What is a campaign in higher education? It’s about big things—$400 million worth, for Live Connected, Lead Change, the campaign for Lafayette. But it’s also about rallying the community behind a shared vision and a shared enthusiasm. It’s about figuring out where the College has excelled, and where the mix of new funds and fresh ideas will allow it to do new things.

From the start of her presidency in the summer of 2013, Alison Byerly made it a priority to keep building on a strategic plan conceived back in 2007. The plan targeted such areas as faculty growth, the arts, and global education. But new trends since 2007, notably advances in education-oriented technology, meant new imperatives. And from task forces Byerly set up early in her administration came rethinking around curricular innovation and technology, enrollment size and program capacity, and the integrated student experience. The time seemed right for a larger vision that recognized Lafayette’s past and its potential—and for a campaign to bring that to fruition.

continued inside
“A campaign is a moment in time when institutions can create energy and enthusiasm and focus around their priorities,” says Edward Ahart ’69, chair of the Lafayette Board of Trustees and attorney with the law firm of Schenck, Price, Smith & King in Flemington, N.J. “For a number of years, Lafayette has been on an upward trajectory; this has been a period of strong momentum. We have the most highly qualified student body in the history of the College, a faculty that is outstanding in its teaching and scholarship, excellent facilities, and an academic program that is particularly relevant to our times.” Now the campaign, he adds, promises to take the College “to the very top levels of American higher education.”

Ahart says the campaign reflects changing expectations around what it takes to be a well-educated college student and around what it takes to succeed in a complex, tightly connected world. At the same time, he says, the campaign honors the hallmarks of the College. “Lafayette will continue to be a place where friendships are made that will continue through life, where students have the opportunity to grow intellectually and socially, where they can affiliate with group activities that appeal to multiple interests, where they can find a variety of venues for developing themselves as leaders.”

That could be a description of the undergraduate experience enjoyed by the chair of the Campaign Executive Committee, Stephen Pryor ’71. Pryor, also vice-chair of the Lafayette board, will retire Jan. 1 as president of Essensiel Chemical Co. in Houston. “The aspects of the College we seek to strengthen build on what’s been happening there for a long time. And it’s what happened for me.” Pryor had what he calls “a classic liberal arts experience” along with his major in biology. “What I didn’t appreciate at the time is how well that would prepare me to be a broad thinker. Even though I didn’t have a background in engineering, I could contribute to an industry that happens to be dominated by engineers and be working to solve the most complex energy and environmental challenges.”

What he’s learned through his career, Pryor says, is that “the most successful individuals are the lateral thinkers, the integrators—the ones who can capture knowledge across disciplines, see opportunities in the spaces between disciplines, and bring together the work of people from all fields of knowledge. Today’s problems don’t fit in little functional boxes. We need people who are comfortable in an environment that’s open to broader thinking, and we need people who can lead in that environment.”

The campaign, he says, will allow Lafayette to take even better advantage of what’s already in the College’s DNA. “The future student, more dynamic and more comprehensive. For example, cutting-edge labs and smart classrooms. Spaces that invite engagement between students and faculty members, and that offer the flexibility to accommodate new teaching styles and methods. It’s a philosophy of learning expressed in the new Oeschle Center for Global Education, a great connector of a building that houses the International Affairs and Africana Studies programs and the Department of Anthropology and Sociology. If you’re a student immersed in the world of that building, you’ll develop the confidence and the competence to make a mark in the larger, deeper connected world.

Here’s something that’s easy to imagine: that you, as a student in engineering or the life sciences, have the opportunity to work with the material in biology laboratories. Responding to the rapid growing fields of life sciences and biotechnology, you will harness your knowledge across disciplines, see opportunities in the spaces between disciplines, and bring together the work of people from all fields of knowledge. Today’s problems don’t fit in little functional boxes. We need people who are comfortable in an environment that’s open to broader thinking, and we need people who can lead in that environment.”

At Lafayette, the future student, then going to college at a place where innovation in teaching and learning is central, will already, for example, have a master plan for information technology underscores Lafayette’s pioneering role in applying technology in undergraduate education. You’ll find technology working its way seamlessly and powerfully through the curriculum. Those touch points include engineering, of course, but also such disciplines as English and art history, disciplines that are increasingly enriched by computer-aided techniques like text-mining and data visualization.

“Many things will change in higher education,” says Byerly. “Certainly methods of pedagogy will change. But even as our students rely more and more on technology for their interactions, one of the real strengths of liberal arts education will become more and more apparent—the life-changing impact of strong teaching.”

Imagine, too, specialized academic facilities that make learning for you, the future student, more dynamic and more comprehensive. For example, cutting-edge labs and smart classrooms. Spaces that invite engagement between students and faculty members, and that offer the flexibility to accommodate new teaching styles and methods. It’s a philosophy of learning expressed in the new Oeschle Center for Global Education, a great connector of a building that houses the International Affairs and Africana Studies programs and the Department of Anthropology and Sociology. If you’re a student immersed in the world of that building, you’ll develop the confidence and the competence to make a mark in the larger, deeper connected world.

Here’s something that’s easy to imagine: that you, as a student in engineering or International Affairs or any other field, are drawn to creative expression as something you’ll learn from, embrace, and enjoy as a lifelong passion. The completion of the Williams Arts Campus, at the cost of College Hill, where the College meets downtown Easton, will open up a media and theater teaching lab, rehearsal rooms, a studio control room, a black box theater, and more. The complex will draw new majors to the areas of theater and film and media studies. More than that, it will demonstrate the importance of creativity to success, regardless of where you land in the curriculum.

What could be better for you, the future student, then going to college at a place where innovation in teaching and learning is central? Already, students work with faculty members to analyze economic growth factors, invent mechanisms to clean the water supply, and co-direct drama performances. As a future undergraduate, you’ll have research experiences commensurate with the sort of graduate-level opportunities offered at large research universities. And if you’re ambitious for an internship, that ambition can be realized through financial support from the College.

That internship is another source of connection, allowing you to apply your classroom learning, adjust to the expectations of a professional setting, and explore your career interests.

"CONNECTIONS" IS A PILLAR WITH A BIG FOOTPRINT. This innovation promises to position Lafayette as a leader among colleges in connecting in-class and out-of-class education. Think about it: as coming from this question: What will characterize the Lafayette experience for you, the future student, in the broadest sense? Or one thing, a lower student-teacher ratio, 10:1. That eminable ratio is not just symbolically significant. It gives you more opportunities to be meaningfully mentored, more opportunities to enjoy interaction with faculty members across campus, more opportunities to take advantage of a curriculum that evolves as disciplines evolve.

You’ll also be a part of a research that is increasingly recognizable that exposure to research enriches the undergraduate experience. That recognition is nothing new at Lafayette. Already, students work with faculty members to analyze economic growth factors, invent mechanisms to clean the water supply, and co-direct drama performances. As a future undergraduate, you’ll have research experiences commensurate with the sort of graduate-level opportunities offered at large research universities. And if you’re ambitious for an internship, that ambition can be realized through financial support from the College.

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"FOSTERING INNOVATION IN TEACHING AND LEARNING" IS A PILLAR. This innovation promises to position Lafayette as a leader among colleges in connecting in-class and out-of-class education. Think about it: as coming from this question: What will characterize the Lafayette experience for you, the future student, in the broadest sense? Or one thing, a lower student-teacher ratio, 10:1. That eminable ratio is not just symbolically significant. It gives you more opportunities to be meaningfully mentored, more opportunities to enjoy interaction with faculty members across campus, more opportunities to take advantage of a curriculum that evolves as disciplines evolve.

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A CELEBRATION TO REMEMBER

Amidst the spectacular setting of the American Museum of Natural History on Nov. 21, Lafayette launched the public phase of its $400 million Live Connected, Lead Change campaign, the most ambitious fundraising effort in the College’s history.

The campaign kickoff was held on the eve of the 150th meeting between Lafayette and Lehigh in college football’s most-played rivalry. The game, a big win for the Leopards played before a sellout crowd of more than 48,000 people in Yankee Stadium, capped a week of celebration among Lafayette students, faculty, staff, and alumni on campus, in New York, and across the country.

For more on the campaign kickoff celebration, see the fall 2014 edition of Lafayette Magazine, in print or online at magazine.lafayette.edu.

liveconnected.lafayette.edu

“Your generosity has already created an impressive foundation. Together, we will achieve our vision.”
—Stephen Pryor ’71, Chair, Campaign Executive Committee

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More than 20,000 donors, including more than 14,000 alumni, supported the campaign during the leadership phase. There have been 48 gifts or pledges of $1 million or more, 10 of which exceed $5 million.

“That so many of you have joined us from all over the country and from so many different backgrounds is yet another symbol of the promise we hold for Lafayette.”
—Edward Abart ’69, Chair, Board of Trustees

“The future we imagine will shape not only the lives of our students, but also the very definition of a contemporary liberal arts education.”
—President Alison Byerly

“I’m confident everyone here has benefited from the robust and supportive network of alumni and friends of this remarkable place.”
—Barbara Levy ’77, Vice Chair, Campaign Executive Committee
Lafayette’s replacement of its aging biology laboratories is critical in its ability to maintain a strong position in science and develop a more integrated, broadly interdisciplinary sciences center. This new programmatic unit, together with biology, computer science, and related programs, will also house the IDEAS (Innovations, Design, Entrepreneurship, and Leadership) Center, a program that brings together faculty and students from engineering and the liberal arts to collaborate in finding solutions to real-world problems.

We aspire to raise $400 million, which will allow us to enrich Lafayette’s already distinctive education and build an endowment that will sustain our excellence well into the future.

CAMPAIGN PRIORITIES

CONNECTING LIBERAL ARTS AND ENGINEERING $500 MILLION

A STATE-OF-THE-ART INTEGRATED SCIENCES BUILDING $70 MILLION

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**CAMPAIGN IMPACT**

*Gifts and Pledges Received During the Leadership Phase (July 2008- November 2014) Total $236 Million*

### CONNECTING LIBERAL ARTS AND ENGINEERING

**GOAL**
- $130 million

**PROGRESS TO DATE**
- $56 million

### FOSTERING INNOVATION IN TEACHING AND LEARNING

**GOAL**
- $70 million

**PROGRESS TO DATE**
- $29 million

### CONNECTING THE CAMPUS COMMUNITY

**GOAL**
- $120 million

**PROGRESS TO DATE**
- $49.2 million

### ANNUAL FUND

**GOAL**
- $75 million

**PROGRESS TO DATE**
- $47 million

**Emerging Initiatives:** Goal $5 million  **Bequests and Undesignated Gifts:** Received to date $55.1 million

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**MAKING A DIFFERENCE**

### WILLIAMS ARTS CAMPUS

The family of Morris R. ’22 and Josephine Chidsey Williams continues its support of the arts at Lafayette. Earlier gifts supported the Williams Center for the Arts (1983) and Williams Visual Arts Building (2001).

### REVITALIZED CAMPUS CORE

A lead gift from Carl G. Anderson Jr. ’67 and Deborah Anderson and the generosity of 19 other donors support the renovation of the Quad to create a more welcoming, accessible, and visually unified space at the heart of the campus.

### ROTH PROFESSORSHIPS

David M., ’70 and Linda Roth fund three professorships for faculty members who demonstrate the highest standards in advancing Lafayette’s core mission of teaching, mentoring, and scholarship and who are actively engaged in campus life.

### GROSSMAN HOUSE

Supported by Richard A. ’64 and Rissa Grossman, this LEED-CI Gold certified building is home to 25 students interested in global topics.

### WILLIAMS ARTS CAMPUS

Named for Walter ’59 and Kate Scott, the building supports students’ academic success and underscores the College’s commitment to intellectual integrity and achievement.

### OECHELSE CENTER FOR GLOBAL EDUCATION

Supported by Walter ’57 and Christa Oechsle, the center underscores Lafayette’s commitment to help every student acquire a global perspective.

### KIRBY SPORTS CENTER

The F.M. Kirby Foundation, responsible for the building’s original construction in 1972 and transformation in 2000, funds the renovation of the center’s arena. The Kirby family also provides a contribution to endow the position of head football coach.

### SCOTT HALL

Named for Walter ’59 and Kate Scott, the building supports students’ academic success and underscores the College’s commitment to intellectual integrity and achievement.

### LAFAYETTE ANNUAL FUND

Since 1923, “current-use” gifts have helped to sustain and enhance Lafayette’s reputation for excellence. In 2013-14, alumni, parents, and friends contributed more than $8.33 million for that purpose.

### FINANCIAL AID

Several of Lafayette’s largest endowed scholarships have been created or substantially augmented.

### METZGAR ATHLETIC FIELDS

The dedication of Kamine Varsity House, renovated through the generosity of Harold N. ’78 and Kathleen Coogan Kamine ’78 and other donors, and of the Morel Field House (Donald E. ’79 and Lauren B. Morel ’11) mark special milestones in upgrading the Metzgar athletic complex.

### FACULTY POSITIONS

Gifts have endowed 10 professorships and other key positions.

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**Photography by David Coulter, Roy Groething, Doug Kilpatrick, Chuck Zovko**