

LINDENWOOD COLLEGE COMMUNIQUE

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FUND RAISING HITS \$1.6 MILLION FOR '86-87

Lindenwood ended its fiscal year with a record \$1.6 million, consisting of \$1,013,492 in actual cash contributions, \$350,000 in newly-organized planned gifts such as wills and estates, \$225,000 in newly-pledged gifts for future years, and \$75,000 in gifts-in-kind such as materials, goods and services.

One of the keys to the record in cash contributions was the nearly \$300,000 received from 45 percent of the college's 10,000 alumni. This percentage is the highest level of alumni support of any college or university in Missouri and one of the highest in the United States.

"More than 500 alumni gifts were received in the last 10 days of the fiscal year, which ended June 30," said Jim Thompson, director of development. "This is an amount greater than all gifts received from alumni during the entire year in 1982 when alumni support was less than five percent. An outpouring of alumni and other support in recent weeks is credited with boosting fund raising above the \$1 million goal and in establishing an historic first for the college," he added. Included in this effort was an extra gift by Southwestern Bell Telephone in addition to its annual contribution of \$25,000, Thompson said.

In addition to nearly \$300,000 in alumni contributions, a breakdown of the remaining cash shows \$262,135 was received from the corporate community in the metro area; \$258,432 from friends of the college, such as board members, faculty and staff; \$101,742 from philanthropic organizations such as foundations, trade and professional associations and churches; and \$92,370 from the St. Charles community.

About half of the \$1.01 million will be earmarked to scholarship funding while \$215,000 will be spent on campus renovation and restoration. Remaining funds will be used to purchase new books for Butler Memorial Library, for new program such as expanding the Performing Arts Dept., and \$65,000 for a power increase this fall for KCLC-FM Radio.

DIRECTOR OF DAY ADMISSIONS APPOINTED

Lindenwood has named V. Peter Pitts, former director of admissions for the Chicago office of Monmouth College, as Director of Admissions for the Day College. He will be responsible for directing admissions efforts in the recruitment of students for the Day College, primarily full-time, traditional-age students.

Since 1985 he has been responsible for marketing, strategic planning, goal setting and recruiting in the Chicago area for Monmouth, a four-year private college affiliated with the United Presbyterian Church (U.S.A.). Prior to his position at Monmouth, he was director of admissions for the Chicago office of Wartburg College of Waverly, IA. A 1974 graduate of Wartburg, he holds a graduate degree in sociology from the University of Iowa.

Pitts' position and a yet-to-be named Director of Admissions for Evening & Corporate Programs are newly-created positions to fill the former Dean of Admissions position held by Miriam King-Watts.

RANDY L. WALLICK, Editor

JAMES I. SPAINHOWER, President

"Communique" is published each Tuesday during the fall, winter and spring semesters and biweekly during the summer. Produced as a joint effort of the college's Public Relations Office and Printing Center, it is disseminated to all faculty, staff and students. The deadline for submission of editorial copy is 9:00 a.m. Monday prior to Tuesday's publication; copy should be sent to the Public Relations Office.

FALL ADVERTISING CAMPAIGN BEGINS

Lindenwood begins its fall advertising campaign with half-page ads in the August and September issues of ST. LOUIS MAGAZINE, the September issue of COMMERCE magazine and the July 29, August 26 September 9 and 23 editions of the RIVERFRONT TIMES. The print insertions will be supplemented by a radio campaign on KMOX-AM and outdoor advertising on billboards, including one at I-170 and St. Charles Rock Rd. The advertising campaign will salute the college's 160th anniversary and cite its new reduced tuition for certain courses, the new quarter calendar for Evening College programs and special programs and courses offered for fall. A schedule of upcoming radio broadcasts and locations for billboards will be published as they are finalized.

HAZELWOOD, KECK TO CO-CHAIR COMMITTEE

Keith W. Hazelwood, former chairman of the board of overseers, and Daniel N. Keck, vice-president of academic affairs and dean of faculty, have been named co-chairmen of the Task Force on Public Education in St. Charles County, a newly-created body sponsored by the Industrial Development Authority of St. Charles County. The task force will study public education in the county, focusing on financing of public education, the perceptions of business and government about the quality of the educational system, the relationships among school districts and colleges and universities, and strategic planning of the county's educational system.

SCHWAB NAMED DEAN OF UNDERGRADUATE COLLEGE

Allen Schwab, former Dean of College Life, has been named Dean of the Undergraduate College, an expanded position created recently by Daniel Keck. Schwab will be responsible for the area of academic advising, the coordination of retention efforts, new student orientation and other areas related to the academic status and progress of students. A member of the college since 1983, Schwab also serves as associate professor of English.

LINDENWOOD JOINS SHOW-ME CONFERENCE

Athletic Director Deborah Kehm represents Lindenwood in the Show-Me Collegiate Conference, a group of National Association of Intercollegiate Athletics (NAIA) schools formed to promote positive ideals and objectives of athletics. The conference also will provide members with athletic engagements, with a forum to formulate guidelines and solve common problems, and with promotion and enhancement of intercollegiate athletics within the academic environment.

Charter members in addition to Lindenwood include Columbia, Fontbonne, Hannibal LaGrange, Harris-Stowe and Missouri Baptist colleges. Additional members will be admitted with the unanimous approval of charter members.

CORRECTION ON VACATION SCHEDULE

Remaining paid holidays for full-time employees this year are Labor Day, September 7; Thanksgiving and the following Friday, November 26-27; Christmas Vacation, December 25 through December 31; and New Year's Day, January 1 (the college will close at 5 p.m. on Christmas Eve and reopen the morning of January 4, meaning college employees will have a 10-day holiday. An earlier report in "Communique" indicated part-time employees were entitled to these paid holidays, a statement that is incorrect as they apply only to full-time employees.