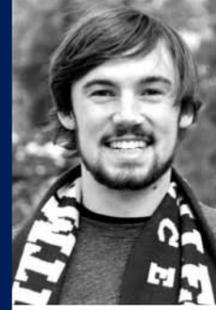




A Campaign

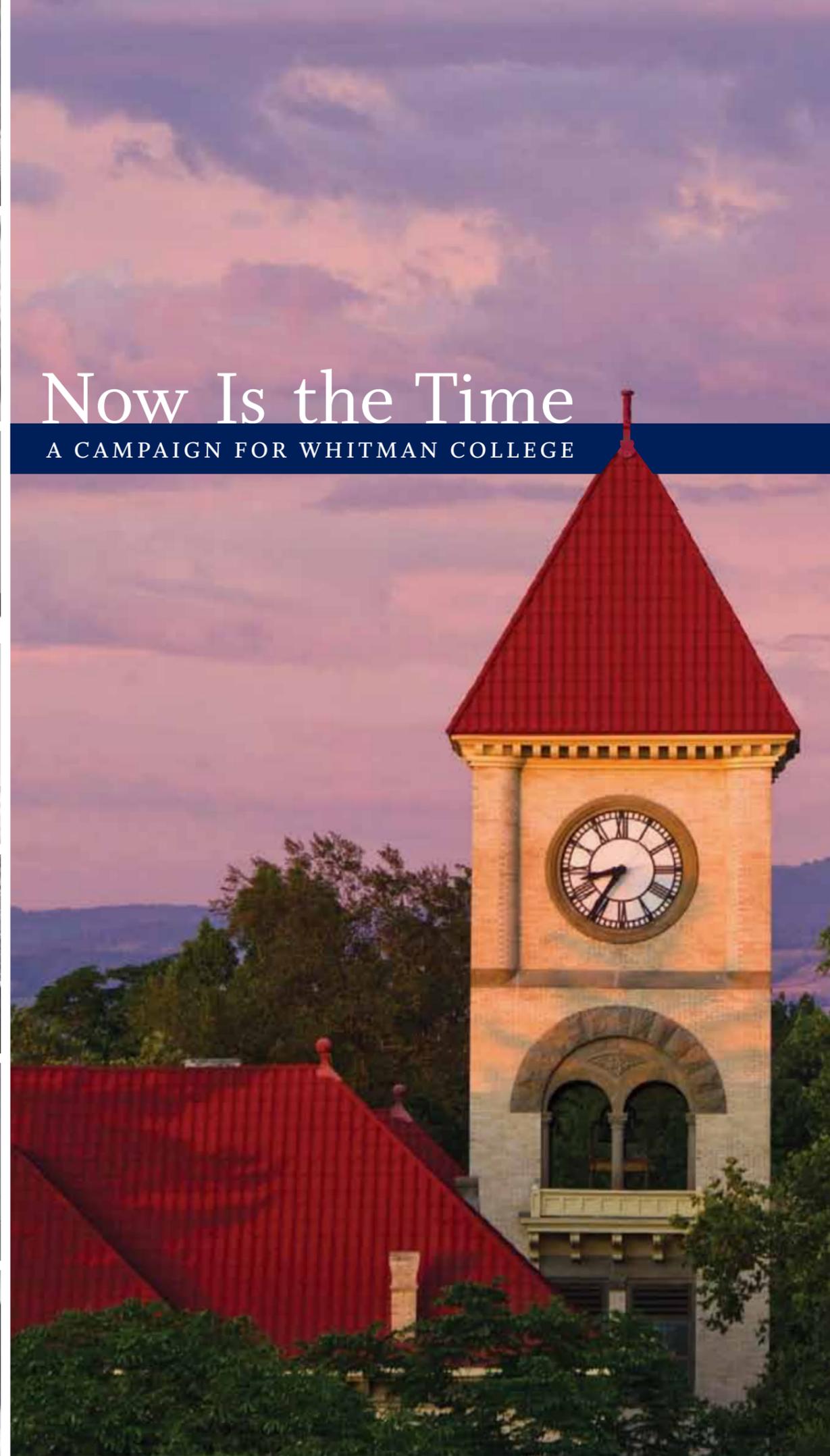
WHITMAN COLLEGE

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Walla Walla, WA 99362
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509-527-5165



Now Is the Time

A CAMPAIGN FOR WHITMAN COLLEGE



Society needs critical thinkers, people who can conceive and articulate ideas, who have the broad perspective afforded by a Whitman education. Now, more than ever, the world needs Whitman.



FROM THE CAMPAIGN CHAIR



Now Is the Time for Whitman to lead.

Seven years ago, when I had the privilege of co-chairing the committee that hired George Bridges, one of the primary objectives was to launch Whitman's first campaign in more than two decades. Under President Bridges' leadership, Whitman has honed a strategic plan to strengthen the liberal arts education we provide to better prepare Whitman students to become leaders in this new century. We have identified three priorities that will have a tremendous impact:

- add depth and breadth to the academic program,
- improve access through scholarships, and
- build a stronger financial base by growing the endowment and increasing annual giving.

Our \$150,000,000 campaign goal and the initiatives detailed in the following pages are ambitious. We call on alumni, parents, and friends to come together to sustain and advance the excellence that has characterized Whitman for generations. In doing so, we set Whitman apart and enhance its position of leadership at this pivotal moment in our history.

The Board of Trustees and I are proud to lead this campaign and ask you to join us in supporting its important and timely initiatives.

John W. Stanton '77



Continuity in the Liberal Arts

Since 1882, Whitman College has provided an exemplary education that immerses students in ideas, confronts them with challenging problems, and nurtures their ability to become leaders. With a focus on analytical abilities and communication skills, a liberal arts education affords students the much-needed flexibility to succeed in an ever-changing world. The demand for broadly educated, critical, and innovative thinkers has never been greater. In today's increasingly complex and globally connected world, we must do more.

The Challenge of Tomorrow

Students today face greater uncertainty in their lives and career paths than ever before. As we seek to educate the next generation of innovators, leaders, and informed and responsible citizens, how Whitman enhances the traditional strengths of a liberal arts education will directly influence how effectively our graduates meet the challenges of the 21st century. The intention is to create a student experience that nurtures cross-disciplinary thinkers who relate well to different cultures and who will make a difference in their communities and our world. This campaign makes an unprecedented commitment to the realization of these aspirations. *Now Is the Time* for Whitman to lead.

Among Whitman's responses to change: a shift toward cross-disciplinary learning has given students multifaceted insight into complex problems.



NOW IS THE TIME . . .

To Enhance Our Academic Program

Inquisitive minds, a spirit of collaboration, innovation, and relationship-based learning have always defined Whitman's educational program. To continue our tradition of excellence in this rapidly changing world, we must advance the Whitman curriculum

to better prepare our students for their futures.

Today, emerging fields such as bioethics and environmental humanities demand our increased attention. Faculty and students are engaged in cross-disciplinary collaboration examining topics such as the economy, the environment, global issues, ethics, and politics. Students require experiential learning opportunities such as community-based learning, student-faculty research, internships, field studies, and study abroad to enrich their understanding and ready them for graduate school and careers. All of these changes require us to invest in new faculty positions and new and expanded programs that enhance student learning.

With increased resources, Whitman will educate and inspire the next generation of graduates to become creative catalysts of change, responsible citizens, and the leaders of tomorrow.



Matt Manley '12 | English major | community service intern, founder of Adopt-a-Grandparent Program

The recipient of a 2011 Princeton in Asia Fellowship, Matt Manley has interned with an adult literacy NGO in Senegal and worked in Whitman's Community Service Office. He founded the Adopt-a-Grandparent program, which pairs Whitman students with residents of the nearby Odd Fellows senior home.



Gary Wang '11 | political philosophy major | *Pioneer* and yearbook staff, ASWC senator

Gary Wang adapted his philosophy term paper, "The Possibilities of Imagination in Hannah Arendt's Thought," for publication in the international undergraduate philosophy journal *Prometheus*. As a Whitman student government senator and a member of the budget committee composed of students, faculty, and staff, he has been deeply involved in shaping the Whitman College community.



Navdeep Aujla '11 | politics major | Pickering Undergraduate Foreign Affairs fellow, debate team president

Navdeep Aujla presented her research—which examined the 1953 coup in Iran and its effect on Iranian-American political relations—at the Whitman Undergraduate Conference in 2010. Aujla served as an intern for U.S. senator Maria Cantwell in 2008 and as a research associate for MPRI, a consulting firm in Alexandria, Virginia, in 2009. A Pickering Undergraduate Foreign Affairs fellow, she plans to pursue a foreign service career.



Strengthen its faculty

By adding a dozen new faculty members, Whitman can ensure expertise in emerging and interdisciplinary areas and continue to provide students with the high level of collaborative engagement and personal attention for which the College is known.

☛ *Whitman students and faculty members frequently meet to discuss their work.*



Provide experiential learning opportunities

By increasing the quantity, quality, and range of experience-based classroom, field-study, research, and internship opportunities available at the College, Whitman can prepare every student for today's complex world.

☛ *In Whitman's Semester in the West program, students explore issues confronting people and the environment in a wide array of settings.*



Globalize its curriculum

By infusing global themes into the curriculum, developing programs that enhance global awareness, and expanding opportunities for off-campus study, Whitman will create an environment in which every student possesses cross-cultural understanding.

☛ *Whitman's interdisciplinary courses on the history and ethnobiology of the Silk Roads include field work in China.*

NOW IS THE TIME . . .

To Improve Access through Scholarship Support

More than any other factor, the availability of financial aid, particularly scholarships, profoundly influences students' decisions about which school to attend. In order to recruit, enroll, and retain talented, high-achieving, and diverse students, Whitman must aggressively build a comprehensive financial aid program that

ensures a Whitman education is accessible to all who are offered admission.

Increasing the amount of scholarship aid that is permanently endowed will help level the playing field between Whitman and the schools with which we compete most frequently for students.

Scholarship investments in Whitman College students will pay dividends for years to come as recipients become leaders in business, education, the arts, science, nonprofit organizations, and government service.



Chris Bendix '12 | Newcastle, WA | philosophy major

As a sophomore, Chris Bendix was awarded a Gerald DeRoss Ladley Scholarship for his junior year. The scholarship was established in 2005 with the proceeds of a planned gift from Frankie Ladley Wakefield '27 in memory of her brother Gerald DeRoss Ladley '27. Along with a strong interest in philosophy, Chris has a passion for music and cycling and is captain of Whitman's varsity swim team.



Sara Sonnenblick '14 | Manhattan Beach, CA | possible sociology or Spanish major

The Claire Sherwood Memorial Scholarship for Women, established in memory of Claire Sherwood by her parents, Donald and Virginia Sherwood, awards gift aid to leaders and academic high-achievers. As a Sherwood Scholar, Sara Sonnenblick has been involved in community service at Whitman and balances her academic program by playing varsity soccer.



Rania Mussa '14 | Seattle, WA | possible biology or biochemistry, biophysics, and molecular biology major

Rania Mussa, from Ethiopia, was a refugee in Uganda before coming to the United States as a high school student. She excelled in her studies, participating in Washington State Achievers and tutoring younger students. Attending Whitman on a Lomen-Douglas Scholarship—established to assist students whose backgrounds and experiences can contribute to increasing socioeconomic and multicultural diversity awareness at the College—Rania has her sights set on medical school.

Financial Aid by the numbers 2010-2011

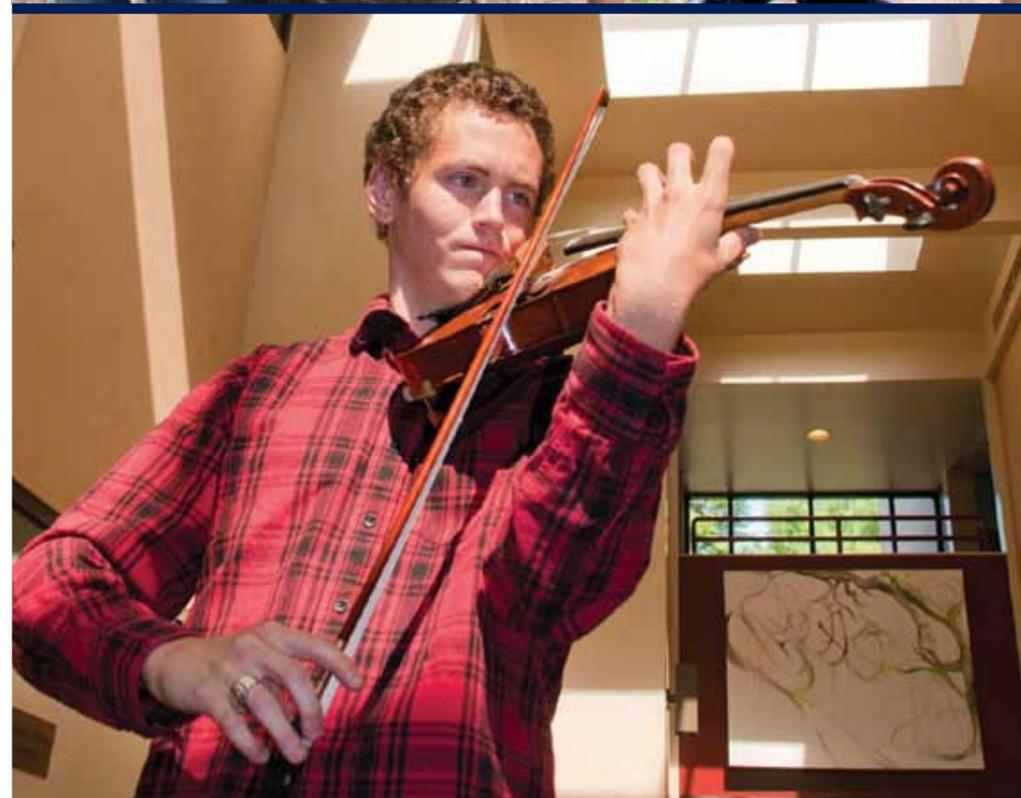
Students receiving aid: 81%

Total scholarships awarded: \$23,000,000

Average need per student: \$29,000

Average need-based scholarship: \$21,000

Average indebtedness at graduation: \$17,000



Increase access and affordability

By increasing our endowments dedicated to scholarships, Whitman can meet the growing need for financial aid, compete for the best and brightest applicants, and ensure that its transformative education remains accessible to the finest students from all backgrounds.

Endow need-based aid

A Whitman education is too important and too valuable to be available only to those who have the means to attend. Increasing our endowment resources for need-based scholarship will perpetuate our distinguished history of providing support for students from middle- and lower-income families.

☞ *Socioeconomic, racial, geographic, cultural, and experiential diversity is an important part of the Whitman experience.*

Bolster merit-based scholarships

Merit scholarships help us recognize and recruit potential leaders and bring those with demonstrated talent to our campus.

☞ *Josh Melander '14 is the recipient of the John S. Browning Scholarship, honoring a violin teacher who taught Dr. Susan Pickett, Whitman's Catharine Gould Chism Professor of Music.*

GOAL: \$25 MILLION

NOW IS THE TIME . . .

To Strengthen Our Financial Base

Whitman's endowment symbolizes its commitment to the enduring values of education and makes possible the achievement of the College's mission. At this time, less than one-third of Whitman's yearly operating budget is supported by income from its endowment. This campaign seeks to expand Whitman's endowment resources, assuring long-term competitive strength for our academic program and improving access for deserving students.

In addition, *Now Is the Time* calls on each of our alumni, parents, and friends to make a difference through gifts to the Annual Fund. Unrestricted gifts, in particular, give Whitman the ability to respond immediately and aggressively to new challenges and provide extraordinary opportunities for students each year.

With your help, this campaign will provide both long-term financial stability and the flexibility to meet emerging educational needs in the years ahead—setting a Whitman education apart and ensuring that our graduates of tomorrow are as prepared as their predecessors to pursue their goals and address the seen and unseen challenges of the 21st century.

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WHITMAN MUST:

Expand its unrestricted endowment

A practical means of "paying it forward," gifts to Whitman's endowment connect alumni and students and help ensure that the educational opportunities provided to past graduates will be available to future generations.

🔗 *Innovative courses—such as the cross-disciplinary course Violent Subjects, team-taught by associate professor of French Zahi Zalloua and associate professor of politics Bruce Magnusson—give students multifaceted perspectives on today's most important issues.*



Increase annual giving

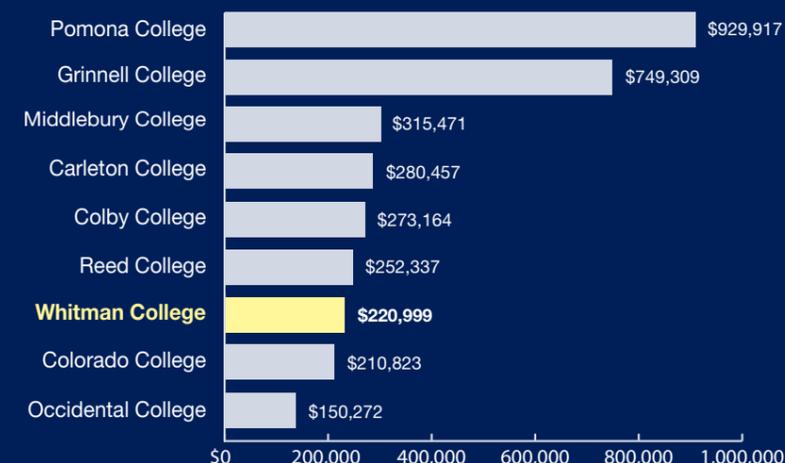
Annual gifts to the College provide the opportunity for all alumni and friends to participate in making the student experience at Whitman outstanding. Participation by alumni of each generation will be vital to making this vision for the future of the College a reality.

🔗 *Annual gifts provide ongoing support for overall educational quality and immediate funding for special opportunities, such as equipment for student/faculty research. Here members of "Team Dendrite," led by the Dr. Robert F. Welty Professors of Biology Chris Wallace and Ginger Withers (pictured with student), perform neurobiology research.*



Endowment per Student at Comparable Colleges (2010)

Whitman's endowment per student significantly lags behind those institutions with which the College is regularly compared.



The World Needs Whitman

In addition to again ranking Whitman in the top 50 (42nd) in 2011 of all national liberal arts colleges, *U.S. News & World Report* also ranks Whitman as the No. 3 “up and coming” college in the nation, based on “making the most promising and innovative changes in the areas of academics, faculty, and student life” (2010).

Whitman students dedicate thousands of hours each year to making a difference in Walla Walla and communities across the country and around the world. Whitman is consistently named to the President’s Higher Education Community Service Honor Roll for “exemplary, innovative, and effective community service programs.”

Based on measures related to social mobility, research, and service, *Washington Monthly* (2011) ranks Whitman in the top 50 liberal arts colleges. The annual ranking favors institutions that “produce groundbreaking research and new inventions, serve as engines of social mobility for first-generation college students, and mold the minds of future leaders.”

Awards between 1999 and 2011 for Whitman students include 53 Fulbright Scholarships, 16 Watson Fellowships, seven Udall Scholarships, four Truman Scholarships, 17 National Science Foundation Fellowships, one Rhodes Scholarship, and numerous other awards.

The National Science Foundation ranks Whitman among the top 50 colleges per capita in the nation for producing graduates who earn Ph.D.’s in science and engineering.

The Peace Corps has recognized Whitman’s participation, stating that “Whitman’s alumni volunteers use the knowledge and training acquired at Whitman College to make a positive contribution to the lives of people in developing countries around the world.”

Teach for America lists Whitman 13th in the nation among small colleges providing teachers to its program.



Now is the time.

Whitman faces a critical moment in its history. Our College has prospered and become nationally renowned on a strong foundation of academic excellence. Yet with change

in the world accelerating rapidly, we cannot stand still or become complacent. Whitman must offer educational experiences that surpass those of other colleges and universities and that fully prepare our graduates for the world they will inherit.

This campaign promotes the importance of both continuity and change. With the support of donors at all levels, it will reinforce our traditional strengths in academic study and personalized instruction while also transforming the opportunities available to our students. It will ensure that our endowment can provide abundant scholarship and flexible funding for emerging priorities. And finally, the campaign will enable us to sustain the unique teaching and learning that make our alumni agents of profound change in the world.

Together, our leadership today will write Whitman's history for years to come.



George S. Bridges

OUR GOAL: \$150 MILLION

Academic Strength

\$75,000,000

- Broaden and deepen the curriculum through strategic additions to the faculty
- Cultivate innovation and excellence in teaching and learning
- Increase extraordinary learning experiences for students
- Support the facilities and equipment necessary for a quality education
- Prepare students to lead in a globally connected world

Access and Affordability

\$50,000,000

- Endow need-based scholarships
- Bolster merit/talent awards

Financial Strength

\$25,000,000

- Build the unrestricted endowment for flexibility
- Increase yearly contribution from the Annual Fund for long-term stability

