1980

Campaign for Excellence newsletter, no 1, 1980

Suffolk University

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CAPITAL CAMPAIGN PASSES $1 MILLION MARK

Only a month after its official kickoff, the University's capital campaign has climbed past the $1 million mark and taking closer aim on its goal of $2,735,000.

"We are extremely pleased with our progress to date," reports Campaign for Excellence Chairman John S. Howe. "While we fully realized that we still have much work to do to reach our campaign goal, the program is running on schedule and we are confident of its ultimate success."

The Campaign for Excellence was announced at a dinner honoring retiring President Thomas A. Fulham at the Park Plaza in Boston June 3. The Campaign is part of a $9,930,000 Facilities Development Project, which includes total renovation of the 12-story former United Way Building on Somerset Street and Ashburton Place, purchased by the University for $605,000.

The building will house the university's School of Management, a new library, cafeteria and administrative offices. In addition, there will be substantial renovations in other university buildings.

A $150,000 gift from the Hayden Foundation put the campaign over the million mark. Earlier, the campaign received a big boost from the generous $200,000 gift of Frank Sawyer, formerly president of General Rental Co, recently acquired by World Wide Avis Rent-A-Car System, of which Sawyer is Co-chairman and Director.

Retiring President Fulham is directing the Leadership Gifts Phase which calls for $10,000 plus over a three-year period. Trustees making up the Leadership Gifts Committee are Vice Chairman James F. Linnehan, J.D.'56, John F. Collins, J.D.'41, and Judge Walter H. McLaughlin, J.D.'30.

Also underway is the Special Gifts phase ($1,000 to $10,000 over 3 years) Its campaign organization is working hard to set up personal solicitation of alumni in Greater Boston during the Summer. In the Fall, the campaign will focus on areas further away. The General Gifts phase (gifts of $1,000 and less) will be conducted during the first six months of 1981.

All three of Suffolk's schools have alumni vice chairman. They are Abner R. Sisson, J.D.'28, for the Law School, William G. Manning, A.B.'59, for Arts and Sciences, and John E. McDonald, BSBA,'71, for the School of Management.

In addition, an advisory council of 28 outstanding business and community leaders (listed on Pg. 2) have given their endorsement to the campaign.

The enthusiastic start bodes well for the campaign but to ensure that the drive goes over the top, alumni must pledge their support. Suffolk University is counting on them to do so.

Statement by the Chairman of the Board of Trustees, Vincent A. Fulmer

It is inspiring to see the Trustees' total commitment to the Suffolk University Campaign for Excellence! Trustee pledges and gifts to date total $434,000. In addition, virtually all of the active members of the Board of Trustees are working in the Campaign organization - - with dedication and zeal. Noteworthy is the brilliant leadership of Trustee John S. Howe, General Chairman of the Campaign and the work of the Leadership Gifts Committee under President Fulham.
Advisory Council of Community Leaders Supports The Campaign for Excellence

The Campaign for Excellence has received a strong endorsement from its advisory council of leaders in their communities. This group has been advising the Campaign Chairman, John S. Howe, and the Leadership Gifts Chairman, Thomas A. Fulham, in setting up their approaches for foundation and corporate support in the Campaign, as well as providing a strong endorsement for the Campaign from the community at large. Their names are listed below.

Dwight L. Allison, Jr.
President
The Boston Company

John Barnard, Jr.
Chairman
Massachusetts Financial Services Co.

David L. Bens
President
London Harness Company

Dr. Leo L. Beranek
Chairman of the Board
Boston Broadcasters, Inc.

Rexford A. Bristol
Member, Board of Directors
The Foxboro Company

John P. Chase
Trustee

Albert F. Curran, Esq.
Attorney

William S. Edgerly
Chairman and President
State Street Bank and Trust Company

Weston P. Figgins
Chairman
William Filelne’s Sons Company

Thomas J. Galligan, Jr.
Chairman & Chief Executive Officer
Boston Edison Company

Andrea W. Gargiulo, Esq.
Attorney

Edward B. Hanify, Esq.
Attorney

Richard D. Hill
Chairman & Chief Executive Officer
The First National Bank of Boston

Cmdr. Philip B. Holmes
Insurance Consultant

David O. Ives
President
WGBH Educational Foundation

Garth Marston
Chairman
The Provident Institution for Savings

Edward L. Masterman, Esq.
Attorney

David T. W. McCord
Writer

John G. McElwee
President
John Hancock Mutual Life Insurance Company

William C. Mercer
President
New England Telephone & Telegraph Company

Paul A. Miller
Executive Vice President & Treasurer
Shawmut Corporation

Bernard J. O’Keele
Chairman of the Board & Chief Executive Officer
EG&C Incorporated

E. Albert Pallet, Esq.
President & Chairman of the Board
Biscayne Savings & Loan Assn.
Miami, Florida

Frank Sawyer
Co-Chairman and Director
World Wide Avis Rent-A-Car System

Davis Taylor
Chairman of the Board
Globe Newspaper Company

S. Peter Volpe
President
The Volpe Construction Co., Inc.

Mark C. Wheeler
Director
New England Merchants Company

Thomas J. White
Chairman of the Board
J. F. White Contracting Company

WHY IS A CAPITAL CAMPAIGN NECESSARY?

Given the clear imperative for the Facilities Development Project, it was evident that the $9,930,000 needed could not be raised through borrowing and existing University resources without placing severe strain on Suffolk University’s financial structure. The Board of Trustees, and I, therefore, agreed that the Campaign for Excellence was a “must”.

WHY NOT JUST RAISE THE TUITION TO MEET THE NEED?

If we are to maintain the basic character of Suffolk University, we must keep our tuitions at an affordable level to the students. As it is now, we have the lowest tuition for the colleges of any private college in the Greater Boston area. And we want to keep it that way, so that as many students as possible who want a private quality education can get it.

WHY DO YOU TURN TO THE ALUMNI TO GIVE MONEY?

From the practical side it should be noted that those who attended Suffolk University earn more money as a result of their education. Increasingly, on a national scale, alumni are going to share with their universities the financial advantage they have achieved.

Then, too, Alumni are prime beneficiaries in this Campaign. If the University does not maintain (and improve) its reputation for quality in faculty, in academic programs, and in its physical facilities, then the degrees it grants (and has granted) lose in prestige. There is no question that those who have been educated at a school which is respected are more highly esteemed in their professions.

DO YOU FEEL THAT MANY WILL GIVE TO THIS CAMPAIGN FOR EMOTIONAL REASONS?

Yes, I do. I have met a large number of graduates who remember Suffolk University with a great depth of affection and dedication. Some with no hesitations state that their education at Suffolk University changed their lives. I believe that many alumni who weigh their emotional factors may have a stronger motivation to support the Campaign than that provided by the more practical considerations.
WHY CAN’T YOU GET THE MONEY FROM THE FOUNDATIONS AND CORPORATIONS?

We have received substantial support from foundations and corporations, and will receive more. But, their participation is invariably received after they have become thoroughly convinced that the Alumni have been or are going to be involved actively in the Campaign. This is an added reason, and an important one for Alumni giving in this Campaign.

ISN’T ALL OF THIS CAMPAIGN ORGANIZATION EXPENSIVE AND WOULDN’T IT BE BETTER TO JUST SEND LETTERS ASKING PEOPLE TO GIVE?

Yes, it does involve some expense, but only relatively. The whole Campaign will cost far less than the interest rate for one year if we borrowed from the banks for the money we need. As to the question of sending letters instead of organizing for personal contacts, I can tell you that the national percentage in response to a direct mail Campaign is 3%. In our present Campaign, now in its early stages, we are experiencing a response of 6 alumni giving for every 10 calls made personally - a 60% response. Incidentally, over the three-year period of the Campaign, the amount of money the University will save in not having to pay rent for suitable space for its administrative functions is more than the total cost of the Campaign.

ARE YOU OPTIMISTIC ABOUT THE ULTIMATE SUCCESS OF THIS CAMPAIGN?

Yes, I certainly am. These are uncertain days economically, but if each donor will give, sincerely, in keeping with his or her ability - over the three year pledge period - we will be successful. No one is asked to do more than he or she can, but we certainly hope everyone will give up to his/her financial capability. Another point I would like to make sure that everyone is informed about the program and is asked to participate. The prospective donor, however, makes the decision. We just want to be sure we do our part by informing every alumnus of the need and the opportunity.

### PATTERN OF GIVING NEEDED TO RAISE

$2,735,000

(approximate number and size of gifts)

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A Message from John S. Howe, Campaign Chairman

Over the years I have been involved in a number of fund raising efforts, and there is no getting around the fact that if you are going to convey the importance of the project you have to see the prospects in person. I know I’m much more impressed and more likely to give when the members of the Campaign organization take the time to reach me personally. I know it’s inconvenient for them to do so, so I respect their cause that much more.

Recognizing its responsibility to students, alumni, and the community at large, Suffolk University’s Board of Trustees has developed a comprehensive program with which to meet the problems and opportunities of the coming decade. The Campaign for Excellence, part of a long-term Facilities Development Project, draws upon the traditional strengths of the university to improve its physical and educational resources at the least possible cost to the Suffolk community.

In the Campaign for Excellence, we are engaged in helping to prepare Suffolk University for the next ten or twenty years. So it is important -indeed it is essential- that we take some of our valuable time to make the Campaign a success. We all know we just can’t mail a lot of letters and get results we have to achieve. Yes, fund raising, like most worthwhile endeavors, involves a commitment on the part of alumni and friends who are willing to give something of themselves to have the satisfaction of

continued on page 7
CAMPAIGN ANNOUNCED AT DINNER HONORING

Congresswoman Margaret M. Heckler, President Fulham, Mrs. Fulham, and Frank Sawyer

John F. Collins, JD '41, Trustee, Guy A. Carbone, JD '74, and Mrs. Carbone

Rexford A. Bristol, Trustee Emeritus, and Francis X. Flannery, MBA '64, Vice President and Treasurer

Campaign Chairman Howe, and Frank Sawyer

Joseph A. Saponaro, AB '52, Charles N. Collatos, JD '64, David J. Saliba, JD '52, Chairman of Special Gifts, Law School, Ronald J. Itri, JD '72 and Leonard N. Augello, JD '52

The Hon. Walter McLaughlin, JD '30, Trustee, a host at one of the tables, and his distinguished guests

President Fulham and Davis Taylor, Chairman of the Board, Globe Newspaper Company
A dinner honoring retiring President Fulham was held in the Grand Ballroom at the Park Plaza Hotel in Boston. Over 400 alumni, parents and friends attended the event.

Vincent A. Fulmer, Chairman of the Board of Trustees, introduced the President who, in the course of his remarks said, "It is axiomatic that individuals have short lives and institutions have long lives. Each of us makes his or her contribution and moves on, but much work remains. It is time to raise the sights, to elevate the objectives, define new tasks, and enlist the aid of new, stronger, and more zealous new hands."

He said that "many important things remain to be done at Suffolk University, and it will take many willing and dedicated persons to reach the next plateau."

John S. Howe, Campaign Chairman, announced the Campaign goal of $2,735,000, and recognized the Leadership Gift of $200,000 by Mr. Frank Sawyer. He then introduced the preview of a new slide film about the Campaign which was shown to the audience.

The honored guests at the Head Table were:

Michael R. Ronayne, Dean
College of Liberal Arts & Sciences

Patrick H. Dwyer, BSBA‘62, EdM‘70
President, General Alumni Association

David J. Sargent
Dean, Law School

Joseph W. Kane, JD‘70, President
Law School Alumni Association

Michael L. Linguata, BSBA‘50
Alumni Trustee

Jeanne M. Hession, JD‘56
Vice Chairman, Board of Trustees

Thomas A. Fulham
President

Vincent A. Fulmer
Chairman, Board of Trustees

Lawrence L. Cameron, JD‘51
Trustee

Mrs. Annette Fulham

John S. Howe
Trustee, Campaign Chairman

Francis X. Flannery, MBA‘64
Vice President and Treasurer

Charles J. Hamilton, MPA‘75
President, MBA/MPA Alumni Assoc.

Richard L. McDowell
Dean, School of Management

John Zorka, MBA‘74
President, University Alumni Council

Joseph B. Shanahan, JD‘75
Clerk, Board of Trustees

Harry Zohn, AB‘46
Alumni Trustee
Recognizing its responsibility to students, faculty, alumni, and the community at large, Suffolk University's Board of Trustees developed a comprehensive program with which to meet the problems and opportunities of the coming decades. The Facilities Development Project draws upon the traditional strengths of the University to improve its physical and educational resources at the least possible cost to the Suffolk community.

A major step in this program was to find suitable, reasonably priced accommodations for a number of the University's functions. To this end, in 1978 the University acquired one of Beacon Hill's most prominent buildings, the former United Way of Massachusetts Bay offices at 8 Ashburton Place (14 Somerset Street). Purchased for $605,000, the twelve-story Ashburton Place building answers Suffolk University's needs in many ways. Its excellent location near the University's other centers makes it convenient for students, faculty, and administrators, while the intended preservation of its traditional facade will contribute to the conservation of Beacon Hill's unique atmosphere and to the University's visibility in the neighborhood. Further, renovation of 8 Ashburton Place is only the first step in a carefully planned development project that involves a reworking of all the University's existing buildings. In this first step, the University is investing $9,930,000 of which $2,735,000 will be raised from the Campaign for Excellence. The remaining funds will be provided from a HEFA bond issue of about $5.5 million, and from $1.7 million in University funds set aside for this purpose.

The School of Management will benefit from relocation to the new building. This expansion will mean that faculty offices, classrooms, computer facilities, and an MBA student lounge will be concentrated in modern quarters that are large enough to contribute to an improved quality of education and research in business and public administration.

The College of Arts and Sciences will benefit from increased and improved classroom and administrative space. Those College departments whose offerings relate to aspects of management training will be housed close to the school of Management and the new computer laboratory, and a large percentage of the new building's library and classroom space will be devoted to the needs of the College.

The Law School will benefit through substantial expansion of its present space as other facilities move into 8 Ashburton Place. First, the Law School Library's floor space will be increased by 40% through acquisition of the third floor area in the Archer Building now occupied by the College Library.

The new space will include a substantial mezzanine as well as a student lounge and conference area. This additional area will permit the Law Library to expand from its present capacity of 160,000 volumes to a capacity of 250,000 volumes - making it the largest and most comprehensive in the City of Boston.

In addition, the space in the Donahue basement, now occupied by the University's cafeteria, will be converted into two new amphitheatre classrooms with room for 85 and 100 students respectively.

Finally, the building at 56 Temple Street will be converted into new offices for members of the Law School faculty and administrators.

The students will benefit in many ways from the University's improved use of available space. Four full floors of the new building have been allotted to a new University library, which will be able to expand and improve upon its holdings and offer more comfortable study areas. A new student cafeteria and new lounges, as well as several floors of modern, well-equipped classrooms, will enable commuting students to concentrate on their studies without the distractions of congested facilities.

The alumni will benefit through the establishment of an alumni center comprised of offices and meeting rooms. In its 75th year, the University counts 21,000 among its alumni. The decade ahead holds great promise of increased alumni participation in the affairs of the University.

### THREE YEAR PLEDGE TABLE

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<tr>
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<td>333</td>
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The alumni will benefit through the establishment of an alumni center comprised of offices and meeting rooms. In its 75th year, the University counts 21,000 among its alumni. The decade ahead holds great promise of increased alumni participation in the affairs of the University.
The faculty will benefit by teaching in bright, modern classrooms designed for the highest educational standards, and by counseling students in improved, more private offices. In addition, increased references and research capabilities for the faculty will be available through the expanded University and Law Libraries.

The University as a whole will benefit. For the first time in many years, Suffolk University’s administrative offices will be near the students rather than isolated in their present, unsuitable rental quarters. Inclusion of the support functions of the administration at 8 Ashburton Place will result in considerable savings in terms of rent, as well as student time and efficiency.

Abner Roy Sisson, JD '28, Campaign Vice Chairman for the Law School. Mr. Sisson practices Law in Boston and is on the Law School Faculty.

John E. McDonald, BSBA '71, Campaign Chairman for the School of Management. Mr. McDonald is Executive Vice President and Treasurer of the Workingmen’s Cooperative Bank.

William G. Manning, AB '59 Vice Chairman for the College of Arts and Sciences. Mr. Manning is with the American Transeuro Company in Boston.

Vincent A. Fulmer, Chairman of the Board of Trustees, and Albert F. Curran, JD '49, a member of the Campaign Advisory Council

Continued from page 3 - Chairman Howe

seeing Suffolk University move on to its future role of providing quality education to students at a moderate cost in the decades ahead.

We believe that our goal of $2,735,000 is both reasonable and attainable -- if Suffolk University receives meaningful support from those who believe in its unique and valuable position in Boston's higher education community. The University can call upon its tradition of excellence to improve its standing and its service in the 1980's, but only if friends, parents, and alumni join in giving as much as they are able.

To those who have already given so generously of themselves in this Campaign, I want to express my sincere thanks. Those individuals include the Trustees, the Deans, administrators and faculty, and leaders of the Campaign organization. To those who have agreed to work or to give in the future, I extend my appreciation for their contribution to this most important effort for Suffolk University.

Campaign Chairman Howe, Nicholas J. Decoulas, JD '54, Area Chairman for the Law School, Essex County, and Law Professor Clifford E. Elias

Harold R. Cohen, JD '55, Area Chairman for the Law School, Norfolk County; Howard M. Turner, Campaign Director; Philip Houten, JD '54; David Saliba, JD '52, Special Gifts Chairman for the Law School; Joseph R. Santos, JD '47; and Robert W. Banks, JD '64
The Building at 8 Ashburton Place, renovation of which is being supported in part by the Campaign for Excellence. Additional renovation is being undertaken in the Donahue and Archer Buildings and at 56 Temple Street.