

# A PREMIER STUDENT EXPERIENCE

SECOND TO NONE



Join in enhancing the experience  
for the next generation of students.

 **BRADLEY**  
University



## Supporting Bradley Priorities

Increasing enrollment is Bradley University President James Shadid's top priority, and it's a shared mission for the entire campus community. To drive this effort, Bradley has formed a Strategic Enrollment Committee made up of dedicated faculty and staff. Together, they are mapping out a three-year plan to strengthen Bradley's recruitment and enrollment strategies and ensure more students have the opportunity to call Bradley home.

Part of the recruitment and enrollment strategy is focused on the student experience, both inside and outside the classroom, and Shadid has several initiatives in the works to enhance student life on campus.

### Defined Campus Entrance

#### Welcoming the World to Bradley University

First impressions shape lasting memories. Every visitor should immediately sense that they've arrived at a place of purpose and pride—Bradley University. The new Goldin Gateway, located at the corner of University and Main Streets, will create a striking and seamless entrance that reflects the character of our historic campus architecture while connecting Bradley University more fully to the surrounding community.

Named in honor of the late Ken '64, '72 and Pat Goldin, whose five decades of dedicated service helped shape the heart of our campus, the Goldin Gateway will stand as a symbol of hospitality, heritage, and hope for the future. Featuring elegant landscaping and signature Bradley University branding, this inviting new entrance will welcome prospective students and their families, as well as current students and our cherished alumni, faculty, staff, and friends for generations to come.



*“The Main and University intersection offers that important first impression, and this defined entry will showcase the pride, energy, and welcoming spirit that makes Bradley feel like home.”*

*DR. ANGIE COOKSY, VICE PRESIDENT FOR ENROLLMENT MANAGEMENT & MARKETING AND COMMUNICATIONS*

## University Hall Renovations

### *Upgrading the Residence Hall Life Experience*

For generations of students, University Hall has been their first home at Bradley University—a place where lifelong friendships begin and memories are made. Now, this beloved residence is ready for a new chapter.

The University Hall Renovation Project will reimagine the living experience for today's students, transforming common areas on every floor into bright, inviting spaces for studying, socializing, and building community—offering the comfort and functionality students and their families expect from a modern university experience.

Following the success of our Williams Dining Hall renovation, this investment will signal to prospective students that Bradley University is committed to creating welcoming, contemporary spaces where students can thrive—academically, socially, and personally.



*“I’m excited to see Bradley investing in building up the spaces where our students live and learn—making Bradley better from the inside out!”*

*AL CUIZON, 2025-2026 STUDENT BODY PRESIDENT*



## Outdoor Recreation Complex

### *Giving Students More Reasons to Get Outside*

Life at Bradley extends far beyond the classroom. Today's students seek balance, connection, and the joy of being active together, and the new outdoor recreation complex will make that possible.

What is now a gravel parking lot behind the Markin Family Student Recreation Center will be reimaged as a vibrant outdoor destination for play, friendship, and well-being. Featuring pickleball courts, a sand volleyball court, a band shell, and a spacious lawn for bags and other games. This dynamic space will invite students to gather, unwind, and create the memories that define college life.

The outdoor recreation complex will reflect the spirit of Bradley University—where learning happens not only in lectures and labs, but also in laughter, teamwork, and shared experiences under the open sky. It's more than a recreation space; it's an investment in student life, community, and the moments that bring us together.

*“Recreation brings students together—balance can be found and lasting memories are made. The outdoor recreation complex will be an inviting space for our students to connect, recharge, and engage.”*

*NATHAN THOMAS, VICE PRESIDENT FOR STUDENT AFFAIRS*

“All of these projects,  
and everything I will  
work for in the future,  
are to create a premier  
student experience that  
is second to none.”

JAMES E. SHADID '79  
PRESIDENT, BRADLEY UNIVERSITY



For more information about how you can invest in these important projects,  
please contact a member of the Bradley University Advancement Division.

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