Aloha Friends of SOEST:

In the Hawaiian language the word kikowaena means “center of the circle.” The circle of SOEST reaches far and wide: to our university, our community, our Hawai‘i, our world. At the center is the collective YOU—the faculty, researchers, staff, alumni, and friends of our impressive School.

I am grateful for your work and your commitment to the School of Ocean and Earth Science and Technology. Having recently celebrated our 25th Anniversary, we eagerly look ahead to the next 25 years of far-reaching impact for SOEST.

The University of Hawai‘i is a driving force behind research, technology development, and higher education in Hawai‘i and across the Pacific. Our School has long led the System in research and technology development and we continue to make investments to ensure that we sustain that excellence.

Included in our numerous priorities for the days ahead is a strategic emphasis on growing our undergraduate base of students throughout all departments. The SOEST educational experience is enriched by the quality and breadth of research conducted within the School; and the quality and commitment of our students to their education strengthens the efforts of our research staff and faculty.

Kikowaena, the SOEST Campaign we are launching today, is for the purpose of establishing an undergraduate student scholarship endowment within SOEST, and using that endowment to recruit and retain talented students within SOEST degree programs. Along with you, of course, undergraduate students are also at the center of our circle. Our mission to provide a world-class education, contribute to a high-tech economy in the State and Nation, and promote sustainable use of the environment begins with our students—their success drives so much of what we do forward. The Kikowaena Campaign is designed to start with each of us, the stewards of the School. From the center we will grow it outwards by reaching out to our donors, our community and corporate partners, and our alumni for contributions to the endowment.

I have personally committed a Challenge gift to the scholarship fund, and I am asking each of you to consider a gift. Whether you choose a one-time cash gift, or pledge monthly payroll deductions as part of an annual giving arrangement, your generosity will be greatly appreciated and will directly impact our ability to recruit the very best undergraduate students, and will afford them the ability to pursue their dreams, their education, and to help drive SOEST forward.

I hope you will consider participating in this important effort—for the benefit of our students and our School. Included with this letter are answers to some frequently asked questions and a gift form which can be returned directly to the UH Foundation. Donations can also be made online at www.uhfoundation.org/GiveToKikowaena.

Watch for more details of the Kikowaena Campaign coming from the Co-Chairs of our campaign, Chris Ostrander, Pete Mouginis-Mark, and Margaret McManus.

Mahalo,

Brian Taylor
Dean of SOEST