



THE TALENTS ENTRUSTED TO OUR CARE
The Campaign for Muhlenberg College



FOUNDED • 1848



WHAT MATTERS MOST IN LIFE? To build a flourishing economy? To care for the weak, the poor, the sick? To advance the frontiers of knowledge? To foster the arts? To ensure the future well-being of our children and grandchildren? To leave the world better than we found it?

At Muhlenberg College, we believe education is a means not to selfish ends or private gain, but to nurture lives of leadership and service – ultimately for the good of all.



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MULLENBERG









A LETTER FROM PRESIDENT HELM

Since coming to Muhlenberg in 2003, I have fallen in love with this place. As I've walked on campus, interacted with faculty, met students and spoken with alumni and parents, my feelings have only intensified. Muhlenberg is an extraordinary place, a college with a clear sense of itself and its mission: to nurture the talents of each generation and to train leaders who combine pragmatic skills with a commitment to service.

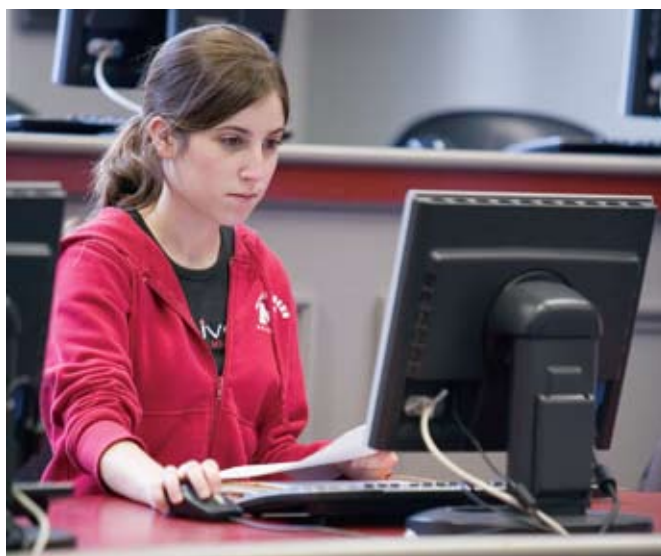
Each generation of stakeholders has recognized the critical role Muhlenberg plays in making our world a better place and has invested in a college widely recognized for its superb faculty and close sense of community. Now, in the early years of the 21st century, it's our turn. We must re-commit our energies and resources to ensure that future generations – and our society – enjoy the

benefits of a Muhlenberg education that have served so many, so well, for so long.

It is with this in mind that we launch *The Talents Entrusted to Our Care: The Campaign for Muhlenberg College*. This comprehensive campaign, stemming from our recently completed strategic plan, will invest thoughtfully in students, in faculty and in our campus to accelerate our progress to the front ranks of America's great colleges and universities.

This campaign will require an extraordinary level of commitment and generosity from alumni, parents and friends. I ask all members of the Muhlenberg family to rally, as we always have, to ensure that we realize our potential and keep our promise to the rising generation. Together, we can nurture and elevate the talents entrusted to our care.

A handwritten signature in black ink, appearing to read "Randy".



THE PEOPLE ENTRUSTED TO OUR CARE:

Students and Faculty

Talk to graduates or students about Muhlenberg, and the first thing they mention is the people: the warm welcome they received when they first set foot on campus, the small classes where faculty members knew them by name, the lifelong friendships they forged with classmates. This care and concern for the people of Muhlenberg is a fundamental and enduring value.

One of the key ways Muhlenberg, or any college, invests in its people is through its endowment. A healthy endowment is like a perpetual savings account that annually generates interest income for student scholarships, faculty salaries and professional development, innovative academic programs, campus improvements and other initiatives.

This is Muhlenberg's challenge. Our endowment-per-student ratio is comparatively low – \$37,074 per student versus an average of \$100,484 at 12 benchmark institutions with which we compete. What does this mean? It means we have fewer financial resources to buffer us from demographic and economic volatility and less flexibility to respond creatively to opportunities as they arise.

Increasing our endowment is the first and highest priority of *The Campaign for Muhlenberg College*. A more robust endowment will allow us to invest more proactively in the people entrusted to our care: students and faculty.



Then & Now

“What did I enjoy about teaching at Muhlenberg? Everything. Meeting and talking with students. Getting to know them. Taking them on tours of Civil War battlefields and then catching a baseball game. I spent **40 YEARS** at



Muhlenberg and taught more than 10,000 students. To me, it wasn't work at all. **IT WAS A JOY.**”

DR. ED BALDRIGE, *Professor Emeritus of History*



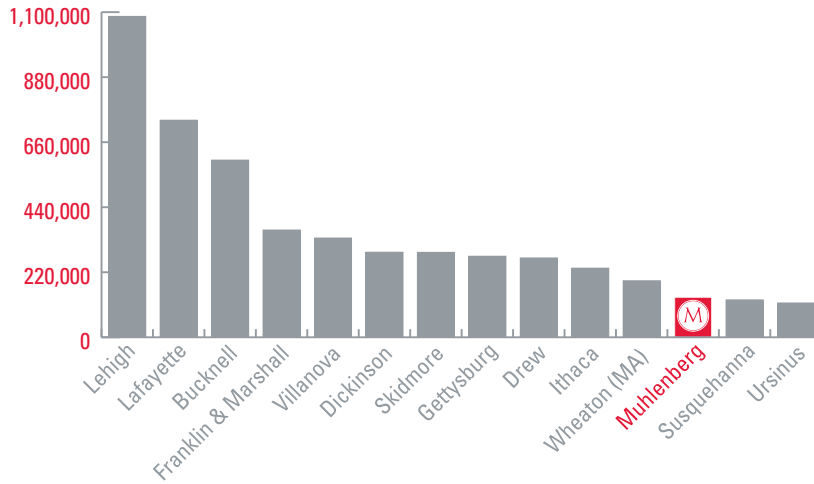
“As part of my course, ‘States of China,’ I took a group of Muhlenberg students on a three-week trip to China, where we visited significant cultural and historical sites. It was an **INCREDIBLE EXPERIENCE**. To me, passionate teaching means reaching for the ideal and

raising the bar as high as it can go. At Muhlenberg, you expect students to stretch, and they expect you to stretch, too.”

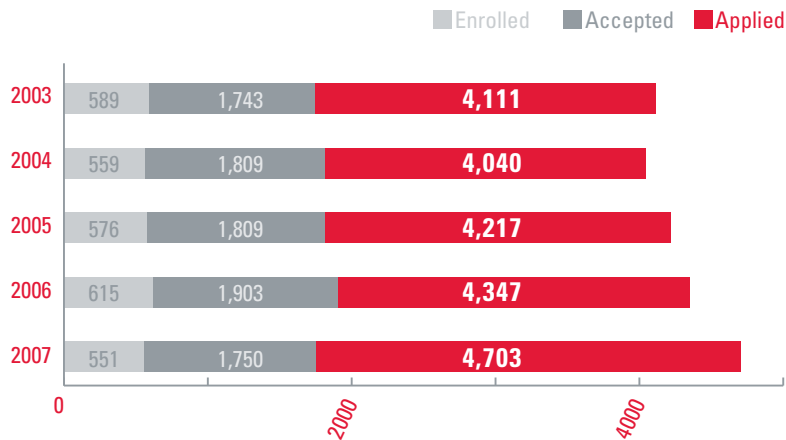
DR. JANINE CHI, *Assistant Professor of Sociology*

ENDOWMENT COMPARISONS 2007

NACUBO Endowment Study Preliminary Results



SELECTIVE ADMISSIONS CRITERIA 2000–2006



Student Scholarships

\$23 MILLION

Muhlenberg has always prided itself on providing a top-notch liberal arts education that is accessible to students from all walks of life. Today, financial realities strain that commitment. About 70 percent of our students receive financial aid from the College, and up to 100 students each year are on a financial aid waiting list because

Muhlenberg is unable to meet their needs. The average Muhlenberg student graduates with a \$20,000 debt load, despite the financial aid we provide.

Endowed gifts supporting need-based student scholarships will strengthen our commitment and ensure that Muhlenberg remains within reach of capable students, regardless of their ability to pay.



Faculty Support

\$5 MILLION

Passionate teaching has long been a Muhlenberg hallmark. In the classroom, faculty members engage students in active learning. Outside class, professors and students interact to a degree that is extraordinary even for a small, liberal arts college. Faculty members regularly give out their home phone numbers, meet with students over a meal and attend student performances and athletic events.

While this dedication makes our faculty among the best in the nation, Muhlenberg faculty salaries average \$11,000 less than our nearest competitors. To continue to attract and retain the best teacher-scholars, we must change this dynamic and offer competitive compensation packages. To that end, we seek funds for named faculty positions such as endowed chairs. Endowed positions, the highest

honor a college can bestow on a faculty member, can help retain veteran talent and recruit world-class faculty members to our academic community. And because endowed faculty positions provide salary and sometimes research stipends, they free operating funds for other critical needs.

The Talents Entrusted to Our Care:

The Campaign for Muhlenberg College will also help increase funds for faculty professional development, allowing faculty members to deepen their knowledge in their subject area, present research findings and pursue innovative scholarship – ultimately for the benefit of our students.

Student Research

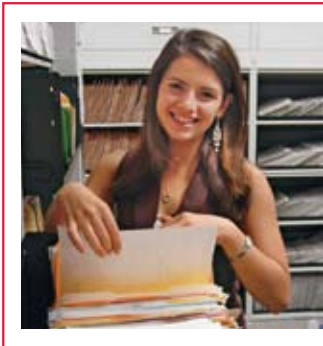
\$1.5 MILLION

The best liberal arts colleges offer comprehensive undergraduate research programs. Today's best graduate schools

Then & Now

“My father died when I was 13, and my mother was a dressmaker. I simply couldn’t have gone to college without financial aid, and Muhlenberg generously gave me a full scholarship. **FINANCIAL AID IS A GIFT** that keeps giving long after you’ve graduated.”

JON LAFAVER, ESQ. '57



“I’m in the pre-med program – a neuroscience major with minors in public health and Spanish. **MUHLENBERG CHANGED MY FUTURE**; financial aid made this caliber of education possible. Muhlenberg is helping make my aspirations reality.”

ASHLEY RIDER '09

expect students to have taken part in authentic research projects – independently and with faculty mentors. Muhlenberg College students have engaged in substantive research projects for years. In 2006, we began investing additional funds to expand the research program, resulting in published work in scholarly journals, competitive national graduate fellowships and an increase in the acceptance of our graduates into top graduate and medical schools. As in the past, our current undergraduate research programs, however, largely involve students

from the sciences. Through *The Campaign for Muhlenberg College*, we are committed to growing the program so more students from a wider array of major programs can access these transformative research experiences.

In addition to helping us expand undergraduate research opportunities, support for student research at Muhlenberg will provide funds for essentials such as equipment, materials and travel to research sites and academic conferences – as well as stipends for more intensive research projects conducted over the summer.



THE PLACES ENTRUSTED TO OUR CARE:

Campus Facilities

Muhlenberg is blessed in its physical setting. The campus unfolds on both sides of Chew Street with lush, green lawns, hundreds of trees and stately, striking buildings. Alumni and students are proud of our campus and rightly so. We have always considered the campus as a resource, carefully stewarding it over the years. Today, this care is evident in the way the College has lovingly restored campus landmarks and judiciously added new facilities.

The Talents Entrusted to Our Care: The Campaign for Muhlenberg College will bolster our physical assets by allowing us to invest strategically in facilities – constructing new buildings

and renovating others to enhance the student experience. Within the walls of great facilities, our students will find creative and powerful ways to integrate their intellectual, spiritual, physical, civic and social development.

Academic Facilities

\$12.5 MILLION

Recognized as one of the region's most renowned training grounds for future physicians and researchers, Muhlenberg continues to be a national leader in sending students to medical, dental, veterinary and other health professional schools. As the pace of technology quickens and the need for scientific



Then & Now



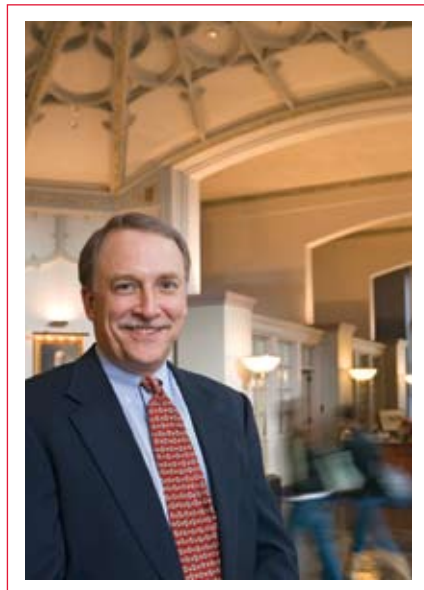
“We met in Haas Library in 1959. One of us was studying, and the other was looking for a date, which wasn’t all that unusual. Back then, the library was the place people went to do **RESEARCH, STUDY, AND EVEN SOCIALIZE A LITTLE.** Forty-five years later, the rest is history. We were married in Egner Chapel and renewed our vows there on our 25th anniversary.”

ED DAVIS '60, *Trustee*
ANNE DAVIS, *Admission Counselor*



“Haas is still an important building on campus, a college center housing offices like admission, financial aid and the registrar. Alumni returning to Haas today will see a building with all of its historical detail **LOVINGLY PRESERVED**, restored to its original grandeur.”

CHRIS HOOKER-HARING '72
Dean of Admission and Financial Aid





professionals grows, we must secure and advance our competitive reputation by enabling students to engage more deeply in substantive research. Maintaining our newly renovated and newly built state-of-the-art science facilities is key to upholding our commitment.

Student Life Facilities

\$28 MILLION

As the needs of our students change, we realize we must foster living-learning communities that forge stronger links between the residential experience and

the intellectual life of campus. We have built new residence halls and will renovate others; we also plan to expand and renovate Seegers Union, the center of student life. Designed 40 years ago for a significantly smaller student population, the Union requires expanded office, instructional and meeting space for student groups. Plans also call for creating a larger and more efficient dining hall, kitchen and serving facility. The new Seegers wing will complete the transformation of the west end of the campus.



THE EXPERIENCE ENTRUSTED TO OUR CARE:

The Muhlenberg Fund

Annual Support

\$19.5 MILLION UNRESTRICTED
\$15.5 MILLION RESTRICTED

Many alumni are surprised to learn that tuition covers only 85 percent of a Muhlenberg education. This financial model, however, is not unusual. Tuition at Muhlenberg, as at most colleges, has never reflected the true cost of educating students. The Muhlenberg Fund, the College's annual fund, is the vehicle we rely on each year to close the gap between what students pay and what it actually costs to educate them. Every Muhlenberg graduate – whether from the '60s, '70s, or the 2000s – benefited from a “silent scholarship” made possible by generous

alumni who give back by contributing regularly to The Muhlenberg Fund.

The tradition of giving back continues today and must continue into the future. We still depend on alumni, parents and friends to give to The Muhlenberg Fund each year to provide financial aid, laboratory supplies, computer equipment and many other necessities for our students.

A robust Muhlenberg Fund is a cornerstone of *The Talents Entrusted to Our Care: The Campaign for Muhlenberg College*. A larger, sustained annual fund will provide a margin of excellence, allowing Muhlenberg to provide high-quality education today while we shape our tomorrow.

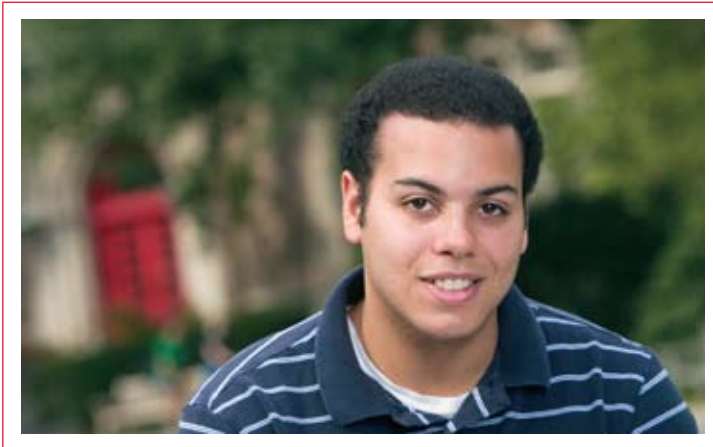
Then & Now

“Jim Vaughan ’52 was among my most memorable professors. The **SKILL** with which he taught, the **RESPECT** he showed students, the **IMAGINATION** he displayed in making concepts come alive – these are all qualities I try to emulate today with my students.”



JEAN BJOERNSON ’73

Senior Lecturer, School of Veterinary Medicine, University of Wisconsin-Madison



“I did an independent study with Dr. Michele Moser Deegan in political science, examining the funding of urban schools.

She got me thinking about the issues, which eventually led me to develop my own theories. Having **ONE-ON-ONE TIME** with a professor like her made all the difference to me. Now she’s helping me apply to law school.”

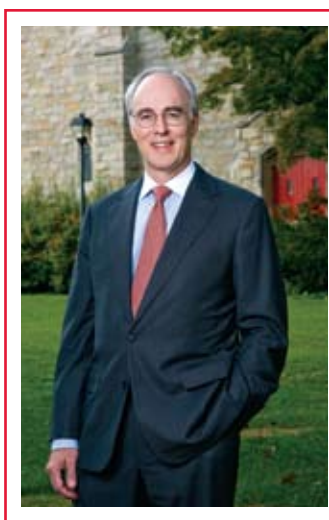
RYAN CHAPOTEAU ’08



THE TALENTS ENTRUSTED TO OUR CARE
The Campaign for Muhlenberg College

CAMPAIGN PRIORITIES

The People Entrusted to Our Care:	\$29,500,000
<i>Scholarships</i>	\$23,000,000
<i>Faculty Support</i>	\$5,000,000
<i>Student Research</i>	\$1,500,000
The Places Entrusted to Our Care:	\$40,500,000
Academic Facilities	\$12,500,000
Facility Endowments	
<i>Art/Music Space</i>	\$500,000
Capital Projects	
<i>Science Building/Shankweiler</i>	\$7,500,000
<i>Art/Music Expansion</i>	\$1,800,000
<i>Trumbower Renovation</i>	\$1,500,000
<i>Walson Hall, Media & Communication Building</i>	\$500,000
<i>Other Capital Projects</i>	\$700,000
Student Life Facilities	\$28,000,000
Facility Endowments	
<i>The Village</i>	\$3,000,000
<i>22nd and Chew Street Residence</i>	\$1,500,000
<i>Seegers Union</i>	\$500,000
Capital Projects	
<i>Life Sports Center</i>	\$13,000,000
<i>South and Robertson Halls</i>	\$6,500,000
<i>Seegers Union, Phase II</i>	\$2,500,000
<i>Parents' Plaza Renovation</i>	\$1,000,000
The Experience Entrusted to Our Care:	\$35,000,000
<i>The Muhlenberg Fund, Unrestricted Support</i>	\$19,500,000
<i>The Muhlenberg Fund, Restricted Support</i>	\$15,500,000
CAMPAIGN TOTAL	\$105,000,000



“A Muhlenberg education is an intense immersion experience that creates a strong foundation for a life of leadership and service. Talents and critical thinking skills are formed and honed through challenging academics and rich co-curricular and extra-curricular activities. With teamwork, we can take Muhlenberg to the next level and preserve this valuable experience for future generations of student leaders. Join us in making a difference.”

RICHARD F. BRUECKNER '71, P'04, P'09
Chairman, Board of Trustees





Thomas W. Mendham '63, P'91,
Senior Campaign Chair
Jeffrey R. Porphy '89, *Campaign Co-Chair*
Tammy L. Bormann '83, *Campaign Co-Chair*

A Message from the Campaign Co-Chairs

The Talents Entrusted to Our Care: The Campaign for Muhlenberg College is an ambitious effort. It's ambitious in its goals: marshalling support for Muhlenberg's special brand of education – one that combines passionate teaching and a caring community to create powerful outcomes – and in engaging more alumni, parents and friends than ever before. As graduates, trustees and donors, we share these ambitions and are honored to serve as campaign co-chairs.

We represent different generations, different class years and different majors, and yet, in our conversations, we find that our Muhlenberg experience was the same. We received an exceptional education that

prepared us for our careers; we learned from brilliant faculty who cared about us as students and as people; and we formed close, lifelong friendships.

We are where we are today in large part because of Muhlenberg College – and because of the alumni and friends who came before us who supported this incredible institution. Through this campaign, we aim to foster that tradition: to inspire a new generation of alumni, parents and friends to support Muhlenberg, ensuring that the College will continue to provide an outstanding experience for students today and tomorrow. We believe there is no better investment.

Thomas W. Mendham
Trustee

Tammy L. Bormann
Trustee

Jeffrey R. Porphy
Trustee



“When I meet alumni, they want to know if Muhlenberg has changed, if it is still the same kind of college they went to 20 or 30 years ago. I tell them much has changed, but it remains the same small, caring place that offers students first-rate preparation. This campaign won’t so much change Muhlenberg as it will strengthen what is already wonderful about the College.”

TOM MENDHAM '63, P'91
Senior Campaign Chair

What matters most in life?

At Muhlenberg College, we believe it is stewarding the gifts we have – the talents of students, faculty and alumni – and investing them so they return a hundred-fold, benefiting the individual, the community and society as a whole.

Ultimately, this is the goal of *The Talents Entrusted to Our Care: The Campaign for Muhlenberg College*. By allowing us to invest in students and faculty, facilities and programs, the campaign will move the College further along its important path – not only to greater prominence but also to continued relevance. We are increasing humanity’s knowledge and shaping the people who will make an immeasurable difference no matter where their lives take them.

The mission of Muhlenberg is timeless. It rings as true today as in 1904, when the College moved to Chew Street from downtown Allentown. Looking at where Muhlenberg had been and where it was going, Dr. Theodore Seip, Muhlenberg’s third president (1886–1903), reflected: “thus the past, with all its traditions so dear to the old college student, will be linked with the future with all its hopes and possibilities of development.”

We ask alumni, parents and friends to join us as we, too, link our past to our very bright future, reinforcing what Muhlenberg always has been and crafting an exceptional college, an exceptional experience, for tomorrow’s students.





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