



COMMUNIQUE

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\$1.03 MILLION RAISED IN PAST 18 MONTHS!

Cash and contributions from alumni, the St. Charles community and faculty, staff and board members have been combined with substantial gifts from major area firms and foundations to enable Lindenwood College to raise \$1.03 million in the past 18 months.

"The credibility of our fund-raising and development programs and the faith in the leadership and direction of this college have been established with this record amount," said Edward D. Watkins, vice-president for institutional development. "The \$1.03 million generated since January, 1983, is very impressive when compared to the fact that an average of \$160,000 was raised in annual campaign receipts during the preceding 10 years or about \$1.6 million from 1972-82," he added.

Funding received during the past six months combined with that which was raised in 1983 have enabled Lindenwood to meet its \$700,000 cash goal established by President James I. Spainhower in early 1983 and to establish the groundwork for the college's current three-year campaign to raise \$10 million.

Broken down, the \$1.03 million consists of nearly \$230,000 in endowed scholarships and \$803,000 in cash and pledges, including \$165,000 from alumni throughout the United States, \$100,000 from the St. Charles community and \$75,000 from the Lindenwood College Board of Directors, faculty members and staff employees. Included in the total amount are 1984 installments from the recently-announced \$250,000 grant from the Monsanto Fund in St. Louis, a \$100,000 grant from Southwestern Bell Telephone Co. and a \$100,000 grant from the May Dept. Stores Co.

Under the leadership of Spainhower, Lindenwood's fund-raising drives have been developed in stages, Watkins said. "First, we went to our own board members as well as faculty and staff, asking them to contribute as a means of showing their faith to the community and others of their commitment to Lindenwood College and its future direction," he said. "After successfully raising \$75,000 internally, we went to the St. Charles community," he continued, "and were greeted favorably by gifts of \$75,000 in cash and contributions. We next went to our alumni, who have increased their giving from 4.8 percent in 1982 to 25 percent this year and who have contributed \$140,000, including more than \$100,000 in actual cash that already has been received," Watkins said.

"These accomplishments have established our credibility and the groundwork for major gifts from corporations and foundations such as the Monsanto Fund, the May Co. and Southwestern Bell," Watkins said.

COVENANT APPROVED BY PRESBYTERIAN CHURCH

A covenant has been adopted by Lindenwood College and the Presbyterian Church, U.S.A., which reestablishes the institution's ties with the church. "This is not a legal document per se," said President James I. Spainhower, "and it does not commit the college, but merely reaffirms our ties with the Presbyterian Church and what we have been doing for a number of years.

Taking a year to complete, the covenant was approved by the Lindenwood College Board of Directors in May and by the Synod of Mid-America during a June 29 meeting in Warrensburg, MO.

LOCAL NEWS ABOUT SCHOLARSHIP RECIPIENTS

Individual media releases on student scholarship recipients are being prepared and sent to newspapers throughout the country as part of expanded marketing efforts of Lindenwood's Admissions and Public Relations offices.

"We've found that newspapers in rural areas, particularly in Missouri and Illinois, are publishing our press releases in their entirety often with an accompanying photo of the student," said Randy L. Wallick, public relations director. "The publicity generated by this coverage not only cites the student and his or her academic and leadership accomplishments, but also credits Lindenwood College with its current efforts to expand and increase the amount of scholarships it offers to deserving students," he said.

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RANDY L. WALLICK, Editor

JAMES I. SPAINHOWER, President

"Communique" is published weekly during the fall, winter and spring semesters and biweekly during the summer. Produced by Lindenwood College's Public Relations Office, it is disseminated on Mondays to all faculty, staff and students. The submission of information for publication must be received by Tuesday noon of the week preceding publication; it should be sent to Randy L. Wallick, c/o the Public Relations Office.

"From the response we have received from students and their parents and from the feedback that we have gathered from smaller daily and weekly newspapers, this expanded public relations effort is benefiting Lindenwood's community profile and is aiding in recruiting efforts of the Admissions Office staff," Wallick added.

The college this year will award nearly \$554,000 in scholarship awards, consisting of \$123,500 from endowed scholarships and \$430,000 in direct financial support from the college. The total amount is one of the largest in Lindenwood's history, and it represents a significant increase from the \$271,000 in scholarships awarded in fiscal 1983-84. Available scholarship funding is in addition to nearly \$1.5 million in financial aid assistance that will be granted in the current fiscal year, said Miriam King-Watts, dean of admissions.

CASA INSTRUCTOR SELECTED FOR SMI POST

Ansley D. Fleming of St. Charles, an accompanist and instructor in piano and music theory at CASA Lindenwood, has been chosen to provide keyboard instruction for the newly-formed Sacred Music Institute (SMI). Created by Lindenwood, the SMI is designed to upgrade the quality of religious music among religious organizations in the greater metropolitan area. Supported by major religious groups, it provides choral and organ/keyboard instruction, a resource center to assist congregations in the selection of religious music and a consultation program for individual congregations.

A 1970 graduate of the University of Oklahoma, Fleming has master's and doctoral degrees in music. In addition to several years of teaching experience in organ and piano, he has held several positions with churches, including his current one as organist and director of music for the Evangelical United Church of Christ in Webster Groves. He also has extensive experience as an organ recitalist and accompanist for choral groups and soloists. Fleming's wife, Nancy P., is assistant professor of choral music and director of the Lindenwood Madrigal Singers and Women's Ensemble.

Anticipating a fall enrollment of 30 students, the SMI is housed in Sibley Hall.

GIFT TO BENEFIT DEPARTMENT OF MUSIC

A \$5,700 gift from the estate of Richard M. Raney, a resident of Lawrence, KS, who died in 1981, will be used to benefit the Department of Music at Lindenwood. Honoring Raney's widow, Mrs. Mildred H. Raney of Lawrence, a 1925 graduate of Lindenwood, the funds will be used to renovate an instructional organ in Sibley Hall Chapel and several old pianos used by music students and faculty as well as the college's Women's Ensemble.

ADMISSIONS OFFICE SCHEDULES ORIENTATION SESSIONS

A series of orientation programs for prospective students and interested persons begins this month as part of new marketing efforts of the college's Admissions Office. For those interested in psychology, an orientation program is slated July 30 at 7 p.m. in Room C, St. Mary's Health Center, 6420 Clayton Rd. Health administration and gerontology will be discussed during a separate orientation session scheduled in Room A of the health center, at 7 p.m. July 30.

On August 1 at 7:30 p.m., the LCIE's St. Louis Center at 6214 Forsyth in Clayton will host an orientation program for those interested in holistic health, valuation sciences or fine arts.

"Back to School for Women" is the title of an orientation session scheduled from 9:30-11:30 a.m. August 2 at Butler Library on the Lindenwood campus.

Those interested in business administration are urged to attend the Lindenwood Business Night on August 6, beginning at 7 p.m. in Butler Library. Full information on both undergraduate and graduate studies in business administration will be presented as well as workshops and a brief address by President Spainhower.

Arrangements also are being finalized for orientation sessions on August 9 for those interested in education and communications. Details will be announced later.

Full information on any of the orientation sessions can be obtained by contacting the Admissions Office.

PASS OUT THOSE CIGARS . . .

A blue-eyed, dark-haired girl was born the morning of July 9 at St. Luke's Hospital-West to Susan Toben, director of Lindenwood's Work-Service Program, and her husband, Roger. The seven pound, 15-ounce baby, whose name was undecided at deadline, is the Ballwin couple's first child.