RETREAT from Myrtle Beach:
A Preliminary Report

The Administration-Faculty Retreat was held last week. Formal reports are forthcoming, but based on the editor's notes, here is a preliminary report.

Capital Campaign: The President and the Development Office are in the preliminary stages of planning a capital fundraising campaign. This involves a needs assessment process that will address the following question: what programs do we need for which there is nothing budgeted from other sources? For instance, if a department seeks to establish an endowed chair, the faculty in that department will be working closely with the Development Office in fundraising and other capacities. Additional planning necessary for the campaign is a feasibility study, which will help determine if there are donors interested in funding programs determined by the needs assessment. Current thinking is a $10-20 million goal for the entire campaign.

Information Resource Management: This retreat group looked at the College's mainframe computer needs. Specifications are being drawn up, including answers to the following: department usage, hardware/software, access to sensitive information, bulletin board network, and compatibility with individual desktop pc hardware and software. Departments are being surveyed. Another noted concern is the apparent lack of centralized planning and budgeting to acquire and maintain desktop pc equipment and software for all roster faculty.

Graduate Education: There will be moderate growth in the number of graduate programs in the next two years. Issues, however, include: the scope of the College's commitment to graduate education; how those programs will affect undergraduate teaching; how those programs will affect staffing decisions for required graduate courses; and does the commitment to graduate education fit with the current mission statement of the College. There are four new programs in the works, all of which are cooperative ventures with The Citadel: History, English, Computer Science, and Math. Additional proposals may be forthcoming.

The "Cutting Edge": CHE's budget request for the next fiscal year will be around $30 million. Most of that money goes to the major state universities. Relevant programs affecting C of C are: Professor of the Year ($5,000 plus glory), Palmetto Fellowships (student matching fund scholar- ships for in-state students of $2500/yr), and Endowed Chair funding (a match to $50,000, an amount that will not, however, fully endow a chair). There will be details forthcoming on Grants for Undergraduate Education Improvement. Our concern is whether the general assembly ponders cutting edge funding as part of the formula funding scheme.

Student Support Services: The assumption is that this area needs to direct further attention to registration, retention, and race relations. It was agreed that special attention should be paid to race relations. The general theme is how better to understand questions and how to find answers.

Assessment: Dr. Robert Fowler (Education) is Chair of the Assessment Planning Committee, which has several planning assumptions: we all do assessment now but don't call it that; the purpose is to improve programs; this is not an evaluation of faculty, students, or courses; we are to develop our own program to accomplish assessment; costs should be removed from the current operating budget. Concerns raised: the cost of this program should not be prohibitive; measures should be tied to planning, to College, and to departmental needs; and faculty fears must be assuaged lest faculty think assessment would become converted into another evaluation mechanism tied specifically to instructors and courses.

MORE ON ALL THESE ITEMS, NEXT ISSUE
THE COLLEGE OF CHARLESTON
FOUNDATION: An Interview with
Robert Lyon

Robert Lyon, Vice-President for Institutional Advancement, and the editor had a conversation about the Foundation on October 4th.
Ed: Thanks in advance for coming down. I suppose we should start by asking, "What is the scope of your charge as directing Institutional Advancement?"
RL: The division includes three departments: College Relations, Alumni Services, and Development.
Ed: The first two are straightforward. What is "Development?"
RL: Development dovetails with the other two departments but more specifically is involved with the acquisition of private gift support for programs at the College. Much of the work is in conjunction with the College of Charleston Foundation. The work includes not just the solicitation phase, but more importantly ongoing communication with current and prospective donors and supporters of the College.
Ed: OK, so the Foundation is a separate entity?
RL: Yes, the Foundation is indeed separate from the College but in reality it is more like a bank account and operating organization because the sole purpose of the Foundation is to support the College of Charleston and all support dollars and functions indeed go to the College. For example, the College supports the annual Lowcountry Science Fair, but the Foundation is involved with fundraising to generate some of the monies needed to run it. The bulk of funding provided by the Foundation, however, goes to support scholarships and faculty development at the College. The Foundation provides money for faculty research and development; this year the figure is around $25,000. Additionally, the Foundation has been able to acquire funding for three endowed faculty chairs, two of which are fully endowed and the third is working in that direction. We also anticipate a fourth endowed chair next school year as a result of "cutting edge" funds matched by private gifts to the Foundation.
Ed: On the topic of scholarships for students, the Foundation solicits gifts solely toward academic scholarships, or are athletics scholarships included?
RL: In the past, athletic grants-in-aid were included. But along with other changes in the Athletic Department, monies for athletics grants are now scheduled to be raised through the Cougar Club and other athletic support groups. This allows the Foundation to move those funds that were previously used for athletic grants and instead are now earmarked for academic scholarships.
Ed: I'm sure there is an operating cost involved with Foundation work. How is that budgeted and where does that money come from?
RL: Administrative and other fundraising costs come from the Foundation's primary operating fund. That fund is the same one that supports the unrestricted scholarships as well as the unrestricted faculty development monies mentioned earlier. Included in the budget is an amount of approximately $400,000 needed from unrestricted private gift support. The administrative and fundraising costs are generally between 10-20% of all private gifts raised, which is more or less normal for this kind of operation.
Ed: You brought with you a printout of Gifts & Pledge Reports [this appears as page six of this newsletter]. This report is calendar year driven. What do I need to know about reading this? We have already talked about the "primary operating" column. The other two "purpose of gifts" columns are called "restricted current use" and "Capital/endowment." What are those?
RL: "Restricted" gifts include those that a donor earmarks for a specific program. For example, if a donor requests that funds be used to give a scholarship for a student within a particular department, that gift would appear in the "restricted" column. The "Capital/endowment" column represents new gifts that are permanently invested. Only the income from the investment may be used for the intended purpose of the gift. For example, the newly endowed "distinguished" chairs mentioned earlier would appear in this column. I am pleased to report that over the past three years we have been able to add

continued on the next page
Foundation interview with Robert Lyon, continued: about $1.2 million to the endowment in funds to be invested—about $400,000 a year. This is not earnings, these are new gifts for investment. The investment income is like bank account interest for the average person. We can use that money each year for scholarships and faculty research and development. The bottom line of total gifts and pledges looks right now like we will pass the $1 million mark for the second year in a row. In the past we seldom approached $750,000 based on the records I have.

Ed: Who decides how to invest the "Capital/Endowment" monies? What kind of risks are there?

RL: A committee of the Foundation Board of Directors handles investment strategy. Like most other colleges and universities, the investment strategy tends to lean toward the conservative side. Very few risks are taken. For example, during the October, 1987 stock market decline, the Foundation was only minimally affected. Hypothetically, if a school was mailed a substantial stock gift on the Friday before the 1987 decline, that gift's value may have declined precipitously by the time it arrived in the mail. We didn't suffer that kind of problem. We had some money invested in stock that lost some value during that period, but those losses were only paper losses and no scholarship or faculty development monies were affected. The paper losses were offset by the fact that significant earnings occurred before Blue Monday and those same stocks have seen a period of recovery since October of 1987. Endowment earnings this year are expected to exceed those experienced a year ago.

Ed: So we will actually make more money than we did last year?

RL: Yes. Unfortunately, our costs will also rise, as do the costs of any operation rise, due to inflation. That is anticipated. We will continue to increase monies available for scholarships and faculty support. We have to remember that about 60% of identified alumni, a key target population for gifts, have graduated within the last ten years. This group is so young that it hasn't had the opportunity to reach its full giving potential.

Ed: What else about this "Gifts and Pledges Report" is of interest to the readers?

RL: One thing that is a significant change this year is an increase in giving by parents of our current students. In the past we have not actively solicited this group. In the past, we have cultivated their support for the College as an institution. Now we are devoting attention to any additional financial commitments they might wish to make on behalf of the College's future. For comparative purposes, this year's report shows currently a total for this group of over $56,000; last year the total was as of December 31 for that group of donors was in the neighborhood of $5,000. This gain isn't offset by losses in any other category of donors. The only explanation is that we have been very active in contacting that particular category.

Ed: Thanks for your time. I have taken away from your soliciting hours today but I'm sure the readers appreciate it. Hope it didn't cost us a fortune.

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NEWS SHORTS

--If you haven't seen the October 10th edition of US News and World Report, the special section describes its yearly survey of "America's Best Colleges." It is a ranking scheme for the top 125 schools. Data come from an annual survey of colleges by the College Board, a nonprofit membership organization, which does not endorse the ranking of institutions. In addition to those College Board data, US News surveyed college presidents, deans, and admissions officers. For the category of Regional liberal arts colleges, three schools in South Carolina were ranked in the top 25: Presbyterian, Converse, and Wofford. The Citadel was ranked as a Comprehensive College (where half or more of smaller schools undergraduate degree candidates obtain professional or occupational degrees).

--The New York Times reports that the number of students who take prep courses for the SAT is growing (9-28-88, p. 25). Some improvement on test scores is expected; reports show that an SAT score can be improved from 25 to 150 points by students who take the prep courses.
MORE NEWS SHORTS

--Beverly Diamond, Associate Professor in the Department of Mathematics, has been awarded the Sarah Berliner American Fellowship by the American Association of University Women. Seven such awards are made each year to successful applicants from all disciplines. The $15,000 award, in conjunction with the financial support of the College, provides Dr. Diamond with one year’s release from teaching duties to pursue research on “Mappings on spaces having compactifications with zero-dimensional remainders.”

--Postdoctoral research projects may be funded by the Mary Ingham Bunting Institute of Radcliffe College, according to Don Griggs. Women whose specialties are creative writing, performing or visual arts, science, history, and others are eligible to apply. Terms range from over $19 to $25 thousand for one year, or $3,000 for summer of 1989. Write to Bunting Institute, 34 Concord Ave., Cambridge, MA 02138.

--Official head count for Fall ‘88 is 6205, up 438 (or 7.6%) from Fall ‘87. FTE is 5032, up 361 (7.7%) from Fall ‘87.

--In 1987-88, 8.8% of the student body sought help at the Counseling Center (the nationwide average is 4%-5%). The concerns students brought to the center included: debilitating stress; drinking and drug problems; eating disorders; relationship problems; loved ones’ deaths due to natural causes, murder, and suicide; sexual abuse as children; severe depression; divorce/break up; suicidal thoughts and attempts. On an anonymously written evaluation of services, 70% indicated that their concern interfered with their academic performance; 42% of the students responding said that counseling had an effect on their remaining at the College.

--The Charleston Higher Education Consortium is sponsoring a program later this month on “ways to develop and improve teaching strategies in the pursuit of teaching excellence.” Faculty will learn self-assessment techniques as a basis for their own continuing development.” Costs will be paid by the Consortium. Contact Ann C. Baker at 792-3627—dates are October 20-21 at Camp St. Christopher.

--Fall Weekend for parents of Freshmen and Transfer Students will be held in conjunction with Alumni Weekend — October 14-16. Events include the famous “Faculty Float” on Friday the 14th; Family Advisory Council Meeting, President’s Luncheon, Campus Tours, and Saturday Afternoon Symphony on the 15th (included here also is the Citadel v. UT-Chatt. football game); and a Sunday C of C v. Notre Dame Soccer match at Remley’s Point. So if you see some “stray” adults around town that weekend, you may now know why.

--Reminder from Personnel: October is open enrollment for health carriers, carrier changes, insurance coverage, dependent coverage, and the like. There is no open enrollment this year for dental coverage. But if you have any questions or if you desire to have a member from Personnel available to answer questions at a department meeting, contact Ms. Bond at 2-5512.

--“The Cutting Edge” research funds for the first year of the program have been allocated. Of the 43 proposals submitted, faculty at the C of C won two of the seven funded projects. The number one-ranked project was Dr. Karen Ford, Biology: “Isolation & Characterization of Arabidopsis Mutants with Altered Singlet Oxygen Metabolism” at $37,302. Also funded was a joint project in Physics, shared with The Citadel’s Dr. Joel C. Berlinghieri and Dr. J. Fred Watts and Robert Dukes: “Construction and Evaluation of Holographic Fourier Transform Spectrometers” at $73,615. Other schools’ funded: USC-Coastal, Winthrop, USC-Aiken, Francis Marion, and S.C. State.

--Spring ’89 textbook orders should be sent to the bookstore by October 21st.
Cliches and Jargon, continued from left column:
"I diagnosed your problem as absence of flatusity of the perimeter, caused by the penetration of a foreign object, allowing the compressed atmospheric pressure to hissitate."

--auto mechanic saying you have a flat tire

"Our school's cross-graded multi-ethnic, individualized learning program is designed to enhance the concept of an open-ended learning program with emphasis on a continuum of multi-ethnic, academically enriched learning using the identified intellectually gifted child as the agent or director of his own learning..."

--high school principal describing a new program


**STILL MORE NEWS SHORTS**

--The MOJA Arts Festival is this month. If you didn't receive a flyer on those events, contact the Dock Street Theatre.

--There will be a public meeting on Race Discrimination in the Workplace Thursday, October 13 at 7:30 pm in Physicians' Auditorium, sponsored by the Charleston Alliance for Fair Employment and the Office of Human Relations at the College. Featured speakers will be: Mr. Walter D. Champe, Director of the Greenville Office of EOC; Reverend Frederick D. Dawson, Operation PUSH; and Mr. Charles E. McDuffie, Charleston Alliance for Fair Employment. No admission charge; open to the public.

--The LEADS program on alcohol and drug awareness is October 16-22. On Oct. 19, 7-10 pm in the Old Gym, the College offers a program featuring Dr. Lightsey and the Speaker of the Faculty, students, faculty, and staff.

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**Jargon**

Downsize: to shrink
Growth: negative downsizing
Direct flight: you can get there from here, but you have to go somewhere else first, but you don't have to change planes
Deaccession: the Museum sells a painting to pay for repairs to the building
Inappropriate behavior: the accused enters a plea of guilt to fraud
Judgmental lapse: the accused admits to committing a crime because (s)he has a...
Aggressive pricing: expensive; probably over and beyond what is fair
Misstatement: a lie
Indiscretion: see judgmental lapse
HDTV: "high definition" picture, literally; or, a good picture
Water landing: plane crashes into the ocean or other body of water


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**Phrase/Source**

per your request/business letters
duly noted/business letters; parliamentary procedure
enclosed please find/business letters
ballpark figure/budget meetings
cold start/automation
queue/psychology and computer science
fetch/dogs and computer science
purge/taxatives and computer science
precipitation/activity/weather persons

*continued on the next column*

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thanks to smh, dg, wg, en, rl, rg, twp, hr, chec, usn&wr, ecm for their assistance with this edition of the newsletter
## College of Charleston Foundation

**Year-To-Date Results Thru: September 30, 1988**

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<th># of Solicited</th>
<th># of Donors</th>
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<td>104</td>
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Parents or Faculty/Staff who are also Alumni of the College are counted in alumni totals on this report.

This report includes only those gifts made thru the Foundation and do not include gifts made directly to the College.