

Valley Scholars



*unleashed*

The Campaign for **JAMES MADISON UNIVERSITY.**

# COLLEGE: **AGAINST THE ODDS**

In the City of Harrisonburg, 72 percent of students are eligible for free and reduced lunch.

In the communities surrounding JMU, on average only 37 percent of high school graduates pursue higher education.

Only 40 percent of those who do attend college continue beyond two years.



## **NOT IF BUT WHEN**

"We want these kids to think about when they go to college, not if. We hope the wider community will rally around the students and help deserving children aspire to reach their full potential."

**M. Shaun Mooney ('98, '03M History, Teaching)**

*Executive Director, JMU Valley Scholars*



## Challenging the **ASSUMPTIONS**

**IMAGINE COLLEGE** as an impossibility. That's for other people, not you. Even if you secretly wish you could do it, you dismiss the idea because it seems foreign or too expensive or too hard — completely out of reach, somebody else's fantasy world. Your mom already works three jobs. How much more can she do? Besides, no one in your family has a degree. What makes you think you're so special?

These circumstances prove all too real for many public school students

in the mostly rural areas surrounding James Madison University. Attending college never enters their minds, much less becomes a goal. JMU's impact may loom large in our region, but to some of our neighbors the campus might as well be on the other side of the world. How about applying and being accepted, then paying the tuition and devoting four years to a degree?

Not possible.

Until now.



## Closing the **OPPORTUNITY GAP**

### IN 2014 PRESIDENT ALGER CHALLENGED JMU

with a striking new vision: become the national model for the engaged university, engaged with ideas and with the world — especially in our own backyard. So the president initiated Valley Scholars to create opportunities for

people whose real, everyday struggles drive the distressing statistics on local poverty rates and first-generation college students. When you **invest in this growing program**, you join him in a personal passion project designed to create pathways to college where none existed before.



### THE GIFT OF HOPE

“Through the Valley Scholars program, we seek to give not just the gift of an education, but also the **gift of hope for a bright future**. I can’t wait to see how these students will grow and blossom.”

**Jonathan R. Alger**

*President, James Madison University*

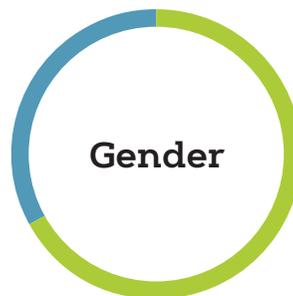


## Being the **FIRST**

### WHO ARE OUR VALLEY SCHOLARS STUDENTS?

They are 188 extraordinary middle and high school students from 25 neighboring public schools. Most live in rural areas. Without Valley Scholars, they would be less likely to attend college, largely because of a lack of academic preparation and other barriers associated with economic hardship.

- 1** 100 percent can become the first in their families to earn a four-year college degree.
- 2** 96 percent are in honors programs, take Advanced Placement classes, or are dual-enrolled in high school and community college.
- 3** 100 percent have demonstrated financial need: all qualify for free or reduced-price school meals, and 72 percent receive Medicaid benefits.



67% female  
33% male



61% White  
13% Multiracial  
11% Black or African American  
11% Hispanic or Latino  
2% Asian  
2% Alaskan Native



## Preparing for COLLEGE

**WE CAN ALL BE PROUD** that the Valley Scholars program has been preparing these hard-working middle- and high-school students to be ready for the challenges of higher education. Starting in the eighth grade and continuing through high school graduation, students and their families receive

comprehensive academic programming and personal support in school, out of school, and throughout the summer. With your investment, you **help these future college students** secure four-year scholarships to JMU, covering tuition and fees — opening doors so they can pursue majors anywhere on campus.



“I actually cried. I was so happy that I got accepted because then I knew I was going to college, when before I didn’t think I could afford college. **It was life-changing.**”

**Paloma Rodriguez**  
*Student, Valley Scholars*



## Moving **FORWARD**

**INTENDED TO SERVE** as an incubator for future community leaders, Valley Scholars helps students form an identity as **someone who counts**, someone who can influence the world around them. This critical sense of agency sets them up perfectly to recognize and access opportunities at JMU to fulfill the call of *Being the Change*.

“The happiest moment in my life was when I was accepted into the Valley Scholars program. It helps me believe that I can do great things in the world if I put my best foot forward.”

**Malaki Chu**  
*Student, Valley Scholars*



“**Students like these: they’re going to pay it forward.** They’re going to make other kids in the valley understand what they can be. You want to be a part of something like that. You want to help somebody else who hasn’t had the same chances you’ve had.”

**Lois Forbes (‘64 Education)**  
*Donor, Valley Scholars*

# SEEING THE **POTENTIAL**



## **Katy Arenas**

*Student, Valley Scholars*

**“VALLEY SCHOLARS TO ME IS A SAVIOR.** I may have thought I took a chance to apply, but they took a chance on me. They are helping me reach my true potential and achieve my life goals. Being with **this program has truly changed me:** It has taught me about the studies at this college, and life lessons like responsibility and resilience.”



## Feeling at **HOME**

**WHEN THEY BEGIN** their first semester at JMU, Valley Scholars students will be coming home. That's because the previous five years will have taught them exactly what it takes to succeed here. They will have worked with our faculty in JMU classrooms and labs, attended family events in our conference rooms and dining halls, practiced and performed on our stages, pitched and presented in our boardrooms, and studied

and collaborated in our libraries and the Student Success Center. Overcoming significant personal challenges, they will also have taken advanced courses, maintained a GPA of at least 3.25 and completed all program requirements. These hard working and deserving students will be ready for the courageous leap to higher education. They will be ready to become JMU Dukes.



### **LASTING IMPACT ON THE COMMUNITY**

"I love helping kids. I also like to give in communities where we do business. Valley Scholars gives me the chance to do both at the same time, to **help kids in the central Shenandoah Valley** and help them in a way I believe will have a significant positive and lasting impact on our community and children over time."

**Bill Holtzman**  
*Donor, Valley Scholars*

# Making the **COMMITMENT**



“One of the things that attracted us [to Valley Scholars] was the support that JMU has put around the program. **It’s inspiring.** The idea we love, but the support is crucial.”

**Leon and Bev Harris (’68 Education)**  
Donors, Valley Scholars

“As long as I meet the requirements and commitments, **I know that I can go to college** and earn a college degree and be more stable in life. Having that stable future really motivates you to go through high school and do your work.”

**Kristin Rhodenizer**  
Student, Valley Scholars

## It’s time to **BREAK THROUGH**

*Unleashed: The Campaign for James Madison University* will provide new funding for signature programs and reinforce our ability to engage great students and professors. It’s how we’re going big and making this phenomenal university a national name. It’s time to come together in the Madison spirit of possibility, raising James Madison University to the place of prominence it deserves. Success will take all of us, so please invest now to unleash JMU’s promise.

- FOR SOCIETY: Renewing Our Civil Society** .....\$15M
- FOR STUDENTS: Opening Our Doors**.....\$80M
- FOR LEARNING: Advancing Our Understanding**.....\$65M
- FOR CAMPUS: Building Our Success** ..... \$32M
- FOR OPPORTUNITY: Realizing Our Vision**.....\$8M



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## Keeping our **PROMISE**

**THIS IS WHERE YOU COME IN.** Every year, we expect about 35 Valley Scholars students to be newly eligible to attend college, and we need to be ready for them. By 2022, we could have more than 150 young adults from the Shenandoah Valley attending JMU, year after year, with this life-changing scholarship. Your investment in Valley Scholars can help **ensure that the university can fulfill our promise** to these students, providing everyone who meets the rigorous requirements with much-needed and hard-earned scholarships to JMU.



### **FINDING A WAY**

"I think that if you are blessed to have the opportunity to help people, **the object is to change lives**, and each of us has to find a way to do that."

**Greg Parseghian**  
*Donor, Valley Scholars*

# It's time to open our doors

## Valley Scholars **UNLEASHED**

Be part of a core group of caring donors whose commitment to **unleashing academic and personal potential** rivals that of our Valley Scholars students. The first cohort of Valley Scholars freshmen will enroll at JMU in the fall of 2019, eager to begin classes at the university that dared them to dream. Your investment will help close the opportunity gap and support them not only in starting but in finishing a college degree — becoming the first in their families to do so.



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