You expect your veterinarian to be kind and thoughtful, to provide personalized care for you and your animal, to listen to your concerns, and to inform you of how to best care for your animal. Communication is at the heart of providing high-quality veterinary medicine and building trust and rapport between veterinarians and clients. By teaching best practices in veterinary communication, we serve you: animal lovers, alumni, Voss Veterinary Teaching Hospital clients, and FRANK™ participants.

VCPE relies on 30 percent of its funding coming from private donors. In 2014, donor gifts supported VCPE in:

- Providing 50 hours/veterinary student, 40 hours/intern, 13 hours/resident, and 13 hours/practitioner in communication education.
- Implementing communication video review of senior students on Community Practice serving clients.
- Developing strategic plans and hiring specialized staff in program coordination and professional education to complement the veterinary communication expert.
- Embarking on research in empathy in veterinary students and data collection of how communication is taught in other veterinary colleges.

WHAT BEGAN AS THE ARGUS INSTITUTE IN 1984, is today two separate programs that complement each other and serve different needs at the James L. Voss Veterinary Teaching Hospital. Argus Institute Counseling and Support Services keeps the original program’s name. Veterinary Communication for Professional Excellence, formerly known as Argus Institute/Veterinary Communication, takes on a new name to reflect our mission. What stays the same is our combined passion for the relationships between people, their animals, and their veterinarians.

WISH LIST
To Enhance Education:

- **Communication Laboratory**
  For students to interact with actor-educators; practice their clinical interviewing skills; receive feedback from their peers, client, and coach; and reflect on their performance through video review.
  Goal: $50,000

- **Foundations Wellness Module**
  To create an interactive module for students to practice their communication skills in the fall prior to facing a challenging simulated ethical dilemma in the spring semester.
  Goal: $15,000

- **Communication Laboratory Headsets**
  Thanks to a donor, we recently upgraded to digital video equipment. To complete this project, new headsets will improve students’ ability to hear and observe their colleagues’ interactions and provide feedback.
  Goal: $5,000 or $250/headset

To Honor the Bond:

- **In Memory or Honor of**
  Make a gift in honor or memory of a special person or animal as an individual or at the veterinary practice level.
  Gift of tribute at any level

“‐ My dog, Hoover, deserved the best. He relied on me to make the right choices to care for him, and I trusted my veterinarian to educate and support me to do so.”

– Diann Patton
James L. Voss Veterinary Teaching Hospital Client
Yes! I/we would like to support Veterinary Communication for Professional Excellence.
This gift is from ☒ me ☒ my spouse and me / my partner and me

Name _______________________________________________________________

Spouse/Partner Full Name ____________________________________________

Address _____________________________________________________________

City __________________________ State _______ ZIP ______________________

Home Phone _________________________________________________________

Cell _________________________________________________________________

E-mail_______________________________________________________________

Enclosed is my/our check for a gift of:
☒ $250 ☒ $500 ☒ $1,000 ☒ $2,500 ☒ Other $ _________________________

I’d like to make my gift:
☒ In memory of or ☒ In honor of __________________________________________

Three ways to make your contribution:
☒ Enclose a check payable to the CSU Foundation

☒ Charge my credit card

Card Number________________________________________________________

Exp. ___/_____ Card Security Code _________________________________

Name on Card_______________________________________________________

Signature___________________________________________________________

☒ Give online at: https://advancing.colostate.edu/VETCOMM

If you are not donating online, please return this form with your gift to:
CSU Foundation, P.O. Box 1870, Fort Collins, CO 80523-1870

For more information about Veterinary Communication for Professional Excellence, or to learn more about how you can support VCPE, contact:
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Visit us at veterinary-communication.colostate.edu.