



THE CAMPAIGN FOR
ST. JOHN'S
College

“WITH A CLEAR &
SINGLE PURPOSE”

Q & A: CAMPAIGN CHAIRMAN RONALD FIELDING

AS THE COLLEGE PREPARES TO SUCCESSFULLY CLOSE ITS CAPITAL campaign, chairman Ronald Fielding (A70) considers how this campaign speaks to the college's broad base of support. In addition to chairing the campaign, Mr. Fielding made the first lead gift of \$10 million in support of financial aid. In 2007 he issued a \$2.5 million challenge grant to stimulate Annual Fund gifts.

It was ambitious for the college's Board of Visitors and Governors to set such a high goal (\$125 million) for the campaign. Why did you think St. John's could meet it?

We considered a range from \$75 million to \$162 million. There's no question that when we settled on this number, a mid-point, that it would be a stretch. And that's particularly because we have fewer alumni than other liberal arts colleges that seek to raise similar amounts in a campaign. Our first class in Santa Fe didn't even graduate until 1968, and even as recently as the 1980s, our graduation rates were much smaller. The attrition rate in past years was much higher as well.

Obviously, we needed strong alumni participation at all levels, and we also needed to get significant support from friends and foundations.

Secondly, we knew we needed to count on a higher percentage of alumni giving than we had ever received before.



CAMPAIGN CHAIRMAN RONALD FIELDING (A70)

Finally, our campaign isn't the typical college capital campaign. We didn't need the money so that we could do "bigger, bolder, newer" things. Our primary purpose for planning this campaign was to support the Program, to make what we already do stronger and more vital.

Why did the college choose a campaign theme that emphasizes the "clear and single purpose" of the academic program at St. John's?

We thought "a clear and single purpose" would resonate with both our supporters outside the college as well as with our alumni. Here is a college that hasn't strayed from its purpose, despite the overwhelming pressure for

higher education to turn out career-ready workers. Here is a college that has made great sacrifices to keep classes small, keep its learning communities small, and continue to do what it is that we do well instead of embracing the latest fads.

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Why would someone with such a demanding professional career, with a family and with many other outside obligations, take on such a time-consuming role as campaign chairman?

There are many times I've asked that question myself. I think if you're going to ask people to support the college, and you've already committed money and then show this commitment of your time, it makes a difference. And I felt a responsibility to St. John's. I needed financial aid to attend college, I didn't get an adequate amount from other colleges I applied to, but St. John's came through for me. Now I'm giving back. *So many of the people asked to make a gift said yes – this includes alumni, friends, and foundations. The college's previous campaign didn't have the same success. To what do you attribute this change?*

This time when we went public with the campaign, we had some remarkable lead gifts in hand. I don't think there's any question that leadership gifts do what they are intended to do: show the willingness of those of us who believe in the college to take the lead in making major gifts. When you've already made a gift, it's much easier to ask others to support the campaign. There's a strong spirit of philanthropy alive in this country right now, reflected in both the gifts from our major donors as well as the strong support from our alumni, some of whom have graduated just in the last few years.

We also had some strong leadership on our campuses, and we had Jeff Bishop (Vice President for Collegewide Advancement), who worked tirelessly to make this campaign a success. I'm pleased that before he died last year, Jeff could see that we were going to reach our goal, and he knew that his early efforts made the difference. Annapolis President Christopher Nelson worked very hard on this campaign as well, and when Michael Peters joined us as president of our Santa Fe campus in 2005, we had a leadership team in place that has inspired the support of all of our constituents.

Friends of the college – those who never attended the college as undergraduate or graduate students – made \$13 million in gifts to this campaign. Should the college be especially proud of having such strong support from friends?

A great deal of credit goes to our presidents and to Jeff Bishop; they planted the seeds through our Executive Seminars in Annapolis and our Summer Classics programs in Santa Fe. These programs, and others, have made it possible for those interested in reading and discussing great books to learn more about St. John's, and many will tell you they fell in love with the college during their first seminar. These experiences are that powerful.

Fortunately, many of these friends are in a position to support the college through generous gifts. They've also supported us by introducing others to St. John's. I think it helps that our leadership is strong, our campuses are well managed, and our financial position is much stronger than it was a few decades ago. Supporters are more willing to invest in a college that they believe deserves their support.

Earlier this year, the college met the initial goal of \$125 million. Why keep going?

Six years ago, when we adopted our current strategic plan, we sat down to evaluate the college's needs for the next decade. We knew that we faced at least \$162.8 million in needs, from renovating our facilities to supporting internships for students. And if we revised that today, that number would be higher. Reaching \$125 million really has been remarkable, but if we can meet more of our needs, we'll have succeeded in making the college even stronger.

Alumni giving has risen substantially, from 17 percent a decade ago to 36 percent today. Why are more alumni giving to the college?

We're devoting more resources to fundraising, and I believe the college is simply doing it better. We've improved the way we get our message out, and alumni are more receptive. This is encouraging news, but we're still not reaching 64 percent of our alumni. The Annual Fund will continue to be a critical part of the college's support, even after we close the campaign.

What were some of the high points of this campaign for you?

Dr. Norman Levan's gift of \$5 million for our new Graduate Institute in Santa Fe, which was announced at the kick-off celebration on that campus, was definitely a high point. No one asked him for the gift; he read about the need for a graduate building in the college's printed material, and he responded. It was an amazing, uplifting gift, and I think he was an inspiration to a lot of people. Johnnies really came through for the challenge, and that made the difference in meeting the campaign goal. 📖

For more information about "With a Clear and Single Purpose": The Campaign for St. John's College, and options for making a gift, visit the college web site at www.stjohnscollege.edu, click on Giving to St. John's.

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LEAVING A LEGACY

AHMET ERTEGUN, CLASS OF 1944, FOUNDER AND CHAIRMAN OF Atlantic Records, was among the most successful and famous graduates of St. John's College. Not only did he launch an immensely successful business, but he also helped shape American culture and enlighten American society by recording jazz and blues artists for a mainstream audience.

Mr. Ertegun died in New York City in December 2006, at the age of 83. With the help of artists he recorded, such as Led Zeppelin, who performed at a benefit concert in London last December, an endowment for a scholarship in his name will be created at St. John's. The Ahmet Ertegun Education Fund was created to support several educational institutions: St. John's College, Oxford University and Ravensbourne College in the U.K., and Bogazici University in Turkey.

"Ahmet attributed his success to his excellent education, and his ability to recognize innovative artists that touched us all," said Mica Ertegun, his widow and president of the fund. "It was his wish to endow music and liberal arts scholarships that would enable gifted children to reach their highest creative potential."

St. John's will receive \$2.4 million for need-based scholarships for students from Turkey or of Turkish descent.

Born in Istanbul in 1923, Mr. Ertegun was intensely proud of his heritage. His father, Mehmet Ertegun, was a diplomat and advisor to Mustafa Ataturk, founder of modern Turkey. After the elder Ertegun became ambassador to the U.S. in 1934, and the family moved to Washington, D.C., Mr. Ertegun's interest in jazz and rhythm and blues became a passion. He attended St. John's at a time when the college's new program was still in its infancy.

In 1947, Mr. Ertegun and a partner, Herb Abramson, founded Atlantic Records in New York City. Atlantic focused on African-American music, a genre largely ignored at the time by major record labels. Some of the most



Ahmet Ertegun, as pictured in the 1944 yearbook, went on to accomplish great things.

important musical figures of the 20th century were recorded by Atlantic: Aretha Franklin, Roberta Flack, John Coltrane, and the Rolling Stones among them. Even after Atlantic was acquired by a larger company in 1967, Mr. Ertegun continued to oversee the label and ensure its success.

Mr. Ertegun was admired for his business acumen, for his commitment to the fair treatment of performers, and for his ability to move easily among people of different ethnicities, classes, and tastes. He once told *Slate* magazine, when asked what he wanted to be remembered as his legacy: "I'd be happy if people said that I did a little bit to raise the dignity and recognition of the greatness of African-American music."

A co-founder of the Rock 'n Roll Hall of Fame, he was inducted into the Hall in 1987. He was also instrumental in establishing the Rhythm and Blues Foundation, a charitable organization to support destitute artists.

Mr. Ertegun served the college as a member of the college's Board of Visitors and Governors in the 1970s. In 1994, the college's Alumni Association honored him with an Award of Merit, recognizing his status as a giant of the recording industry.

"St. John's," he once said, "offers a true education in everything. It is meant for the student who wishes to be able to become a truly educated person - one who has been exposed to the various types of thought since the beginnings of the Western civilization, and therefore will begin to understand where one stands at this time in the history of the world." 📖

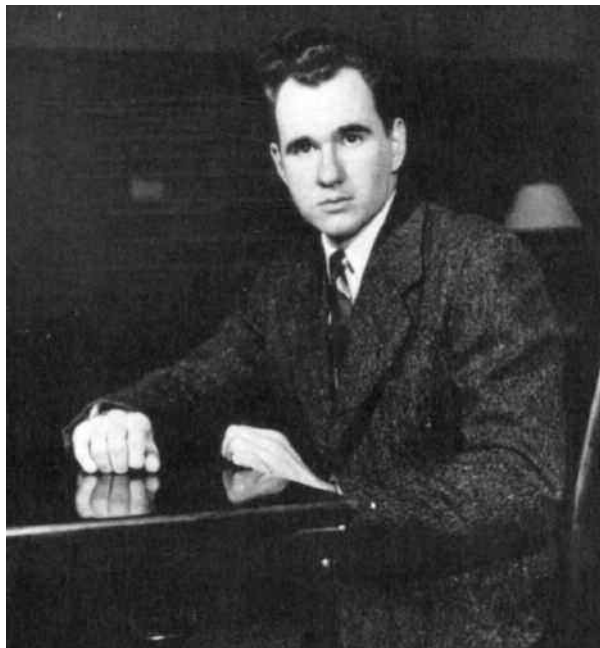
INSPIRED BY THE PROGRAM

THE COLLEGE'S \$125 MILLION CAPITAL CAMPAIGN WILL EXCEED ITS GOAL when the campaign ends June 30 - thanks to the generosity of alumni, parents, foundations, and friends. These individuals and families who have made substantial gifts to the college explain what the college means to them and why they give.

DR. HENRY HIGMAN: LIVING THE PROGRAM

If there's any doubt that St. John's College helps cultivate a passion for lifelong learning, consider Dr. Henry Higman, who is making time in his retirement years to study Ugaritic, a cuneiform writing system dating back to 1400 BCE. "It used to be thought of as the first alphabetic language," he explains. "Now it appears that Hebrew may be even older."

After graduating from St. John's in 1950, Dr. Higman went to medical school and specialized in neurology. He held posts at Louisiana State University and the University of Illinois before being appointed founding chairman of the Department of Neurology at the University of Pittsburgh. After he retired from medicine in 1995, Dr. Higman attended a theological seminary and earned a master's degree in religious studies and literature of the Ancient Near East. He



St. John's helped Dr. Henry Higman (shown here in his 1950 yearbook photo) discover a passion for science, opening the door to a career in medicine.

and his wife, Betty, raised four children. "I didn't manage to talk any of them into going to St. John's," he says.

The United States was at war when Dr. Higman first came to St. John's in July 1944. A high school counselor had told him about the college, and then believing he would like to pursue a career in the ministry, Dr. Higman thought that through the great books he could explore the philosophical ideas behind religion.

During the war years, he recalls, most students were either pre-draft age (as he was), classified 4-F, or veterans who had been wounded. "I had graduated from high school, but most of my classmates hadn't," he explains. He joined the Army in 1945 and served with a medical unit in Italy, where he discovered his interest in medicine.

When he returned to Annapolis in 1947, veterans and their wives and families shared the campus with younger students during a time of rebuilding for St. John's.

"As one of my classmates once said, I lived the Program," Dr. Higman says. "I resonated with Greek wonder and marveled at the relation of structure and function of animal bodies. I pondered the link between virtue and knowledge. As a sophomore, I surrendered the faith, having found little solace in Augustine or St. Thomas, and even less in Calvin. I doubted with Descartes and staggered into skepticism. I reveled in Newton's *Principia*, and all the mathematics, which I never would have studied had I gone elsewhere. As a senior, I exulted in the positivism of Comte and Poincaré."

In addition to pursuing his special interest in Ugaritic, Dr. Higman enjoys attending seminars with the Pittsburgh chapter of the Alumni Association, which has given him the occasion to re-read many Program works, including *The Brothers Karamazov*.

"Sometimes people talk about being taught to think at St. John's," Dr. Higman says. "I don't think I was taught to think, but I do believe that the college encouraged me to evaluate things from diverse points of view and to follow the argument wherever it leads, regardless of preconceptions. I think that stuck with me."

His gifts to St. John's over the years have gone to support the academic program, particularly to help fund the Mellon



The Long family (l. to r.): John, Harriett, Donlin, and Kimberly.

Hall renovation and to establish a scholarship fund. A laboratory in Mellon Hall bears a plaque honoring him for his generosity to St. John's. "I ended up loving mathematics and science," Dr. Higman says. "If I hadn't gone to St. John's, I doubt I would have even taken a course in algebra. It's a rigorous program that exposes a student to so many things. I want others to be able to discover something that thrills them, something that they never might have known about if they didn't go to St. John's."

THE LONG FAMILY: TWO GENERATIONS OF JOHNNIES

It all started at a dry cleaning store in Baltimore, where Elisabeth Long (A86) worked at an after-school job alongside a Johnnie. They talked about books and listened to classical music while they worked, and one day Elisabeth announced - to her parents' surprise - that she was going to St. John's College.

"After she visited, she really made up her mind," says her mother, Harriett Long. Elisabeth brought her classmates home for weekend visits, and the Longs learned more about the college. "We were obviously impressed with the curriculum, but even more impressed with the students," Mrs. Long says. "We found that over the four years we were actually able to see these kids develop. Their conversational ability was remarkable."

After Elisabeth's discovery of St. John's, adds Mrs. Long, "we were easy targets." Kimberly Long (AGI87) had graduated

from Mount Holyoke at the time Elisabeth was finishing her freshman year. At one kitchen-table conversation, Elisabeth mentioned the Graduate Institute, Mrs. Long says. Kimberly was intrigued and drawn to the chronological progression of the program and by the opportunity to study classic books in depth. "I watched Kimberly go the phone, get the number for St. John's and call for an application," she says.

David (A90) began visiting Elisabeth at the college and got drawn into the college's intramural sports before he had even finished high school. "They would invite him to play soccer, he got to know the students, and then he had to go to St. John's," Mrs. Long recalls.

Mrs. Long (AGI93) enrolled in the Graduate Institute after David finished his bachelor's degree. "I had always wanted to go to graduate school, but hadn't found the opportunity," she says. After she and her husband, Dr. Donlin Long, married, they moved frequently as he finished his medical training and began his career as a surgeon. "After listening to our children talk about books and ideas, I wanted to go to St. John's."

Over the years, Harriett and Donlin Long have been generous financial supporters of St. John's, not just because of how their own family has benefited from the college, but also because of the college's role in higher education.

"St. John's prepared our children exceptionally well for their graduate education experiences," says Dr. Long. "But the even more important contribution of their St. John's education was that they learned to examine subjects thor-



Elisabeth Long, seated in front, gathered her extended family inside a geodesic dome, a master's degree project inspired by her St. John's education. Elisabeth was the first to attend St. John's, sparking a family love affair with the college.

oughly, to think seriously about them and their consequences, and to apply these skills to their everyday life."

"St. John's makes an important contribution to society," Mrs. Long adds. "The college is unique and excellent in

every way, so we have decided that this is where we want to put our support. St. John's has stayed true to its founding ideals, and it just keeps getting better."

Their gift to the previous campaign, which ended in 1999, was earmarked for the Greenfield Library. This time, they chose to direct their gift to the endowment. Mrs. Long served several terms on the college's Board of Visitors and Governors and became very familiar with the college's financial struggles over the years. "Building the endowment strengthens the college," she says. "We wanted our gift to go to endowment because it will support the general operations of the college, on both campuses, for years to come."

Perhaps after he retires from his medical career, Dr. Long will have the chance to attend St. John's, but in the meantime, as an avid reader, he's a full participant in family discussions about books.

"There are active discussions about books and ideas going on all the time in our family," says Mrs. Long. "Our children have integrated St. John's into their lives in the way we hoped they would. We all have been touched profoundly by the college, and we're so pleased that it's flourishing."

BOB AND JEAN CLARKE: SPREADING THE WORD

Jean "Puddin" Clarke (SFGI95) attended a large university for her undergraduate degree. So she was a little concerned when she found out that in her small classes in the Graduate Institute, everyone was expected to speak. "I hadn't visited a class before I enrolled, so I was a bit surprised," she says. "And every time I got to the campus parking lot that summer, I would tell myself, 'tonight I'm going to say something!'"



Jean (Puddin) and Bob Clarke introduce other supporters to the college.

It may have taken Mrs. Clarke a semester or two to find her voice as a Graduate Institute student; nevertheless, she describes her experience at St. John's as one of the most rewarding times of her life. "It changes your life - I think that's a typical comment for people who go to St. John's," she says. "I've always read a lot, but I feel like I had just been sampling from the hors d'oeuvres table - a little bit of this and a little bit of that. But St. John's provided a real discipline and focus to my reading."


Bob and Jean Clarke were living in Washington, D.C., when they first heard about St. John's from friends who were very involved with the college. The Clarkes also lived part of the year in Santa Fe, where Mrs. Clarke made several tentative attempts to enroll before she finally committed herself to the graduate program in the summer of 1992. "I started with history, and I've taken all courses but the math and science seminar," Mrs. Clarke says. "The seminar approach took some getting used to, but now I really don't like the lecture approach."

Mrs. Clarke was captivated by Plato, enjoyed hearing the perspective of other students, and gained an admiration for tutors and the breadth of their knowledge and interests. "The willingness of tutors to grow and learn new things is exciting and inspiring to students," she says. Mrs. Clarke was inspired to study Ancient Greek, in order to glean more insight from her favorite books.

Before long, Mrs. Clarke helped cultivate another St. John's devotee: her husband. "At first he was dubious about the value of my spending so much time reading ancient texts," she says. "Then he started to come with me to the Summer Classics, and he was hooked."

As they were introduced to the college by devoted supporters, they've brought a wide group of their own friends to St. John's. Several years ago, they began sponsoring a seminar weekend on the Santa Fe campus for a group of their friends. It began with half a dozen people and has grown to about 40 participants, including friends from Houston, Texas, where they live for part of the year, and from Santa Fe and Washington, D.C. This summer, the seminar will focus on "the American character," with readings from Tocqueville, Melville, and Hawthorne.

Mrs. Clarke is serving the second year of her fourth three-year term on the Board of Visitors and Governors. Her devotion to the college is easily explained, she says. "St. John's needs people to be involved, to be supporters," she says. "Those of us who love the college, whether we have been students there or not, need to provide support if the college is to thrive."

The Clarkes earmarked their gift to the Capital Campaign to the endowment for scholarships for teachers in the Graduate Institute program in Santa Fe. "That's where we thought it could do the most good at this time," she said. "We'd like to help make it possible for students who want to attend the college to be able to do so." 

SUCCESS: CAMPAIGN EXCEEDS GOAL

Thanks to alumni, foundations, parents, and friends of the college, “With a Clear and Single Purpose”: The Campaign for St. John’s College will close on June 30, 2008, having exceeded its goal of \$125 million. As of March 31, 2008, the college has received \$130,421,900 in gifts and pledges. Gifts are already at work toward the overarching goal of strengthening the college in support of its academic program.

For more information on the campaign, visit the college Web site at: www.stjohnscollege.edu and click on “Giving to St. John’s.”

FIELDING CHALLENGE MET AND EXTENDED

Alumni have met the \$2.5 million Fielding Challenge, prompting Ronald Fielding (A70) to increase his pledge and keep the challenge going through June 30, 2008. This means that he will continue to match all qualifying gifts - increased gifts, first-time gifts, and multi-year pledges - to the Annual Fund and the campaign.

Mr. Fielding, a member of the Board of Visitors and Governors and chairman of the capital campaign, issued the challenge in the spring of 2006. As of April 15, \$2,532,425.20 has been raised. About 70 percent of the gifts to the college’s \$125 million campaign have come from alumni, with the number of alumni giving higher than it has ever been in the history of the college.

A NIGHT TO REMEMBER

In 20 years of leading advancement efforts at St. John’s College, Jeffrey Bishop (HA87) made many friends, especially in the wider Annapolis area. He worked hard to better connect the college to its community, greatly enhancing the college’s standing and support locally.

After Mr. Bishop’s death in July 2007, the Board of the Friends chose to honor him by raising \$1 million for the Friends Scholarship Fund for Maryland Students in Memory of Jeff Bishop. In April, about 120 college supporters attended “A Night to Remember,” which raised \$40,000 for a need-based scholarship fund to support students on the Annapolis campus. Mr. Bishop’s wife, Susan Bishop (AG103), and Christopher Nelson (SF70), president of the Annapolis campus, were among those sharing memories and stories about Mr. Bishop. Sponsored by The Friends of St. John’s College, the evening began with a champagne reception, followed by a dinner catered by Ken’s Creative Kitchen, with wines provided by Wine Cellars of Annapolis.

Hillard Donner, of Mills Fine Wine and Spirits, presented a donation to the college equal to \$1 for every bottle of Sanglier Volant, the wine produced by Mr. Bishop’s vineyard in France, sold by the store. A silent auction of 12 cases

of the wine raised almost \$13,000 for the scholarship fund.

Sponsors of the dinner include Mills, Wine Cellars of Annapolis, G & G Outfitters, Ken’s Creative Kitchen, and SMARTBOX of Maryland.



A benefit dinner for a scholarship fund established in Jeffrey Bishop’s honor raised \$40,000 for scholarships. Among the guests were (l. to r.) Maria Baker, Susan Bishop and Joyce Olin.

KENAN TRUST GRANT SUPPORTS SCHOLARSHIPS IN ANNAPOLIS

The William R. Kenan, Jr. Charitable Trust has made a \$2 million grant to St. John’s College for the establishment of a scholarship fund for students on the Annapolis campus.

The William R. Kenan, Jr. Scholarship Endowment Fund will support at least three students a year with scholarship funds. Preference will be given to students from North Carolina and Florida, and recipients will be chosen based on merit and need.

ARTHUR VINING DAVIS FOUNDATIONS SUPPORT SANTA FE LABORATORIES

A \$200,000 grant from the Arthur Vining Davis Foundations will provide funding for the renovation of the chemical storage area in Evans Science Laboratory in Santa Fe, part of the ongoing renovation of the building. The Arthur Vining Davis grant will allow the college to move quickly on urgently needed improvements to the building’s chemical storage area. The project includes replacing existing ventilation systems, flooring and lighting; upgrading plumbing and electrical systems; and replacing preparatory cabinets, tops and furniture.

FOR THE FUTURE

“With a Clear and Single Purpose”: The Campaign for St. John’s College seeks to secure the future of St. John’s through significant growth in the college endowment. While Annual Fund gifts support day-to-day operations of the college, gifts to the endowment provide funds every year – in perpetuity – for a specific need of the college. These gifts have already strengthened the college’s ability to offer student financial aid, improve faculty salaries, offer more opportunities for faculty development, and support the campus libraries. Now, and for the future, a healthy endowment is essential to the support of the Program.



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