



CAMPBELL
UNIVERSITY

20

TREMENDOUS GROWTH | RENEWED PURPOSE

TREMENDOUS GROWTH. RENEWED PURPOSE.

A historic decade at Campbell University ends with great anticipation for the future.

It's exhilarating to look back at the last 10 years of Campbell history and make note of the important additions, milestones and events that have had a huge impact on this University's growth.

We have done our very best to wrap up an historic decade in 48 pages for this publication — the 2020 University Report. From the launch of North Carolina's first new medical school in 35 years to the inauguration of a new president and complete makeover of the main campus in Buies Creek, the “teens” will go down as one of the most important 10-year stretches in Campbell's 133-year history, because of the impact many of these milestones and additions will have on future generations to come.

This publication not only features 20 events that shaped the past decade, but also looks forward and shares how each of these successes will benefit the Campbell community for the next 10 years. And as members, alumni or friends of our growing Campbell community, we invite you to share our successes, our mission and our vision with others.

At Campbell University, we believe an education changes the life of not only the person receiving it, but of the many people he or she will influence over a lifetime. When that education is delivered with a purpose — to graduate students with exemplary academic and professional skills who are prepared for purposeful lives and meaningful service — it can change the world.



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EE/AA/Minorities/Females/
Disabled/Protected Veterans



INSIDE

The past decade at Campbell University provided us with several memorable events and milestones, making it one of most important 10-year stretches in our school's 133-year history. We chose 20 of these events to highlight in our 2020 University Report.

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BOLD MOVE: THE LAUNCH OF A MEDICAL SCHOOL

North Carolina's first new medical school in 35 years aims to serve the underserved

Jerry Wallace got the idea while in Mississippi — part of a committee tasked to determine if the small Baptist school William Carey University could shoulder the costs and expectations of an osteopathic medical school. Wallace concluded that they could ... and so could Campbell University.

Four years later in 2013, the Jerry M. Wallace School of Osteopathic Medicine was a reality, housed in a state-of-the-art facility on the school's new Health Sciences Campus. Built at a time when North Carolina and the nation were facing a drastic shortage of physicians, Campbell's medical school vowed to train doctors who would treat the patient and not the sickness and would have a desire to practice in medically underserved areas (in 2013, one out of every five counties in the state had zero surgeons).

The school graduated its first class in 2018 — all of whom went on to become residents in hospitals across the country (the majority closer to home). The medical school has helped launch Campbell as a national leader in health sciences education.



When the School of Medicine's Class of 2030 walks the stage 10 years from now, Campbell will have trained nearly 2,000 osteopathic physicians, many of them practicing in North Carolina.







THE FIFTH: CAMPBELL INAUGURATES A PRESIDENT

J. Bradley Creed brings renewed energy, hails Campbell as 'Place of Opportunities'



Though he had been in office for approximately 10 months before the big event, J. Bradley Creed took his oath and “officially” became president of Campbell University on April 8, 2016. He is only the fifth president in Campbell’s rich 133-year history.

“We have the opportunity to change the world — one course, one program, one project, one student at a time,” Creed told a crowd of about 1,300 Camels during his swearing-in ceremony. “Through Campbell, we all have an opportunity to make a difference. And we make a difference by following a sense of calling to serve others.

“A Campbell education is not a transaction. It is a transformational learning experience that changes lives.”

One of Creed’s first acts as president was announcing the planning and construction of a student union, to be completed in spring 2020. He has also overseen the creation of several new academic programs and the football program’s jump to Division I scholarship status.



J. Bradley Creed’s “Campbell Leads” campaign will soon achieve its goal of \$75 million — \$35 of which will fund the student union and \$40 for student scholarships and additional programs.

A COMPLETE CAMPUS TRANSFORMATION

From new buildings to beautification, Campbell's main campus has evolved

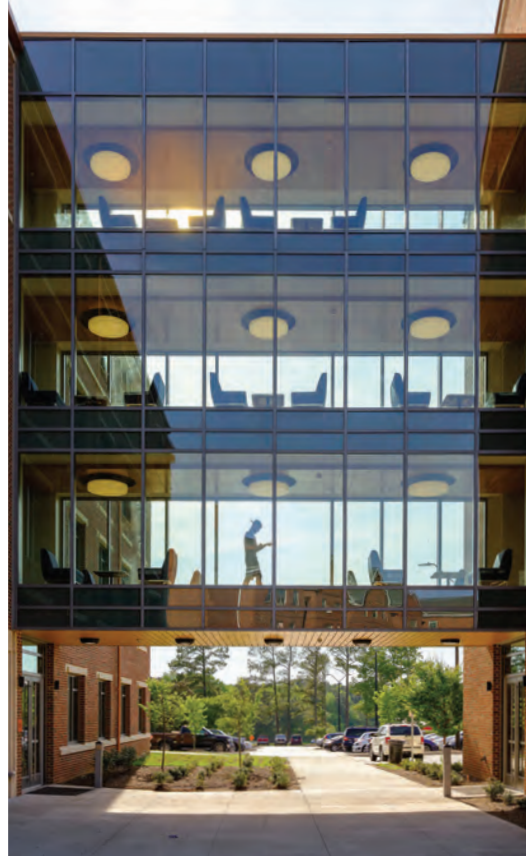
The transformation of Campbell University's main campus began, arguably, with the construction of the John W. Pope Jr. Convocation Center in 2008 and Butler Chapel, which opened a year later. But the additions and beautification that followed over the next 10 years have been dramatic and impressive.

Over the last decade, Campbell has opened two new residence halls (and completely renovated another), built a new admissions and financial aid center, renovated the large auditorium at the heart of the D. Rich Building and enhanced the entrance of that building, improved the brick walkways in Academic Circle, upgraded the overall landscaping on campus, added a walking tunnel to Barker-Lane Stadium and much more.

The biggest change was the addition of a Health Sciences campus, home to the Leon Levine Hall of Medical Sciences and the Tracey F. Smith Hall of Nursing & Health Sciences — an area that was little more than a goat pasture 10 years ago.



The land picked for the Health Sciences campus was chosen because of growth potential. The medical and nursing school buildings are but the first to inhabit this space along U.S. 421.









THE BIG TIME: ATHLETICS JOINS THE BIG SOUTH

Football's big leap, creation of lacrosse and multiple titles defined the decade

Campbell Athletics rejoined the Big South after a lengthy hiatus in 2011, and by decade's end, the Camels were the official kings and queens of the conference.

Campbell won its first Sasser Cup, given to the top sports program in the Big South, in 2019 after earning eight conference titles over seven sports. The prior year, Campbell Football joined the ranks of FCS scholarship programs and became an official member of the conference. The team has posted back-to-back winning seasons since the move.

The past decade has seen national tournament appearances by the baseball, women's golf, men's basketball, women's basketball and volleyball programs. Track has sent individual athletes to NCAA Championship meets, and wrestling — though not a member of Big South (which doesn't have the sport) — has become a nationally ranked program under legendary coach Cary Kolat. In addition, Campbell added women's lacrosse in 2013, and the new program has posted two 10-win seasons since its inception.



Campbell Football has a few high-profile games planned in the 2020s, including games at FBS programs Liberty (2021), East Carolina (2022) and UNC Chapel Hill (2023) in the coming years.

AN INCLUSIVE, HANDS-ON ENGINEERING PROGRAM

New School of Engineering earning
national recognition in first four years

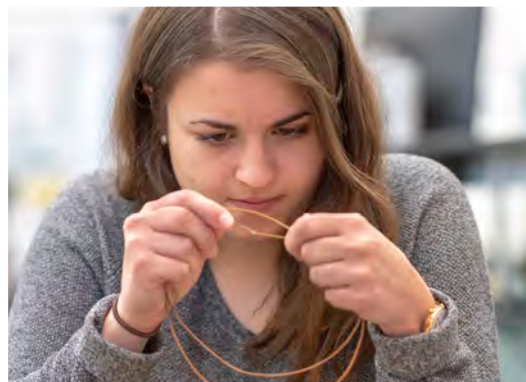
From Day 1, Jenna Carpenter, the founding dean of Campbell's School of Engineering, said her school would be two things —hands on and inclusive.

Not only has Carpenter kept her promise, but the school has been recognized nationally by its peers for not only being, but excelling at these very things. The School of Engineering launched in the fall of 2016 and this spring will graduate its first cohort of students. In its first three-plus years as a program, Campbell Engineering has competed in the NASA Human Exploration Rover Challenge, hosted high school and collegiate robotics students from around the state, attended the Grand Challenges Scholars Program in Washington, D.C., and became the nation's 45th Kern Engineering Entrepreneurial school.

Most impressively, Campbell was named one of the nation's most inclusive engineering schools by the American Society for Engineering Education in 2019, championing diversity and an even playing field for all.



When they graduate, Campbell mechanical and electrical engineers will earn an average starting salary of more than \$70K a year, according to the National Association of Colleges and Employers.







CAMPBELL
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Health Center

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Wagner, K. J. M.D.
MEDICAL STUDENT



Anna Gordon
MEDICAL STUDENT



AN INVESTMENT IN THE 'POWER OF RURAL'

University partners with farmers, hospitals
to improve health care in rural communities

From working with local farmers who are innovating the way their industry handles waste and energy to sending students into rural counties to provide health care to migrant farm workers or having students work Tuesday night health clinics for Harnett County's uninsured — Campbell is a national leader in rural health, part of the University's overall mission to serve the underserved.

In the last few years, Campbell has launched several rural health initiatives, from health clinics to hosting regional conferences on the subject. The Public Health program is one of six in the nation with a rural focus and is the only Association of Schools & Programs of Public Health-accredited program in the country that both focuses on rural health and is actually located in a rural area.

And Campbell's reach isn't just North Carolina — in 2017 the Robert Wood Johnson Foundation awarded Campbell \$730,000 to launch the Rural Philanthropic Analysis, which spent over a year studying charitable organizations and their impact on rural communities.



Of the 2,500-plus pharmacists who have earned doctoral degrees from Campbell, roughly 80 percent chose to remain in North Carolina, serving in 90 of the state's mostly rural 100 counties.

FULLY ONLINE DEGREES FOR ADULT LEARNERS

Campbell launches new Adult & Online Education program, expands its reach

Through the late 1990s and into the first decade of the 21st Century, Campbell University “dabbled” in online education before committing in 2012 to offer fully online degrees. By the end of 2019, Campbell offered 23 online bachelor degree programs and greatly expanded its off-campus offerings for adult learners in Raleigh, Fort Bragg and Camp Lejeune.

For the second year in a row, Campbell’s online bachelor programs were ranked higher than any private college or university in North Carolina by *U.S. News & World Report* in its 2020 assessment of online degrees. Additionally, Campbell ranked 79th in the nation — among both private and public universities — in *U.S. News’* list of best online bachelor programs for veterans.

And the program is growing, with four new majors added in fall 2019. Plans are in place for the addition of several new in-demand online degrees, such as an RN-to-BSN nursing program and Campbell’s first fully online Doctor of Health Sciences program.



The most recent study by the National Center for Education Statistics shows that while overall postsecondary enrollment dropped by .5%, online learning grew a healthy 5.7% in 2018.





CLEMONS ENDS CAREER AS ONE OF THE GREATEST

The NCAA'S third all-time leading scorer
has landed with NBA's Houston Rockets

Chris Clemons' four years wearing the Campbell orange and black will certainly go down as one of the greatest — if not *the* greatest — athletics careers this University has ever seen. He not only owns every Camel and Big South Conference men's basketball scoring record, but he's also the third all-time leading scorer in NCAA history, trailing only "Pistol" Pete Maravich and Freeman Williams with 3,225 points.

More important than the individual numbers — which also include the NCAA's longest double-digit scoring streak at 130 games — Clemons' time at Campbell also meant winning. The Camels' 57 victories over his last three seasons were the most in Campbell's Division I era, and its three-straight post-season berths (which culminated in an NIT trip in 2019) were a first as well.

A free agent contract with the Houston Rockets and a strong showing in the Summer League landed Clemons a roster spot. When the 2019-2020 season began, it marked the first time a Campbell alum was in uniform for an NBA game since George Lehmann in 1968.



In his NBA debut on Nov. 3, Clemons became just the fifth player in Rockets franchise history to score at least 16 points in his first career game. The others are all in the Basketball Hall of Fame.

CAMPBELL'S PRESENCE FELT IN STATE'S CAPITAL

Growth in Raleigh includes expanded campus, new programs and law school

When it was announced in 2007 that the Norman Adrian Wiggins School of Law would relocate to Downtown Raleigh by 2009, then-Board of Trustees Chairman Harold Wells summed up the bold move by saying, "The world we live in is changing."

That move has revitalized Campbell's law school, and in the 10-plus years since, enrollment has remained strong while other law schools across the country have struggled. Campbell has built on that success by expanding its offerings in North Carolina's state capital. The Lundy-Fetterman School of Business and Campbell's Adult & Online Education program have begun offering courses in Raleigh, and the University now provides resources for experimental education at HQ Raleigh — an entrepreneurial hub designed to empower the next generation of business leaders.

Its heart will always be in Buies Creek, but these Raleigh moves have strengthened Campbell's claim as North Carolina's private school of choice.



A 2019 Livability.com study found Raleigh to be the nation's second-best city to live in, just behind Boise, Idaho. The survey weighed economy, diversity, education, health and housing.







PURPOSEFUL LIVES AND MEANINGFUL SERVICE

Global Engagement program educates while serving the world's underserved

Study Abroad at Campbell had become so much more than “studying abroad.” So in 2017, the name was changed to Global Engagement to reflect the University’s growing international programming and the many policy issues — from security to international recruitment — under the program’s umbrella.

The name also reflects the goal of Campbell’s many international mission trips — students are engaging the world’s underserved and making a difference wherever they go. From global health missions by Campbell health sciences students to service missions by students in Spiritual Life, our young men and women are touching lives and earning valuable real-world experience along the way. Campbell’s mission also reaches close to home — students volunteered along the East Coast following Hurricane Matthew and have set up health screenings in rural areas across the state.

Global engagement is an important part of a Campbell education, and it will continue to be a big focus heading into the new decade.



The next decade will see more short-term international student swaps and programs to “internationalize” the main campus and produce a more “global ready workforce,” according to leadership.

GROWING EMPHASIS ON OUR RICH HISTORY

The last decade saw more monuments, celebrations honoring Campbell's past

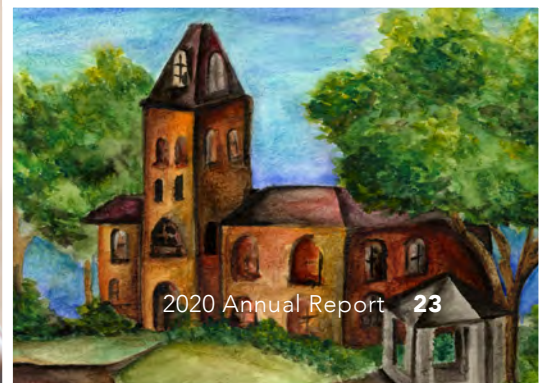
The 7-foot, 500-pound statue of founder J.A. Campbell capped off the return of Founders Week at Campbell University in 2015. The annual celebration—held the first full week of February—has gone on to celebrate the school's rich 133-year history, from the little schoolhouse with 16 students in 1887 to the school that today enrolls more native North Carolinians than any private school in the state.

Another dedication was held three years later — a seal marking the location of the original Buies Creek Academy in 2018. That school was destroyed by a massive fire in 1900, leading to the construction of Kivett Hall, today Campbell's oldest and most iconic building.

The past decade has also seen the 50-year celebrations of the nation's first summer basketball school, the inauguration of President Norman A. Wiggins, and the launch of the nation's first trust school. In 2019, Founders Week and an issue of *Campbell Magazine* were dedicated to the women who made this University what it is today.



Another big milestone: Campbell will celebrate its 50th year as a University in 2029. The school achieved this status in 1979 with the graduation of its first law school class.







GREATER FOCUS ON OUR 1ST-GENERATION STUDENTS

Campbell working to improve success rates of those new to college experience

Roughly 30 percent of all entering freshmen on any given college campus are first-generation college students. This means roughly 30 percent of students are entering their college careers at a disadvantage — they aren't as prepared for the academic rigors or the social aspects that come with four years at a university. As a result, these students are less likely to graduate — more than a quarter of them drop out after their first year (four times the rate of their peers).

Campbell University dedicated more focus on helping first-generation students succeed first in 2010 with the creation of the First-Year Experience program and in 2018 with the First Generation Camels Mentor program. Both are designed to make the transition to college easier — the latter program built specifically for students who are the first in their families to attend a four-year institution.

The goal is for retention and graduation rates at Campbell to continue to rise over the next decade.



A college degree can be a great equalizer: In a 2019 study the U.S. Dept. of Education found first-generation students were earning the same salaries, on average, as their peers after graduation.

TO DEFEND AND SECURE AMERICA'S HOMELAND

Homeland Security, renowned ROTC program strengthen school's curriculum

Homeland Security wasn't a part of this nation's vocabulary until the Sept. 11 attacks in 2001. They weren't a part of Campbell University's curriculum until a concentration was created (part of a criminal justice degree) in 2011. Two years later — with careers in the field rising dramatically nationwide — Campbell University became the first school in North Carolina to offer Homeland Security as a four-year degree.

The program has become one of Campbell's fastest growing, and in 2019, the University added a four-year program in cybersecurity. Both programs are also available through Campbell's Adult & Online Education program.

To say Campbell is educating our future leaders in Washington, D.C., is an accurate statement. Homeland Security joins an already nationally respected ROTC program, which in 2017 and 2018 was named a recipient of the MacArthur Award as one of the nation's top collegiate ROTC programs.

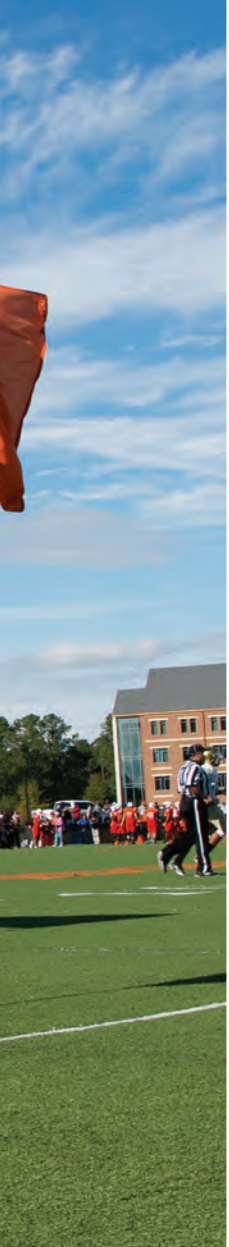


According to the U.S. Dept. of Labor, information security analysts (cybersecurity) are among the most sought-after workers in the country, with an average salary of \$92K a year.









HOME TO FIRST-CLASS SPORTS VENUES

Several athletics programs see major improvements to their arenas, stadiums

The addition of the John W. Pope Jr. Convocation Center and Gore Arena in 2009 set the stage for more major improvements to Campbell's sports venues in the following decade.

The baseball program dedicated Jim Perry Stadium in 2013 and added new locker rooms and seating, along with a first-class turf playing surface when the Houston Astros "borrowed" Campbell for a few years for its Class A minor league program. Amanda Littlejohn Stadium (softball), the Eakes Athletics Complex (soccer) and Gore Arena (basketball, volleyball) also saw additions, from seating to new scoreboards. And in 2019, Campbell's nationally ranked wrestling program added a new wing to the convocation center for offices, weight rooms and practice areas.

But the biggest change was seen at Barker-Lane Stadium (football, lacrosse), which added 4,000-plus seats and a first-class presidential suite and media level in 2013. More recent improvements to the venue include new turf and a state-of-the-art scoreboard.



As Campbell's football program continues to grow, Barker-Lane will be part of the draw for athletes. The stadium was ranked the third best venue for FCS football in the nation by a 2018 survey.

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MILESTONE FOR NATION'S FIRST TRUST PROGRAM

School opens state-of-the-art trust hub to simulate investment firm environment

When Norman Adrian Wiggins became the first Campbell president to not have the last name “Campbell” in 1967, one of his very first acts was the creation of the nation’s first four-year undergraduate trust and wealth management program, launched the following year.

Wiggins’ program was hailed nationally as a “major academic innovation” for business schools. Soon after its launch, the Southeastern Trust School at Campbell, a project of the North Carolina Bankers Association, was formed. Trust at Campbell has blossomed over the past 50 years. The program graduates 45-50 students annually, and many of those students leave Campbell with an MBA in hand as well. Job placement is well above 90 percent.

In 2015, First Citizens Bank partnered with Campbell to open the First Citizens Wealth Management Center, a state-of-the-art area that simulates an investment firm environment, a trading room and a trust center.



It's estimated that \$68 trillion will move between generations within the next 25 years. Studies suggest that 80% or more of heirs will look for a new financial advisor after inheriting wealth.





NEW LOGO, TAGLINE REFLECT OUR MISSION

To coincide with its growth, Campbell launches new brand identity in 2017

In January 2016, Campbell began a year-long brand and digital transformation, an initiative born from one of J. Bradley Creed's strategic priorities as new president to expand Campbell's reach and extend its influence.

On Jan. 18, 2017, Campbell officially introduced its new brand in the form of a new University icon, a revamped website and the tagline, "Leading with purpose." For the Kivett logo, the University sought to develop a unified mark and icon that better captured people's attention, incorporated an element unique to Campbell, reduced confusion over Campbell's visual identity and reflected the school's rich history, tradition and quality academic programs.

"Leading With Purpose" reflected Campbell's mission to cultivate leaders who are prepared for purposeful lives and meaningful service. Said Creed: "I want people all across the nation to know the Campbell name and to recognize Campbell as one of the preeminent private universities that prepares students to make a difference in the lives of others through work, service and leadership."



Fun Fact: Not just any orange is suitable for Campbell University publications, graphics, posters and apparel. Official Campbell orange is Pantone 158C (Hex EA7125). We also have official grays!

HEALTH SCIENCES HAVE BECOME OUR STRENGTH

New physician assistant, physical therapy,
nursing, public health programs excelling

The launch of Campbell University's physician assistant program in 2011 was strategic. It came at a time when experts were predicting a shortage of more than 150,000 physicians over the next 15 years. And it came as North Carolina was in dire need of more health care professionals.

But it was strategic in more ways than one. It was the College of Pharmacy & Health Sciences' first in a series of new health programs aimed at serving the underserved. Public Health would come next in 2012. The Doctor of Physical Therapy program would launch in 2013. The Bachelor of Science in Nursing program would start in 2015. And, of course, the success of that PA program — which was made up of 34 students in that first semester in 2011 — paved the way for Campbell's School of Osteopathic Medicine in 2013.

In less than a decade, health science programs have become the strength of Campbell. Enrollment in these programs has risen sharply, and new graduates are already making a difference serving the underserved locally, regionally, nationally and even globally.



North Carolina now ranks ninth in the nation in the number of physician assistants per population. Nearly a third of them are practicing in primary care (family, pediatric and general medicine).









TWO NEW HOMES FOR CAMPBELL MUSICIANS

School's first marching band, renovated performance center big for fine arts

Music has been an important part of Campbell University since the very beginning — the very first class in 1887 began with a hymn, and band photos appeared in Buies Creek Academy yearbooks before the turn of the century.

But it would take 131 years before Campbell ever marched those students. To coincide with the football program joining the Big South Conference and Division I scholarship ranks, the Sound of the Sandhills Marching Band was formed in 2018, building on the University's popular pep band that previously performed at games.

Many of the students who march at Campbell also perform in the University's symphony. That group got a new home in 2019 with the completion of the Hobson Performance Center in D. Rich. The center provided improved acoustics and sound, more seating, better technology and an overall aesthetic improvement over the previous auditorium and opened with a packed-house gala in November 2019 — Campbell's final big event of a memorable decade.



Campbell students aren't the only ones who will benefit from the new performance center. The acoustics and lighting now fit mandates for larger symphony orchestras to perform locally.

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THE STUDENTS' UNION

Construction nears completion on ambitious central hub for students

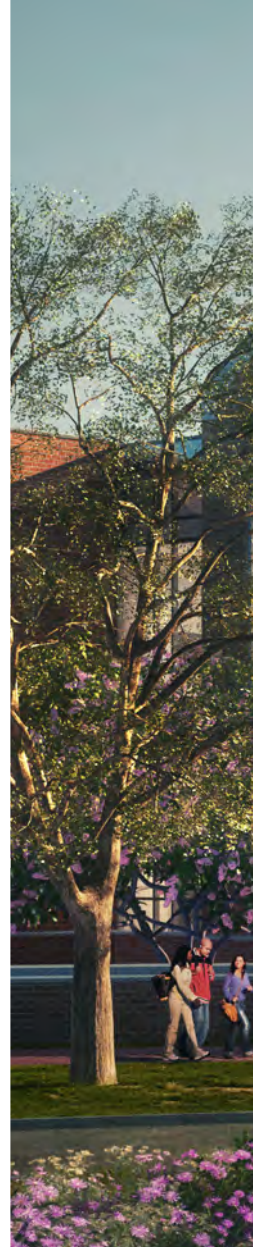
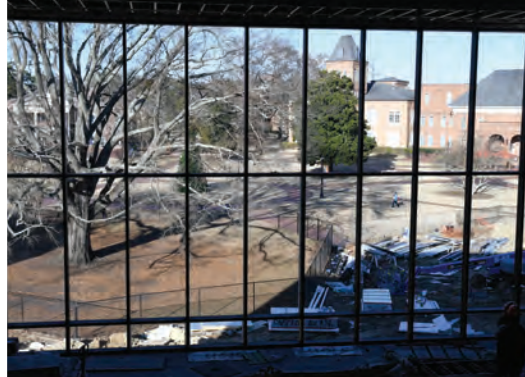
Campbell University's new student union was but a concrete slab and some exposed steel beams when the 2019 calendar year began. By year's end, the beautiful 115,000-square-foot facility was near completion — already transforming the campus and sparking excitement as we head into the next decade.

Set to open in early spring 2020, the student union will become the hub of activity on Campbell's main campus. The building will house a new dining hall and several fresh dining options, study and recreational rooms, a two-story fitness center, student offices, a movie theater, a spirit store and the largest banquet hall not only on campus, but in the county.

"I am convinced our students will spend time in this facility and will grow intellectually, develop leadership skills, clarify important values for life, develop meaningful interpersonal relationships and learn the art of collaboration with other students," said Vice President for Student Life Dennis Bazemore.



The Student Union will not only add value to the student experience, it will free up space across campus currently being used for dining, meetings, offices and large gatherings.









UNPRECEDENTED SUPPORT FOR CAMPBELL STUDENTS

Campbell Leads campaign to raise
\$30 million to support student scholarships

It's a rare case when a student and his or her family pay for college completely out of their own pockets. Nationally, about two-thirds of full-time college students paid for tuition with the help of financial aid in the form of grants and scholarships. Another 34 percent of students relied on federal loans — pushing student loan debt to the second-highest consumer debt category in the country, behind mortgage debt.

Roughly 85 percent of Campbell's undergraduate student body require some form of financial aid, and 60 percent of undergrads receive scholarships from Campbell's endowment. More than \$14 million in institutional aid was awarded to first-time, full-time Campbell freshmen at the beginning of the 2018 fall semester.

The Campbell Leads campaign seeks to increase the percentage of students who receive scholarships and lower the financial aid burden. Roughly \$30 million of the \$75 million planned campaign has been dedicated to scholarships that could provide more than 1,000 students the assistance needed to attend Campbell.



North Carolina ranks 10th in the nation in student loan debt, with borrowers owing \$38.2 million in 2016. The Campbell Leads campaign will seek to lower that debt for Campbell graduates.



CAMPBELL LEADS

The Campbell Leads campaign provides opportunities for students to continue to develop quality leadership skills and experiences during their time on campus

Like all college and universities, Campbell University relies on the generosity of its alumni, faculty, staff and community to provide a high-quality education and enriching experiences for its students.

“Let your gratitude be your path to greatness,” President J. Bradley Creed said in 2017 when he introduced the \$75 million Campbell Leads campaign to fund student scholarships, a new student union and other programs and initiatives on campus.

Those who give to Campbell University are not only investing in the development of their alma mater, workplace or school of choice, they’re elevating Campbell’s reputation and increasing the value of a Campbell degree.

To learn more about giving at Campbell and see how the Campbell Leads campaign will impact students present and future, visit campaign.campbell.edu



More than 3,200 undergraduate students (85%) require some form of financial assistance to attend Campbell University each year.



\$35M | STUDENT UNION

The centerpiece of our campus master plan and one of the focal points of the Campbell Leads campaign is a 100,000 square-foot student union.

This venue will enhance the educational lives of students by blending the academic experience with social opportunities to make graduates well-rounded, confident and capable leaders. It will provide academic support, promote student involvement, foster engagement, offer amenities that enhance campus life and support campus partners.

\$30M | SCHOLARSHIPS

New endowed funds will support Campbell students in perpetuity, ensuring these individuals will have the opportunity to receive a Campbell education despite challenging financial situations.

Over time, successful investment of endowment funds will increase the resources available to Campbell to provide scholarship support for generations to come. The \$30 million scholarship campaign goal will help Campbell keep pace with the growing cost of higher education.

\$10 | CAMPBELL FUND

The Fund for Campbell provides the University with the leverage to embark on exciting new learning opportunities while continuing to address immediate needs.

The flexibility of this fund allows for the institution's continued growth through investments in facility enhancements, innovative technology, life-changing financial aid, enrichments to the student experience, and more. Continued support contributes to our Christian mission to cultivate leaders.



60% of Campbell undergrads received scholarships funded through the endowment.



The new student union will be roughly 10 times larger than the current student union on main campus.

THE CAMPAIGN



GOAL

\$75 MILLION

RAISED

\$67 MILLION

DONATIONS

**39,876 GIFTS
FROM ALUMNI
AND FRIENDS**

Figures as of March 1, 2020



ANNUAL REPORT

Fueled by a higher calling, Campbell University provides a transformational learning experience that prepares students for servant leadership and equips them with skills and habits to make a difference in the lives of others

HISTORY & PRECEDENT

On Jan. 5, 1887, James Archibald Campbell, a 26-year-old Baptist minister, welcomed 16 students to a small church in Buies Creek, North Carolina, for the first day of classes for the school he founded: Buies Creek Academy. By the end of the first term, there were 92 students.

Since then, Buies Creek Academy has evolved to become Campbell Junior College (1926), Campbell College (1961), and Campbell University (1979). Throughout these transformations, the university has remained true to its founding principles to address the most pressing needs of North Carolina and to educate men and women for Christian service around the world.

- 1887 | Opened as Buies Creek Academy when North Carolina needed more primary schools during post-Civil War Reconstruction

- 1976 | Opened the first law school in North Carolina in over 35 years when the state needed more lawyers practicing in rural areas
- 1986 | Opened the first pharmacy school in the nation in over 40 years when North Carolina and the region needed more community pharmacists
- 2013 | Opened the first new medical school in North Carolina in over 35 years to address needs in underserved areas of the state

ACADEMIC DIVISIONS

Campbell is home to more than 200 undergraduate, graduate and professional degrees across these academic divisions:

- Adult & Online Education
- Catherine W. Wood School of Nursing
- College of Arts & Sciences



CAMPBELL
UNIVERSITY

Mission

To graduate students
with exemplary
academic and
professional skills
who are prepared for
purposeful lives and
meaningful service.

- College of Pharmacy & Health Sciences
- Divinity School
- Jerry M. Wallace School of Osteopathic Medicine
- Lundy-Fetterman School of Business
- Norman Adrian Wiggins School of Law
- School of Education
- School of Engineering

LOCATIONS

- Main campus in Buies Creek, North Carolina, located in the prestigious Research Triangle region
- Branch campuses in Raleigh, Fort Bragg/Pope Field and Camp Lejeune/New River
- Degree program in Kuala Lumpur, Malaysia
- Online

ACCOLADES

- Enrolls more North Carolinians than any private school in the state.
- A leader in health education focused on rural and underserved areas.
- The only private university in the state with professional programs in law, medicine and pharmacy.
- One of only four private schools in the state to achieve the highest accreditation by the Southern Association of Colleges and Schools Commission on Colleges.
- New programs and schools continue to expand our reach: School of Osteopathic Medicine in 2013; School of Nursing and School of Engineering in 2016.

6,448

total enrollment

\$150M

*endowment**

\$237M

*finances under management**

98%

employee giving in 2019

50,000+

living alumni

15:1

student/faculty ratio

**unaudited figures*



- Home to the first and only osteopathic medical school in North Carolina; 100 percent of its graduates have been placed into residency programs.
- School of Business is home to the only trust and wealth management undergraduate program in the United States.
- College of Arts & Sciences houses North Carolina's first undergraduate degree in homeland security.

RANKINGS

- Campbell ranked 272nd in the nation in *U.S. News & World Report's* 2020 Best National Universities list. This year marked the first year Campbell was included in the National Universities list, as it was considered a regional college or university in previous rankings.
- Campbell ranked 186th in the nation among the top performers in social mobility, according to *U.S. News & World Report*.
- Campbell University's online bachelor programs ranked 133rd in the nation — higher than any private college or university in North Carolina — by *U.S. News & World Report* in its annual assessment of online degrees.

One of only four private universities in N.C. to achieve level VI accreditation by the Southern Association of Colleges and Schools Commission on Colleges.

- Named among the nation's "Military Friendly" universities by Victory Media and one of the "best universities for veterans" by the Military Times from 2013-19. Campbell also ranked 79th in the nation — among both private and public universities — in *U.S. News'* list of best online bachelor programs for veterans.
- Again named one of the "Best Colleges in the Southeast" by Princeton Review in 2020.
- Campbell Law ranks among the nation's top law schools (No. 48) for bar exam overperformance, according to data released by the American Bar Association Section of Legal Education and Admissions to the Bar. The school

has been recognized by the ABA as having the nation's top Professionalism Program and by the American Academy of Trial Lawyers for having the nation's best Trial Advocacy Program.

ACCREDITATION

- Campbell University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award Associate, Baccalaureate, Masters, Education Specialist, and Doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call (404) 679-4500 for questions about the accreditation of Campbell University. The Commission should be contacted only if there is evidence that appears to support the university's significant non-compliance with an accreditation requirement or standard. Normal inquiries about Campbell University, such as admission requirements, financial aid, educational programs, etc., should be addressed directly to the appropriate office of the university and not to the Commission's office.
- Campbell's Professional Education programs are accredited by the National Council for the Accreditation of Teacher

Education (NCATE) and approved by the North Carolina Department of Public Instruction (NCDPI).

- The Social Work program is accredited by the Council on Social Work Education (CSWE).
- The School of Law is accredited by the American Bar Association.
- The College of Pharmacy & Health Sciences is accredited by the American Council on Pharmaceutical Education.
- The Physician Assistant Program is accredited by the Review Commission on Education for the Physician Assistant (ARC-PA).
- The School of Osteopathic Medicine is accredited by the Commission on Osteopathic College Accreditation (COCA).
- The Divinity School is accredited by the Association of Theological Schools (ATS).
- The business programs offered by the Lundy-Fetterman School of Business are accredited by the Accreditation Council for Business Schools and Programs.
- The Professional Golf Management program is accredited by the Professional Golf Association of America.

Social Following

Campbell University reaches tens of thousands of students, alumni, faculty and staff and prospective students a day through its various social media platforms



34,348

LinkedIn community



25,522

Facebook friends



11,400

Twitter followers



10,979

Instagram likes

*Numbers as of
March 1, 2020*

UNIVERSITY DEANS

- Michael Adams,
College of Pharmacy & Health Sciences
- Jenna P. Carpenter,
School of Engineering
- J. Rich Leonard,
Norman A. Wiggins School of Law
- Alfred Bryant,
School of Education (2020)
- Chris O'Connor,
Student Involvement
- Kevin J. O'Mara,
Lundy-Fetterman School of Business
- Alexia Riggs,
Wiggins Memorial Library
- Beth Rubin,
Adult & Online Education
- Andrew H. Wakefield,
Divinity School
- Donna E. Waldron,
Global Engagement
- Michael B. Wells,
College of Arts & Sciences

- The Athletic Training program is accredited by the Commission on Accreditation of Athletic Training Education (CAATE) and the Athletic Training Education Program (ATEP).
- The Doctor of Physical Therapy Program is accredited by the Commission on Accreditation in Physical Therapy Education (CAPTE).
- The baccalaureate degree program in nursing is accredited by the Commission on Collegiate Nursing Education. The N.C. Board of Nursing (NCBON) ratified Campbell's Full Approval status at a board meeting on May 25, 2018.
- The Master of Science in Public Health is fully accredited by the Council on Education for Public Health.
- Campbell's School of Engineering received approval from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to offer a Bachelor of Science in Engineering degree (BSE).
- National Association of Independent Colleges and Universities
- Association of Baptist Colleges and Schools
- Council for Christian Colleges and Universities
- American Association of Colleges of Teacher Education

ATHLETICS

- Athletic nickname: The Fighting Camels
- Participates in NCAA Div. I athletics: 11 male sports (baseball, basketball, cheerleading, cross country, football, golf, soccer, tennis, indoor track & field, outdoor track & field, wrestling); and 12 female sports (basketball, cheerleading, cross country, golf, lacrosse, soccer, softball, swimming, tennis, indoor track & field, outdoor track & field, volleyball).
- Athletic affiliations: Big South Conference, Coastal Collegiate Swimming Association and Southern Conference (Wrestling)
- 2019-2020 Conference Championships: Men's Cross Country, Men's Soccer, Women's Basketball, Women's Golf (2019), Men's Golf (2019), Baseball (2019)

MEMBERSHIPS/AFFILIATIONS

- North Carolina Association of Colleges and Universities
- North Carolina Association of Independent Colleges and Universities



GIFTS, PLEDGES AND PAYMENTS FROM ALUMNI AND OTHER DONORS

Year	Alumni Gifts	Total Gifts	Total Amount
2018-2019	2,104	6,332	\$18,892,641
2017-2018	2,219	11,096	\$24,615,595
2016-2017	2,403	10,298	\$21,050,534
2015-2016	2,279	9,599	\$20,817,310
2014-2015	2,302	8,971	\$17,351,464

GIVING REPORT

Parents & Friends	\$6,215,861	Estates and Trust	\$929,477
Alumni	\$3,533,689	University Employees	\$270,639
Trustees and Advisors	\$2,977,062	Religious Groups	\$133,160
Foundations	\$2,608,444	Organizations	\$64,831
Corporations	\$2,159,484		



ALUMNI CHAPTERS

Chapters serve alumni by providing impactful opportunities to connect with each other through social, professional, service, and sporting events in their local communities. Campbell currently has 11 chapters: Atlanta, Ga., Austin, Tx., Cape Fear, Central Virginia, Charlotte, Foothills, Harnett County, Johnston County, Rocky Mount/Wilson, Triangle and Washington, D.C.



CAMPBELL
UNIVERSITY

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