



Every Patient Deserves A Nurse

The Campaign for SWOSU Nursing

NOW is the Time.

TODAY'S NURSES have more responsibility for healthcare delivery than ever before. And there simply aren't enough nurses to fulfill the need.



SHORTAGES DRIVE IT...

Oklahoma ranks 46th in the nation in number of registered nurses per thousand residents. If current trends continue, Oklahoma is expected to have a shortage of more than 3,000 nurses within five years. Nationwide, the shortage of registered nurses could reach as high as 500,000 by 2025.

DEMOGRAPHICS DEMAND IT...

Older adults use more health care services than any other age group. By 2012, approximately 10,000 Americans will turn 65 every day, effectively doubling the need for nurses providing quality health care in this age category.

NOW IS THE TIME...

Currently, the state of Oklahoma suffers from a critical nursing shortage that is expected to worsen due to an even more severe nursing faculty shortage, an expanding and aging population, and the ever-increasing complexity of care.



Every Student
Deserves A *Chance*



SWOSU Nursing Offers Solutions to Health Care's Most Challenging Problems

Every Patient Deserves A Nurse.

Anyone who has seen a family member hospitalized — whether as an emergency or for a routine procedure — wants to believe his or her loved one received the best possible care. Yet our nation is facing a nursing crisis -- by 2016 more than one million nurses will be needed each year just to fill all positions, and we could be 500,000 nurses short by 2025. Recent studies show that safe, high-quality care requires the right number of well educated nurses in supportive practice environments.

We See the Future.

Each year, SWOSU rejects more than twice as many fully qualified nursing school applicants as we accept due to insufficient classroom space and budget constraints. Nationwide, Nursing schools will need to nearly double their capacity by 2020 – 90 percent growth – to meet the critical need for nurses, according to the Health Research and Services Administration. An additional issue facing nursing education in rural settings is an adequate patient population on which to practice nursing skills. The use of patient simulators can help alleviate this problem and bridge the educational gap for rural students. This technology allows students the opportunity to learn without risk to a patient, therefore improving patient safety. It allows the student to integrate cognitive knowledge with training and to prepare for situations they may encounter in practice.

We see a SWOSU Nursing program where no student with passion and intellect is turned away, where students have the opportunity to work on state-of-the-art equipment, and where we have the physical space to expand our programs.

We Can Help.

SWOSU has pledged \$1 million towards the renovation of Parker Hall, a former dormitory on campus, into a new home for the School of Nursing. This move would allow the program to expand by 50%, training more students than ever before to combat the nursing crisis. Given today's fiscal realities, we can't complete this project without your help. Total project cost is estimated at more than \$1.5 million dollars, including \$500,000 for laboratory and simulation equipment vital to the effective training of tomorrow's nursing professionals. Over five years, the cost per *new* nursing student trained utilizing this technology will be \$5,000. You can make it possible to increase our capacity to educate and train the nurses of tomorrow. Won't you join us in sponsoring a student?

*Just as our teaching translates into your care, YOUR SUPPORT WILL
TRANSFORM OUR VISION INTO A REALITY.*

This expansion is not simply about bricks and mortar. It is about meeting a critical need for more nurses in our health care system, a solution that will have immediate effects for our generation and beyond.

It is within our building that men and women will gather to learn and practice the science and art of nursing. Our faculty will mentor students who will become the caregivers, researchers and teachers of the future. To do all we can for them, we must support them with a sturdy foundation.

When you consider what you are able to do for the school, please consider a gift to this campaign. Your resources enable us to prepare a better-educated nursing workforce for tomorrow, and ultimately improve health care for Oklahomans and beyond.

John M. Hays
President



SWOSU Nurses *ACHIEVE*

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prepare a better educated
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and beyond.





When I graduated from the School of Nursing almost 30 years ago, I had no idea of the impact that my time here would have on the rest of my life. I have been fortunate in that I've had a successful career in healthcare and I owe so much of that success to Southwestern.

Today, SWOSU is leading the way in preparing new and better-educated nurses to address the shortage with a new facility. The Nursing Faculty and I are committed to doing everything I can to see the new building become a reality, and I hope you'll join me in supporting the next generation of caregivers.

Barbara Patterson, RN
Associate Dean of the School of Nursing

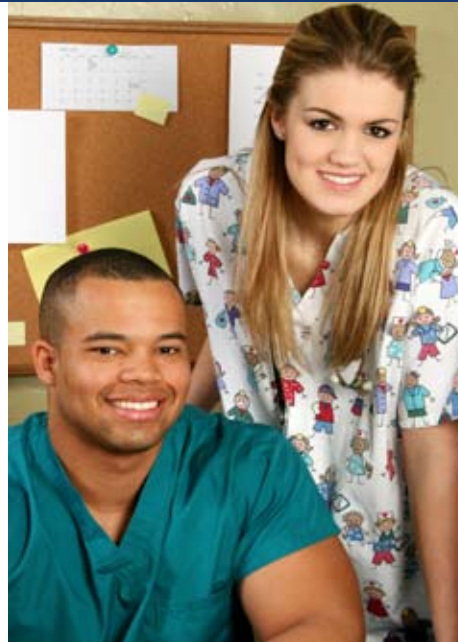


SWOSU students have a 100% career placement record within 3 months of graduation, with over 80% staying in Oklahoma.

An adequate supply of qualified nurses is critical to the success of health care reform -- and they must be a pillar of America's health care system of the future. But where will they all come from?

Expanding the School of Nursing at SWOSU will allow our program to meet the demands of educating and graduating nurses to care for a growing population with diverse health care needs. Your gift to SWOSU Nursing will make a significant difference well beyond our academic setting, for both today and tomorrow.

Blake Sonobe
Senior Vice President and Provost



Giving Priorities



Every Patient Deserves A Nurse The Campaign for SWOSU Nursing

Thank you for considering a gift to the Southwestern Oklahoma State University School of Nursing that will be long remembered and appreciated. A named gift acknowledges your long-term, perpetual commitment to the future of nursing and the quality of health care. You may make a gift in your name or in honor of someone you wish to recognize or remember.

Investing in Facilities -- Naming Opportunities

\$1 Million	An opportunity to leave a lasting legacy by naming the School of Nursing
\$50,000	Nursing Labs (3)
\$25,000	Conference Room
\$25,000	Student Lounge
\$25,000	Classrooms (2)
\$10,000	Front Lobby, Main Entry
\$5,000	Faculty Offices (13)

Investing in Facilities -- Spaces for Learning, Inspiration & Innovation

Every donor and every dollar contributed to our campaign will make a significant difference in the lives of many. Your donation ensures that future SWOSU Nursing graduates will use their education and experience to have an impact on the world. Over five years, the cost per new nursing student trained will be \$5,000. Won't you join us in sponsoring a student?

YES! I'd like to donate: \$5,000 \$2,500 \$1,000 \$500 \$ _____

If you and/or your spouse are associated with a company that has a matching gift program, your gift could be doubled or tripled. Just let us know the name of your company, and we'll check with them for details. Thank you!

All gifts of \$5,000 and above will receive recognition on the Wall of Honor in the Lobby of the new building.

Pledge & Gift Form



Every Patient Deserves A Nurse The Campaign for SWOSU Nursing

Donor Name(s) _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Gift: I/we wish to make a gift now to SWOSU and the School of Nursing in the amount of \$ _____.
A check is attached (please make check payable to SWOSU Foundation, or see below for payment by credit card).

Pledge: I/we wish to pledge \$ _____ to SWOSU and the School of Nursing building campaign, payable over _____ years (1-5).

Is this gift/pledge anonymous? Yes No

If your pledge or gift involves a naming opportunity, how would you like the recognition plaque to read?

A Gift From In Honor of In Memory of

Please charge my: Visa Mastercard

Account # _____

Exp. Date _____

Signature _____

Date _____

Please return to: SWOSU Foundation
100 Campus Drive, Weatherford, OK 73096
Phone: 580.774.3267; fax: 580.774.7055; email: foundation@swosu.edu

Questions? Contact Jim Waites or Nicole Boyles at the SWOSU Foundation for more information. We look forward to hearing from you!

Dear Alumni and Friends,

There is something simple you can do that will make a BIG difference!

So often we think that we just don't have the personal resources to make a big gift. And, for most of us, this is true. I have talked with alumni all over the state of Oklahoma and they tell me they want to help SWOSU Nursing reach its campaign goal. They just don't know how to do this in a way that is easy for them.

Here's what I tell them. "Include the School of Nursing in your will. Then tell us." It is possible to provide for your loved ones and make a future gift to SWOSU, too. There are many types of planned gifts. Some can be tailored to save estate taxes, give you a charitable deduction, and provide a life income for you or your heirs.

A future gift is as important as one made to SWOSU today. It says you are intending to show your support for and thank your alma mater for the career opportunities it provided for you. It also says that you want to make similar opportunities possible for future students and faculty.

Will you let us know your intentions?

When you do, we are able to credit your intended gift to the SWOSU Nursing Campaign. This will help us reach our goal by December 31, 2009, and give us the opportunity to say "thank you" now.

Whether you are intending to bequeath \$1,000 or \$1,000,000 to SWOSU, please know that you will be making a BIG difference.

It's very easy... and confidential. Call me today at (580) 774-3267 and we can talk about the vast options available to you. What a wonderful way to leave a lasting legacy to future generations of SWOSU graduates.

Sincerely,

*Nicole Boyles
Director of Gifts and Planned Giving
SWOSU Foundation, Inc.*



"Consider what you can do to build the future of Oklahoma nursing with a gift or up to a five year pledge to the building fund. We are grateful to you for your generous support".

*Ken Rose, Dean
College of Professional & Graduate Studies*



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