



MORE LIGHT!

PREPARING FOR AN EVEN BRIGHTER FUTURE

For generations, the words “Light, More Light!” have described the very essence of Lawrence University and, like the floodlight shining on the silver dome of the Main Hall cupola, Lawrence’s light is abundant as the 2008-09 academic year begins. A faculty member shares her light with a student as they walk across campus, a group of students debate the day’s political news as they relax on the lawn, a violinist rehearses for a performance in Memorial Chapel, and the newest classmates enthusiastically discuss today’s *Freshman Studies* topic, sharing their light with each other and, someday, the world.

At a point in Lawrence’s history when the university is renowned as a model for individualized learning in an atmosphere that instills intellectual curiosity, Lawrence has embarked on a \$150 million capital campaign, fittingly named *More Light!*, to ensure continued innovation and vitality for generations to come.

More Light! evolved from an intensive strategic planning process that included in-depth conversations with hundreds of faculty, staff, students, alumni, and friends of the college,

revealing the need to invest in Lawrence’s traditional strengths and to expand them. The response to *More Light!* has been extraordinary, with a number of monumental gifts generating leadership and momentum for the campaign.

As *More Light!* moves into its public phase this month, the college aspires to invest further in students and faculty, launch the *Senior Experience*, renovate buildings, sustain the Lawrence Fellows and Posse programs, and increase the annual growth of The Lawrence Fund.

These priorities define the *More Light!* campaign: The Lawrence Fund and new initiatives, endowment, and capital projects. A larger, continuously growing Lawrence Fund will guarantee that the college has the capacity to invest in new programming and also provide sound financial footing for day-to-day operations. The dynamic capital projects made possible by the campaign will assure first-rate facilities reflecting the college’s commitment to the community. And building the endowment will strengthen Lawrence’s financial future, providing a perpetual source of funding for faculty and student scholarships.



THE LAWRENCE FUND AND NEW INITIATIVES — \$25 MILLION

Historically, all Lawrence students have, in effect, been “scholarship students” whether they knew it or not. Full payment of tuition, fees, and room and board has never covered all of the costs of a year at Lawrence and the difference — as much as 35 percent of the actual cost — is met, in large part, by gifts to The Lawrence Fund. (Some call it a “hidden grant” that all students receive, in addition to financial aid or merit-based scholarships.)

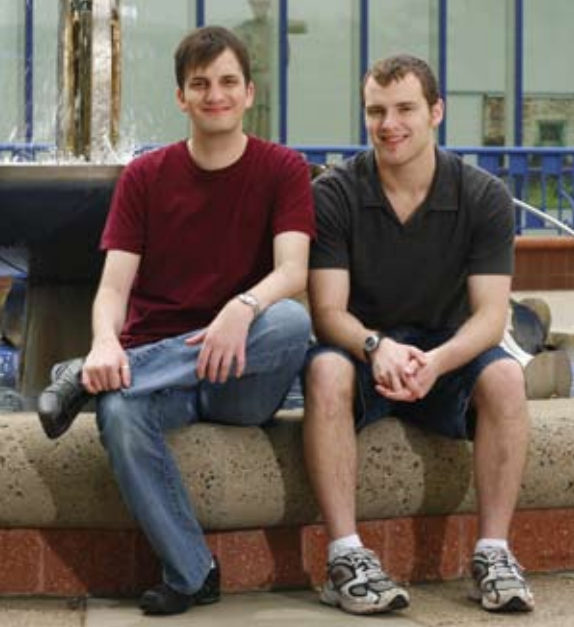
Integrated into every aspect of the academic enterprise, The Lawrence Fund enables the college to hire high-quality faculty who are committed to teaching. It provides scholarships and maintains the campus buildings and infrastructure. The Lawrence Fund also provides a financial infrastructure from which new initiatives like Lawrence Fellows and Posse can be launched. It supports internships, international study programs, cooperative education, and independent research.

The Lawrence Fund is directly related to the quality of the college experience, supporting students and faculty, and ensuring that the strong and long-standing tradition of

individualized education prospers. A gift to The Lawrence Fund makes an immediate impact and 100 percent of every Lawrence Fund gift supports today’s needs.

It’s impossible to imagine Lawrence University without a vibrant and growing annual fund and, as the college charts a course for the future, The Lawrence Fund has been prioritized as a way of ensuring the student experience remains meaningful and transformative. Lawrence is proud that during the past two decades, the alumni participation rate for contributions to Lawrence’s annual fund have been among the highest of its peers. In *More Light!*, the college seeks to increase annual alumni participation rates and unrestricted support to \$4 million by 2011, and continue its growth each and every year, even after the campaign ends.

The Boynton Society: An important part of The Lawrence Fund, Boynton Society gifts support the operations of Björklunden, Lawrence’s northern campus in Door County, Wis. With the expansion of the lodge now completed, operating support for Björklunden is more important than ever before. Unrestricted gifts for Björklunden ensure the continuation and success of the important student retreats and adult summer seminar programs that take place in this distinctive setting.



Left: Justin Severson '08 (left) and Jordan Severson '11.

INDIVIDUALIZED LEARNING

When **Jordan Severson '11** enrolled at Lawrence, he had a better idea than most first-year students about the exceptional level of individualized learning he would receive. Not only had four of his siblings preceded him at Lawrence, he took several classes on campus while still in high school. "At Lawrence, you can explore any interest," said Severson, who is pursuing majors in art history and studio art. "If you have the curiosity and the motivation, your professors will be there to help you." While Jordan was just starting his college career, older brother **Justin '08** was putting the final touches on his. The French and linguistics major completed an individualized project that resulted in a presentation on how people use words and phrases that have a meaning particular to their "in" group at the annual Harrison Symposium, a showcase for student research in the humanities and social sciences. A shared "love of learning," said Justin, is the common bond among students in a learning environment that is highly individualized. "The pursuit of knowledge is truly something everyone strives for at Lawrence."

Posse Scholars: Bring talented and eager student from New York to the Lawrence University campus in Appleton and she or he may struggle to find a niche. Surround that same eager student with nine equally motivated friends — all prepared by counselors and mentors for the transition — and success is almost certain. The Posse Scholar program is an exciting initiative that brings talented student leaders from major U.S. urban centers to elite colleges and universities, including Lawrence.

The Posse Foundation, Inc., identifies, recruits, and trains student leaders from public high schools to form multicultural teams called "posses." These teams are then prepared, through an intensive eight-month pre-collegiate training program, to pursue their academics and participate as leaders on campus while helping broaden ethnic and racial diversity and improving cross-cultural communication. (See *Lawrence Today*, Spring 2008.)

The concept works for both students and college campuses, and is rooted in the belief that a small, diverse group of talented students, carefully selected and trained, can serve as a catalyst for increased individual and community development.

How is the program working? Nationally, Posse students are persisting and graduating at 90 percent — a rate higher than the national averages at institutions of higher education.

In the fall of 2008, the university welcomed Lawrence Posse 2, the second group of talented New York students to come to campus looking for the unique Lawrence experience.

Lawrence Fellows: Just as Lawrence students go out into the world and influence others to find new avenues of learning and to learn through collaboration, the Lawrence Fellows program does the same for future educators.

Here's how it works: Lawrence brings some of the brightest young post-doctorate minds in the country to campus for two- or three-year appointments during which they teach courses, offer individualized instruction opportunities to students, and continue their professional activities as scholars and/or performers. Lawrence exposes these Fellows to its unique liberal arts model which they, in turn, share with students throughout their careers as faculty at universities around the world. While at Lawrence, Fellows share their own unique light with students, faculty, and the community in fresh and exciting ways.

The program supports all academic departments and interdisciplinary areas, and funding provides salaries and benefits for 12 Fellows each year, as well as stipends to support their ongoing research or artistic endeavors.

ENDOWMENT — \$75 MILLION

The *More Light!* campaign will increase Lawrence's endowment, giving the college greater security and flexibility, and ensuring that the tradition of individualized learning endures and thrives. A new tradition begins with this year's freshman class — the *Senior Experience* will engage every new Lawrentian in a unique senior project demonstrating the integration of knowledge and skills gained during four years at Lawrence. Requiring intense student-faculty collaboration, this type of curricular advancement is possible only with continued investment in endowment funds.

Professorships and Faculty Salaries: Faculty leaders and innovators in their fields are drawn to Lawrence from around the world and securing that faculty has long been one of the college's highest priorities. In fact, more than 50 years ago, Lawrence President Henry Merritt Wriston wrote that the most important task facing a college president is securing a faculty of the first rank. The second most important task, he said, is keeping that faculty.

Endowed support for professorships ensures that we continue to attract and retain the most talented minds, develop curriculum, and offer new programs and opportunities for collaboration and interdisciplinary study. Funds from the *More Light!* campaign will establish five new faculty positions and reward the exceptional educators now teaching at Lawrence.

Faculty Development Funds: Lawrence's outstanding faculty represents the very core of the institution, and the university is committed to investing in their continued development as teachers and scholars. Endowed funds provide vital support that enriches the intellectual, artistic, and scientific endeavors of the faculty, thereby enhancing the educational experience for Lawrence students.

Scholarships: Since the beginning, Lawrence has believed that people of all backgrounds and financial means should have the opportunity to benefit from its unique liberal arts education. Funds from the *More Light!* campaign will expand the university's financial aid base by creating new endowed scholarship funds. More than 90 percent of students receive some form of financial aid and reaching a goal of \$30 million will yield approximately \$1.5 million more annually to make Lawrence accessible to all students.

Residential Life Funds: To complement the major capital projects being developed as a part of the *More Light!* campaign, Residential Life funds are being established to provide immediate and flexible capital support for smaller projects — vital capital investments that affect the quality of life on campus. These projects may range from low-cost, high-impact renovations of residential rooms, to the restoration of some of the most beloved landmarks on campus.



POSSE

Coping with an exceptionally cold and snowy Wisconsin winter might have been the toughest challenge **Silvio Marquez '11** and **Isake Smith '11** overcame in making the transition from the Big Apple to the little Apple(ton). They arrived together on campus last fall as two of Lawrence's first 10-member "cohort" of Posse students. "Lawrence is such a beautiful place. I never want to leave!" said Marquez, a native of Nicaragua who grew up in the Bronx and is considering majors in government and history with a minor in Latin. "I love the fact Lawrence is a liberal arts college. You get to take classes in every field." Smith said the difference between her hometown of Brooklyn and Appleton was "truly eye-opening," but the New York-based Posse program helped make the switch easy. "It really provides a support system for the transition to college," said Smith, a vocalist in the conservatory who plans to pursue a degree in psychology. As part of the program's selection process, Posse students interview with Lawrence faculty and staff to ensure a good match for both college and student.



Left: Natasha Quesnell-Theno '08 (left) and Lawrence Fellow Valerie Zimany.

LAWRENCE FELLOWS

Expanding one-on-one learning experiences for students is one of the goals of the distinctive Lawrence Fellows program. Chat sessions over sushi are just an unadvertised side benefit. In addition to the occasional lunch at a local Japanese restaurant, **Natasha Quesnell-Theno '08** often shared maki rolls or onigiri hand made by third-year Lawrence Fellow Valerie Zimany. The two would meet to discuss progress on the independent study courses the Milwaukee senior was taking with Zimany, a specialist in ceramics and Japanese art. They spent the past year collaborating on a grant-funded ceramics project that produced a series of individual works that reference ceramic history and various Eastern/Western mythologies and their contemporary interpretation. Some of Quesnell-Theno's works from the project were exhibited in the annual Senior Art Show. The first member of her family to attend college, Quesnell-Theno saw Lawrence as the ideal place to blend her many interests. "I wanted to mix my interests in a broad range of academics, humanitarian service, and the arts, which I knew I could do at Lawrence," the psychology and studio art major said.

Björklunden: One of the most cherished aspects of a Lawrence education is the opportunity to spend a weekend at Lawrence's northern campus — Björklunden — a place where individualized learning is supported by the serenity and reflection made possible in this unique, natural setting. The *More Light!* campaign funded an expansion of this precious resource and now has made endowment a priority.

Student-Faculty Collaboration Funds: Many Lawrence students say their most enriching experiences happen outside the classroom setting, working closely with professors — frequently as part of the *Senior Experience* — on projects ranging from geology expeditions to historical research and artistic endeavors. The *More Light!* campaign allows Lawrence to create an endowed fund to ensure that more students benefit from these kinds of one-on-one experiences.

Global Perspective Funds: Lawrence has been a leader in providing students with a global perspective, whether it's promoting travel abroad or attracting international students to campus. By securing additional funding for international experiences, the college creates opportunities for all students who seek new vantage points from which to learn.

Library Funds and Related Technology Enhancement: The library is more than a collection of tools for learning. It is the intellectual center of Lawrence University. Securing greater financial support for the library will ensure its relevance and vitality in the future.

CAPITAL PROJECTS — \$50 MILLION

The *More Light!* campaign focuses heavily on capital projects that will transform the Lawrence campus and make physical spaces more conducive to individualized learning and collaboration. Socializing (sometimes known as “student interaction”) is no small part of this effort. From a stunning new Campus Center that will energize the Lawrence community to renovations that will allow Lawrence to open new channels of discovery and innovation, the capital projects have an enormous impact on the tangible space — and the somewhat intangible experiences — students and faculty have.

Campus Center, Hurvis Crossing, and Riverwalk: The new Campus Center will do nothing less than revitalize daily life at Lawrence. When this stunning facility overlooking the Fox River opens in fall of 2009, the Lawrence community will come together when dining, studying, and just hanging out. The building will be LEED-certified (LEED is a national ranking system for green building practices, and stands for “Leadership in Energy and Environmental Design”), a reflection of Lawrence’s commitment to sustainable environmental stewardship.

The 107,000-square-foot, four-story building, located on the south side of John Street between Sage Hall (to the east) and Lawe Street (to the west) will feature:

- Campus dining services and catering facilities
- Flexible entertainment, activity and meeting/conference space for students and student groups, plus venues for major campus events
- Beautifully furnished lounges and Somerset Room
- A convenience store, café, coffee shop, and cinema
- University apparel store
- Offices, storage, and workspace for Campus Life, LUCC, *The Lawrentian*, and other student organizations
- Mailboxes for all students
- Information desk and satellite box office

Funds for the Campus Center were raised in the quiet phase of the *More Light!* campaign, propelled by an anonymous \$16 million leadership gift. Today, the college is seeking funds to complete The Riverwalk, a student-designed path embracing the Fox River and highlighting the river’s rich history.



TRANSFORMATIVE

As the founder of three successful companies in just the past six years, including one in her homeland of China, **Lan Huang '93** is her own one-woman economic recovery program. The New York City-based businesswoman said her Lawrence education was “an incredible gift” that sparked her entrepreneurial spirit. “My years at Lawrence really opened my eyes to the world. Lawrence gave me a well-rounded vision and the ability to develop my own point of view.” The Shanghai native, who arrived on campus as an international scholarship recipient and left as a magna cum laude graduate with a double major in biology and chemistry, said the individualized attention and close relationships she developed with her professors and advisors as an undergraduate were critical to her personal growth. “Lawrence affected me deeply. It was a turning point in my life. The most important skill I gained was how to learn.”



SENIOR EXPERIENCE

Completing the education circle.

That is how **John Andrew (Andy) Olson '09** sees the honors thesis he's completing. The senior from Sandstone, Minn., is combining the skills he learned in *Freshman Studies* with his passion for Russian culture, literature, and performance in a unique capstone project that spans multiple disciplines, cultures, and languages. Using Yevgeny Yevtushenko's poem "Babi Yar," which was set to music by composer Dmitrii Shostakovich, Olson is exploring links between the cultural and historical underpinnings of the work as well as the implications for musical performance. "How do you highlight the societal divide depicted in the work as a conductor, as a performer?" said the double-degree candidate with majors in oboe performance and linguistics. "The choices you make draw out different elements of the piece. I'm taking an interdisciplinary approach that touches upon the breadth of Russian history." Beginning this fall with members of the class of 2012, all students before they graduate will engage in their own *Senior Experience*, a significant project designed to serve as a "bookend" to *Freshman Studies*.

The Riverwalk is, in essence, a beautiful way to bring the entire campus to its new hub — the Campus Center. Beginning at Trever Hall (whose students will no longer feel a bit isolated!) and leading directly to the Campus Center, it extends beyond the Campus Center to the sustainable garden at the bottom of Union Hill. As part of The Riverwalk, a passage beneath Lawe Street will create a safe and easy way for wheelbarrows full of fresh vegetables to reach the Campus Center kitchens — and for kitchen waste to return to the garden via a new Composting Center. The Riverwalk descends to the Fox River, where the Lawrence community will enjoy the natural beauty of the riverbank and vistas of the river's path both east and west.

Designed by students in Lawrence's environmental studies program and reflecting Lawrence's commitment to sustainability, the Riverwalk path adjacent to the Campus Center embraces the Fox River and includes educational kiosks highlighting the river's rich history.

Hurvis Crossing: Funded by a gift from Tom '60 and Julie Esch Hurvis '61, this carefully landscaped, inviting land bridge over Lawe Street will provide the primary connection between the east and west parts of campus. Its plantings, grass, and outdoor sculpture will extend the natural setting of the Campus Center and connect beautifully and seamlessly with the rest of the campus.

Björklunden Expansion: Björklunden is an essential part of what it means to be a Lawrence student and the Björklunden experience significantly impacts the college's distinctive individualized learning experience. In just two years during the quiet phase of the campaign, more than \$4 million was raised to double the size of Lawrence's popular "northern campus," including the addition of Vail Hall, a second seminar room, a computer room, an observation deck for a telescope, and 10 new bedrooms. Björklunden's natural setting, a place where students are encouraged to leave old assumptions behind and barriers are removed, is the perfect backdrop for personal and memorable learning.

Renovation of Memorial Union and Downer Commons: With the opening of our new Campus Center, Memorial Union will have lost its mission — but not its value. The building will be the new home to a variety of programs designed to connect Lawrence students with each other, with faculty, and to the city of Appleton and beyond. Through these programs, Fox Valley organizations will have a "portal to the university" where they can make connections with and benefit from our educational programs, volunteer and employment opportunities, and more. In the words of David Burrows, provost and dean of the faculty, the building will become "a place where students' ideas are put into action for the benefit of the world."

Among the programs to be housed in the renovated Memorial Union are:

- Career Center
- Volunteer Center
- ArtsBridge
- Center for Community Engaged Learning
- Viking Room
- Heritage Room

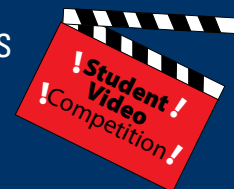
Like the campus center, the renovated Memorial Union will be LEED certified, in keeping with the highest standards of environmental stewardship.

Because the new campus center will handle many of the functions that are now housed in Downer Commons, the college will be able to use this building for varied and flexible academic purposes.

The *More Light!* campaign is strategically building upon Lawrence's greatest strengths and paving the way for continued innovation. Visionary initiatives including *Senior Experience*, ArtsBridge, Lawrence Fellows, and the Posse program are bringing new energy and dimension to the values that have always sustained Lawrence. Endowment initiatives permanently bolster scholarships and the faculty — central to the college's existence. The stunning new Campus Center, renovations of Memorial Union, Jason Downer Commons, and Björklunden bring new energy and life to the campus, students, faculty, and the local and global community. Nikko Benson '09 summarized the campaign very well when he said, "It's not just about seeing the light...it's about being the light." ■

Beth Giese, Meg Hoppe '85, Cal Husmann, Rick Peterson, and Sheree Rogers contributed to this story.

STUDENT VIDEOS FOCUS ON *MORE LIGHT!*



The *More Light!* student video competition, a first on campus, dared students to share their unique Lawrence experience through the lens of a video camera. The result? Three very different short videos produced by teams of students last spring, each with its own twist on the meaning of "More Light!"

"We could not be more pleased with the outcome, especially the creative story-telling that only Lawrence students can bring to a project like this," said Joseph Brooks, director of donor relations.

The videos were posted on Lawrence's Web site, and students, alumni, and friends were encouraged to vote for their favorite.

The results of the vote were revealed in a red-carpet screening of the videos at Wriston Auditorium, October 17, with the student-producers of the winning video receiving a \$3,000 cash award. (At press time, the results were still a secret.)

To view the videos and learn who won the video competition, visit morelight.lawrence.edu and click on "*More Light!* student videos."