Over the decades thousands upon thousands of campaigns have been launched at black-tie galas, inviting only the most important donors. We wanted something different, something reflecting Binghamton’s cutting-edge, yet-accessible nature.

Taking a very daring approach, Binghamton University launched its latest comprehensive gifts campaign completely over the Internet, inviting all 100,000 alumni, the University community, and thousands of donors and friends, thereby expanding our reach while spending less. Never before had a campaign been launched in such an audacious fashion.

The boldness attracted the attention of both national and local media, with the Chronicle of Higher Education and Inside Higher Education writing stories highlighting Binghamton University as a trendsetter that other higher-ed institutions were watching closely to see where this new path might lead, and how they could copy our model if successful.

We’re sure we’ll be copied.

We beat our high-end goal, with 1,162 people from all over the nation and 22 countries joining in the celebration.

By blazing a new trail in comprehensive-gift campaigns, we not only showcased Binghamton University’s bold spirit, we brought that spirit and the school to the world, creating a broader base for support and a new level of engagement.

Now that the launch is behind us, Bold.Brilliant.Binghamton. The Campaign for Binghamton University will continue to showcase the rich fabric of the University to a more diverse and broader audience, engaging record numbers of constituents.

At the same time, the campaign is building our reputation among peer institutions, policy makers, and the campus and Greater Binghamton communities, spreading the word that Binghamton is a groundbreaking University that conducts some of the most innovative research in the country, while producing incredibly thoughtful and passionate graduates who are leaders of industries and governments.

While public funding for public education continues to plummet in New York state (the SUNY system has seen its budget cut by hundreds of millions of dollars and still faces a $9 billion deficit), Bold.Brilliant.Binghamton provides the financial margin necessary to keep Binghamton on its extraordinary trajectory to becoming the best public university in the nation.

To support the Bold.Brilliant.Binghamton Campaign or learn more about it, visit Bold.Brilliant.Binghamton.edu.
HITTING THE GROUND RUNNING

BINGHAMTON’S NATIONAL REPUTATION DEPENDS UPON GENEROUS GIFTS, REINFORCING THE THREE Pillars OF SUCCESS — FACULTY AND ACADEMIC PROGRAMS, STUDENT SUPPORT AND THE BINGHAMTON FUND.

We’re underway!

After spending five years in the quiet phase planning, setting goals and building donor relationships, Bold.Brilliant.Binghamton. The Campaign for Binghamton University went public with a spectacularly successful launch April 22, announcing that the campaign already raised $82.9 million towards a $95 million goal.

Because Bold.Brilliant.Binghamton’s fundraising is focused on identifying the most urgent needs and setting high, yet attainable, goals, it’s already making an impact. Through key gifts — like an anonymous $6 million, $1.5 million from the Dr. G. Clifford and Florence B. Decker Foundation and $25.9 million in software from Siemens — Binghamton is supporting an extra 180 scholarships this year, modernizing our Health Service facility and providing students access to cutting-edge industry practices, giving them a head start to becoming leaders in their fields.

Binghamton’s national reputation depends on gifts like these, reinforcing the three pillars — faculty and academic programs, student support and the Binghamton Fund — that support unlimited possibilities for our students, faculty and community.

Gifts to the Bold.Brilliant.Binghamton Campaign ensure our faculty have the funds and equipment needed to conduct groundbreaking research. They ensure students have the financial aid needed to access an exceptional educational experience. And they ensure the American Dream is open to all who seek to build a better life and community.

Paul Turovsky ’73, Campaign Chair

THOMAS O’BRIEN

“KNOWLEDGE IS NOT A FLUID THAT CAN BE TRANSFERRED FROM THE TEACHER TO THE STUDENT. LEARNING THAT LastS IS MUCH MORE Active AND Teaching Needs To Be Much More Interactive.”

Lay a wooden ruler on a table with one end hanging off, and cover the other end with two sheets of newspaper. Now smack the hanging end of the ruler. What happened? If you did it correctly, the stick broke apart without so much as lifting or tearing the newspaper. How could this be possible?

In his book Brain-Powered Science: Teaching and Learning with Discrepant Events, Thomas O’Brien, director of Binghamton’s Center for Science, Mathematics and Technology Education, uses this counter-intuitive event to illustrate that air has weight and exerts pressure, even if we don’t normally feel it.

The book, written for science teachers and the educators who train them, contains many demonstrations that shock students into pausing and pondering. By engaging students and encouraging them to explore their misconceptions about the world, O’Brien wants to change the way students and teachers think about science.

“The power of the motivated learner is something that K-16 education has not fully unleashed,” says O’Brien, a former science teacher who is now an associate professor in Binghamton’s School of Education. “What if students came to class, whether it’s kindergarten or freshman biology, anticipating that they were going to experience and discuss surprising stuff and be challenged in their own thinking?”
AN EXTRAORDINARY LEAD GIFT WORTH $25.9 MILLION

GIVING BINGHAMTON UNIVERSITY STUDENTS THE COMPUTATIONAL SKILLS THEY NEED TO SOLVE TODAY’S ENGINEERING PROBLEMS.

Siemens GO PLM Partnership Program’s Tavia Carson started the Bold.Brilliant.Binghamton Campaign launch off with a bang, formally announcing a software grant worth $25.9 million.

The company’s NX and TeamCenter product lifecycle management software advances the computer-aided engineering and design instruction offered by the Thomas J. Watson School of Engineering and Applied Science by exposing students to industry-leading tools that will enable them to remain at the forefront of their field and further explore real-life engineering issues.

Operating NX software in a TeamCenter environment, students and faculty can more easily collaborate with each other and with researchers around the world as they analyze and implement every phase of product design, from the drawing board to manufacturing.

“In today’s global environment, engineers and computer scientists work in distributed environments where their colleagues could be across the room, across the country or across the planet,” Watson School Dean Krishnaswami “Hari” Srihari says. “Cutting-edge technologies, like those generously provided by Siemens, ensure that our students can experience multi-platform CAD and CAE collaboration that happens every day in industry.”

Siemens’s GO PLM program addresses essential business issues, including the shrinking supply of skilled employees as well as the gap between current worker skills and the level of performance required in today’s global manufacturing market.

$83.3 MILLION RAISED / $95 MILLION TOTAL GOAL