and staff, but also to members of our surrounding community.

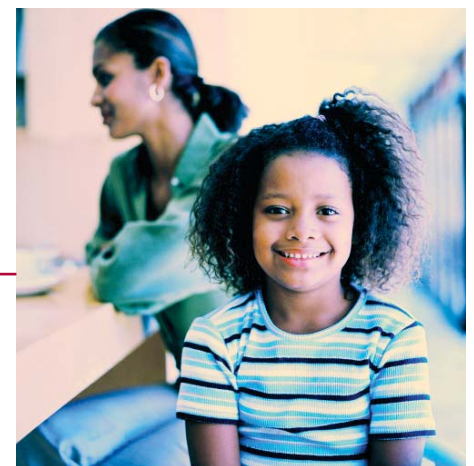
Knowing their child is well-tended to, on-campus and within close proximity, is often a critical factor that helps some students, faculty and staff decide to join and remain a part of our close community. For this reason, we see its role as pivotal.

Our Child Care Centre operates as a community-based registered charity and, as such, all fees, charges and other income are used to ensure the highest quality of care and education for the children. The centre accommodates 35 children, with a typical waiting list of 50-75.

With increased funding, the Centre will provide more flexible hours of operation that reflect the unique scheduling needs of our students. We will be able to extend

the age range of children in our care to include infants younger than 18 months. And, expansion to the facility and playground will provide greater room to learn, play and grow.

In the broader scheme of our Campaign, these changes represent a relatively modest improvement. But as with children, sometimes the smallest investments pay the most rewarding dividends.



Making the transition to university life easier.

Coming to Saint Mary's should always be a step forward, for every student.

We have the unique privilege of opening their minds to the world around them. In this aspiration, technology is one of the most important tools we have available.

What we teach here, and how we teach it, has to be real-world relevant, and it has to keep up both with the technologies and the philosophies that are constantly evolving off-campus. The benefits of providing our students with continually improved access to the world's new library are many, and they are immediate.

Our students and faculty are empowered in the learning environment through technologically advanced access to cross-

cultural views and information, up-to-the-minute data, and real-time communication amongst and between each other. We are not the first institution to recognize the value of technology as a learning tool, but we have acted quickly and responsibly to ensure that we develop an appropriate foundation for a new learning paradigm. We have many strengths here to build upon – this allows us to dream big, and positions us to take advantage of many future technological opportunities.

The new Student Technology Fund will enable us, over the next five years, to significantly improve existing computing labs around campus and will enable us to expand and integrate wireless technology into areas such as the new Learning Commons.

Improved access to the library of the world – particularly for those students who are not able to come to Saint Mary's with their own computing technology – will help us uphold our commitment to providing first-class learning opportunities for all our students. We can provide the very best of both worlds: a close-knit community to live and learn in, plus the entire world at their fingertips.



OUR PRIORITIES



\$40 million Summary

The Atrium <i>Nurturing Minds in the Arts, Business and Sciences</i>	\$15,000,000
Athletics, Health & Wellness Centre <i>Answering the Community Wellness Challenge</i>	\$12,000,000
Sobey School of Business <i>Investing in the Human Dimension of Business Education</i>	\$5,000,000
Undergraduate Student Aid <i>Improving Access for those with a Passion to Learn</i>	\$2,500,000
Student International Mobility <i>Providing Opportunities for Aspiring Citizens of the World</i>	\$1,500,000
Academic Initiatives <i>Fueling the Drive for Individual Discovery</i>	\$1,500,000
Centre for Ethics and Public Affairs <i>Improving Business Efficacy and Ethics</i>	\$1,000,000
Centre for Students with Disabilities <i>Effecting Positive Change for Students with Disabilities Here, and Around the World</i>	\$1,000,000
Child Care Centre <i>Investing for Important Returns</i>	\$250,000
Student Technology Fund <i>Expanding Access to the World's Library</i>	\$250,000

THANK YOU, FROM THE HEART.



NO MATTER WHAT'S ON THEIR MINDS
YOU'LL BE IN THEIR HEARTS

“ Saint Mary's went beyond my expectations. Students can receive help with their studies, their health, choosing a career and many other things. They care about the success of their students. Saint Mary's offers more channels of help than any student could ever need. ”

Randon Wright,
2nd Year Business Student

Our Campaign leadership team, our community and our students are grateful for your contribution – large or small.

We encourage all of our donors to allow us to permanently recognize their contributions, on our campus or within our academic community.

Please contact our Campaign Office for more information.



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Halifax, Nova Scotia, Canada

HEARTS & MINDS
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CAPITAL CAMPAIGN

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