



start something big

Eastern Washington University's birthday cake is different than most. Tradition would require 125 candles, one for each year of service. Our cake, however, glows with more than 68,000 candles representing each of our alumni throughout the institution's storied history.

While much ado will be made this year as we commemorate Eastern's 125th anniversary, the celebration is really about you, our alumni. Like a proud parent, the Eastern community looks on

the accomplishments of alumni as an affirmation of our history, strengthening our resolve to meet the challenges and opportunities before us.

Eastern has never been stronger. Student enrollment remains at 10,000, we are formalizing our presence in the Spokane area with a new building and recently received legislative support for renovation to campus buildings. Together we can *start something big* (our new tagline, brand promise and commitment to our community).

A vital component to future success remains alumni accomplishment and involvement. Under the leadership of President Rodolfo Arévalo, the campus community is nearing finalization of a comprehensive strategic plan that will shape EWU's vision for years to come.

As vice president for University Advancement, my role is simple: maintain and enhance alumni relationships so that alumni can continue to play an integral role in EWU's success. Alumni participation is best manifested via three areas:

Information: Through numerous channels, we inform alumni about the life, challenges and success of Eastern and our students. Whether via positive press, the alumni magazine, monthly Enews (subscribe at www.ewu.edu/alumni) or the University's website www.ewu.edu (soon to be redesigned), we want to provide you with information relevant to your experience and interests.

Involvement: We want our alumni to have opportunities to participate in Eastern life by enhancing and developing programming opportunities such as educational offerings, cultural outings, athletic events and social functions. Please visit www.ewu.edu/alumni for a list of upcoming activities.

Investment: When alumni invest time and/or resources toward areas such as student recruitment, graduate career placement, internship opportunities, leadership boards and philanthropy, they help today's students and advance the mission of EWU.

What has made Eastern successful today is exactly what will make it successful as we go forward – YOU, our alumni. We value your leadership, appreciate your support and need your advocacy. Contact me. I'd love to hear from you.

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