

1-28-1985

## 01/28/1985 - Institution Development Plan

University Marketing and Communications

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### Recommended Citation

University Marketing and Communications, "01/28/1985 - Institution Development Plan" (1985). 1985. 1059.  
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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

# news

January 28, 1985

L/A

HARRY READ, Director of Information and Publications (217) 581-2820

FOR IMMEDIATE RELEASE

CHARLESTON, IL--Eastern Illinois University today (January 28) announced the first institution-wide development plan led by a professional in the field since classes began in 1899.

Termed the Tenth Decade Campaign (Eastern was founded in 1895 by the Illinois General Assembly), the goal is to raise \$5 million during the next five years.

President Stanley Rives said the target "is challenging, but attainable."

The program, scheduled to end no later than December 1989, will be spearheaded by Charles F. Ross, the University's first Director of Development.

Rives said a team led by Dr. Daniel E. Thornburgh, Director of University Relations, will coordinate the program. Charles Titus, Alumni Services; Kenneth E. Hesler, consultant; Ross and Thornburgh comprise the team.

Primary aim of the plan, Rives said, will be "to provide money beyond appropriated funds for the general advancement of the University with special attention to enhancing Eastern's academic program."

Mrs. Evelyn Kaufman, Chairperson of the Board of Governors (BOG), and Dr. Thomas Layzell, BOG Executive Director, came to Eastern Monday to help launch the program. Also lending support to the plan was Mrs. Mary Ann Uphoff, Vice President of the EIU Foundation's Board of Directors.

Mrs. Kaufman, the first woman to head the BOG, noted that Eastern "has an almost 90-year rich history of offering a solid education to the young people of our state...(but) if the students in 1990 are to enjoy those same opportunities of a strong curriculum, an excellent faculty, and an adequate physical plant, Eastern must embark on this effort to raise private funds."

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Mrs. Kaufman also said the public institutions of higher learning in Illinois "cannot be funded entirely by the state's taxpayers if they are to continue to offer the quality education to which our students are accustomed and deserve."

All gifts will be received by the Foundation, which will administer their distribution to the University. Thornburgh is also the Foundation's fiscal agent.

Ross, who came to Eastern last August after a 17-year career in developmental activities, cited the three basic components of the program:

Annual giving, capital efforts and planned giving. Included in the annual giving phase will be increased contacts with alumni, development programs with parents through the E.I.U. Parents' Club, the President's Club with new levels of giving (current membership is by a \$1,000 gift for individuals and \$5,000 for corporations), and other areas involving faculty/staff, friends, businesses and corporations.

Capital efforts include both construction and endowments. Planned giving, including wills, bequests and trust arrangements, will involve providing information about that phase to the various constituencies.

Ross said the proposed breakdown for the development program is \$2 million slated for endowment growth, \$2.3 million for annual giving, and the balance for capital construction.

Ross was Vice President for Development at Cedarville (Ohio) College before taking the position at Eastern.