

Significant growth recorded in 1992-93 Development year

By E. VINCENT TILSON, Vice-President for Development

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The third expansion of the regional Day for Chowan fund-raiser in as many years, the Daniel family effort to renovate Daniel Hall for Fine Arts, the first ever Chowan College Agricultural Celebration, the dedication of Hassell Drive on the college campus, and a record number of both donors and gifts marked the development program during fiscal 1992-93. Overall gifts to the college during the year amounted to \$2,410,041.37.

The third annual Day for Chowan fund-raiser, co-chaired by Mrs. Elaine Myers, Ahoskie, and Mr. Jimmy Eason, Murfreesboro, was expanded to include not only the Roanoke-Chowan region of Hertford, Bertie, Gates and Northampton Counties but also the City of Franklin and Southampton County, Virginia. On the morning of November 19, a volunteer base of 397 citizens, working in pairs, called on 1,278 individuals and businesses throughout the five-county region in behalf of the Annual Fund and in support of Chowan's on-going transition to four-year status. Day for Chowan volunteers secured 701 cash gifts and pledges totaling \$151,379.19, surpassing the Steering Committee's \$150,000 goal. There was a 97 percent pledge fulfillment rate. Mrs. Texie Camp Marks, of Boykins, Virginia, served as Honorary Chairman for the City of Franklin and Southampton County Day for Chowan campaign.

Compared to the year before, the number of Day for Chowan volunteers increased by 70, or 21 percent, the number of attempted calls increased by 278, or 28 percent, gifts and pledges increased \$36,983.19, or 32 percent, and the number of donors increased by 92, or 15 percent.

Highlighting the 1992-93 development year was the efforts begun by the descendants of Senator Walter Eugene Daniel and Jeannette Snead Daniel, of Weldon, to renovate Daniel Hall for Fine Arts. Jeannette Snead Daniel was a member of the 1885-86 Chowan College faculty. Daniel Hall for Fine Arts was dedicated in memory of Jeannette Snead Daniel in February, 1968, after its construction was made possible largely by the late Dr. Donald Snead Daniel, of Richmond, on behalf of himself and other children of Professor and Senator Daniel.

Through the efforts of Mrs. Richard B. (Emily) Fisher, and her sister, Mrs. John (Narcissa) Titman, both of Brooklyn, New York, a Daniel family reunion was held on campus on March 9. During the "reunion" luncheon and after discussing the needs of the building bearing the family name, Richard and Emily Fisher challenged their relatives to join in a campaign to provide funds for the renovation of the Daniel Hall. The Fishers pledged \$25,000 to match any gift, over a three-year period, from other Daniel family members.

To date, \$48,479.98 has been gifted by members of the Daniel family toward the project, which will provide a new roof for the building as well as other needed renovations and improvements.

On March 5, two well-established economic forces in the Roanoke-Chowan region—Chowan College and agriculture—joined together to sponsor the first Chowan College Agricultural Celebration. The Celebration was made possible by sponsorships and gifts from individuals and agribusinesses and with the planning help of the Cooperative Extension Services of Hertford, Bertie, Gates, Northampton and Southampton Counties.

The event, held on campus, involved citizens from across the Roanoke-Chowan region and featured an afternoon of eight seminars on various topics related to agriculture which was attended by 100 guests followed by an appreciation dinner held in Thomas Cafeteria. Dr. Durwood Bateman, Dean, College of Agriculture and Life Science, North Carolina State University, presented the keynote address for the 150 dinner guests. Participants were also given the opportunity to take a bus tour of Historic Murfreesboro.

In recognition of his 33 years of outstanding service, Jack A. Hassell was honored on April 29 when the street at the south entrance to the campus was officially named Hassell Drive. Dr. Jerry F. Jackson, President, presided at the ceremony, which was held at the Union Street location.

Hassell, director of the physical plant, joined the Chowan staff on August 1, 1960, as superintendent of buildings and grounds. The street designation, authorized by the Board of Trustees in December, 1992, was in tribute to Hassell's "deligent and meritorious service to the college."

R. Clayton Lewis, Director of Corporate and Foundation Relations, the keynote speaker, cited Hassell as a "highly respected member of the college community" and said that on many occasions, he had "gone the second mile to see that the needs of faculty, staff, and especially students, were met without excessive delay."

Bynum R. Brown, of Murfreesboro and a member of the Board of Trustees, presented an engraved plaque to Hassell in behalf of the board. Mayor William B. Hill spoke in behalf of the Town of Murfreesboro and expressed appreciation to Hassell for his involvement in the life and progress of the town. Charles L. Revelle, III, chairman of the board of deacons, spoke in behalf of the Murfreesboro Baptist Church where Hassell serves as a deacon.

A record number of donors and gifts characterized the 1992-93 development year. Over the previous year, the number of donors increased to 1,752, or seven percent. At the same time, the number of gifts to the college increased to 2,293, or five percent. Cash gifts to the Annual fund—the fund to which the college receipts all unrestricted gifts—for the year totaled \$276,837.27. Overall gifts to the Annual Fund—to include cash gifts as well as gifts in kind—totaled \$287,568.42.

For the fourth consecutive year, every Board of Trustee member and every Board of Visitor member gave or pledged a gift to the college. Over the course of the fiscal year, June 1, 1992 through May 31, 1993, gifts to Chowan from the 36 Trustees totaled \$42,965.12 for an average gift of \$1,193. Over the same period of time, gifts to the college from Board of Visitor members totaled \$57,320 for an average gift of \$1,398.

The Alden Trust, of Worcester, MA, granted the college a \$40,000 challenge gift to be matched, on a three-to-one basis, by November

Enrollment

Continued from preceding page
available for the plan. The Athletic Department has recruited in a way it never has before, and is presenting a fine group of student athletes. Tom Brennan his the PPIT group came to the rescue numerous times, doing the impossible and making it look easy. We are especially grateful to them. The Financial Aid Office has, of course, worked day and night to stay abreast of all new requirements placed on them. Without their hard work and packaging, none of this could be possible.

A very special thanks is extended by our office to Sherry Duncan and Dr. Andrea Eason, neither of whom believed that they worked for Admissions, but who have both clearly put in the hours and work to be on our payroll. Nothing happens without them!

Obviously, our consultants must be thanked, for it is their plan we follow. The Miller/Cook group cares about our results, and have been there with recommendations from the outset. Their thinking is proactive, creative, and "leading edge" philosophy. I'm grateful to them for signing up with us.

Lastly, and without a doubt, the entire Admissions Office Staff has earned your gratitude and respect. They have risen to a tremendously difficult challenge with two strikes against them, and have done so knowing that some of you did not believe in nor support their efforts. They have worked days, nights, weekends, and holidays. I am extremely proud of each one, and can only hope that the campus community embraces them with the respect and the honor they deserve.

1994. Monies will be used to purchase and upgrade equipment for the Krueger School of Printing Production and Imaging Technology. The college will begin a campaign seeking gifts in support of the Krueger school and enabling the challenge grant to be met by next year.

During the year, the development program continued to broaden its deferred, or planned, giving emphasis beyond the use of traditional plans such as will provision and life insurance to include the use of such varied instruments as trusts and annuities. On a deferred basis, along, the college received in new gift intentions \$440,000. Planned giving seminars were held both on and off campus.

Since June 1, 1989, new planned gift intentions totaled \$1,978,250. In addition, \$476,000 has been received as bequest gifts. Charitable remainder trusts designating Chowan beneficiary have a current value of \$234,137.74, and charitable gift annuities have a current value of \$191,823.24.

In 1992-93, Chowan alumni contributed \$75,097.02 to the college in restricted and unrestricted gifts for a 40 percent increase in support over the previous year. Alumni donors increased from 590 the previous year to 614 in 1992-93. Parents of current and former students contributed \$12,675.33. The number of parent donors increased to 142 over the previous year's parent donor count of 30.

Gifts to the Braves Club, which promotes Chowan athletics, totaled \$13,446.42 from 103 donors.

The Director of College Relations hosted the first press luncheon in the President's Dining Room for members of the media. The luncheon was preceded by a campus tour directed by Dr. Jackson. One result of the luncheon was local and state publicity focusing on the college's return to four-year status. A concerted effort was made to present to as broad an audience as possible Chowan's transition to senior college status and what the transition will mean to alumni, students, parents and friends. members of the development staff increased their atten-

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