

## **AU Embarks on \$70 Million Fund-raising Campaign**

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Alfred, N.Y.-- Alfred University has embarked on the most ambitious fund-raising campaign in its history, with the Board of Trustees announcing a \$70 million goal at its on campus meeting Friday, May 15. According to Trustee Robert Meltzer, a 1960 AU graduate and chairman of the New Millennium Campaign, \$43.4 million has already been raised during the advance phase of the drive. The Board set the highest fund-raising goal in University history after learning of a \$2 million gift made by George G. Raymond, a Life member of the Board, and his wife, Robin. "The Raymond's commitment to fund a chair in the Center for Family Business came at a critical time in our deliberations about the drive," said Meltzer. "Their gift gave us the courage to set our sights high and declare a \$70 million goal." George Raymond is the former head of Raymond Corp., a Greene, N.Y., headquartered company that manufactures automated material-handling systems. He joined the AU Board of Trustees in 1974 and served as chairman from 1978-1983. The Center for Family Business has sponsored a host of outreach programs aimed at strengthening family firms in the region. The chair will have primary responsibility for developing the Center's academic program, including a minor in family business management. "Our trustees have given generously during this phase of the campaign," said Meltzer. "Gifts and pledges from Board members total \$13.6 million to date." The advance phase of the campaign has also realized \$5.9 million from other alumni, \$2.1 million from parents and friends, \$2.3 million from foundations, \$13.3 million from corporations, and \$6.2 million from other sources. The campaign, which will conclude June 30, 2000, is designed to build endowment, underwrite strategic initiatives, and increase support for the Annual Fund. AU's endowment stands at \$50 million, but the Board of Trustees has determined to increase it to \$100 million by the year 2005 through a combination of fund raising and market growth, according to Board Chairman Gene Bernstein, a 1969 graduate. "In dealing with the rising costs of higher education, Alfred University has a solid track record of fiscal responsibility, but if we are to continue to provide a superior education at a reasonable cost, we must increase our endowment," said Bernstein. "A stronger endowment will help Alfred attract and retain the worthiest students and the most accomplished faculty members," said President Edward G. Coll, Jr. "It will also give us the flexibility to focus resources on strategic initiatives designed to build a stronger university." A larger endowment will allow the University to underwrite four strategic initiatives: Global education. AU will substantially increase the number of student and faculty foreign exchanges and establish a center for international study on campus. Active learning programs. Active learning, whether it consists of faculty and students joining forces to solve problems or students using "real world" experiences, such as internships, co-ops, and community service as learning tools, will be expanded. New academic programs. The University is investigating a number of innovative academic programs in the performing arts, social work, computer and environmental engineering, science writing, and outdoor education. Technology for teaching and learning. According to Coll, keeping pace with emerging technology is a key to "achieving all of our strategic initiatives." The University hopes to boost its Annual Fund, which currently provides \$1.6 million per year in unrestricted support. "Each year, thousands of loyal alumni, parents and friends give their alma mater a vote of confidence by participating in the Annual Fund," said Coll. "We hope to increase the number of donors, thereby increasing the funds available to moderate the costs incurred by our students." Alfred University's most recent campaign, a five-year program that concluded in 1994, raised \$63 million, easily exceeding its \$41 million goal. That campaign had a dramatic impact on the AU landscape, funding six new buildings including the Miller Performing Arts Center, F.W. Olin Foundation Building, Scholes Library, Arthur and Lea Powell Campus Center, Saxon Inn, and Ceramics Corridor Innovation Center.