

## **Rider Announces \$55 Million Capital Campaign**

Rider University launched the public phase of a \$55 million capital campaign — Preparing for Success: The Campaign for Rider University — at a black-tie dinner attended by more than 200 guests on Saturday, November 11, in the Student Center Cavalla Room. The comprehensive campaign, the first in Rider's history, seeks to expand the University's career services and experiential learning programs, build a new Sports and Recreation Center, secure the future of Westminster Choir College, and secure Rider's future by building a strong endowment.

"Rider has come a long way since its humble beginnings in Trenton. The solid foundation that was established then has grown stronger through the years and will be essential to the success of The Campaign for Rider University," said Bart Luedeke, Rider president. "Our goal is to serve students with growing distinction as the premier career preparation university in the region and the campaign will enable us to reach that goal."

At the gala, Joan Mazzotti '72, chair of Rider's Board of Trustees; William Rue '69, a trustee and campaign chair; and Luedeke outlined the University's many successes and presented an overview of campaign objectives, which include:

- **Strengthening Career Preparation Programs and Services**

At Rider, the emphasis on career preparation begins in the freshman year and continues through graduation. A spacious new Career Services Center, to be located on the top floor of the Student Center, will give students the facilities and resources to not only find a job after graduation, but to map out an entire career plan. The University also seeks to expand various experiential and service learning programs, and to support further enhancement of technology applications throughout its curricula.

- **Strengthening Student Life**

Although Alumni Gymnasium has served the Lawrenceville campus admirably since opening its doors in 1958, it is no longer an adequate home for an NCAA Division I athletic program and does not provide enough recreational and programming space for the campus community. A new Sports and Recreation Center, consisting of a renovated Alumni Gym and a new 3,000-seat arena, will provide Rider with a spacious on-campus venue for sporting events, concerts and lectures. The complex also will include a fitness center, jogging track, racquetball court and a dance/aerobics studio.

- **Strengthening the Financial Foundation: Endowment**

In order to relieve the demand on its operating budget while preserving its commitment to admitting the most qualified students regardless of need, Rider seeks \$7 million in new scholarship revenue. Rider also seeks to bolster its library endowment by \$1 million as a means of augmenting the existing acquisitions budget, supporting curriculum expansion, and strengthening the libraries' acquisitions and information access needs.

While Westminster Choir College has experienced a Renaissance over the past few years, the College must increase its endowment by \$10 million to help offset operating expenses and secure its future.

- **Securing Current-Use Support**

Annual current-use gifts that can be used by Rider in the year of receipt, either for general needs or for specifically designated purposes, is crucial. A total of \$8.55 million in annual gifts is needed through 2003 to provide for essential stability and flexibility in the University's operating budget.

Typically, capital campaigns have a quiet phase during which approximately 50 percent of the goal is realized, and then the public phase is launched with a significant event such as Rider's gala dinner. Through the quiet phase of Rider's campaign, Luedeke told guests at the dinner that 75 percent of the original \$40 million goal had been raised. He then announced the goal of Preparing for Success: The Campaign for Rider University was increased to \$55 million, a total to be achieved by 2003.

During the quiet phase, the University accomplished the following:

- made substantial progress toward the endowed scholarship goal,
- secured enough funding to allow construction of the new Career Services Center,
- reached the halfway mark in the \$10 million Westminster endowment effort,
- completed, through the generosity of John Spitznagel '63, the magnificent renovation of Rider's main theater, which was rededicated as The Yvonne Theater in memory of Yvonne Alexander Spitznagel '64,
- renamed the College of Business Administration building Sweigart Hall in gratitude of Anne Brossman Sweigart's endowed scholarship gift, the largest in Rider history, and
- accomplished many other important institutional goals.

Highlighting the gala was a performance by the Westminster Choir, conducted by Joseph Flummerfelt. Sharon Sweet, an internationally acclaimed dramatic soprano with the Metropolitan Opera and a member of the Westminster voice faculty, lent a special touch to the evening with her performance.