

FORWARD BLUE— Campaign Talking Points

- ♦ Forward Blue is the largest, most comprehensive fundraising campaign in our history, supporting Creighton's nine schools and colleges, as well as Athletics. We've set an ambitious goal: raising \$650 million to ensure that a Creighton education is accessible to qualified students who seek the transformational experiences we offer. The campaign's "quiet phase" began in October 2017. The "public phase" will launch October 16, 2021. It all leads up to Creighton's 150th birthday in 2028.
- ♦ Forward Blue is student focused. Priorities include scholarships, campus improvements, and investments in our mission, academics and programs.
- ♦ Forward Blue marks a bold new chapter in Creighton's story. But more than that, it ties together all eras into one continuous narrative, 143 years long and still going strong. The story of a family whose transformative gift founded a Jesuit university in Omaha. Of a community who grew that school into a world-class academic institution. And of the people now ensuring Creighton's future, gift by gift—today, tomorrow, always.
- ♦ In the evolving environment of higher education, Creighton is extending its reach, both by embracing our strengths and reinventing ourselves in core areas. The University has shown its growing influence by joining the BIG EAST Conference and achieving greater national distinction through an elevated Carnegie classification. Such transformative projects as the Virginia G. Piper Trust Health Sciences Building in Phoenix and the CL Werner Center for Health Sciences Education show that Creighton is committed to making courageous choices.
- ♦ Creighton's story is woven into Omaha's. The University and city grew up together. From a one-building college and frontier town to the nationally renowned institution and thriving city you see today. Our partnership continues, stronger than ever. As does our relationship with the state at large—each year, Creighton generates \$790 million for Nebraska's economy.
- ♦ Forward Blue is a promise to our community—that we won't lose sight of what makes Creighton, *Creighton*. That whatever challenges we face in the years ahead, our values will guide us, our mission will move us, our alumni and friends will help us lead the way.
- ♦ Those who know the value of the Creighton experience take great pride in the University, and they will do everything they can to make sure it continues to flourish for future generations. Forward Blue is their call to action. It's their invitation to write exciting new chapters in an extraordinary story.

CAMPAIGN THEMES—Public Launch

The following fundraising priorities will be emphasized throughout the public phase of the campaign.

Scholarships. *Creighton's No. 1 fundraising priority.*

- ◆ Nearly all our students rely on scholarships. We must invest in robust scholarship programs to maintain our competitive edge and continue attracting excellent students to Creighton.
- ◆ Greater access to scholarships is essential for building a more inclusive campus. Scholarships create opportunity for students from underrepresented backgrounds and first-generation students.
- ◆ The effect of scholarships goes beyond Creighton. As Father Hendrickson says, “the world needs more of what Creighton does”—forming women and men ready to serve for and with others.

Health sciences. *The nation's largest Catholic health professions educator.*

- ◆ Creighton is a leader in interprofessional, team-based health care education—a holistic approach that aligns with our Jesuit, Catholic values. Training our students in this model makes them a distinctly valuable asset to the communities they serve, near and far.
- ◆ Two capital projects underline the growth of our health sciences enterprise—the \$75 million CL Werner Center for Health Sciences Education (opening fall 2023) and the nearly \$100 million Creighton University Health Sciences Campus – Phoenix (opened in fall 2021). The Phoenix facility makes Creighton the nation's only Catholic university with two comprehensive health sciences campuses.
- ◆ Creighton educates more professional health sciences students than any other Catholic university, and it's the only one to offer six major professional health sciences programs. About 60% of our undergraduate students are pre-health sciences majors.

School and college unrestricted funds. *Meeting our most urgent needs.*

- ◆ Giving to unrestricted funds is the best way to help your school or college thrive. These funds support the most essential components of a Creighton education—leadership development, faculty resources, exciting research opportunities and the many services vital to our students' success.

Brain Gain. *Creighton as a community asset for Omaha and Nebraska.*

- ◆ Our schools and colleges are a true magnet for talent. Nearly 80 percent of our undergraduates come from out of state. Nearly half of them start their careers in Omaha, bringing to the region an incredible amount of talent and brain gain across multiple fields.

Global outreach and impact. *Investing in a better world.*

- ◆ The Creighton Global Initiative embraces an international focus, extending Creighton's reach through the creation of new projects and the expansion of established programs. Since launching in 2016, the initiative has funded 65 projects and involved the service of 1,400 students and 400 faculty and staff.
- ◆ This spirit of outreach dates back to the 16th century, when St. Ignatius founded the Jesuits and committed the order to worldwide service.

Campus improvements. *The places our students and alumni love — preserved, nurtured and redefined.*

- ◆ Thousands of alumni have called Creighton home, and many remain interested in how our campuses are developing. They can now help us maintain and improve the places that defined their Creighton experience, while also supporting the construction of the top-tier facilities essential to recruiting the next generation of Bluejays.

The future of business. *Record growth, cutting-edge curriculum.*

- ◆ Since 2011, the Heider College of Business has seen enrollment surge 75%, with 4 in 5 students coming from outside Omaha and more than 40% of them starting their careers in Nebraska after graduation. The Heider Mindset Curriculum is unique to any business school in the country, forming a new generation of leaders.

Liberal arts for the real world. *Embracing our roots.*

- ◆ Creighton strives for collaboration across all disciplines and aspires to new forms of interprofessional learning. The Kingfisher Institute was founded to celebrate this intersection of the humanities and professional programs and to fortify a Jesuit education rooted in the liberal arts.