

# CONNECTIONS

June 2016

## CAMPAIGN SUPPORTS COLLEGE'S NEW DIRECTION

**A**ttracting the most qualified students and admitting them regardless of their ability to pay. Bringing in and retaining the most qualified faculty. Creating an even more rich and connected learning environment in which students and faculty work together.

These are the objectives of a bold plan for investing in people to ensure the College's future success. In February, President **Alison Byerly** announced a new strategic direction for Lafayette that calls for significant increases to need-based financial aid allocations and other substantial investments in the College's people and the vibrancy of the educational community.

"The people who make up the Lafayette community are the foundation of the College's strength," Byerly says. At the heart of the exciting new direction is the goal of making a Lafayette education available to any qualified student, regardless of financial means.

"Each year, we are unable to admit many students with outstanding academic qualifications who cannot afford the cost of attending Lafayette," she says. "When we reach the goal of admitting students without regard to their ability to pay, we will join the ranks of the nation's finest colleges as a place where all students are admitted solely on the basis of their own merit."

To help accomplish this, Lafayette will expand enrollment by 350 to 400 students over six to eight years, add 35-40 faculty positions (to maintain or improve the 10:1 student-faculty ratio), and enhance faculty recruitment and retention through competitive salaries.

"By increasing enrollment at this time of strong demand, we have a unique opportunity to simultaneously increase the diversity and the quality of our student body," Byerly says. "The challenges of changing demographics and changing expectations for higher education will make it even more important to draw outstanding students from a wide range of backgrounds in the future." ■

*Lafayette College is defined by our people. Investing in the best students and faculty and in the vibrancy of our educational community is the best way to ensure our strength and success in the future.*

### CAMPAIGN PROGRESS: HIGHLIGHTS TO DATE

#### FINANCIAL AID

\$42 MILLION

#### ACADEMICS

\$99 MILLION

#### CONNECTING THE CAMPUS COMMUNITY

\$67 MILLION

#### FACULTY POSITIONS

\$21 MILLION

#### FACILITIES

\$79 MILLION

#### ANNUAL GIVING

\$58 MILLION

#### FLECK CONSISTENT GIVING SOCIETY

*More than 6,700 members. Young alumni may become members in three years.*

#### SOCIÉTÉ D'HONNEUR

*Recognizing exceptional lifetime generosity. 22 new members during the campaign, nearly 25% growth.*

MICHAEL KUBEL

**LAFAYETTE**

Office of Development  
730 High Street  
Easton, PA 18042

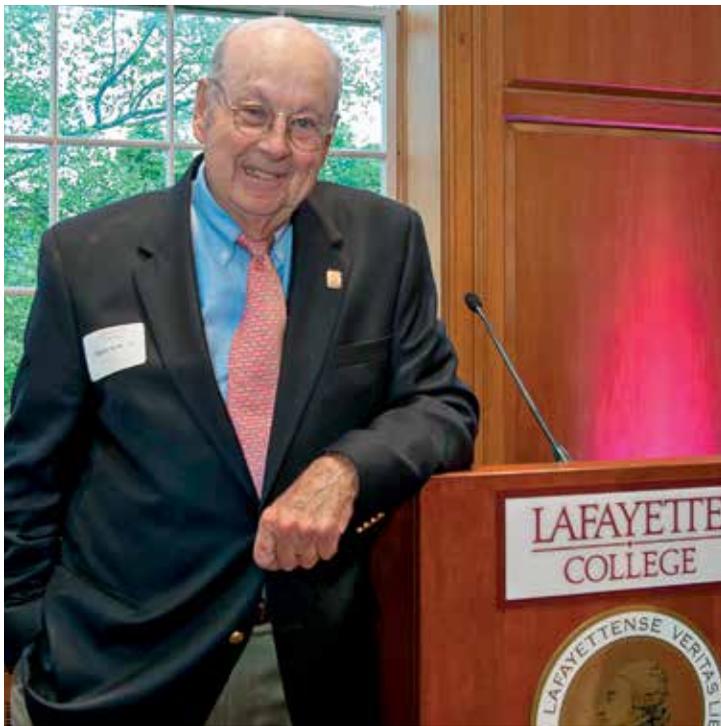
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## MAJOR GIFTS SUPPORT FACULTY

Two major gifts this spring advance the campaign's goal of fostering excellence and innovation in teaching and learning. **Walter A. '59** and **Kate Scott** have provided a gift of undisclosed amount to establish the Kate and Walter Scott '59 Chair in Engineering and fund an initiative to recognize and support exceptionally promising young faculty members in new ways. The gift also will augment an endowment fund the Scotts established in 1996 to create the annual Marquis Distinguished Teaching Awards.

A gift of \$2 million from **Robert E. '84** and **Susan Sell** will endow a new professorship in honor of Bob's parents. **Ian Smith**, professor of English, is the inaugural recipient of the Richard H. Jr. '60 and Joan K. Sell Chair in the Humanities.



Walter Scott



Bob Sell

Increasing the number of endowed professorships is a key element in the College's new strategic direction [see page 1]. Gifts to the campaign have endowed 12 new professorships and other key positions and provided substantial resources to support research, professional development, and other initiatives to ensure that professors can have an even more profound impact as teachers, scholars, and mentors.

A previous campaign gift by the Scotts enabled the College to create a magnificent academic facility, Scott Hall, in memory of Walter Scott's parents, Ruth Hawkins Scott and Charles Lukens Scott. Their support also includes an endowed scholarship fund that provides financial assistance to Marquis Scholars. In 2000, the Scotts were inducted into the Société d'Honneur, which recognizes exceptional lifetime generosity on the part of alumni, parents, and friends.

The Sells were inducted into the Société d'Honneur in 2011. In addition to his late father, Bob Sell's ties to Lafayette include brothers **Stephen Sell '90** and **Kyle Sell '92**, sister-in-law **Robin Karcher Sell '91**, and cousin **Erik Marsh '95**. ■

## OUR GOAL: ADMIT THE MOST QUALIFIED STUDENTS, REGARDLESS OF NEED

Nothing is more important to the College's future than strengthening financial aid," says President **Alison Byerly**. Becoming a college that is able to admit the most qualified students regardless of their ability to pay is a key goal of the College's new strategic direction [see page 1].

The campaign has added \$42 million to Lafayette's resources for financial aid, and more than 100 new named scholarships have been established in the permanent endowment or through annual giving. One of these is the A & S Fernandez Family Scholarship, established by **Tony Fernandez '81** and **Susan DePhillips Fernandez '83**.

"Given our experiences at Lafayette and how much these shaped our lives, we were very thankful and always felt it important that we support the College after we graduated," says Tony Fernandez, who gave the keynote talk at February's Scholarship Recognition Dinner.

"We wanted to help make the Lafayette experience available to students who otherwise would not be able to afford it."



Tony Fernandez and Andrew Ortiz '18, an electrical and computer engineering major from Arlington, Texas

## BARBARA LEVY IS AWARDED THE LAFAYETTE MEDAL



ROY GROETHING

Barbara Levy '77, vice chair of the campaign, was awarded the Lafayette Medal for Distinguished Service, the College's premier award for volunteers, at the 181st Commencement May 21. The inaugural recipient, in 2013, of the Daniel H. Weiss Award for Leadership and Vision, she also has received the Joseph E. Bell '28 Award for distinguished service and the George T. Woodring '19 Volunteer of the Year Award. ■

## THE IMPACT OF ANNUAL GIVING

Annual giving is a vital source of support that enables the College to fulfill its mission. That's why the campaign includes a goal of \$75 million for the Annual Fund. Alumni, parents, and friends have contributed more than \$58 million toward this goal so far.

Gifts to the Annual Fund have an immediate impact because they are used in full during the fiscal year (June 30-July 1) in which they are received. Gifts that are made without restrictions on their use give the College maximum flexibility. Or they may be directed to support a variety of programs and initiatives.

It's important to know that alumni participation—the percentage of graduates who make a financial contribution to their alma mater—factors into college rankings and influences how people view the quality and value of a Lafayette education.

***The Annual Giving fiscal year ends June 30. Every gift, no matter the size, makes an impact. To make a one-time or recurring gift, visit [development.lafayette.edu/give](http://development.lafayette.edu/give) or call 610-330-5034. ■***



DOUGLAS KILLPATRICK

## Be the CHANGE

### CLASSES OF 2000 TO 2015: UNLEASH THE POWER

It's time to unleash the power of our largest alumni classes! The Annual Giving fiscal year ends June 30, and every gift, no matter the size, makes an impact.

The class with the most new donors from May 23 to June 30 will be recognized in these ways:



SCHOLARSHIP  
ESTABLISHED  
in its honor



SPECIAL  
CLASS PARTY  
on campus



BRAGGING  
RIGHTS

[www.lafayette.edu/  
givelafayette](http://www.lafayette.edu/givelafayette)

## PLANNED GIFTS PLAY A KEY ROLE

understand and support what Lafayette's trying to do," says **Ron Garfunkel '63**.

An endowed scholarship fund he established has been helping students afford a Lafayette education since 2001. Because he is enthusiastic about the College's new strategic direction, which includes strengthening financial aid [see page 1], he decided to put Lafayette in his will so his fund will grow to \$1 million after his passing.

"It's all about building a legacy and helping people," Garfunkel says. He is among many alumni, parents, and friends who are helping ensure Lafayette's future strength while taking advantage of financial vehicles to enhance their estate plans. Bequest expectancies and planned gifts are having an enormous impact on the campaign. Of the \$303 million that has been raised toward the campaign's \$400 million goal, more than \$95 million has come from bequest expectancies and planned gifts.

***The James Madison Porter Society honors those who have included Lafayette in their estate plans. To learn more about gift-planning vehicles that increase the impact of a donor's giving, provide tax savings, and preserve wealth, visit [lafayette.giftlegacy.com](http://lafayette.giftlegacy.com) or contact Joe Samaritano '91 at [samaritj@lafayette.edu](mailto:samaritj@lafayette.edu) or 610-330-5047.***

CHUCK ZOVKO  
Karlyn Adams '09 and Ron Garfunkel

# CAMPAIGN PROGRESS

Gifts, pledges, and bequests totaled \$303 million as of May 31.

## CONNECTING LIBERAL ARTS AND ENGINEERING

GOAL \$120 MILLION

PROGRESS TO DATE \$65 MILLION

## FOSTERING INNOVATION IN TEACHING AND LEARNING

GOAL \$65 MILLION

PROGRESS TO DATE \$34 MILLION

## CONNECTING THE CAMPUS COMMUNITY

GOAL \$135 MILLION

PROGRESS TO DATE \$67 MILLION

## ANNUAL FUND

GOAL \$75 MILLION

PROGRESS TO DATE \$58 MILLION

Emerging Initiatives: Goal \$5 million



# CAMPAIGN PRIORITIES



**CONNECTING LIBERAL ARTS AND ENGINEERING**  
\$120 MILLION

**A STATE-OF-THE-ART INTEGRATED SCIENCE CENTER**  
\$60 MILLION

**ACADEMIC FACILITIES**  
\$30 MILLION

**WILLIAMS ARTS CAMPUS**  
\$20 MILLION

**SCIENCE AND ENGINEERING FUND**  
\$10 MILLION

**ANNUAL FUND**  
\$75 MILLION



**FOSTERING INNOVATION IN TEACHING AND LEARNING**  
\$65 MILLION

**FACULTY POSITIONS**  
\$40 MILLION

**STUDENT RESEARCH AND INTERNSHIPS FUND**  
\$10 MILLION

**TECHNOLOGY AND INNOVATION FUND**  
\$15 MILLION

**EMERGING INITIATIVES**  
\$5 MILLION



**CONNECTING THE CAMPUS COMMUNITY**  
\$135 MILLION

**FINANCIAL AID**  
\$85 MILLION

**ATHLETICS**  
\$20 MILLION

**CONNECTED COMMUNITIES RESIDENTIAL PROGRAM**  
\$30 MILLION

**TOTAL:**  
**\$400 MILLION**

## LIVECONNECTED LEADCHANGE

THE CAMPAIGN for LAFAYETTE COLLEGE

The support of thousands of alumni, parents, and friends is propelling the most ambitious fundraising effort in Lafayette's history toward its goal of \$400 million to build on and connect the College's strengths, solidify its standing among the nation's most outstanding undergraduate institutions, and position it for future success.

### CAMPAIGN EXECUTIVE COMMITTEE

Stephen D. Pryor '71, Chair  
Barbara Levy '77, Vice Chair  
Charles E. Hugel '51,  
Honorary Chair  
Edward W. Ahart '69  
Maurice J. Bennett '06  
Alison R. Byerly  
Linda Assante Carrasco '90  
Gary A. Evans '57  
James R. Fisher '77  
Alan R. Griffith '64  
David A. Reif '68  
David M. Roth '70  
J. Peter Simon '75  
Kimberly A. Spang

### LEARN MORE

OFFICE OF DEVELOPMENT, 307 MARKLE HALL, EASTON, PA 18042, 610-330-5042 [LIVECONNECTED.LAFAYETTE.EDU](http://LIVECONNECTED.LAFAYETTE.EDU)

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