



DEAR LAWRENTIANS,

More Light!, the most ambitious fund-raising campaign in Lawrence University history, evokes the traditions of Lawrence College and Milwaukee-Downer College and is derived from their mottos, “Light, More Light!” and

“Sit Lux” (“Let there be light”), in which light symbolizes truth and knowledge.

Much more than a nod to the past, *More Light!* is a bold statement about where this \$150 million campaign will take us. Today Lawrence stands as a nationally recognized liberal arts college uniquely paired with an illustrious conservatory of music. (*The Princeton Review*, in fact, recently lauded Lawrence for “intense academics, extreme involvement in extracurricular activities, and a near-obsession with music.”) *More Light!* is a commitment to build on that success and to establish Lawrence firmly as a national liberal arts leader — the very best at providing the individualized learning experiences that our students and alumni know are powerfully transformative.

This special issue of *Lawrence Today*, like the *More Light!* campaign, celebrates Lawrence’s unique strengths and shares our plans for the future. With *More Light!*:

- Our talented faculty will expand in number, and enjoy deeper levels of collaboration with students.

- Additional scholarships and financial aid will enhance our ability to attract the finest and most innovative students.
- The *Senior Experience* — a program with the potential to be as significant as *Freshman Studies* — will enable all students to showcase their intellectual development and scholarly or creative achievement in preparation for the transition to careers or professional or graduate school.
- A new Campus Center will transform the residential experience at Lawrence, offering a compelling attraction for prospective students and creating opportunities for the Fox Cities and the university to come together.
- Lawrence will become a more diverse learning community with an intensified focus on the global community, and additional opportunities for students to explore multiple academic and artistic interests.

I am proud to report that in the campaign’s quiet phase a number of leaders have made remarkable gifts, fully funding the expansion of Björklunden, the construction of the Campus Center, and new scholarships and professorships. Inspired by this success, we are confident about our decision to expand on Lawrence’s unique strengths.

As you read the following pages, I hope that you will see that an investment in the *More Light!* campaign is a commitment to new levels of distinction at Lawrence. By participating, you will be helping to guide the evolution of our extraordinary Lawrence University.