

Post flood campaign notes, 1973

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SUGGESTED IDEAS FOR OPENING ADDRESS AT CAMPAIGN LUNCHEON

Recognize that campaigning in the present economic climate is not going to be easy, but emphasize that during times such as these colleges will be looked upon as the place from which leadership will come.

More than 70% of our fulltime students receive financial assistance and 53% of ^{those} ~~that~~ ^{recipients} ~~figure~~ come from families with incomes of \$8,000 or less. Our need is to raise \$250,000 and as much more as possible to provide scholarship assistance to deserving students.

It is essential that workers be prepared to answer responses that the federal and state governments gave Wilkes millions to recover from the flood damage. Bring out the fact that more than a million dollars had to be spent for campus flood restoration that was not covered by federal and state assistance.

College had the added burden of almost one million dollars -- which came as an unwelcome shock -- to upgrade buildings to meet current Labor and Industry requirements.

In an attempt to demonstrate understanding for the financial burden that was incurred by families who were in the flood and had sons or daughters going here, Wilkes did not increase its tuition for two years. This put us two costly years behind other colleges in income from tuition.

Mention Stark Learning Center and new programs.

Remember to use Ancient Chinese Proverb:

"Those who want to leave an impression for one year should plant corn.

Those who want to leave an impression for 10 years should plant a tree.

But those who want to leave an impression for 100 years should educate a human being."

Invitation to Pitt people
for Nov. 26, 1973