

\$4 million campaign underway

Chowan College has launched the largest campaign effort in its 138-year history with the formal action of the Board of Trustees and Board of Advisors to enter into a \$4 million Development Program Campaign "to help assure the continued vitality and service of one of the nation's leading two-year colleges," according to President Bruce E. Whitaker.

"This is the most important campaign challenge that the college has undertaken during my 29 years as president. Reaching the campaign goal is a major challenge and is absolutely essential if we are to maintain Chowan College's preeminence in the field of Christian higher education and its continuing service to young men and women," remarked Whitaker.

The decision was made during a joint meeting of the trustees and advisors in early February, following a "careful study of the present and future needs of the institution by all elements of the college constituency," Whitaker declared.

\$1 Million Received

Prior to the Boards' action, an intensive in-house campaign has been conducted over

the past several months with the trustees and advisors and college faculty and staff which resulted in the first over \$1 million in gifts and pledges.

"The campaign will fund additional student aid/scholarships, endowment for

"Help assure the continued vitality and service of one of the nation's leading two-year colleges."

—Dr. Bruce E. Whitaker
President

teaching and administration, program development, and the renovation of facilities," commented Dr. Whitaker.

He said the college "is fortunate to have the services of Robert Spivey, trustee from Windsor, as campaign chairman and Mrs. Robert F. (Texie Camp) Marks, advisor from Boykins, Va., as honorary chairman."

Spivey is vice president of LADD Furniture, Inc., and president of Lea Lumber and Plywood Division.

Other Leaders

Whitaker said other key leadership positions have been filled by Dr. Melvin Kunkle of Portsmouth, Va., chairman of the Advisor Giving Committee; Thomas McCrary of Raleigh, chairman of the Advisor Giving Committee; and Dr. B. Franklin Lowe, Jr., and Ben Sutton, co-chairmen of the Faculty-Staff Gifts Committee.

The campaign will provide \$2.8 million for endowment. This includes \$1 million to endow scholarship funds, work/study funds, general endowment and other student financial aid programs.

Whitaker said the \$1.8 million will go toward endowment for teaching and administration. "This support will undergird and strengthen gifted teachers and skilled administrators," Whitaker noted.

An additional \$890,000 is earmarked for resources for learning and living. This includes renovation and expansion of a number of existing buildings; lighting for the football stadium; and landscaping.

Southern Baptist lend support to their colleges

North Carolina Southern Baptists believe their church colleges and universities should remain a high priority for support, while also affirming that an education in N.C. Baptist college "... is equal or superior to an education in a state supported school."

The findings were compiled from a statewide survey among Baptist pastors and church lay leaders from 735 representative churches located in all parts of the state. More than 20 percent responded to the mail survey, with an identical survey published in the Baptist newsweekly, the Biblical Recorder, yielding virtually the same results.

The N.C. Baptist convention supports Wake Forest and Campbell Universities and Meredith, Mars Hill, Gardner-Webb, Wingate and Chowan Colleges.

The state Baptist convention give approximately 22 percent of its undesignated budget to the seven schools.

The 19-question survey covered such issues as the future of church colleges among Baptist, success of graduates from Baptist colleges, and funding of the schools by the statewide denomination.

Almost 99 percent of those surveyed, said Christian colleges should remain a

high priority in North Carolina Baptist life, with more than 90 percent saying "they would strongly recommend or encourage a child or grandchild to attend a North Carolina Baptist school."

Over 90 percent of the respondents said they believe the quality of education at Baptist schools is equal or superior to an education at a state-supported institution. More than 80 percent rated the overall programs of the church colleges as outstanding or good.

When asked to rate the success of graduates from North Carolina Baptist college, 83 percent said they believe "they do well or very well."

The three main strengths of Baptist schools, according to the survey, are the quality of education offered, the Christian commitment of faculty, and the spiritual emphasis on the campuses.

The most often cited weakness of Baptist colleges is the cost of education at the private schools as compared to the tuition and fees at state-supported institutions.

About one-half of the survey respondents were church lay leaders and 84 percent of the total respondents were from churches with membership between 100 and 999.



Discuss campaign

Robert Spivey of Windsor, right, campaign chairman, and President Whitaker discuss the record \$4 million Development Program campaign approved by the trustees and advisors. The campaign will fund additional student aid/scholarships, program development, renovation of facilities, and endowment for teaching and administration. Spivey and Whitaker announced that the college has received over one-fourth of its goal from an in-house campaign.