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## Broncos4Broncos Kickoff

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Broncos4Broncos Kickoff  
Dr. John M. Dunn  
April 14, 2017

Good afternoon. It's always a great day to be a Bronco. But today, we're out to increase the power of that message. We're here to launch our annual campaign designed to build the resources needed to help remove barriers--the kind of barriers that can keep good students from becoming or staying part of the Bronco community.

Broncos4Broncos is aimed at engaging faculty and staff--all of us who know best the value Western Michigan University offers to students. We know because we've seen how being a part of our campus community changes lives. We've seen the transformation. Watched as our students have "struck gold" and found the path that will lead them to success. We've created that transformation.

We hear every day from alumni who are eager to say this University made it possible for them to accomplish great things. We're asking faculty and staff to help us all keep adding value to student lives by contributing to the Broncos4Broncos Campus Campaign. We literally want to create more opportunity for students. Gifts to the campaign will boost the resources we have to benefit students. We're asking longtime members of the Bronco family to help us keep expanding the family.

- We know the need and we know the potential. Each individual gift is important, no matter the size. You've known students who needed an extra leg up, and you've known students who struggled financially and were not able to take full advantage of their time with us. Today is all about making sure every student reaches his or her potential and helping create those stories about transformation that our alumni will tell in the future.

- Our ability to boost institutional funds to support students is critical. When I first came to Michigan--10 short years ago--there were substantial state resources in place that Michigan families counted on to help finance their students' education. The Michigan Promise Scholarship, for instance, used to provide up to \$4,000 per student for qualifying Michigan high school grads. That program was cut seven years ago, and it has fallen on colleges and universities to search for ways to help fill the gap created. With this week's news about state higher ed funding recommendations, we're just beginning to see a light at the end of the tunnel and the possible return of some state financial aid. But it's not enough.

- Private giving is the way we can step in and make a difference.

- Our faculty and staff already make an enormous difference in the lives of students and the civic and economic health of our communities. With your energy and commitment, we can all find ways to make an even bigger difference. Let's expand the Bronco family and make every day a great day to be a Broncos for every member of our community. Thank you.