. **Purpose:** The Wright State University Foundation’s grant-making fund was established to provide a source of one-time opportunity funding to support the student experience. Grants made from this fund are designed to support innovative ideas that assist students to succeed, thrive, persist, graduate and begin their careers.

**Funding areas include programs/activities in support of student success, such as:**
- Success initiatives
- Leadership programs
- Educational enhancement
- Workforce development activities and programs
- Community/corporate engagement
- Mentorship
- Experiential learning
- Student life and campus engagement

**Initiatives that meet the following descriptions will be of high interest to the Grants Committee:**
- New pilot projects
- Innovative projects
- Projects serving high numbers of students
- Projects that have the support of college/unit leadership and/or originate from sanctioned student organizations
- Expansion of current student success projects

**Who can apply:**
- Wright State University faculty, staff or students

**Restrictions:**
- This program does not fund scholarships or individual student support.
- This program does not fund standard operating expenses or salaries/benefits.
- This program does not allow for travel expenses unless they are an integral part of the program.
- Funding is a one-time opportunity.

**Average Grant Range:** $3,000-8,000

**Deadlines:**
- Application Deadline: March 15, 2019
- Grant Report Deadline if Funded: May 1, 2020

**Questions:**
Andrea L. Wall  
Assistant to Vice President for Advancement  
Assistant Secretary, WSU Foundation  
937.775.2251  
andrea.wall@wright.edu

Please note that you need to complete and submit this form in one session; you cannot save and complete it at another time. We would suggest gathering all of your materials before completing this form, including completing the budget form in advance.

**Q1. Applicant Details**

Organization: The '67 Society
Q2. Applicant Role

- Faculty
- Staff
- Student

Q3. Project Title

University Seal Bronze Plaque

Q4. Funding Amount Requested

[Blank]

Q5. Project Duration or Date of Event

Summer and Fall 2019 with event on October 1, 2019

Q6. Supervisor, Faculty Advisor or Staff Advisor Details

Name [Blank]
Title [Blank]
Email [Blank]
Phone [Blank]

Q7. Elevator Pitch/Executive Summary (1400 character limit including spaces)
This project would seek to enhance student life and engagement by celebrating Wright State history and tradition while having a physical presence of pride. The goal is to implement a 48” bronze plaque of WSU’s seal onto the Hamilton Hall Plaza, a historic and commonly-traveled location on campus. Having the university’s seal memorialized physically on campus is common among other universities and will be a catalyst for engaging in more pride and tradition at WSU. It would become an iconic and timeless piece of structure specific to Wright State University. The university seal is the official trademark of our institution and was the original logo from the founding year in 1967. When students see this seal on their walk across campus every day, they will then have a deeper connection with it as it appears on their diploma once they become life-long alumni. The ‘67 Society focuses on alumni engagement, philanthropy, and university pride and tradition. The intention is to unveil the plaque on October 1, which is WSU Founders Day and the Wright Day to Give as the mission and vision all culminate together collaboratively. Facilities Management has seen this project as imperative and is willing to donate their services while university Marketing is on board with using the seal in the intended location. Pride is also the first component of the university’s new strategic plan.

Q8.
Describe the opportunity, challenge, or need to be addressed by the project and include factual data supporting your position (2100 character limit including spaces)

Something we hear over and over is that Wright State lacks pride and tradition. This is commonly spoken about amongst student leaders across campus as we try to engage with our peers, spread pride and attempt to create long-standing traditions. This has also been a topic that was mentioned frequently during the university’s strategic planning process. [REDACTED] was on the steering committee and often had conversations with other university stakeholders about how we lack in this area and it affects our student life and engagement. In fact, the vision for the strategic planning process was summed up in three words and on all the materials: pride | transformation | potential. Quoted directly from official strategic planning documents in notes: “We need some sort of WSU specific tradition. How do we enable students to create traditions? How do we instill behavioral traditions?” There were few if any tangible ideas that carried through the process that became a priority, but it was clearly indicated we needed something. In a conversation with fellow ‘67 Society members, an idea was brought forward and we hope it comes to fruition and addresses those exact questions raised. The university seal is Wright State’s first logo and official trademark of the university, but it is not well known. Right now, the university seal is only seen in a few places, but those happen to be very important places: official transcripts and diplomas. Students do not have an affiliation or appreciation for the symbol, as they rarely have any recognition of it. It is intertwined throughout historical documents and photos from the beginning times of Wright State, which many resurfaced for the 50th anniversary, but then faded. Implementing the plaque would be a physical point of pride and would memorialize our history in a sustainable way for decades to come.

Q9.
Total number of people and a brief demographic description of the population to be served by the project (1400 character limit including spaces)

With a project that physically changes an area of campus, it will have a widespread, lasting impact. The intended location is on the corner of Hamilton Plaza, which is a flat area right outside the Student Union and Hamilton Hall. This is highly trafficked and overlooks the main campus. All WSU stakeholders have the potential to go right by the seal, and thus it will serve all demographics. This is a hub for students and visitors. To access the rest of campus, people coming and going will cross the seal in its historic location next to the first residence hall. WSU Dayton campus currently has 14,000+ students and 3,000+ employees. We also have nearly 110,000 alumni who would have some affiliation to the seal. Many of whom live in the area and visit campus for various reasons. The area overlooks the North Lawn, where many campus-wide events are held. Some events include (with estimated attendance): Fall Orientation (1,000 students); Fall Fest and April Crazes (4,000 students each); Homecoming Kick-Off (300 students); Cru Fall Kick-Off (150); and more. All campus tours for prospective students would pass the seal. The Office of Undergraduate Admissions had nearly 9,000 prospective students with guests go on a campus tour and an additional 3,000 visitors for other events. It would also be in a prime location for taking photos, which would lead to positive publicity when shared.

Q10.
Describe the uniqueness of your project, and how and why it does or does not collaborate with other university organizations/programs (1400 character limit including spaces)

This project brings a physical change to campus, collaborative efforts across many campus departments, and alignment with university efforts. The seal is somewhat of a sacred symbol that memorializes university history and tradition while evoking Wright State pride. This is very common among universities in the U.S. (see attached). Most schools have some kind of quirky tradition that is associated with the seal. For example, it is bad luck if you step on it, or something positive will come about, or only step on it once you graduate. A tradition like that would come about organically and can be specific to WSU. The location is key for taking photos and has a great view of campus right behind it. Right now, there are no significant pieces of art or architecture that really speaks to the core of WSU. Most students and prospective students take photos with “Turning Points” aka “BART” (big artsy red thing), however, it is not specific to WSU. The Office of Marketing has been looking to add more “photo-opportunity” aspects to campus, while Facilities Management has been looking to memorialize university history more. Leadership from both groups, Mark Anderson and Greg Sample, have been involved in the vision and planning of this project for the grant proposal by supporting The ‘67 Society. The seal will become an iconic, and timeless piece of WSU’s campus.
Q11. Describe your project goals and how you will measure them (1400 character limit including spaces)

It is our primary goal to increase campus pride and establish more sustainable traditions with this project. We believe bringing this traditional, historical emblem to an area of focus on campus will do just that. One of the components of this project is the reveal the university seal design on the bronze plaque on October 1 - Founders Day and Wright Day to Give. We aim to encourage students to participate in philanthropy by making their first gift to the university, no matter the size. This reveal celebration on October 1 will be open to all campus community members and will promote both pride and philanthropy simultaneously as we seek to increase the number of student gifts. Currently, we average 50 student gifts a year from the Wright Day to Give campaign. We believe that aligning the reveal with this day and communicating the vision, we can double the number of student participants. The celebration of the seal being installed will ideally bring more attention to the day from alumni and friends of the university as well, and we aim to increase the number of gifts by 25%. This can all be tracked by the Office of Annual Giving and GiveCampus tool. Another goal is to increase photos by students on campus and this can be tracked with the assistance of the university social media team. Please see the attached description of Seal the Deal campaign and tradition.

Q12. Describe project activities and timeline (2100 character limit including spaces)

This initiative is going to start by approving the final draft of the seal from the Office of Marketing and Dayton Stencil. Marketing wants to “freshen up” the design, without changing the originality, but just make it cleaner. Dayton Stencil is the company that Facilities Management has approved for the project. Once that is complete, Dayton Stencil estimates 6-8 weeks for delivery directly to campus. We plan to work with Facilities Management on the timeline for installation to be completed just before WSU Founders Day and the Wright Day to Give on October 1 - the anniversary of our institution. For the Wright Day to Give, '67 Society takes an active role in communicating the vision of philanthropy and the WSU Foundation, specifically with encouraging student donations. We are planning to kick off Founders Day and the Wright Day to Give with a “reveal celebration” of the seal installed in Hamilton Plaza. This initiative directly aligns with the values of our organization as we focus on our core pillars: alumni engagement; philanthropy; university pride & tradition. The implementation of the seal and celebration will be a full culmination and collaboration of mission and vision. It would be a phenomenal opportunity to share the values of '67 Society, our campus partners, and the Wright State University Foundation. Once the seal is in place, we will work with Enrollment Management to incorporate a talking point of the seal on all campus tours. The bronze plaque will be present for decades to come. An additional component we are requesting funds for is to be able to install a small, permanent plaque near the seal that notes it was made possible by the Students First Fund in collaboration with the '67 Society and a brief description of the seal’s significance. This, of course, would all be approved by the Foundation, Office of Marketing, and Facilities Management before written and installed. It would provide an explanation and purpose. Please see additional document attached about Seal the Deal campaign and proposed tradition.

Q13. Describe how the project impacts student success (2100 character limit including spaces)

This project is going to serve as a physical piece of Wright State University pride. The strategic plan, Wright Path to 2025, cites “Pride” as an integral component to the success of our university moving forward. This initiative is going to help fulfill that component of Wright State pride. There are three words in Latin on the seal: “AD DOCENDUM,” “INVESTIGANDUM,” and “SERVIENDUM.” The term “AD DOCENDUM” relates to teaching, and the root of this word is to be taught. Ultimately, this speaks to Wright State as an institution dedicated to serving its students' need for education and the action of instruction. “INVESTIGANDUM” relates to researching. This term speaks to Wright State as an institution dedicated to research and furthering the investigation, or discovery of knowledge. The third term, “SERVIENDUM” relates to service. Often, Wright State is known for its involvement with community service and we are expanding or experiential learning components to increase service. These three Latin words really resemble who we are as an institution and make up the core of what we do at Wright State. Teaching, research, and service all integrated wrap-around student success and the seal is a way to communicate and preserve. The seal provides a way in which students can begin to take pride in our history and tradition, feeling a deeper connection to the university. If students see the seal on their walk across campus every day, they will see that reminder of why we began as an institution and hopefully feel a connection when they see the same symbol on their diploma as they graduate and become an alum. This project resonates with student life and engagement and what we believe to be something that will move the needle on elevating university pride and tradition. Participating in tradition and having a sense of pride can build a deeper bond with an institution and increase student retention. We hope this will be a catalyst for inspiring more traditions to be established and expanded upon as that is something we currently lack in our student life and engagement.

Q14. Describe the sustainability plan, including university support, college/unit support, and future funding plans for the project (1400 character limit including spaces). One-time projects should include a description of their position in a sustainable university organization or office. (Note: Sustainability plans should not rely solely on an external gift or grant funding.)
The '67 Society regularly works closely with the Office of Alumni Relations and Annual Giving as that is part of our structure and where our staff advisors are located. Both offices have been on board with the vision of the seal and hope it is awarded the grant. When beginning the project, we reached out to [name] as he serves on the university leadership team and oversees all Facilities Management and much more. He thought the idea was great and wanted to donate the services of implementation as his team is constantly looking for ways to memorialize the university's history and tradition in creative and sustainable ways. He connected us with [name], who does special projects and would be the one who would help with the implementation process if awarded the funds. She was excited about it and was able to connect us with the Sign Shop and get a quote on prices for us. Another key department we made sure to connect with is the Office of Marketing and their director, [name]. The office manages the overall look and brand of our university and eagerly gave the thumbs up for our idea. Three student leaders in the '67 Society have been spearheading this project on behalf of the organization, and while one is graduating, two will both be around next year to ensure the project is brought to completion and will be serving in the leadership of the organization.

Q15. Please fill out the Students First Fund budget template and then upload your completed document here.

[95.9KB application/pdf]

Q16. Optional: Upload documents that help explain/describe your project (brochure, program agenda, etc.).

[University Seal - Students First Fund Application.pdf 743.2KB application/pdf]

Q17. I/we certify that all statements in this application, including all provided supplemental information, are true, complete and accurate to the best of my/our knowledge. I/we confirm that the Supervisor, Faculty Advisor or Staff Advisor listed in the application has reviewed and approved the submission of this application. I/we also agree that if an award is granted for this application, I/we will comply with any resulting terms of an award, including without limitation that the funds will be used for the intended purpose as stated in the application, the completion of a post-project or event report and the displaying of a Students First Grant Certificate.

[Agree]

Q18. The applicant will receive an email confirmation and a copy of the application upon submission.
Location: (39.674896240234, -84.11360168457)
Source: GeoIP Estimation