

# THE BULLETIN

MORAVIAN COLLEGE • MORAVIAN THEOLOGICAL SEMINARY

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CIT director Ron Helmuth and Napo Ghonda '01 pack computers for the Christian University of Kinshasa. Photo: Andrew Mingione '99.

## Moravian Computers Light Up Congo Lab

Members of the College community who received new computers over the summer may be happy to find out that their old computers will be serving the needs of students halfway around the globe. On July 6 Moravian's Center for Information Technology, under the leadership of Ron Helmuth, boxed up 26 computers and shipped them to the Christian University of Kinshasa in the Democratic Republic of the Congo. Ron's friend John Fairfield, a computer science professor at James Madison University, had contacted him for assistance in a project he was working on with the Mennonite Central Committee, The Committee, a relief agency of the North American Mennonite and Brethren in Christ churches, was setting up a computer lab at the Christian University of Kinshasa, and was seeking donations of computer equipment.

Moravian supplied the university with 486-33 and 486-66 PCs with network interface cards and 14 and 15" monitors. None of the computers could be sold because

## Community Colloquium Reports on Challenges Facing College and Seminary

President Ervin Rokke led a Community Colloquium of the entire faculty and staff in Johnston Hall on Thursday, August 26. At the session, President Rokke, with the assistance of several members of our senior staff, outlined the exciting developments and related challenges that our community will face in the upcoming year.

During his remarks, President Rokke observed that for the Fall 1999 term the College received the largest number of student applications in the history of the College. Three hundred twenty-five new freshman and 75 transfer students have converged on the campus this semester. He also noted that minority students

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**Computers**

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they were four to five years old. The College also transferred licenses for Windows 95 along with the computers, but no additional applications were sent. The Christian University of Kinshasa covered the cost of shipping and handling.

Assisting in the packing was Napo Ghonda, class of 2001, a citizen of the Democratic Republic of the Congo. Napo, a computer science major, mentioned that only one or two of the universities in his country have computer capabilities, and that the average salary among workers in his county is around \$5.00 per month.

John Fairfield reported that the endeavor was a smashing success. People from all over Congo flocked to the university to see the glowing screens of the computers. They were met by a banner proclaiming, "Que vive la cooperation entre MORAVIAN COLLEGE, PA, USA et L'UNIVERSITÉ CRÉTIENNE DE KINSHASA" ("Hooray for the cooperation between Moravian College and the Christian University of Kinshasa"). Students of computer science that had never touched a computer before sat in awe, handling the machines as one would handle a baby. The university held a formal demonstration inaugurating the arrival of the new machines. It was a national media event involving the National Minister of Education and the Vice President of the Église du Christ au Congo. Fairfield commented that the arrival of the computers has given the university the tools to attract "qualified students and serious money."

**Theologian John Cobb to Speak on Campus**

Dr. John Cobb, Ingraham Professor of Theology Emeritus at the Claremont School of Theology and the Claremont Graduate School, will be speaking at area colleges from September 13 through September 15. The lectures are being sponsored by the Lehigh Valley Ecumenical Seminar, whose membership mostly consists of faculty members in the religion and theology departments of the six LVAIC schools, along with interested faculty from other disciplines and some local parish ministers.

Cobb will be on Moravian's campus to give two lectures on Tuesday, September 14. At 4:00 p.m., Dr. Cobb will make a presentation to the Lehigh Valley Ecumenical Seminar in the HUB Snyder Room titled, "Stages on Life's Way: My Theological Journey." At 7:30 p.m., he will present a public lecture in the Saal of Moravian Theological Seminary titled, "The Heresy of Economism and the Christian Alternative." All Moravian faculty and staff members are invited to attend. For further information on these events, please contact Karen D'Angelo at extension 1414.

**Alumni Association Announces 1999-2000 Alumni Fellows**

The Moravian College Alumni Association is pleased to announce the 1999-2000 Alumni Fellows. The students are Lisa Hahn '00, a psychology major, Scott Heydt '02, undeclared, Erin E. Jennings '01, undeclared, Rachel O'Donnell '00, majoring in English and political science, and Courtney Rice '01, undeclared.

The association received 25 applications from exceptionally well-qualified students. Each fellow received a \$750 check from the Alumni Association at the Freshman Banquet on August 30.

**Faculty Meeting Scheduled for Thursday, September 16**

Agenda items and related handouts for the Thursday, September 16 faculty meeting should be submitted to Dean Randall Packer by Tuesday, September 7. This deadline is set so that faculty meeting attendees have ample time to review the agenda and attachments before the meeting. Your cooperation is appreciated.

## September 3 Get-Together to Be Hosted by President's Office

The President's Office will host the first Friday Get-Together for faculty and administrative staff on Friday, September 3. The Get-Together will be held in the Dog House in the basement of Zinzendorf Hall. Please come for good company, good fare, and good fun as a new academic year begins at Moravian!

## Friday Get-togethers For Faculty and Staff Scheduled

Each month the staff of Moravian College and Moravian Theological Seminary get together with colleagues to chat and enjoy light refreshments. The following dates have been reserved at the Dog House, located in the basement of Zinzendorf Hall. Each event will be from 3:00 to 5:00 p.m. Please mark the following dates on your calendar and please plan on attending:

### Friday, October 1

Sponsored by the Office of the Vice President for Administration

### Friday, November 5

Sponsored by the Commission on the Future

### Friday, December 3

Sponsored by the Department of Nursing

Many thanks to the offices and departments who volunteered to be our hosts. The invitation is out to those who would like to sponsor our spring term events. If your office or department is interested, please contact Clark Chapman at extension 1410.

## Cohen Lectures Committee Announces Speaker

The Cohen Arts and Lectures Committee is pleased to announce that Andrew Young, former ambassador to the United Nations, will present a lecture entitled "The New American Century: Leadership in the Global Community." on Wednesday, October 6, at 8:00 p.m. in Johnston Hall. The lecture by Ambassador Young focusing on America's role in the new millennium will include an interactive question and answer period.



Andrew Young has spent more than 40 years in public service. Following his graduation from Howard University and Hartford Theological Seminary, Young pastored small Congregational churches in Marion, Alabama, and in Thomasville and Beachton, Georgia. Later Young moved to New York City to become associate director of the Department of Youth Work for the National Council of Churches. In 1961, Young returned to Atlanta to work as a top aide to Dr. Martin Luther King Jr. during the civil rights movement. He served as executive vice president of the Southern Christian Leadership Conference.

Young was elected to three terms in the United States Congress where he represented the Fifth Congressional District of Georgia. In 1977, Young resigned his seat in the House of Representatives to become United States Ambassador to the United Nations under President Jimmy Carter.

First elected Mayor of Atlanta in 1981, Young was re-elected for a second term in 1985. During his administration, over half a million jobs were created, and the metropolitan region attracted more than \$70 billion dollars in private investment and construction.

Andrew Young's appearance marks the 16th anniversary of the Cohen series at Moravian College. In past years, the series has brought to Bethlehem such notables as James Carville and John Sununu, the New York Philomusica, former President Jimmy Carter, author Kurt Vonnegut, former governor Mario Cuomo, and the Tokyo Symphony Orchestra.

The Cohen Arts and Lectures Series was established in 1984 by Bernard and Bertha Cohen, who were active in Bethlehem business and community affairs until their 1976 relocation to Boca Raton, Florida. Bertha Cohen is a 1937 Moravian graduate and a former member of the College's board of trustees. Bernard Cohen is a member of the Lehigh University class of 1936 and an honorary alumnus of Moravian.

Tickets for the lecture are \$10 and available at the HUB desk. For ticket information, call extension 1491. Proceeds from the performance benefit the Moravian College Scholarship Fund.

## Seven Graduates Inducted into the Moravian College Hall of Fame

The Moravian College Hall of Fame Committee has selected the following graduates for induction into the Hall of Fame on Saturday, November 6.

Hannah Baum Brown '28,  
women's basketball, field  
hockey, softball, archery

Michael S. Brichta '78, football

Patrice Golden '85, women's  
basketball, women's volleyball

Michael K Grigoruk '85, men's  
soccer

Andrea Heller '89, women's  
basketball, softball

Kenneth J. King '77, football

William Ormsby '80, football

The 1999 Herbstman Award will be given to David O'Brien '78, current director of athletics at Temple University.

For more information on the Hall of Fame banquet, contact Mark Fleming at extension 1472 or Bettie Knisely at extension 1366.

### **Bulletin**

News for the information *Bulletin* is welcome from all departments. Any news pertaining to administration, faculty, and staff may be sent to:

Christopher Hess  
Publications  
1309 Main St.

The *Bulletin* is usually published twice monthly with a deadline of 12:00 p.m. on Thursdays. Call Chris at ext. 1362 to confirm.

## Moravian Celebrates Record-Breaking Fundraising Year

Susanne I. Shaw, vice president for institutional advancement, announced that voluntary gift revenues to Moravian College totaled \$5,527,123 at the close of the 1998-99 fiscal year on June 30, 1999. This exceeded the prior year's total by \$2,616,392, due primarily to a major gift from an anonymous donor of \$2 million, a significant increase in the Annual Fund total, and a 31% increase in gifts of \$5,000 or more.

The Annual Fund achieved a new high total of \$1,404,707. In January, the Board of Trustees issued a giving challenge to all alumni and more than 900 responded with extra or increased gifts totaling \$107,848 for the Annual Fund. Total gifts from alumni and trustees represent 72% of this year's Annual Fund or \$1,014,994. Alumni participation was 30% while giving by the faculty and staff increased 20% over the previous year, achieving a record \$48,914.

The 1998-99 Seminary Annual Fund reached an all time high of \$138,512 with a 43% alumni participation rate, putting Moravian Theological Seminary among the top ten seminaries in the U.S. in giving.

Highlights of the 1998-99 Annual Fund:

- The dedicated student callers and managers who staff the ten weeks of the on-campus phonathon. This year they raised \$294,489 and had an amazing pledge fulfillment rate of 92%.
- Combined giving by reunion classes totaled a new high of \$156,341 with the Class of 1969 having the highest dollar total.
- Gifts from 613 past and present parents to the Parents Fund increased by 25% to \$74,464. Participation has increased by 269% over five years.
- The Senior Class Gift Program participation rate of 40% represents an all-time high. The \$9,052 class gift established a new scholarship fund for rising seniors. An unexpected matching grant from the Moravian College Alumni Association brought the total for this important scholarship fund to \$18,104.
- Gifts to the College from non-alumni friends closed at \$115,925, an increase of 9% over the prior year.

"Gifts to the Annual Fund sustain the core values of Moravian College, which are teaching, scholarship, and public service," said Shaw. "By making regular, unrestricted gifts, alumni and friends give the president and the deans the flexibility to direct funds where they are needed and to capitalize immediately on opportunities to strengthen academic programs.

"Thanks to all faculty, staff, and administrators who supported the 1998-99 Annual Fund. Every single gift makes a difference and is greatly appreciated."

**Colloquium**

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represent approximately 10 percent of our new student population. In addition, 15 new international students will arrive for the fall semester, the largest new contingent of international students on record.

President Rokke also reported that gifts and contributions to Moravian had greatly increased as well. "Total gifts to our seminary moved from \$574,000 two years ago to \$2.16 million plus last year. Likewise, college contributions moved from \$2.9 million to more than \$5.5 million during the same period."

President Rokke ended his presentation with an outline of the challenges that the campus community will face in the upcoming year. He described three planning efforts already in place, "the Commission on the Future recommendations, our internally generated strategic goals, and the campus master plan." He indicated that initiatives springing from these planning efforts could cost at least \$100 million over the next five to seven years. Our approach to dealing with these initiatives, he said, is to "reconcile the strategic thrusts of the three planning efforts, establish implementation priorities for the planning initiatives, and to craft an institutional approach for improving our resource base."

Randall Packer, vice president for academic affairs and dean of the faculty, reported that the Moravian community is in a period of transition which is filled with excitement yet fraught with challenges. He noted that one of the major projects at hand is the revamping of the general curricu-

lum requirements. To fulfill the requirements of the curriculum, students must take 10 to 12 course units which are "the core liberal arts experience for our students." Packer stated that the curriculum was determined in large part by the objective of providing students with attributes and abilities that will serve them in their lives and careers no matter what their major.

upgrading our campus infrastructure and help the faculty increase the use of technology in the classroom."

David Schattschneider, dean and vice president of the Seminary, reported that the internal affairs of the Seminary would be enhanced by a new management team approach. In that team, Kay Ward serves as director of Semi-



*President Rokke, flanked by vice presidents Susanne Shaw, Randall Packer, Beverly Kochard, Dennis Domchek, Bernard Story, John McDermott, and David Schattschneider, addresses the institution's members at the second Community Colloquium.*

Photo: Michael Wilson.

Packer also discussed the College's new venture with St. Luke's Hospital in setting up the St. Luke's Hospital Commemorative School of Nursing. The program, headed by Janet Sipple, has approximately 16 students for its inaugural semester.

A third focus of improvement, Packer said, is enhancing the learning environment at the College. The most substantial improvements will be seen in new academic buildings which are well into the planning stages. He added that the "College has committed significant new resources to

nary advancement; Jane Burcaw is director of continuing education; Thom Stapleton serves as director of admissions; Gloria Conrad is director of student services; and Rosemary Ebersole will work as a full-time receptionist for Lenox House. In addition, 31 new students will be beginning their studies at the Seminary this year, bringing enrollment at the Seminary to 96. Schattschneider also reported that the review of the Master of Arts in Pastoral Counseling curriculum will continue in response to the licensing require-

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ments for pastoral counselors now proposed by the State of Pennsylvania. He indicated that Frank Crouch will offer the Seminary's first videoconference course to a site in North Carolina in the Spring 2000 semester.

Dennis Domchek, vice president for administration, reported that in 1998-99 total revenue for the college was up about 2% compared to 1997-98. Increases in tuition, strong performance of our endowment, and growth in annual giving were partly offset by a decrease in revenue from residence halls and food services. We ended the past year with a slight surplus of about \$10,000.

Domchek observed that the budgeting process for 1999-2000 had been a challenge, but had gone smoothly overall. The college expects to receive \$1.8 million (8.1%) in additional revenue through increases in enrollment, tuition, room and board, growth in endowment, and annual giving. In an effort to generate further revenue, he said, the Board had agreed to increase tuition and fees; to apply a more liberal spending policy to a \$4 million portion of the Reeves Library Fund for operations; to increase the spending rate on endowment from 5.25 to 5.5%; and to exact \$300,000 in savings from cost reduction and productivity efforts. Domchek said that these initiatives will provide for an increase in spending of \$1.6 million to support academic and other programs and to allow for an increase in contingency funds to \$250,000.

John W. McDermott, vice president for Planning and Research devoted much of his report to the Commission on the Future. This Commission, which concluded its study in May, was the primary focus of the Planning and Research office over the past year. The six task forces of the Commission involved almost 200 alumni, business and community leaders, and friends of the College and Seminary. The task forces were supported by more than 30 members of the staff and faculty who served as task force "resources" and

upcoming year, the Planning and Research office will devote more consistent and deliberate attention to Moravian's strategic position among other colleges, universities, and seminaries, with two principal aims: to understand and respond to those things that threaten our existence, and to seize available opportunities to build on our strengths.

Beverly Kochard, vice president for student affairs, reported that Moravian's Counseling Center had experienced a marked rise in the



*Vice presidents Domchek, Story, and McDermott field questions after the Colloquium presentations.*

Photo: Michael Wilson.

provided clerical assistance. The work of the Commission will be officially concluded and recognized at the Comenius Dinner on October 29.

McDermott noted that for most of the summer, the senior staff of the College and Seminary had been working on ways to organize the nearly 150 recommendations from the task forces so they could be effectively evaluated, refined, prioritized, and enacted. McDermott said that in the

number of students seen by counselors, both individually and in group sessions. She also noted that Moravian has seen a considerable drop in suicide threats and attempts. However, she advised that alcohol use by students had not diminished, that drug use may be increasing, and that tolerance for drug use may likewise be on the rise. On the positive side, she said that there has been a significant

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increase in the number of Moravian students helping others through community service activities, in the number of philanthropic projects undertaken by individuals and groups, and in the number of students gaining direction through spiritual activities.

Kochard outlined a number of goals for 1999-2000: bundling academic assistance, counseling, and career development together as part of a new Student Development unit overseen by a single administrator; initiating campus-wide conversations about campus civility code; and continuing to engage parents as partners in the substance-abuse battle by suggesting ways they can be of help and by notifying them of all alcohol and violations.

Susanne Shaw, vice president for institutional advancement, reported that gifts from faculty and staff increased 20% over the last year. Moravian also experienced a significant increase in donations from parents and friends. Alumni contributed \$76,000 more than last year and the college alumni giving percentage stayed at 30%. In addition, over 40% of Seminary alumni contributed last year, keeping the Seminary among the top ten in the nation in that category.

Shaw said that goals for the upcoming year included exceeding last year's gift revenues, increasing efforts in the area of marketing Moravian College and Moravian Theological Seminary, enhancing alumni engagement and involvement, and getting the necessary infrastructure in place to undertake an institutional campaign.

Bernard Story, vice president for enrollment, reported that fresh-

man admission applications received had surpassed 1,300. Moravian also experienced a welcome and significant drop in our acceptance rate, making admission to Moravian more competitive. Story said that 325 freshman students arriving for the Fall term would make the class of 2003 one of the largest in decades. Story added that the College would welcome international students from the People's Republic of China, Tunisia, Nepal, Ethiopia, and Russia. He stated that Moravian may be the only small liberal arts college in the nation to have an equal number of men and women in its incoming freshman class.

Story stated that in 1999-2000, the objective of the Admissions and Financial Aid departments will be to market Moravian as a "small national treasure". He outlined the key elements of that marketing assertion: Moravian is a small college where students find a close knit community; Moravian is a national liberal arts college where a student receives a first class education; and Moravian is truly a treasure to all those who experience the educational and work environment.

Mike Seidl, assistant to the president, commented, "For those who attended, this year's Community Colloquium offered considerable insight—from our institution's leaders—into the challenges and promise of the upcoming year at Moravian College and Theological Seminary."