

# U<sup>c a m p a i g n</sup> Update

BY WILLIAM PRESTON

## Over the Threshold

### Campaign Looks Beyond Original \$300 Million Goal

The exact moment went unnoticed. Given the various streams from which money comes, the different ways gifts are recorded, and the oddities of timing, it's impossible to say just when it happened. But sometime in late December, the Commitment to Learning campaign passed its initial fund-raising goal of \$300 million.

"We're elated," says Lansing G. Baker, senior vice president for University Relations. "This exceeds our greatest expectations. We set a goal that we knew was a challenge, that would require enormous work from our staff and tremendous support for our vision from alumni. We believed we would reach \$300 million. Passing that goal was possible. But passing it one year in advance is a tribute to the extraordinary dedication of our donors."

Reaching the initial campaign goal doesn't signal the campaign's end, however. The campaign will continue through December 31, as the University attempts to reach more people wishing to support Syracuse's vision of becoming the nation's leading student-centered research university.

Though the total dollar figure has been achieved, not every academic and student-centered priority for the campaign has been met. According to Baker, that's typical for such a campaign. Each school and college identified a set of initiatives to be funded by the campaign, many more than could have been fully funded by \$300 million. For campaign purposes, those initiatives, along with University-wide priorities, were separated into four broad areas to which funds were targeted:

- meeting student needs (scholarships, fellowships, grants, internships, cooperative learning ventures);
- upgrading educational technologies (state-of-the-art classrooms, computer clusters, online research capabilities);
- excelling in a competitive environment (endowed chairs and professorships, strengthened academic centers, lecture series, campus improvements); and
- preparing for future needs, a catchall for additional priorities identified during the course of the campaign.

As the campaign continues, the University is focusing on a few major endowment priorities: scholarships for undergraduates; greater faculty support; and new space needs—including the renovation of Carnegie Library, the construction of a new building for



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Lansing G. Baker, left, senior vice president for University Relations; Joseph O. Lampe '53, G'55, chair of the SU Board of Trustees; and Chancellor Kenneth A. Shaw cut a cake for University Relations staff to celebrate reaching the \$300 million mark in the Commitment to Learning campaign.

the School of Management, the expansion of the Center for Science and Technology, and the renovation of laboratories. "If we can more fully fund these important initiatives, the institution will be in great shape for the future," Baker says.

To receive a free copy of *Commitments*, Syracuse University's newsletter about the Commitment to Learning campaign, please write or call Chris Beattie at 820 Comstock Avenue, Room 100, Syracuse, NY 13244-5040. Telephone: 315-443-2865. Those interested in making a gift should contact Lansing G. Baker, senior vice president for University Relations, at the same address and phone number.

## SUPPORTING STAR FACULTY

It's fitting that one of the final gifts of 1999 came from Professor Emeritus of Fine Arts William Fleming to fund a new position in the Department of Fine Arts in the College of Arts and Sciences. That endowment in support of faculty—the third Fleming has funded in the course of the campaign—mirrors the commitments displayed at the campaign's outset. When Chancellor Kenneth A. Shaw publicly announced the campaign at the University's 125th anniversary gala on June 3, 1995, he also announced the first three Laura J. and L. Douglas Meredith Professorships of Teaching Excellence—aimed at enhancing undergraduate education—and full funding for the William P. Tolley Teaching Professorship in the Humanities.

Faculty support has been a priority throughout the campaign, and the last year of the campaign promises an even greater focus on faculty.

An anonymous gift of \$1 million a year for the next 10 years is among several newly announced allocations for faculty. The Trustees Professorships Program will

support 20 to 30 professors, according to Vice Chancellor and Provost Deborah Freund. Funds from the annual gift will be given along with a professor's salary to support such faculty needs as research, a summer stipend, or travel. "Our trustees are delighted with this initiative," says Joseph O. Lampe, chair of the SU Board of Trustees. "It's the beginning of our offering incentives that can attract and retain this nation's and the world's best faculty."

Some schools and colleges have already taken steps to provide additional incentives to outstanding faculty, and plans call for creating more programs like the Meredith Professorships. "Every institution has faculty it considers stars," Freund says. "Here, those would be fantastic scholars who are also outstanding in the classroom. Once those people are tenured, however, they're frequently picked off by Ivy League schools. To continue as a great institution—a place where the value of your degree grows stronger over the decades—we have to hold onto what makes us great."

## ALLEN RETIRES

John C. Allen, executive director of University Relations for New York City, will retire on June 30.

Allen has served the University in various capacities for the past 18 years, most notably as director of the \$15.5 million fundraising campaign for the Schine Student Center and the \$160 million Campaign for Syracuse, and more recently as manager of SU's Joseph I. Lubin House in New York City.

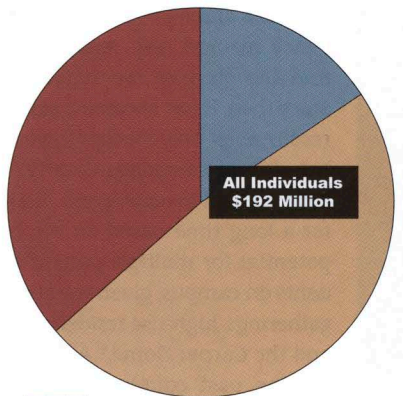
Allen was senior director of development from 1982-85, before being promoted to executive director of development.

In 1993, Allen was named executive director of University Relations for New York City. He and his staff at Lubin House maintain SU's base of operations in Manhattan and support the University's development, programming, and admissions efforts in the New York area. "John has done a terrific job making Lubin House feel like home for University people doing business in New York City," says Lansing G. Baker, senior vice president for University Relations. "He has been a valued member of our University Relations team and an outstanding development officer. We will certainly miss him."

## FUNDING BREAKDOWN

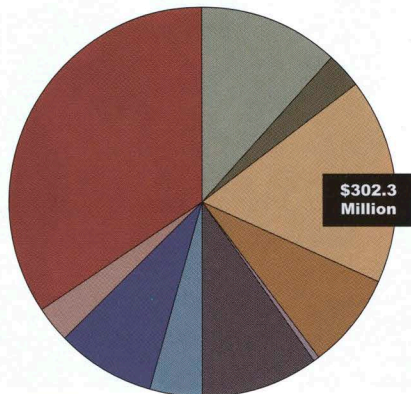
### Commitment to Learning Campaign

Breakdown by Source of Gift  
July 1, 1993 to December 31, 1999



### Campaign by Broad Purpose

July 1, 1993 to December 31, 1999



## SCHOLARSHIP SUCCESS

Since the start of the campaign, more than \$60 million in pledges and donations has been earmarked by donors for scholarships and financial aid. The campaign began soon after the University created Chancellor's and Dean's scholarships—merit awards for incoming first-year students. Last year, SU established another level of merit-based support, the Founder's Scholarship, providing \$10,000 annually to deserving undergraduates.

Many donors have made major gifts to endowed scholarships, which support students for generations to come. Thus far, the campaign has witnessed the establishment of 68 such scholarships, named in honor of donors, donor family members, and notable alumni.

One portion of the push for scholarships is the Student Athlete Fund, which has raised \$16.3 million for student athlete scholarships and academic support. Our Time Has Come, another part of the campaign, is close to reaching its \$2.2 million goal for scholarships in support of African American and Latino students.