

THE TWIG

Newspaper of the Students of Meredith College

Vol. XLVII NO. 20

MEREDITH COLLEGE, RALEIGH, N. C.

MARCH 1, 1973

82nd Founders' Day held; Advancement goal reached

Meredith College has surpassed the \$5 million goal in the largest fund drive in the college's history Shearon Harris, president of Carolina Power and Light Co. and Meredith College Advancement Program (MCAP) general chairman, said during the college's 82nd Founder's Day exercises on the campus Friday, February 23.

Harris announced the launching of the MCAP - Phase I in February, 1968. The program goal was to raise \$5 million in five years for five new campus buildings, renovations of other facilities and other college needs.

Total commitments to the MCAP - Phase I reached \$5,093,000 by the program's fifth anniversary, Harris said, during the 10 a.m. ceremony in Jones Hall.

During the five years, Meredith has constructed the five new buildings, completed other campus renovations and additions, and strengthened its academic program.

Also, student aid resources have been increased by 677 percent, faculty salaries by 50 percent, and enrollment increased by 45 percent to an optimum of 1100 resident students and approximately 200 day students.

Meredith has and is operating with a balanced budget and no funds for the interim financing of the building program were borrowed, Meredith President John E. Weems said.

The funds over the \$5 million MCAP - Phase I objective and other resources will be used for a fine arts facility, Dr. Weems said.

Although this is not an original part of the MCAP, Meredith trustees authorized a study of Jones Hall which

contains the auditorium and music department, for possible renovation as a fine arts center.

"We have about us the tangible results of the first phase of the MCAP - Phase I," Dr. Weems said. "The challenge now before us is to insure that within these buildings the quality of learning reflects the highest ideals of the ambitious founders of Meredith."

"Our task now is to strengthen the curriculum by making more funds available for the academic program, for professorships and for scholarships. This will be the thrust of the MCAP - Phase II," Dr. Weems said.

The day's activities were planned to honor the founders of Meredith, chartered in 1891. Fred A. Coe, Jr., president of Burroughs Wellcome Co., a Research Triangle Park pharmaceutical research and manufacturing company, delivered the Founder's Day address.

Coe said the institution as it is today reflects the affection and love of its many supporters and that "a part of Meredith's uniqueness has been the equal emphasis she has placed throughout the years on citizenship and scholarship."

Coe pointed out that the existence and success of Meredith and other institutions often depends on support received from the business sector of society.

"The free enterprise system - the profit system - is the cement that holds the country together and the bricks and mortar that built it in the first place," Coe said. For business to continue supporting colleges, a reasonable profit must be made, he said.

Mrs. Elizabeth David Reid, Raleigh City Council member, Meredith alumna and former trustee, paid tribute to the college founders.

Members of Meredith's senior class conducted the annual memorial service at the grave of Thomas Meredith in Raleigh City Cemetery following the address.

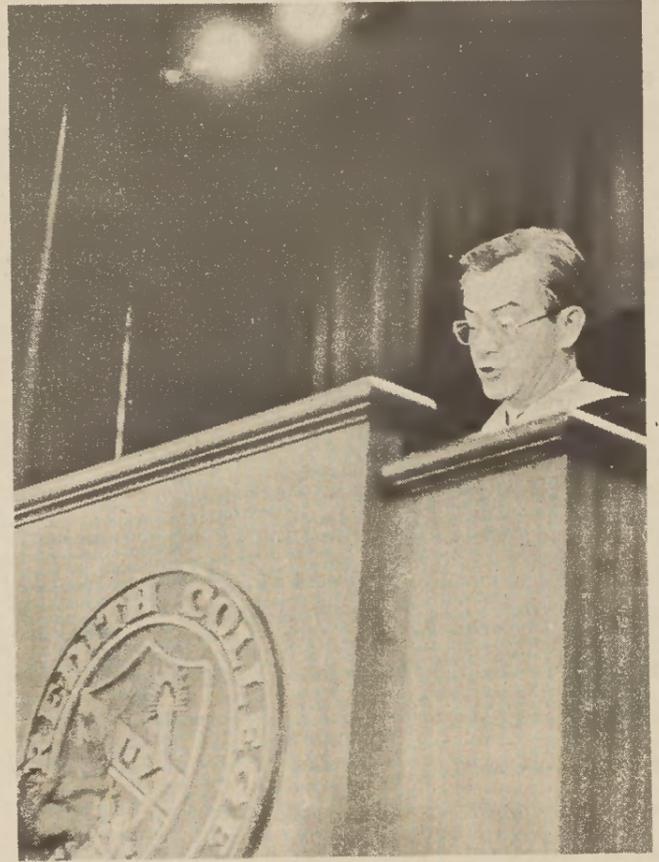
While announcing the completion of the MCAP, Shearon Harris said "The financial crisis of private colleges is real and competition is intensifying ... but the vigorous efforts of the many advocates of Meredith during the immediate past five years in support of the MCAP gives strong evidence for the future service of Meredith."

He pointed out that Meredith trustees had committed themselves for almost \$900,000, alumnae for nearly \$600,000 individuals for almost \$400,000, corporations for almost \$1,200,000, and \$875,000 from foundations.

Also, approximately \$65,000 in commitments were received from faculty and staff, almost \$200,000 from deferred gifts, and nearly \$900,000 from other designated sources for a total over the \$5 million mark.

Harris further said the Raleigh phase of the program under the direction of MCAP vice chairman Victor E. Bell, Jr. had secured commitments of \$1.5 million.

C. C. Cameron, president of the First Union National Bank and chairman of the Meredith Board of Trustees, said during the ceremony that "Meredith, as a private Christian college, has virtue and is deserving of the investments we have made. She also is worthy of our continued interest."



Mr. Fred Coe, President of Burroughs-Wellcome Company, gave the keynote address, "To Undertake And To Finish."

Helms, Carswell named to Board

Two new trustees were elected, a record budget was adopted and a new retirement policy was approved by the Meredith College Board of Trustees during their semi-annual meeting on the campus February 23 and 24.

North Carolina's freshman U.S. Senator, Jesse Helms, and Mrs. Guy Carswell of Charlotte were elected trustees by the board to fill unexpired terms. Helms will serve a three year term and Mrs. Carswell a two year term. Their elections are effective immediately.

Senator Helms is a member of Hayes Barton Baptist Church and Mrs. Carswell, an alumna, is a member of Myers Park Baptist Church.

A recorded budget of \$3.7 million adopted by the board reflects a \$100 per year increase in tuition. Total tuition, fees, room, and board next year will be \$2,700.

President John E. Weems reported to the board that the \$100 increase was less than the increased costs of materials and operating expenses.

Dr. Weems also reported that Meredith had full enrollment, anticipated a waiting list for admission next year and was continuing curriculum development which provides academic flexibility to enable students to relate their career and educational intent to their formal course work.

The trustees also adopted a new retirement policy, effective July, 1973, setting normal faculty and administrator's retirement at age 65 and granted tenure for Dr. Clara Bunn, assistant professor of biology.

John T. Kanipe, Jr., vice president for institutional advancement presented the trustee development committee and indicated that more than \$900,000 in gift income

would be needed to meet the budget and other college needs next year.

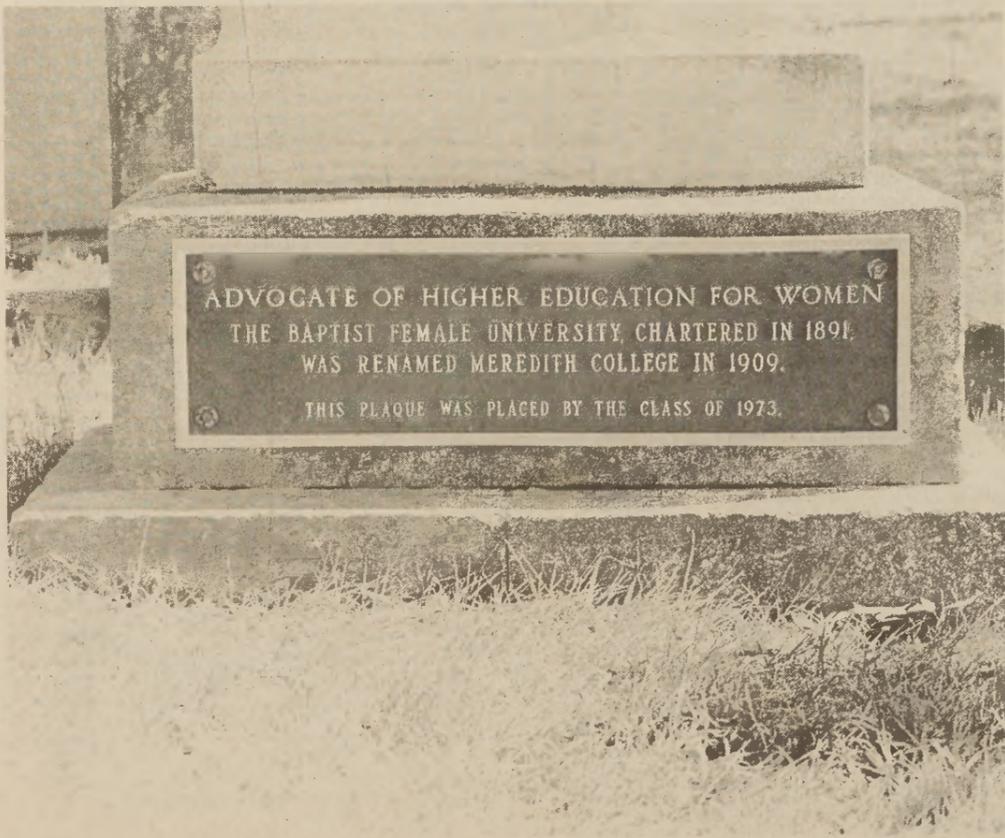
Included in the \$900,000 is \$315,000 for current operational needs including financial aid for needy students, plant operational expenses, library resources and others; \$335,000 for campus development and facilities; and \$250,000 for the endowment fund.

Long range fund raising priority will be for endowment resources for financial aid, faculty enrichment and development and general operating expenses.

Kanipe said the success of the \$5 million Meredith College Advancement Program Phase I was evidence of the confidence of Meredith constituents which represented the college's hope for financial stability.



SENATOR JESSE HELMS



The plaque placed on the grave of Thomas Meredith was given by the Senior Class and dedicated in the Friday service held at the Raleigh City Cemetery.