

When We Are Free

The Campaign for
America's Free-Enterprise
University



NORTHWOOD UNIVERSITY

President's Message



Dr. Kent MacDonald

When Gary and Willa Stauffer, along with Arthur and Johann Turner, founded Northwood University in 1959, they did so based on a belief in a free-enterprise system and a new generation of leaders inspired by a timeless code of ethics. Today, more than 60,000 Northwood University graduates and the current generation of students still learn the importance of freedom and all its corollaries: self-governance, moral law, private property, free markets, limited government, and free enterprise. This incredible vision of a university is what we know as *The Northwood Idea*.

The founders' vision of what a great university should be relied upon generous friends and donors who believed in the concept of Northwood University and *The Northwood Idea*. Today, support from philanthropists, benefactors, and generous friends of Northwood is just as important as it was when the Stauffers and Turners turned their university dream into a reality. With your support, Northwood's dedicated and principled community of faculty and staff will continue to develop leaders of a global, free-enterprise society. Through the support of kind donors like you, Northwood students are able to gain valuable learning and relevant life experiences as they evolve into tomorrow's free-market champions.

As we prepare to help educate our future leaders, Northwood prepares for a **\$100 million comprehensive campaign that will modernize our campus in Midland, Michigan, provide endowed student scholarships, enhance our teaching capabilities, and instill a respect for the transformative power of free enterprise.**

Through the success of this campaign effort, Northwood University will remain at the heart of free-enterprise education. Support from those who believe in *The Northwood Idea* will help Northwood position itself as a distinctive global university and entrench itself as an international destination for all those who aspire to be free-enterprise-oriented business leaders who want to positively impact communities around the world.

Northwood's potential is limitless. As someone who has researched universities around the world, I know Northwood occupies a special and unique place in higher education. Those before us built a strong foundation. It is upon these sixty years of history that we will build a distinct and powerful reputation that will positively impact public policy, while also developing the kind of free-enterprise graduates our global business community requires. Please read on to learn more about how you can make a difference in the lives of college students who aspire to expand freedom throughout the world.

A handwritten signature in black ink, appearing to read 'Kent MacDonald'.

Dr. Kent MacDonald,
President, Northwood University



America's Free-Enterprise University

Since 1959, Northwood University has been committed to sharing *The Northwood Idea*. The concept is simple. Northwood University teaches students the importance of individual responsibility, private property, free markets, limited government, and free enterprise. Today, in a rapidly changing world, these truths are more relevant than ever. That is why we must be recognized as *America's Free-Enterprise University*.

The timing of this campaign is critical to the future of Northwood University, and its purpose is about more than providing student scholarships, faculty endowments, and capital enhancements. It will also strengthen Northwood University: positioning this distinct institution as home to a formidable, unflinching, and dynamic environment *where the future leaders of a global, free-enterprise society are developed and prepared to impact communities throughout the world.*

"It is our hope that freedom will forever be
America's standard."

- Lawrence W. Reed and Dale M. Haywood,
editors and co-authors, *When We Are Free*, 2nd Edition







Global. Free-Enterprise. Society.

“We must make people understand that the basic idea of a free society is fundamentally a humane idea. It is fundamentally the idea that people as individuals have responsibilities to themselves and to one another that cannot be met by turning them over to somebody else, by electing government officials who will take money out of your pocket in order to spend it on supposedly good objectives. The responsibilities can only be met by us as individuals.”

– **Milton Friedman**, Nobel Prize winning economist, from the Foreword to Northwood University’s *When We Are Free*

Northwood University’s students learn, grow, and prosper with the understanding that they each have intrinsic value, distinct creativity, and unique potential. Students who embrace this understanding have studied with Northwood University from more than 140 countries around the world. They are attracted to Northwood because they want to connect with like-minded individuals and gain the real-world skills they need to succeed in careers and industries.

The Campaign for America’s Free-Enterprise University will ensure we place even more attention on the development of outstanding teaching faculty and the creation of free-market research fellowships. *The Campaign for America’s Free-Enterprise University* will help this

university offer more exceptional seminars and discussion groups, will empower new and relevant courses and academic programs, and will help entrench our commitment to experiential education.

All of this will occur right here on our beautiful residential campus in Midland, Michigan, home to traditional and non-traditional undergraduate programs, along with graduate programs delivered through Northwood's Richard DeVos Graduate School of Management.

Northwood is located in one of the best small cities in America. However, Northwood's influence reaches far beyond the city limits of Midland, Michigan. Through Northwood's flexible learning options, our degree programs are offered at locations around America and around the world, with international program centers in the People's Republic of China, Sri Lanka, and Switzerland. Robust online options are available to students throughout the world.

There are many business schools around the world, but we know of no university that is as committed to entrepreneurship as we are here at Northwood. As the premier free-enterprise university, we see our impact in our graduates. As an example, more than 30 percent of Northwood graduates own some or all of their own businesses. Northwood graduates are managing their small-to-medium enterprises, while others are working at the highest levels of corporate America—with a significant number holding executive and leadership positions within family-owned businesses, privately held companies, and Fortune 500 organizations.



Our Campaign Goals

Imagine having a vision to launch a new, different university that would reflect what we now know as *The Northwood Idea*. We are inspired by our founders and now, six decades after its founding, **Northwood University is undertaking a bold campaign that will impact the next generation of free-enterprise leaders.**

A successful campaign in support of *The Northwood Idea* will ensure Northwood graduates are leaders who will help shape discourse on important matters of the day. This campaign is fundamentally about attracting the best free-enterprise scholars and teachers to Northwood and providing them with the most academically focused and socially engaged students from across the globe. **We will seek a greater number of professors who will influence business leadership and innovate academic programs into leading centers of research and thought application, while contributing to the practical public policy solutions we need to restore individual freedom and free enterprise within our country and around the world.**

Goals include:



Academic Excellence

A strong endowment will mean, no matter what the future holds, Northwood University will remain unwavering in its commitment to free enterprise.

ENDOWED FACULTY CHAIRS – Creating endowed academic chairs will ensure Northwood attracts and retains top-tier thought leaders and researchers in their fields of expertise. This will create an environment where the best minds in the country can be energized, elevated, and inspired by one another.

ENDOWED STUDENT SCHOLARSHIPS – Significantly increasing the number and amount of scholarships will ensure young people who have the aptitude, desire, and appreciation for Northwood's values can attend the University, regardless of financial limitations or their current environment. These student scholarships represent more than an opportunity to receive an education based on *The Northwood Idea*; they are also a way to open doors to new opportunities that lead to exciting and more prosperous lives.

“I transferred to Northwood University because of my father’s cancer diagnosis. The costs of pursuing my higher education, while trying to get my father the best care, took its toll on my family. Because of generous donors, students like myself are able to experience more financial stability while pursuing their education. I am truly thankful for all of my scholarship benefactors.”

– **Benjamin Blake**, Northwood University student and May 2020 graduate



Campus and Instructional Excellence

A positive environment is essential to develop the whole person. On-campus space must be reimagined to host thought leaders and instructors who will assist Northwood’s effort to become a national and international center of discourse and intellectual exchange. **An inspiring educational atmosphere and unique philosophy will attract students to Northwood, but a modern and inviting campus will make the right first impression for students and their parents.**

CAPITAL INVESTMENT – Capital investment goals include enhancements to Northwood’s historical academic spaces, Jordan Hall and Strosacker Library; new construction will link these two facilities to create the primary destination for many of Northwood’s most exciting new academic programs. Cybersecurity, Data Analytics, and Esports Management will be features of the renewed space, and the overall facility will shine as an example of inclusivity through improved ADA-compliant access.

Renovations to the NADA Hotel and Conference Center will allow the University to host notable speakers more comfortably, provide space for parents visiting campus, increase flexibility for revenue generating events, serve as an experiential learning center for students, and provide for the general academic needs of the University.

A CAMPUS IN THE WOODS – The Northwood Campus is one of the most peaceful, beautiful campuses in America. It provides a respite for all those who walk our paths and explore our grounds. However, a refresh of the Mall Walk and Common Areas is more than an inspiring investment. It will help create a sense of place and purpose and provide visual and tangible reminders of our commitment to *The Northwood Idea*. We dream of making Northwood the most peaceful and beautiful campus in America.

WHEN WE ARE FREE: THE CAMPAIGN FOR AMERICA'S FREE-ENTERPRISE UNIVERSITY

A Northwood University education is an investment in individual and economic freedom, free enterprise, and free-market solutions, not only for our students, but for the world — bringing the lessons of the American free-enterprise society into the classroom and sending ethical business leaders out into the world.

Academic Excellence		\$65,000,000
The Northwood Idea	\$10,000,000	
Automotive Excellence	\$40,000,000	
Entrepreneurial Excellence	\$15,000,000	
Campus and Instructional Excellence		\$20,000,000
Center for Academic Excellence	\$6,000,000	
Heart of Campus	\$5,000,000	
Free-Enterprise Campus Beautification	\$2,500,000	
Intercollegiate Excellence	\$5,000,000	
Jordan Hall Enhancements	\$750,000	
Strosacker Learning Commons Enhancements	\$750,000	
Endowed Scholarships		\$10,000,000
Athletic Excellence		\$5,000,000
Total Goal for When We Are Free Campaign		\$100,000,000

“This objective may be the most distinctive feature of *The Northwood Idea* — the view that our graduates should look on business not merely as an easier way to attain ease and affluence but also as an opportunity for utilizing their highest human qualities and attaining lasting satisfaction in a life well spent.”

– V. Orval Watts, Northwood University's first
Director of Economic Education and creator of
Northwood's Free-Enterprise Philosophy





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