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Southwestern News, Volume 28 number 6, June 1965

Item Type	Other
Publisher	Memphis, Tenn. : Southwestern at Memphis
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Southwestern News



Alumnus Olim, Aeternum Amicus

MEMPHIS, TENNESSEE

NUMBER 6
VOLUME XXVIII
JUNE 23, 1965

\$1,900,000 FORD FOUNDATION GRANT ANNOUNCED FOR SOUTHWESTERN



A time to remember! At exactly 9:00 a.m. on Friday, June 18, Dr. Rhodes was called from New York and notified about the grant. Sharing his obvious delight were Mr. Van Pritchart, Chairman of the Executive Committee and President-elect Alexander.

A Ford Foundation grant of \$1,900,000 to Southwestern At Memphis was announced by President Peyton N. Rhodes at a testimonial dinner in his honor at the Memphis Country Club on June 23.

The grant, the largest in the college's history, was made under the Ford Foundation's Special Program in Education, the objective of which is to advance the development of selected private institutions of higher education as national and regional centers of excellence. The grant will be used to accelerate an 8-point expansion program which Southwestern hopes to achieve within the next ten years.

The Ford Foundation Report of 1965 states: "Potential recipients have been identified on the basis of the following criteria: their commitment to superior scholarship, their plans and ability to make pace-setting improvements, the quality of their leadership, their potential for serving as models for excellence in their regions,

and strength of support from alumni and other sources. They are then asked to prepare far-reaching improvement plans encompassing the total institution."

The grant also has another essential requisite. Southwestern must match the grant two to one over a period of three years. It thus helps Southwestern increase both the number and size of its gifts from alumni, business and industry and other donors, and will broaden the base for continuing financial support.

The announcement of the grant was made at a testimonial dinner honoring Dr. and Mrs. Peyton N. Rhodes. Dr. Rhodes, who has served Southwestern as teacher and president for a total of 39 years, will retire June 30. Guest speaker, Dr. John Osman, Senior Staff Member of Brookings Institution and former Southwestern professor, spoke on the subject, "The Economy of a Liberal Education."

Board Chairman A. Van Pritchart Inaugurates Challenge Campaign

Under the leadership of the Board of Directors and the Executive Committee, Southwestern is inaugurating a Challenge Campaign fund drive to meet the requirement necessary for Southwestern to receive the \$1,900,000 Ford Foundation grant.

The Foundation stipulates that Southwestern match the Ford grant in a 2 to 1 ratio over a three-year period. To accomplish this, the Challenge Campaign goal is set at \$3,800,000.

Dr. Alfred O. Canon, Dean of Alumni and Development, points out that total funds contributed during the past ten years amounted to \$6,956,000. To meet the goals of the next ten years, a total of \$17,190,000 is needed (this figure includes the Ford grant).

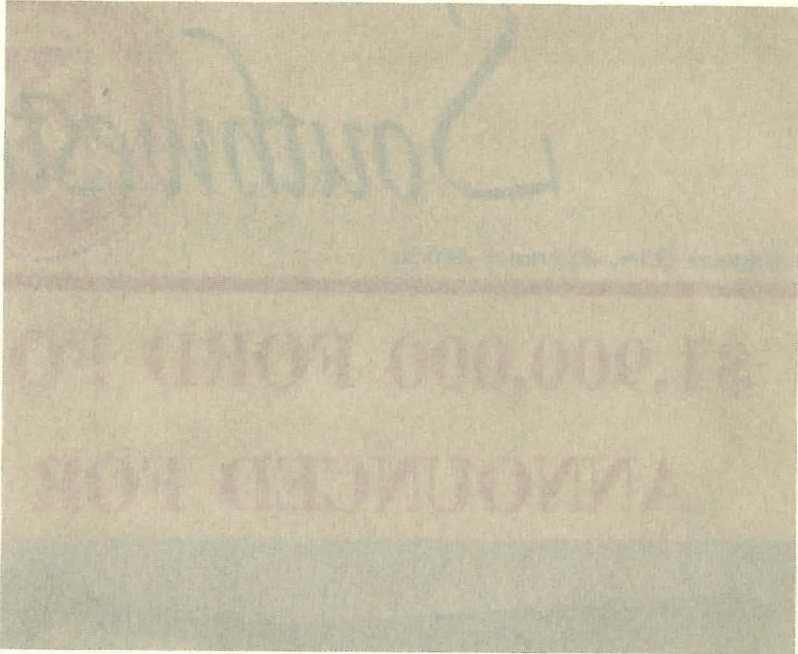
The Challenge Campaign will endeavor to meet its goal through the help of alumni, industry and business, governing boards, individual contributions, bequests, religious groups and foundations. An important phase of the campaign will focus upon an increase of alumni contributions, both in amount and percentage of participation. Dr. Canon confidently predicts that Southwestern will not only meet the three-year goal of the challenge campaign, but beat it just as Johns Hopkins University, Amherst College, Carleton College, Swarthmore College, Grinnell College and others have done.



"SOUTHWESTERN NEWS"
Published Five Times Annually by
 SOUTHWESTERN AT MEMPHIS
 2000 N. Parkway Memphis, Tennessee 38112
 Mailed Second Class Postage Paid at Memphis, Tennessee

Southwestern's Ten-Year Goals To Include New Science Center

Gigantic strides forward are planned for Southwestern's development in the next decade, reports the president-elect, Dr. David Alexander, who assumes office on July 1. Aims for the next ten years are set forth in an 8-point "Goals for Excellence" program, embracing improvement plans encompassing the total institution.



For Excellence, 1965-1975 Southwestern's Goals

OBJECTIVE	REQUIRED AMOUNT
1. Science Center\$ 1,800,000 (Physics, Mathematics, Biology)	
2. Endowment Increase	9,900,000
3. Scholarships	2,210,000
4. Special Programs in Teaching and Research.....	165,000
5. Residence Hall	750,000
6. Academic Building	550,000
7. Auditorium	1,000,000
8. General Educational Budget	815,000
TEN-YEAR TOTAL	\$17,190,000

Additional science facilities are among Southwestern's most immediate needs. The new Science Center will serve as headquarters for classroom work and research in physics, mathematics and biology. The present overcrowded Science Building will be devoted entirely to chemistry as the original master plan provided 40 years ago.

With rising costs, scholarships become increasingly important as Southwestern continues to recruit the superior student. Expanding enrollment requires additional residences, academic facilities, and an auditorium to accommodate a student body grown twice as large as Hardie Auditorium's capacity.

In a recent address in Memphis, Dr. Alex-

ander said, "Southwestern owes a great debt to its loyal friends and alumni in Memphis, the Mid-South, and throughout the nation. But we in turn owe Southwestern a debt of gratitude—gratitude for the devotion and dedication of Dr. Diehl and Dr. Rhodes and the unselfish benefactors who have brought the college to its extraordinary level of achievement. I hope that we will all work together now to assure that our college will have the resources necessary to its unceasing pursuit of excellence."

Plans are already underway for the expanded Science Center which will be designed to provide research space for the Laboratory of Atmospheric and Optical Physics as well as undergraduate research and teaching. The roof will be constructed to support a small observatory and accessories, a coelostat, and other radiation collecting devices. The biology department will offer facilities for further research in radiation and molecular biology. In addition to classrooms and laboratories there will be greenhouse facilities on the roof.

The mathematics department will also be housed in the Center. The chemistry department will fill the present science building, which will also house a computer.

A new academic building is also planned. This will add needed classrooms for the humanities and audio-visual methods. It will include two major lecture halls seating 200 students each which will implement the large lecture-small discussion group pattern now increasingly used in language, Bible and humanities courses.

Ford Foundation Is Education Benefactor

The Ford Foundation is a private, non-profit institution whose purpose is to serve the public welfare. It seeks to strengthen American society by identifying problems of national importance and by underwriting efforts—by institutions, talented individuals, and communities—toward their solution. The Foundation grants funds for experimental, demonstration, and development programs designed to achieve advances within its fields of interest.

The Foundation was established in 1936 by Henry Ford and Edsel Ford and until 1950 made grants largely to Michigan charitable and educational institutions. In 1950 the Foundation became a nationwide philanthropy, and most of its grants have been made since then. As of mid-December, 1964, a total of \$218.5 million had been granted under its Special Program in Education to ten universities and forty-seven colleges. To obtain the grant, the recipient is required to match the Foundation's funds in varying ratios by raising funds from other private sources. The total of the Foundation grants and the required matching funds to date is \$775 million.

The Special Program is significant in its volume, and also in its concepts and its occurrence in an era of extraordinary change and challenge in American higher education. Its implications extend beyond private colleges and universities to the publicly supported sector of higher education and to private philanthropy—individual, corporate, and from other foundations.