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Reaching the World: A Campaign for Colby

William D. Adams
Colby College

Robert E. Diamond Jr.

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Reaching the World

A Campaign for Colby

REACHING
THE WORLD

It was 2002, and the College had just gone through some serious introspection. The result was a renewed sense of the importance of Colby's liberal arts values, identity, and mission—articulated in a document called *A Strategic Plan for Colby*. The plan outlined goals: nurture Colby's culture of teaching, extend the College's commitment to international education, create a center for public and international affairs, reinforce Colby's Environmental Studies Program, increase the diversity of the student body, among others. "Any truly strategic plan for Colby must aim at improving the quality, power, and richness of the educational experience we offer to our students," the plan stated.

Eight years, 25,000 donors, and \$376 million later, many of the goals in the strategic plan have been met.

Reaching the World, the most ambitious capital campaign in Colby history, buttresses the College's academic excellence, increases access to a Colby education for a wide array of qualified students, strengthens Colby's connections to local and global communities, and affirms and deepens the College's core values.

Indeed, the campaign has already substantively changed the shape of a Colby education.

- Thousands of gifts have provided for new financial aid programs.
- Funding will double the faculty in environmental studies.
- The Davis United World College Scholars program, supported by philanthropist Shelby Davis, and other admissions and financial aid initiatives have given Colby its most international student body ever.
- The Diamond Building provides a central location for exploration of social, economic, and political issues from a variety of perspectives.
- The Goldfarb Center for Public Affairs and Civic Engagement focuses Colby's emphasis on active citizenship at all levels.
- Pulver Pavilion provides a dramatic center for student life.
- The Lunder Collection is coming to the museum of art, which soon will add a dramatic new wing.
- The Bill Alford Field and the Harold Alford Stadium ensure that Colby student athletes compete on state-of-the-art fields.

"We have accomplished great things," said President William D. Adams. "And now, as we look toward Colby's two-hundredth birthday, great things are yet to come."

These and other impacts reflect the generosity and commitment of thousands of alumni, parents, and friends to Colby's mission, and they point the College into the future.

THE CAMPAIGN BY THE NUMBERS:

376

million dollars raised in the Reaching the World campaign

40

million Colby Fund dollars raised

54

million new financial aid dollars

25

thousand alumni, parents, and friends donated

8

percent increase in the number of Maine students who enrolled after a new program converting all student loans to grants

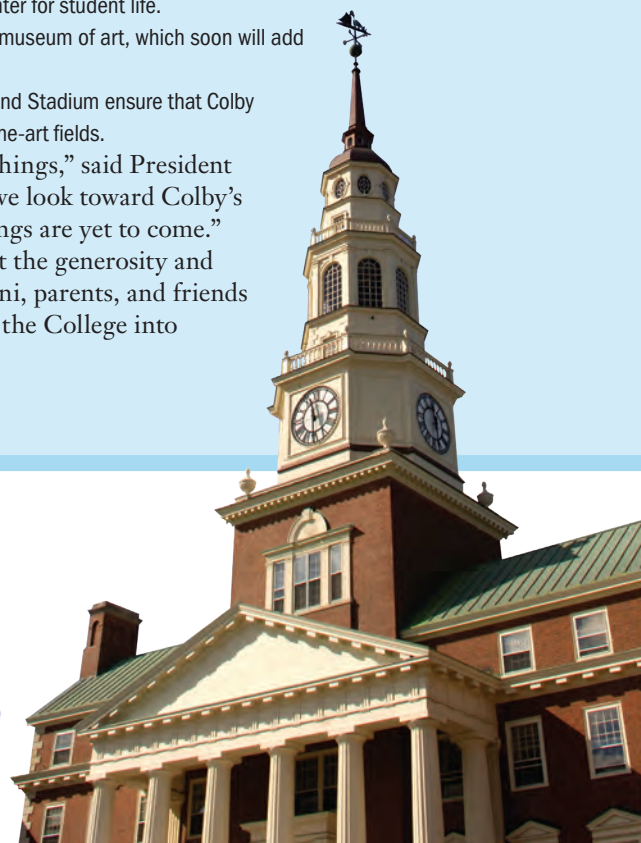


PHOTO BY FRED FIELD



PHOTO BY BRIAN DIMENTO '10



PHOTO BY JEFF EARICKSON



PHOTO BY FRED FIELD



Upper left: Goldfarb Family Distinguished Professor of American Government G. Calvin Mackenzie teaches in the Diamond Building. Upper right: Taiko drumming students at practice in LoPo, the Lower Programming Space, in Cotter Union. Lower left: Colby inaugurates the Harold Alfond Stadium in 2008 with a win over top-ranked Middlebury. Lower right: students doing summer research in a chemistry laboratory.

1,200

students who receive financial assistance from the College each year

220

number of Davis United World College Scholars who have come to Colby

76

countries represented by those Davis UWC Scholars

956

works of art given or promised to the Colby Museum of Art

3,480

varsity, club, and intramural athletes in 2008-09 who benefited from enhancements in athletic facilities made possible by the campaign

5

buildings completed during the campaign that are LEED certified for energy efficiency and reduced emissions and water use



Moving Forward

Building Community

Community can't be built out of bricks and mortar. But take a community like Colby's and nurture it with the right spaces, and people come together. That was the premise behind two major construction projects: Schair-Swenson-Watson Alumni Center and Pulver Pavilion.

Pulver Pavilion was intended to serve as a "living room" for students. But that didn't mean it would work. "Often, trying to draw students into a central place is difficult. It feels contrived to the students," said Vice President for Student Affairs and Dean of Students Jim Terhune.

But at Colby, it did work. Students gather for coffee, to discuss classes and club activities, to watch television, and to promote events. "To me, what's telling is anytime you walk into Pulver after eight o'clock in the morning, you're going to find students in there."

The new bookstore, which moved to Cotter Union from Roberts, is now more central to the student experience. The Fireside Lounge, the new pub, and other programming spaces allow students to gather for activities from studying to intimate music performances.

The Schair-Swenson-Watson Alumni Center provided new space for community events, including a large room for dinners and talks. Alumni congregate there for programs throughout the year.

The community also gathers for athletic events, and the new Harold Alfond Stadium has created a space for more than just football fans, Terhune said. Other teams use the field, and the lights allow for more flexible game times. "If you're playing at four o'clock in the afternoon on Wednesday, you're not going to get the kind of turnout that you will at a night game, because people aren't in class, aren't in lab—you know, they're more inclined to go."

Financial Aid

The Class of 2014 is the most diverse in Colby's history, reflecting the College's mission: to make a Colby education available to qualified students and to create a diverse, world-reflecting community on Mayflower Hill.



PHOTO BY TOM BOLLIER '11

Above, Courtney Larson '08 and Charles (Jeff) Carroll '08 work on maps of China in the GIS lab in Diamond. Right, students present, and others listen, in a biology class.

How did it happen? Let's go to the numbers of the Reaching the World campaign.

The campaign, including the Colby Fund and the Colby Fund for Parents, raised \$42 million for need-based financial aid and established 55 new financial aid funds. The Boulos Family Scholarship Fund and the Michael L. '66 and Sally Gordon Financial Aid Fund targeted Maine students and high-achieving, high-need students, respectively. As a result, Maine students can graduate from Colby without debt, and the brightest, high-need students have the opportunity to study at Colby.

Consider the numbers:

The success of the Reaching the World campaign has allowed for the average grant amount to increase 128 percent. At the same time, the average parent contribution has increased 24 percent, less than half the increase in actual cost.

This has come during an economic recession, at a time when federal and state funding for higher education has decreased, notes Lucia Whittelsey '73, director of financial aid.

Whittelsey held out two documents, one showing the gifts received by the College



PHOTO BY FRED FIELD

during the campaign and another showing the increased funding for students with financial need. "This," she said, pointing to the campaign document, "makes all of this," pointing to the aid report, "possible."

The success of the campaign "enables us to people our classrooms with students who are going to add to the Colby experience and benefit the most from it," said Dean of Admissions and Financial Aid Parker Beverage. "In difficult economic times, it enables us to assure families we can still meet fully their eligibility for aid."

Enhancing the Classroom Experience

It's easy to focus on the tangible results of the campaign: one major expansion of the campus, two new buildings, two new synthetic athletic fields, hundreds of works of art. What's harder to see—from the



An architect's rendering of the addition planned for the Colby Museum of Art. The expansion follows the gift of the Lunder Collection of American Art.

outside, anyway—is the impact these and other gifts have had on the academic experience.

In the Diamond Building, students are taking advantage of new spaces and opportunities. The state-of-the-art GIS (Geographic Information Systems) lab allows students from disciplines ranging from economics to Jewish studies to use mapping technology to analyze data. Already, environmental studies majors have said they believe they got their first jobs out of Colby because of the skills learned there.

Diamond has also provided the space to facilitate student-faculty relationships. “We’ve now got physical spaces for these students to work in close proximity to their mentoring faculty,” said Associate Vice President for Academic Affairs and Associate Dean of Faculty Michael Donihue ’79.

Students and faculty also get collaborative time through grant funds designated for international study, like the one that sends students to India with Professor Steven Nuss for Jan Plan. Student-faculty collaborative research grants from the Goldfarb Center for Public Affairs and Civic Engagement fund projects like the unpiloted aerial vehicle for mapping (see Summer 2010 *Colby*). And a Howard Hughes Medical Institute grant established mentoring for science-focused students from traditionally underrepresented groups.

Outside of the classroom, campaign funds extend the academic experience into the evenings through lectures sponsored by the Goldfarb Center, the Creative Writing Program, and the Gerrish Fund for Spiritual Enrichment.

Museum Enhancement and the Visual Arts

When Colby announced that it would receive the Lunder Collection of American Art, then valued at more than \$100 million, the Colby College Museum of Art jumped into the national spotlight. Now, more than three years later, the collection serves as a major draw. “I think the Lunder Collection, in its quality and in its excellence, has brought real recognition to the museum,” said Carolyn Muzzy Director and Chief Curator Sharon Corwin. “We have people who travel here from all over the world to see works in the Lunder Collection.”

Soon, with the completion of a major museum expansion, more of the collection will be on view at all times. And that’s good not just for world-traveling art aficionados but for Colby faculty and students—and even local kindergartners.

Through the campaign, two endowed positions—the Mirken Curator of Education and the Anne Lunder Leland Curatorial Fellowship—have enabled the museum to share its treasures with a broad audience.

The Mirken Curator focuses on linking the curriculum to the museum’s exhibitions. “It’s really thinking creatively about how to engage faculty and students across the curriculum and beyond the humanities,” said Corwin. Additionally, the Mirken Curator brings thousands of local K-12 students into the museum each year—an experience that “can just be transformative to how they think about art and their culture as they grow into adults.”

Visitors also benefit from the work of the

curatorial assistant, who focuses on public relations, publications, and assisting with exhibitions. The assistant also works with gifts from the Alex Katz Foundation, which has donated modern and contemporary art by artists such as Marsden Hartley and Chuck Close.

Athletics

From the perspective of today’s Colby, it seems almost quaint: lacrosse teams practicing indoors, field hockey team playing on a field that had to be mown, the football team running drills on a practice field that, during dry spells, turned hard as concrete, its chalked yard markers erased by pounding cleats. “The thirty-five yard line used to be the oak tree,” said head football coach Ed Mestieri. “It isn’t anymore.”

Colby athletics leapt to the forefront of sports-facility technology during the Reaching the World campaign with construction of the Harold Alford Stadium, featuring a FieldTurf surface (used in the National Football League) and full stadium lighting, and with the Bill Alford Field, one of the first synthetic turf fields in NESCAC.

With Bill Alford Field, a gleaming facility opened in 2004, lacrosse and field hockey teams were no longer at the mercy of the weather. Games could be played under the lights, which shined like a beacon across Mayflower Hill. Lacrosse players for men’s and women’s teams, both now nationally ranked, no longer had to wait for spring break trips to play on an actual field. “It’s just so fun to get outside,” said women’s lacrosse coach Karen MacCrate Henning. “It’s just refreshing.”

Henning and other coaches credit the new facilities for reducing injuries, easier scheduling around players’ academic responsibilities, quality practices, and effective recruiting. Combining with the Boulos Family Fitness Center, upgraded during the campaign, the athletic facilities have helped fill the renovated Parker-Reed Trophy Room.

Mestieri, whose current seniors played on the former natural grass turf field before it was replaced after the 2007 season, says he makes sure his younger players appreciate the difference. “I tell them never to take for granted,” he said, “that we have these beautiful facilities to practice and play on.”

The Changing Campus

01 Pulver Pavilion and Colby Bookstore



Before Pulver, students did not have a functional student center. They congregated in “The Street” on the ground floor of the library or in the Spa in Cotter Union, but a central place to see and be seen didn’t exist. Now, students use the space just as it was intended, and the bookstore, which moved from Roberts, adds to the dynamic community space—and provides students comfy chairs in which to read.

04 Lunder Collection



From Georgia O’Keeffe to James McNeill Whistler, the Lunder Collection has made the Colby Museum of Art a destination for those interested

in American art. Given by Peter ’56, D.F.A. ’98, and Paula Lunder, D.F.A. ’98, in 2007 and valued at more than \$100 million at the time, it is one of the largest single gifts ever donated to a college art museum. New exhibition space to house the collection will give Colby the largest art museum exhibition space in Maine.

02 Diamond Building / Goldfarb Center



Opened in 2007, the LEED-certified Diamond Building, named for trustee Robert E. Diamond Jr. ’73 and the Diamond Family Foundation, houses

anthropology, economics, government, sociology, African-American studies, environmental studies, education, international studies, and the Goldfarb Center. Diamond brings students and departments together to examine social and political issues from a variety of perspectives.

05 Harold Alfond Stadium



Opened in fall 2008, the Harold Alfond Stadium provides a synthetic turf field for football, soccer, and lacrosse teams.

The facility, built with funding from philanthropist Harold Alfond, L.H.D. ’80, provided the men’s and women’s track and field programs with a rebuilt 400-meter track and separate areas for long and triple jump, discus, and hammer. Full stadium lighting allows for late-afternoon and evening practices as well as night games.

03 Schair-Swenson-Watson Alumni Center



Starting with its name, the alumni center is a monument to alumni friendship and community. Opened in 2005 and named for fraternity brothers from the Class of ’67 who saw the need for a central location for alumni activities and campus events, it was the first LEED-certified building on campus, earning LEED-silver status. Since then, silver LEED has become a campus standard.

06 Bill Alfond Field



The synthetic-turf Bill Alfond Field, named for trustee donor William L. Alfond ’72 and completed in fall 2004, was the fourth synthetic-turf

field in NESCAC. The lighted field can be plowed of snow and allows spring teams to practice early in the season. Located on a knoll across from Johnson Pond, the bright-green turf is home to lacrosse, field hockey, and other athletes. The facility, which includes bleachers and restrooms, is also used on occasion by area high school teams.

PROJECTS IN THE WORKS

07 Science Building

The fourth and final building on Colby Green, an academic building to house the math, computer science, and psychology departments, has been planned for a site adjacent to the Schair-Swenson-Watson Alumni Center. Once complete (no start date has been established), this project will free Roberts Building to be converted to a residence hall. The science building is expected to be LEED certified.

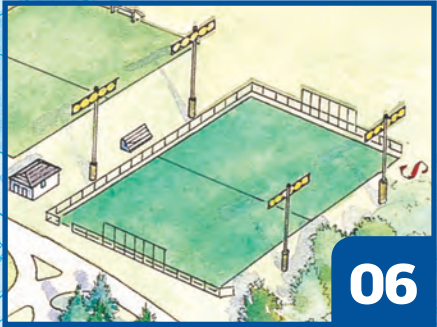
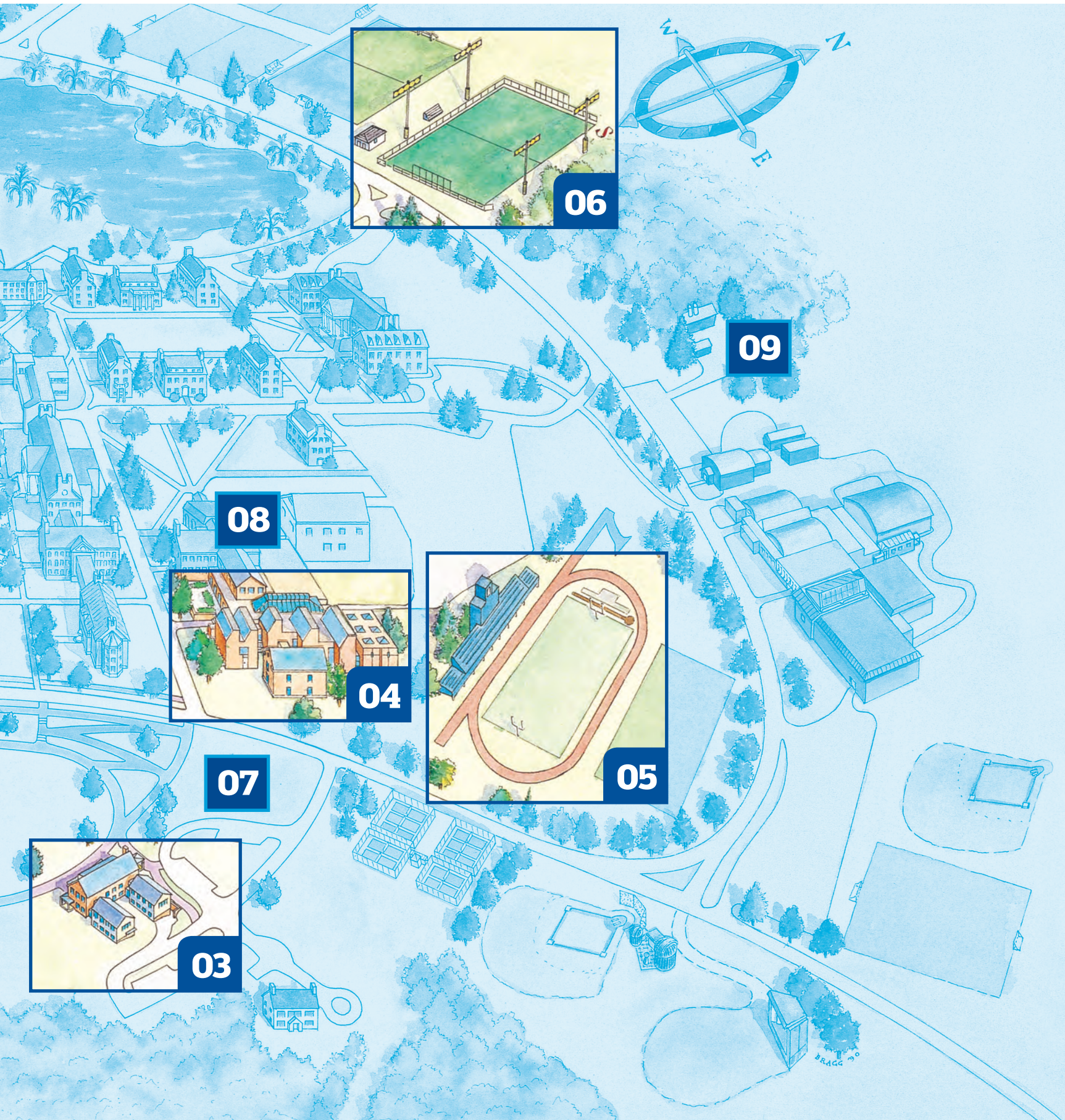
08 Museum Expansion

With the gift of the Lunder Collection came a need for additional exhibition space. A 26,000-square-foot expansion of the museum will provide that space through a modern design that may cause passers-by to do a double take. The addition, which is expected to be completed in 2013, will resemble a three-story glass cube, reflecting natural images on the Colby campus—and the museum’s evolving identity.

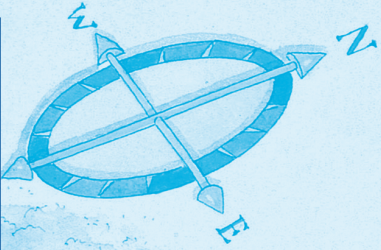
09 Biomass Facility

Colby will move closer to becoming carbon neutral with a biomass plant that will supply about 90 percent of the campus’s need for steam for heat, hot water, cooking, and dehumidification. Construction is expected to begin late this year. The plant will have two 400 horsepower biomass boilers to augment the existing oil-fired boilers at the central steam plant. The facility is expected to be LEED certified. Estimated cost: \$11 million.





06

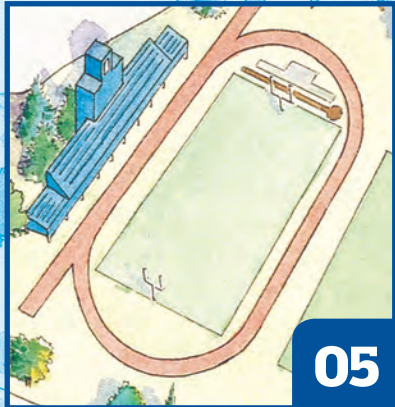


09

08



04



05

07



03

BRAGG '90



QUOTABLE:

“What makes this campaign so exciting for Colby is that the monies raised went to so many areas that relate directly to the students: the new athletic fields, new classrooms, endowment for scholarships, and art that puts Colby in the forefront among all college art museums. This should make all of us associated with Colby in any way very proud.”

Lawrence R. Pugh '56
Campaign Co-Chair
Yarmouth, Maine

“Passing by the Miller Library tower as frequently as does one who lives only twenty minutes away, my father never tired of reminding me that, if I were to work hard enough, I could be a student at Colby College. The possibility of becoming a student at Colby spurred me to achieve.”

Caitlyn Lancaster '12
Cornville, Maine

“I knew very little about Colby before arriving on campus. All I knew was that I could get a good education. Gladly, I have not been disappointed.

Colby continues to expand my understanding of the world and to help me as I chart my academic and professional course. ... It is indeed an opportunity of a lifetime.”

Solomon A. Gisemba '11
Nairobi, Kenya

“Colby has been definitely one of the hallmarks of my life. It is a place where professors and peers inspire you to push yourself a little further, to aim a little higher, and to achieve bigger dreams, because it tells you nothing is impossible.”

Amy Maung Maung Kyaw '09
Elmhurst, New York



PHOTO BY PETER SIEGEL



PHOTO BY JEFF EARRICKSON



PHOTO BY BRIAN DIMENTO '10

Top: Robert E. Diamond Jr. '73, Michael L. Gordon '66, and Lawrence R. Pugh '56, who served as co-chairs of the Reaching the World campaign. Center, above, a student considers Undine, by Joseph Mozier. The sculpture is part of the Lunder Collection of American Art. Lower left, Lucy Gerrity '13 in a game against Williams (March 2010) on the Bill Alford Field. Lower right, Ultimate Frisbee practice on the Colby Green.

What the Future Holds

Colby must meet today's challenges—and look ahead

On behalf of the Board of Trustees and of everyone who studies and works at Colby, our thanks to the 25,000 donors who participated in the Reaching the World campaign, including donors to the Colby Fund. Additional expressions of thanks and recognition will be mounted as the academic year progresses.

However, this being Colby—a place of great aspiration—we will not pause long for self-congratulation. Work has already begun to move the College toward its bicentennial, in 2013, and toward defining goals for the beginning of its third century.

What are our priorities now, in light of our experience during the last 10 years? How can the College continue to improve the educational experience of its students while strengthening its position in the competitive universe of private higher education? Where should we commit resources in a time of continuing economic constraint?

The trustees have set goals for Colby as we approach the bicentennial. You will be seeing more about them, but here is a preview of the operational theories under which the board and administration will work in the coming years:

Colby will be a place where students learn to communicate clearly and think imaginatively.

Colby competes for students, resources, and stature with the very best liberal arts colleges in the nation. Our future reputation and competitiveness will depend in part on our capacity to facilitate and then *demonstrate* the intellectual development of our students in those areas that have always been the hallmark of liberal learning: the ability to communicate clearly and persuasively, in writing and orally, and the ability to think imaginatively and critically about complex subjects and problems.

Following the College's decennial accreditation self-study in 2007, Colby's faculty has engaged in a curricular review focused primarily on the general education program and core curriculum of the College. In this academic year, the faculty will build on its work in developing a writing program for first-year students by examining the possibilities for a writing across the curriculum program for all students. Under the leadership of outgoing Dean of Faculty Edward Yeterian and Associate Dean Michael Donihue, the faculty also has engaged in assessment of student learning at the course level; under new Dean of Faculty Lori Kletzer, that effort will be expanded to include assessment at the program level, so no Colby student will graduate unaware of the skills and competencies to be gained from a liberal arts education. Faculty in Colby's Humanities Division will develop a 10-year plan to assess, augment, and invigorate the programs in that area.

The revision and expansion of Colby's writing program and requirements and the development of a more consistent and comprehensive approach to oral communication skills will be among the highest priorities over the next five years.

Colby will be a destination for students interested in public affairs and civic engagement.

Colby's version of the liberal arts experience is deeply connected to engagement with public life, and we will continue our efforts to build the College's reputation as a destination for students interested in public affairs and civic engagement.

Colby's long-standing strengths in public policy and public affairs have been substantially reinforced and extended by the successful launch and impressive growth of the Goldfarb Center. We will continue to reinforce this area of distinction and excellence.

Colby will be regarded as a compelling destination for students who want the best possible exposure to the visual arts in the context of a liberal arts experience.

Over the next five years, we will continue to reinforce the profile of the visual arts at Colby, both within the classroom and through the rapidly expanding programming and physical assets of the Colby College Museum of Art.

New faculty resources provided by the strategic plan and the campaign have allowed us to hire a scholar of film studies in the American Studies Program. To augment our on-campus resources in this area, we will pursue a strategic partnership with the newly created Maine Film Center and its flagship program, the Maine International Film Festival. We will also begin expanding the photography curriculum and will reinforce our capacity to manage and use the College's growing digitized visual resources, including the museum's leading collections.

We also will expand the Colby College Museum of Art to house the magnificent Lunder Collection of American Art. Pending the successful completion of fundraising for the expansion, the museum renovations will be complete in time for a celebration to cap Colby's bicentennial year.

Colby will be a national leader among liberal arts colleges in environmental studies and campus sustainability.

Our efforts will form around several core initiatives in environmental studies. Beginning in the 2011-12 academic year, we will initiate a marine conservation track in the Environmental Studies Program. A new faculty position and the curriculum it supports will be complemented by a strategic partnership with the Bigelow Laboratory for Ocean Sciences in East Boothbay, which will give Colby faculty and students access to marine research facilities, environments, and experiences. Another endowment gift to the Reaching the World campaign will support a new faculty position in energy policy and the development of associated curricular offerings, and a third position in sustainability science will facilitate deeper and richer interactions among the Environmental Studies Program and Colby's excellent science programs. Meanwhile, campus sustainability will remain a priority at the College. The centerpiece of our ef-



Effective communication: Jessica Acker '10 explains her biology research to Kim Bittler '11 at the Colby Undergraduate Summer Research Retreat.

efforts in coming years will be construction of a biomass steam plant, which will provide for Colby's heating and cooling needs in a more cost-effective and environmentally responsible way.

Colby will be known as a college that is uncommonly committed to international education and uncommonly successful in exposing students to global issues.

Over the past several decades, Colby has developed significant commitments to international education and global issues. Our language and area studies programs are extensive. The curriculum throughout the social sciences and humanities has become increasingly global in its outlook. Through the Davis UWC program, the student body has become internationally diverse, and the effects of that diversity are substantial and broadly appreciated. And study abroad remains an important dimension of the Colby experience for roughly two thirds of our student body.

Preserving and enhancing this international focus—and more clearly connecting the international dimension to Colby's public profile—will be a priority in the coming five years. To this end, we will need to review carefully our current commitments and explore the ways in which we can accentuate the College's international dimensions. This review and exploration needs to move forward at both the faculty and board levels. We will also commit ourselves to maintaining the Davis UWC Scholars Program at close to its current scope. This will require significant growth of the financial aid budget and aggressive fundraising initiatives aimed at endowing a substantial portion of this commitment.

Colby will be a leader in innovative teaching and research in the humanities.

Colby's commitment to the humanistic disciplines is substantial. We have 95 faculty members deployed in 12 departments and programs, and more than 26 percent of our students are majoring in the humanistic disciplines (including history). Nationally, enrollments

and majors in the humanities are declining, and this pattern is becoming evident at Colby, as well. This presents a challenge—and an opportunity. As an enrollment management matter, we have compelling reasons to want to see a healthy balance of enrollments and majors across the College. But given our investment in the humanities and the excellence of our programs, we also have an opportunity to attract extremely talented and motivated students looking for a distinctive approach to the humanities.

Colby will be diverse. Our reputation for excellence depends on it.

The College has renewed its commitment to diversity and has recently made significant and lasting progress on the recruitment and retention of students from underrepresented groups. Our competitive interests demand that we sustain this success, and so too does our commitment to excellence.

Over the next several years, the Office of Admissions will continue its efforts to recruit a more diverse student body. This effort will have several dimensions, including the new and promising Howard Hughes Medical Institute initiative, which seeks to attract and enroll students from underrepresented groups in Colby's science programs. And on the international front we will seek to sustain the Davis UWC program at a robust level.

While these initiatives will help us focus resources, especially in the academic program, Colby also must continue implementation of our campus master plan. Our highest priority is the renovation and expansion of the Colby College Museum of Art. But other projects also will be critically important to the College.

As part of the Green Colby initiative, we plan to construct the biomass steam plant, permitting us to become carbon neutral by 2013 and, in time, yielding significant savings in energy costs.

We also plan to seek gift support for the science building that was designed as part of the Reaching the World campaign but deferred in our cost-containment measures. Colby has become a national leader in undergraduate science, and we must keep pace with national standards for facilities and equipment.

Finally, pending completion of the science building, we will move forward with plans to convert the Roberts Building to a student residence, which will enhance the residential experience.

Although the conclusion of an extraordinarily successful capital campaign may seem a strange time to be raising ambitions for the future, we know that Colby people expect nothing less of their leaders than that they adhere to the outlook that gives this College its bedrock character. Whether founding a small school in the wilderness, moving an established college from a riverbank to a high hill, or opening the doors ever wider to students from all backgrounds, Colby has again and again demonstrated its ability to meet the challenges of its times—and to look ahead. We will not serve it well if we refuse this chance to add to that legacy.

William D. Adams
President

Robert E. Diamond Jr. '73
Chair, Board of Trustees