

THE 75TH ANNIVERSARY YEAR provided a pleasantly familiar storyline for the Salisbury University Advancement efforts: record-breaking years in fundraising, alumni participation and media placements, as well as continued recognition from national magazines ranking America's best colleges and universities.

As SU's seven-year "Campaign for Excellence" winds into its final year, the University has long since smashed its original \$20.5 million goal. At year's end, the campaign had raised \$24.3 million. SU was once again a leader in the University System of Maryland in the contributions from alumni category, with 18.8 percent of our graduates making an annual gift.

In tribute to Seidel School benefactors Samuel and Marilyn Seidel, the University started a new campaign, the Seidel Challenge, with a goal of raising \$1 million by June 30, 2002 for teacher education scholarships.

A scant five years ago, the national media rarely noticed Salisbury University. No longer can that be said. SU was mentioned in the nation's major media markets on average once a day during 2000-01.

Salisbury University once again appeared at the top of the college rankings in several national magazines: *U.S. News and World Report* (seventh in the North among public regional universities), *The Princeton Review* (Best 331 Colleges) and *Kiplinger's* (top 100 universities).

While SU alumni were giving in greater numbers, the Office of Alumni Relations was expanding the social and professional network opportunities for graduates. SU is a national leader in communicating with alumni via the Internet; alumni also return to campus in substantial numbers, not only for Homecoming and reunions, but also during Career Week, where graduates from Pennsylvania to Georgia share their expertise with current students. Alumni chapter events were held in Baltimore, Washington, D.C., and Florida.

SU continues to advance to the forefront of the nation's public regional universities.



*Our grounds
are registered
with the American
Association of
Botanical
Gardens and
Arboreta*

Advancement &

Vice President of University Advancement: Albert C. Mollica

Advancement & Alumni Relations Highlights

Alumni Annual Giving Excels

SU alumni gave back to their Alma Mater at a rate more generous than most public universities, with 18.8 percent of our graduates making an average gift of \$77. A total of 3,585 graduates made gifts last year.

Campaign Goal Smashed

Total giving to SU's "Campaign 2002: Our Campaign for Excellence" exceeded \$24.3 million, including total giving in 2000-01 of \$2,269,745, topping our \$20.5 million goal. Twice during the campaign, which began in 1997, SU has toppled goals set for it by the University System of Maryland. With one year remaining in the campaign, SU has achieved 118 percent of its goal.

Seidel Challenge Launched

Samuel and Marilyn Seidel endowed our School of Education and Professional Studies with a \$1 million gift in 1997. In June the University announced plans to match that gift, with all monies earmarked for teacher education scholarships. Thanks to a challenge gift by Dr. William Bosley of \$225,000, the Seidel Challenge was already past the \$440,000 mark at the end of FY 2001.

Corporate, Foundation Giving

Gifts of over \$10,000:

- Draper Communication, \$33,000 Gift in Kind: television equipment for communication arts program
- George B. Todd Fund, \$16,000: Todd Mentoring Project, linking SU pre-service with teachers and at-risk students at Maces Lane Middle School
- K&L Microwave, \$150,000: K&L Microwave Engineering Endowment, providing scholarships, equipment funding. Receives State of Maryland PDIP \$55,000 match
- Mid-Shore Community Foundation, \$25,000: Scholarships for students demonstrating financial need from five-county area

President's Club

The President's Club, SU's most prestigious patrons society, enrolled 198 members, an increase of 25 over the previous year. President's Club members donate \$1,000 or more annually to SU.

Varsity Club Scores New Members

In only its second year, the Varsity Club, SU's sports booster organization, more than doubled in size, growing from 93 members a year ago to over 200 by June 30, 2001. The Varsity Club raised \$36,500 last year to further enhance SU's preeminent athletics program. The Varsity Club established the first endowed sports account in the SU Foundation: the Men's Lacrosse Endowment, a \$30,000 fund that will provide additional support to one of the nation's elite Division III lacrosse programs.

In the Media Limelight

Five years ago, SU was featured 37 times in national media. Last year that figure rose to 357 national media placements, a jump of 100 from the previous year. English Professor Jack Wenke, for example, was cited by the *Chicago Tribune*, *USA Today* and others for his research on J.D. Salinger during the 50th anniversary year of the reclusive author's seminal work, *Catcher in the Rye*.

National Magazine Recognition

The Princeton Review included SU in its *Best 331 Colleges* for the second time; *U.S. News and World Report* ranked SU among the top 10 public regional universities in the North for the fourth

straight year; and *Kiplinger's* magazine rated SU among the top 15 percent of all universities, public and private, national and regional.

Public Radio Dials a Winner

WSCL, the public radio station owned by the SU Foundation, Inc., delivered its classical music and in-depth news program to a record 39,000 people weekly in Delaware and the Eastern Shore of Maryland. Other professionals recognized its programming, too: the Chesapeake Associated Press Broadcasters Association and the Public Radio News Directors honored WSCL news programs. Station staff raised \$620,000, with almost 84 percent coming from local sources.

Alumni Attendance at All-time High

Grads came in record numbers to events. Homecoming featured "A 75 Carat Celebration: Diamonds are a Gull's Best Friend" with decade tent parties for '70s, '80s and '90s alumni following the football game, reunions for the "milestone" classes, a "Celebration of the Arts" bringing together alumni in the fine and performing arts, a faculty emeriti and retired staff luncheon and a golf tournament.

Decorators Show House

The Salisbury Symphony Orchestra sponsored the first Decorators Show House on the Lower Shore during three weekends in October. Some 2,000 people from several states attended; \$23,000 was raised for the SSO. A "Savor Goes to the Moon" fundraiser in the spring netted an additional \$6,000 for the Symphony Orchestra.

Alumni Gardens Planted

Thanks to a generous \$100,000 gift by Anne and George Miller, SU's horticulturists are constructing and planting a magnificent garden in the rear of the Alumni House, with completion due in spring 2002.



Alumni Relations