



The Pendulum

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Photo by Paul Harris

Raise your right hand...

New Elon College Aldermen Sam Cousin (left) and Jerry Tolley (center) along with re-elected Alderman Charles Gantos were sworn into office on Dec. 13. Louise Allen, clerk of Superior Court of Alamance County, administered the oath.

NCNB gives \$20,000 to PRIDE II

North Carolina National Bank has made a commitment of \$20,000 to the Elon College PRIDE II campaign. PRIDE is an acronym for "Providing Resources for Institutional Development at Elon."

Dr. Jo Watts Williams, vice president for development at the college, said the funds will probably be used in the construction of the proposed fine arts center.

PRIDE II seeks funds for the fine arts center, scholarships

and endowments, operating expenses, and campus improvements.

"NCNB is a corporate leader in Alamance County and North Carolina," Dr. Williams noted. "This generous gift from a large financial institution represents a great deal of faith in the continued improvement of the economy and in the ability of Elon College to meet its goal."

As of December 31, the school had raised \$3.9 million.

The campaign goal is \$5.7 million over the next three years.

Don McCorkle, city executive officer and senior vice president of NCNB, said the bank is committed to cultural improvements such as the fine arts center would bring to Alamance County.

Plans call for the fine arts center to be constructed at the present site of the track and soccer field. Those facilities are being moved to the northern extreme of the campus.

Campus wide effort

Faculty, staff pledges exceed \$200,000

By Loukia Louka
Associate Editor

In a campaign that has been described as an "unparalleled achievement," by PRIDE II coordinator Jerry Tolley, the faculty and staff of Elon College have contributed \$208,239 toward the \$5.7 million campaign goal.

"We are proud of the deep commitment the college family has given to this fund-raising campaign," Dr. Fred Young said. "Many employees made major gifts, and some areas, such as full-time faculty members, had 100 percent participation. In all, 85 percent of the college family made a monetary gift to the campaign, 11 of which were between \$5,000 and \$10,000."

Dr. Carole Chase, assistant professor of religion and chair of the faculty/staff campaign, said the original goal of this aspect of the PRIDE II campaign was to exceed the PRIDE II pledge of \$178,000. Out of the 87 full-time faculty members solicited, all of them participated.

The faculty/staff campaign began in September. "Dr. Young asked me to take the job and I began to plan with Jerry Tolley for several weeks the process of the campaign and decide how to solicit pledges and gifts from Elon people," said Chase.

Through a computer print-out, Chase was able to categorize and begin grouping everyone from President Young down to the people who clean the buildings on campus. "It looked overwhelming, but we

grouped large groups together. There are between 50 and 60 people who work at the physical plant, so they fit into one category. Margie O'Connell headed that area and Donna DeWoody assisted her. Both women coordinated the physical plant staff, so it was a neatly fit area."

With about 260 more people left to be contacted, Tolley and Chase selected a steering committee, based on their stature, interest and commitment to the PRIDE II campaign. The steering committee consisted of Janie Council, Herbert House, Ed Daniel, Martin Sholtzberger, Lorraine Allen, Ken Harper and James Moncure.

"We tried to select people from every area. There were several meetings with those seven people to plan strategy for the campaign. So, under those seven people, subcommittees were formed. All of this took place in October."

Each of the seven subcommittee members went to five other people on campus to ask them if they would help in the PRIDE II campaign. Chase described the faculty/staff campaign as being conducted in a pyramid effort. Since we were going to see members from everywhere on campus, the subcommittees were not composed only of faculty members. It started from the steering committee, then went to the subcommittee, whose members personally visited every faculty and staff member. There, they spoke of all aspects of the campaign, left to decide on their pledge, and then had a

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'The Big Chill' gets a warm reception

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Christians off to 9-3 start

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