









Dedication

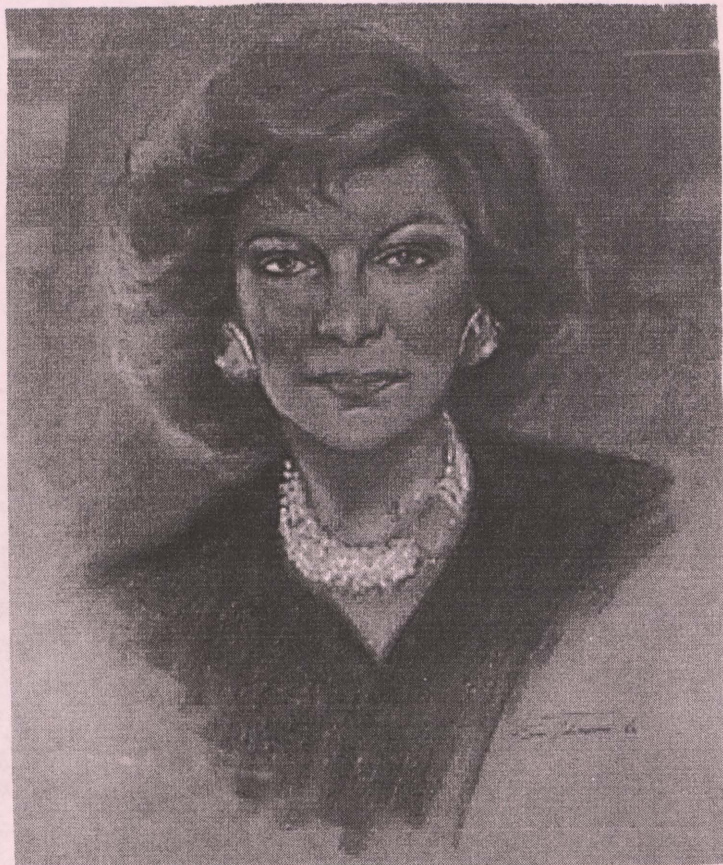
of

Marjorie M. Passan Hall

August 18, 1998



Marjorie M. Passan



"It is fitting that this building is named for Marjorie Passan, a woman who embraced life and new beginnings. Passan Hall plays an important role in the lives of Wilkes students working toward their new beginnings."

Christopher N. Breiseth, President



PROGRAM

12:00 p.m.

Guests Arrive

Emcee

Paul J. Strunk, Vice President,
Alumni, Development, and
University Relations

Welcome

Gerald A. Moffatt, Chair,
Board of Trustees, Wilkes University

Remarks

Jeff Moisey, President
Student Government, Wilkes University

Response

Passan Family Representative

Remarks

Christopher N. Breiseth, President
Wilkes University

Unveiling

Closing

Paul J. Strunk









Passan Hall
267 South Franklin Street
Wilkes-Barre, PA 18766

Passan Hall was acquired by Wilkes University in July 1993. The three story brick apartment house--6 family unit with Colonial Revival Facade--was originally constructed in 1925. It is approximately 10,000 square feet and houses the Student Services Office (Financial Management, Registrar, and Financial Aid) with the number of offices as follows: first floor - 8; second floor - 9; third floor - 9. The building was fully remodeled in 1993 including elevator (handicapped accessible); electrical; air conditioning/heating systems; floor coverings; painting and ceilings. Passan Hall is listed on the National Register of Historical Places.

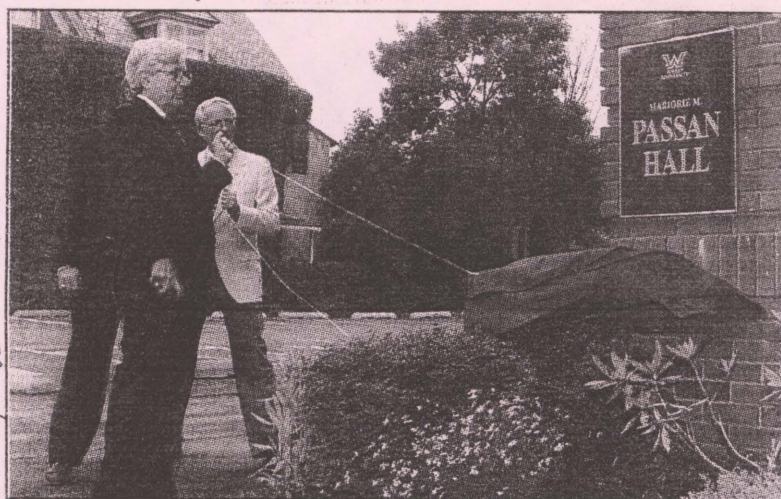
MARK,

Please excuse the hand written name.

Parsons Hall

- 267 South Franklin St. Acquired in July 1993.
- Original construction ca. 1925 Three story, brick apartment house with Colonial Revival facade (6 family unit).
- Size approx. 10,000 sq ft.
- Houses Student Services office (i.e. Financial Management, Registration, Financial Aid)
- # of offices - 1st fl. - 8 2nd fl. - 9 3rd fl. - 9.
- Fully Renovated including elevator (H/C Accessible), electrical, Air conditioning / Heating systems, floor coverings, painting and ceilings.
- Listed on the National Register of Historical Places as Contributing (listing has 3 categories Significant, Contributing and Antiques).

1993



Citizens' Voice/Warren Ruda

Wilkes gets a new building...page 2

Wilkes student service building is named in honor of Marjorie Passan

Wilkes University has formally named its Student Service building to honor the late Marjorie Moskowitz Passan.

Member of the Passan family, guests, and university students and officials marked the occasion with a brief ceremony and plaque unveiling outside of the 263-267 S. Franklin St. building.

"It is fitting that this building is named for Marjorie Passan, a woman who embraced life and new beginnings. Passan Hall plays an important role in the lives of Wilkes students working toward their new beginnings," said Dr.

Christopher Breiseth, university president.

Mrs. Passan, born and reared in Pittston, also resided in Wilkes-Barre and New York City. She co-founded Valley Distributing and Storage Co., Laflin, in 1954 serving as the company's secretary and treasurer for more than 20 years.

The John J. and Marjorie M. Passan Foundation recently gave Wilkes the first in a series of gifts that will total \$250,000 in commemoration of Marjorie.

The foundation, formed in 1996, supports Wilkes-Barre area organizations that benefit

humanity.

The three-story, brick apartment house was constructed in 1925 and purchased by Wilkes in 1993. Renovations in 1994 included adding an elevator to make it handicapped accessible, air conditioning/heating systems, and floor coverings.

The 10,000 square-foot building houses the Student Services Office which is the site of financial management, registrar and financial aid.

Previously those offices were housed in different buildings on campus. Passan Hall is listed on the National Register of Historical Places.

C.V. 8-19-98



The Times Leader/FRED ADAMS

Wilkes University dedicated its student services building to the memory of Pittston native Marjorie Moskowitz Passan at an unveiling ceremony Tuesday. The John J. and Marjorie Passan Foundation pledged \$250,000 in gifts to the university.

New name affixed to Wilkes building

■ *The Student Services Office on South Franklin Street now honors the late Marjorie Moskowitz Passan, a benefactor and area businesswoman.*

By OSHRAT CARMIEL

Times Leader Staff Writer

WILKES-BARRE — The name doesn't glide liltily off the tongue, and it probably doesn't spark memories for most college-age people.

But students at Wilkes University will have to get the hang of it. Every time they head to the registrar or the financial aid office, they will remember Marjorie Moskowitz Passan.

The woman who co-founded a distribution center in Laflin more than 40

years ago is also the namesake of Wilkes' Student Services Office.

Wilkes formally dedicated the building to the late Mrs. Passan on Tuesday when her husband, John J. Passan, unveiled a brass plaque outside the South Franklin Street building. The foundation he started that bears the couple's name has pledged \$250,000 to the university in Marjorie's memory.

A native of Pittston, Mrs. Passan and her husband founded the Valley Distributing and Storage Company in 1954.

In 1970 the company constructed a \$1.5 million distribution center "the size of five football fields" in Oakwood Industrial Park. The project made Valley Distributing the largest distribution and warehouse facility in the region at the time, according to a Times Leader account in August 1970.

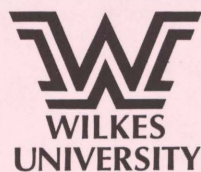
The Passans also contributed to the social and cultural life of the community. In 1986, they gave \$15,000 to transform the Paramount Theater into a performing arts center and \$520 to residents of the Washington Square Apartments.

In 1972, the Pillsbury Co. chose the Passans' Laflin facility as one of its northeastern distribution centers, making it the pivotal point through which the baking giant would send its flour and cake mixes to the eastern seaboard.

Marjorie Passan died 6½ years ago, said Wilkes spokesman Mark Davis.

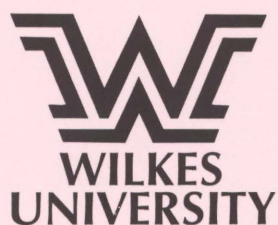
The three-story brick building that is now Passan Hall was built in 1925 and was bought by Wilkes in 1993. The National Register of Historic Places classified the structure as part of the River Street Historic District.

T.L. 8-19-98



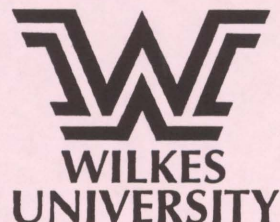
SLATTERY LOUNGE

OK PJS
6.15.98



MARJORIE M.
PASSAN
HALL

*Smaller
type
OK
PJS
6/23/98*



151 SOUTH FRANKLIN STREET

This entry marks the site of the home of Frank P. Slattery,
g Sr., District Attorney of Luzerne County, 1916 - 1920
and the boyhood home of Frank P. Slattery, Jr.,
Mayor of the City of Wilkes-Barre, 1960 - 1968.

This plaque is given to Wilkes University
upon completion of this building, ~~1995 - 1996~~
by the sons and families of the above:
Duard G. Sr., Joseph A., II, and Frank P., IV, Esq.
August, 1998

6/8/98

Mark,
Paul
said
okay!
Coleen

18" x 24"

151 South Franklin Street

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District Attorney of Luzerne County, 1916 - 1920,
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Wilkes University News

University Relations Office
Mark Davis, Director
Wilkes-Barre, Pennsylvania 18766
Office (717) 408-4770 Fax (717) 408-7820
e-mail davis@wilkes1.wilkes.edu

Fact Sheet

151 South Franklin Street

Plaque marks the site of the home of Frank P. Slattery, District Attorney of Luzerne County, 1916-1920, and the boyhood home of Frank P. Slattery, Jr., Mayor of Wilkes-Barre, 1960-1968.

The plaque is given to Wilkes University by the sons and families of the men mentioned above by:

Duard G. Slattery, Sr.
Joseph A. Slattery, II,
Frank P. Slattery, IV, Esquire

The plaque is mounted on the Classroom/Office Building
137-159 South Franklin Street

The building houses the College of Arts, Sciences, and Professional Studies.

The 55,000 square foot facility opened in 1995.

It contains thirteen classrooms equipped with state-of-the-art computer labs, foreign language laboratory, writing laboratory, tutoring laboratory, psychology research laboratories and observation rooms.

Wilkes University News

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WILKES UNIVERSITY DEDICATES MARJORIE M. PASSAN HALL

WILKES-BARRE- Wilkes University has formally named its Student Services building in honor of the late Marjorie Moskowitz Passan. Members of the Passan family, invited guests, Wilkes students and University officials marked the occasion with a brief ceremony and plaque unveiling outside of the building located at 263-267 South Franklin Street, Wilkes-Barre.

"It is fitting that this building is named for Marjorie Passan, a woman who embraced life and new beginnings. Passan Hall plays an important role in the lives of Wilkes students working toward their new beginnings," said Dr. Christopher N. Breiseth, president of Wilkes University.

A Pittston native, Mrs. Passan also lived in Wilkes-Barre and New York City. She co-founded Valley Distributing and Storage Company of Laflin in 1954, serving as company secretary and treasurer for more than twenty years.

--MORE--

1ST ADD WILKES DEDICATES MARJORIE M. PASSAN HALL

The John J. and Marjorie M. Passan Foundation recently gave the University the first in a series of gifts that will total \$250,000 in commemoration of Marjorie. The foundation formed in 1996, supports Wilkes-Barre area organizations that work for the benefit of humanity.

The three-story, brick apartment house was constructed in 1925 and purchased by Wilkes in 1993. Renovations in 1994 included adding an elevator (handicapped accessible), air conditioning/heating systems, and floor coverings.

The 10,000 square-foot building houses the Student Services Office (financial management, registrar, and financial aid) all under one roof. Previously those offices were housed in different buildings around campus.

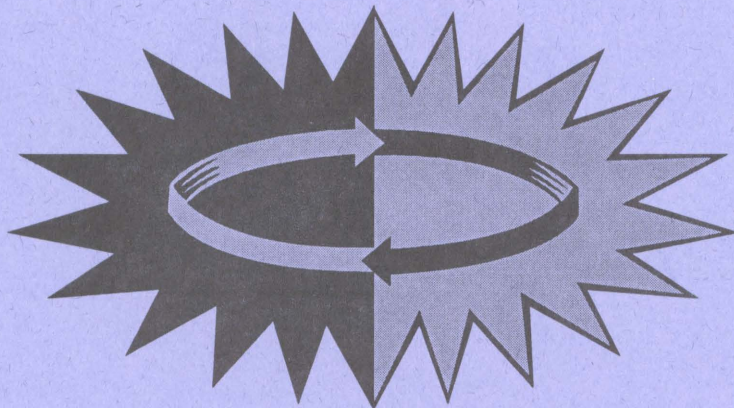
Passan Hall is listed on the National Register of Historical Places.

Photo: Marjorie M. Passan

Development Committee Meeting

Thursday, September 18, 1997

3:30 p.m., Weckesser Hall, Board Room



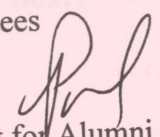
WILKES UNIVERSITY

Wilkes-Barre, Pennsylvania 18766



WILKES-BARRE • PENNSYLVANIA 18766 • 717/831-5000

MEMORANDUM

DATE: September 5, 1997
TO: Development Committee
Board of Trustees
FROM: Paul J. Strunk 
Vice President for Alumni, Development and University Relations
RE: Development Reports for Board Meetings
September 18 and 19, 1997

Enclosed, please find reports from the Development staff for review prior to the upcoming Board Meetings. There will be a formal presentation on our Alumni Relations Program at this meeting. Also, other department staff will be available for brief updates or to answer any questions you may have.

If I can be of any assistance, please feel free to contact me. Thank you.

PJS:cag
enclosures



MINUTES OF THE DEVELOPMENT COMMITTEE
Thursday, May 8, 1997 - 3:30 P.M.

MEETING OF THE DEVELOPMENT COMMITTEE

3:30 p.m., Thursday, September 18, 1997
Board Room, Weckesser Hall

A G E N D A

- I. Approval of Minutes of May 8, 1997 Meeting Dan Kopen '70
- II. Report on Alumni Relations Sandy Beynon Nicholas G'85
- III. Capital Campaign Steering Committee Beverly Hiscox '58
- IV. Area Reports
 - A. University Relations Mark Davis
 - B. Annual Giving Claire Fox
 - C. University Council William Tremayne '57
 - D. Alumni Association William Goldsworthy '76
- V. Development Organization Paul J. Strunk
- VI. Remarks
- VII. Adjourn Dan Kopen '70



Wilkes University Board of Trustees

MINUTES OF THE DEVELOPMENT COMMITTEE

Thursday, May 8, 1997 - 3:30 P.M.

The Board of Trustees - Development Committee meeting was held on Thursday, May 8, 1997 at 3:30 P.M.

The following Board and Staff members attended:

Board Members

Staff Members

Dr. Dan Kopen, Chairman
Lawrence Cohen
Esther P. Davidowitz
Jerome R. Goldstein
Beverly B. Hiscox, Vice Chair
Melanie Lumia
Arnold S. Rifkin

Paul J. Strunk - Vice President
Sandra A. Beynon
Dr. Christopher N. Breiseth
Caryn Cheyfitz
Claire S. Fox
Stephanie Geyer

Dr. Kopen called the meeting to order at 3:45 P.M. The minutes of the last meeting were reviewed with the following additions by Dr. Kopen:

On page 1, paragraph two of the previous minutes of the Development Committee:

My future goal is to have Development Committee Meetings at which area reports are presented in the form of statistical process control charts. They should include critical indicators with operational definitions for critical indicators.

In the future area reports should be a maximum of two or three pages, which will include all needed information in an easy to digest form.

The Committee must have clear operational definitions for specific areas. For example, the definition of alumnus changes depending on which audience is being addressed.

With no other additions or corrections to the minutes they were approved as written.

Dr. Kopen then turned the meeting over to Claire Fox to report on the office of Annual Giving. Ms. Fox distributed a packet of information to all in attendance.



Wilkes University Board of Trustees

MINUTES OF THE DEVELOPMENT COMMITTEE

Thursday, May 8, 1997 - 3:30 P.M.

The Board of Trustees - Development Committee meeting was held on Thursday, May 8, 1997 at 3:30 P.M.

The following Board and staff members attended:

Staff Members

Paul J. Strunk - Vice President
Sandra A. Boynton
Dr. Christopher N. Berkefeld
Carol Cheyfitz
Claire S. Fox
Stephanie Geyer

Board Members

Dr. Dan Koppen, Chairman
Lawrence Cohen
Robert F. Davidowitz
James R. Goldstein
Barbara B. Hiscov, Vice Chair
Michael Luma
Arnold S. Rifkin

Dr. Koppen called the meeting to order at 3:30 P.M. The minutes of the last meeting were reviewed with the following additions by Dr. Koppen:

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In the future area reports should be a maximum of two or three pages, which will include all needed information in an easy to digest form.

The Committee must have clear operational definitions for specific areas. For example, the definition of alumni changes depending on which audience is being addressed.

With no other additions or corrections to the minutes they were approved as written.

Dr. Koppen then turned the meeting over to Claire Fox to report on the office of alumni giving. Ms. Fox distributed a packet of information to all in attendance.

She opened with defining giving options at Wilkes University. The Annual Fund has grown over the past years from \$656,000 in 1993 to \$910,000 in 1996. The 1997 Annual Fund is expected to exceed all previous campaigns.

Ms. Fox stated that Alumni, Trustees, University Council, employees and friends participation in the Annual Fund is of great importance. The percentage of participation is a key indicator when foundations review funding proposals.

Dr. Koppen asked what number is used for total alumni. Ms. Fox replied that the number is 15,000. The number used is the number of alumni who have usable addresses, and have been asked to support the University.

Mrs. Davidowitz said for years alumni had a definition. It was a person who had a diploma from an institution of higher education. This led to a discussion on the different definitions of "Alumni".

Dr. Koppen suggested we need to have operational definitions which will clarify the definition of alumni.

Ms. Fox stated that giving from alumni must increase. Mr. Goldstein asked what the game plan is to increase alumni participation.

Mr. Strunk explained there are many new initiatives planned to provide additional energy to our alumni efforts. Including:

- An enhanced reunion program
- Plans to organize local alumni chapters in New York, Philadelphia, Washington, Harrisburg and Binghamton
- Alumni Mentoring Program

He said if we truly engage our alumni body they will be better supporters of the University.

Mr. Goldstein asked if there is an annual telethon and Mr. Strunk responded by stating we do have a Phone-A-Thon. Wilkes students do solicit alumni.

Ms. Cheyfitz reported to date \$178,000 has been raised, from our Phone-A-Thon, \$43,000 more than last year. Some improvements for the next Phone-A-Thon are being evaluated.

Mr. Goldstein suggested treating the Senior Class uniquely and build a class structure. Once the Senior Class leaves Wilkes University they should not fall into the same pattern as the traditional alumni. He also suggested Re-electing new class officers every 5 years during reunion.

Mr. Cohen stated that 70% of all students receive some type of aid from Wilkes University. He suggested a required course that would improve our students understanding of the finances of the University and what is expected of them as alumni.

Bartuska Property:

With no other questions or comments Ms. Fox asked Melanie Lumia to talk about the Trustee Campaign.

Ms. Lumia announced that the financial goal of the Trustee effort has been reached. To date over \$130,000 has been raised with 83% of Trustees participating. Dr. Kopen commented that this does not mean 17% of The Board has not given, it just indicates that they have not given to the Annual Fund. Dr. Kopen thanked Ms. Lumia for the work she has done on behalf of the Trustees.

At this time discussions were held on ideas to increase participation of alumni by strengthening class structure, targeting specific interest groups, getting young alumni more involved, broadening Wilkes Alumni base to a national level and the possibility of developing an alumni survey targeting specific areas of interest.

The meeting was then turned over to Mrs. Hiscox, by Dr. Kopen, for her report on the Campaign Steering Committee.

Mrs. Hiscox reported that two Campaign Steering Committees were held since the last Board Meeting.

Logo:

A decision has been made by the Committee to use an image of John Wilkes as the permanent logo which will be used throughout the Campaign.

Videotape

The Committee met with Film-Space Communications that morning to decide if a videotape was a necessary part of the Campaign. The Committee decided a videotape would not only be vital for the Campaign but can also be helpful in recruiting efforts, alumni events, and many other areas.

Trustee Solicitation:

Currently Trustee Solicitation has slowed down, as could be expected. Mrs. Hiscox mentioned that Trustees who have not been solicited as yet, they will be shortly.

The Leadership Gifts Committee has held one meeting at which time members reviewed lists identifying major prospects. This list is very encouraging.

Coleen A. Crockett

Dr. Koppen thanked Mrs. Hiscox for her report on the Campaign Steering Committee and the next order of business was Gifts of Property presented by Paul Strunk.

Bartuska Property:

Doris Bartuska Class of '49 - property consists of 300 acres and a 30 acre glacial lake in Slocum Township. This property will be transferred to Wilkes through Mrs. Bartuskas will.

Munson Property:

Donald Munson - home located in Edwardsville with approximately 10 acres of land. This gift will be given to Wilkes through Mr. Munson's will. Wilkes will not be allowed to sell the home but may sell some of the land. His home is very large and can be used for conferences and other activities.

Fenner Property:

George Fenner - This property is located in Rice Township, Pennsylvania. It will be given to Wilkes and immediately sold to the Wildlands Conservancy. Two resolutions concerning the land were presented. The proceeds from the sale will then go to Wilkes.

A motion was made by Mrs. Davidowitz to accept Resolution I, seconded by Mrs. Hiscox. The motion passed to accept Resolution I.

A motion was made by Mrs. Davidowitz to accept Resolution II, seconded by Mrs. Hiscox. The motion passed to accept Resolution II. (A copy of both Resolutions is attached.)

Area updates were then given by the following staff members:

Ms. Geyer, University Relations, for Mark Davis
Ms. Cheyfitz, University Council, for Claire Fox
Ms. Beynon, Alumni Relations

A motion was passed by the Committee to send a list of candidates to be approved for appointment to the 1997-2000 term of the University Council.

There being no further business Dr. Koppen thanked everyone for their hard work and dedication. All efforts are appreciated.

The meeting was adjourned at 5:20 p.m.

Respectfully submitted,

Coleen A. Grocki
Coleen A. Grocki



**Report to the Development Committee
of the Board of Trustees**

Sandra Beynon Nicholas
Executive Director for Alumni & Development
September 18, 1997

Alumni Association Board of Directors

- A. Meeting held April 5, 1997
- B. Annual Meeting scheduled for November 15, 1997. Nominations for the Board of Directors are being accepted for consideration.

Initiatives

- A. Alumni Chapter Development
Chapters have been organized in the following cities:
- New York City, Rick Fuerman '92, President
 - Twin Tiers, Owego, NY, Dr. Mario Silvesti '82, President, Dr. David Talenti '84, Vice President
 - Philadelphia, David J. Yakaitis '78, President
- Events have been planned for September and October for all of these newly formed chapters.
- B. Homecoming 1997
All events are in place with brochures mailed the end of the first week of September.
- C. Reunion Weekend 1998
Reunion Weekend for 1998 has been scheduled for the June 5, 6 and 7, 1998. Planning for this has already started with Chairs for each reunion class recruited and notification of the date already sent to classes ending in 3 and 8.
- D. Harris On-Line Project - Harris Publishing Company will be working with Wilkes in offering a variety of free on-line services to alumni including career networking, e-mail addresses and personal home pages as well as an on-line alumni directory. This project is being offered by Harris to Wilkes on a free one-year trial basis. Launch date is scheduled for early November.



Executive Director for Alumni & Development
Sandra Beynon Nicholas
of the Board of Trustees
Report to the Development Committee
The Alumni Office
September 18, 1997

Alumni Association Board of Directors

A. Meeting held April 5, 1997

B. Annual Meeting scheduled for November 12, 1997. Nominations for the Board of Directors are being accepted for consideration.

Initiatives

A. Alumni Chapter Development

Chapters have been organized in the following cities:

- New York City, Rick Puchman '92, President
- Twin Tiers, Owego, NY, Dr. Mario Silvestri '82, President, Dr. David Talenti '84, Vice President
- Philadelphia, David J. Yalowitz '78, President

Events have been planned for September and October for all of these newly formed chapters.

B. Homecoming 1997

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C. Reunion Weekend 1998

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WILKES UNIVERSITY • WILKES-BARRE • PENNSYLVANIA 18766 • 717/831-4130

ANNUAL FUND

Upcoming Events

- September 27 - Wilkes-Barre Chapter Organizational Meeting, Munson Fieldhouse
- October 8 - New York City Wine Tasting and Networking Event
- October 17-19 - 50TH Homecoming Weekend
- November 14 - Alumni Association President's Breakfast - Westmoreland Club
- November 15 - Alumni Association Board of Directors and Annual Meeting
- December 4-5 - Board of Trustees Meeting

Events Held

- May 10 - Hall of Fame Dinner, Marts Center
- May 17 - Commencement - Distinguished Young Alumnus Award presented to Dr. David Sedor '85
- July 29 - BUJC Women Luncheon, Weckesser Hall
- August 14 - Philadelphia Chapter Organizational Meeting, Adams Mark Hotel
- August 23 - Bel Mar, New Jersey, Beach Bash Extravaganza
- August 28 - Commencement - Eugene S. Farley Memorial Alumni Award presented to William Montague, Jr. '68
- September 12 - Alumni Association President's Breakfast - Westmoreland Club
- September 13 - Alumni Association Board of Directors Meeting - Weckesser Hall

Vice Chair, Faculty/Staff Phonathon
Chair, Community/Business Campaign
Vice Chair, Community/Business Campaign
Chair, Trustee Campaign
Chair, Alumni Board Campaign

The Wilkes Club dinner will be held on Saturday, September 20.

As of September 15, 1997, 150 on-line phone banks have been set up for the Annual Fund. As of September 15, 1997, 150 on-line phone banks have been set up for the Annual Fund. As of September 15, 1997, 150 on-line phone banks have been set up for the Annual Fund.

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Wilkes University • Wilkes-Barre, Pennsylvania 18766 • 1-800-945-5378 • 717-831-4308



ANNUAL FUND



at Wilkes University

REPORT TO THE DEVELOPMENT COMMITTEE OF THE BOARD OF TRUSTEES

September 18, 1997

DEVELOPMENT OFFICE
CLAIRE FOX, DIRECTOR OF ANNUAL GIVING

- I. The Annual Giving Office raised \$951,813 for the 1996-1997 Annual Fund, an increase of more than \$40,000 from the previous year.
- II. The goal of the 1997-1998 Annual Fund is \$1,000,000.
- III. The Annual Giving Office is currently recruiting volunteers to chair the various campaigns of the 1997-1998 Annual Fund. As of this date, the following individuals have agreed to share their time, energy and skills with the University:

Sandra S. Piccone '77	General Chair, Annual Fund Campaign
Dave L. Davis '75	Vice Chair, Annual Fund Campaign
Thea Chesluk Escarge '70	Chair, Phonathon
Walter Pilger '96	Vice Chair, Phonathon
Liz Adams	Vice Chair, Faculty/Staff Phonathon
Lee Ciaramatori '72, M'78	Chair, Community/Business Campaign
Gary Williams '72	Vice Chair, Community/Business Campaign
Melanie Maslow Lumia	Chair, Trustee Campaign
Penny Ruckno '68	Chair, Alumni Board Campaign
- IV. The annual John Wilkes Club dinner will be held on Saturday, September 20.
- V. The Fall Phonathon will begin on September 21 and will continue through November. As in past years, paid students have been trained to contact Alumni/ae and friends by phone. Alumni/ae and University Family members are also being recruited to make calls. The students and volunteers will attempt to reach approximately 50 percent of the University's donor base.
- VI. An outside firm has been hired to contact approximately 5,000 'never-givers' and ask their support for the Annual Fund.
- VII. Targeted campaigns are planned for the following constituencies: Trustees, University Council members, John Wilkes Club prospects, Alumni Board members, parents, local businesses, University employees, reunion classes and the Class of 1998. All of these campaigns, except for University Family, will commence before December 31.
- VIII. Alan Greene, formerly our Prospect Researcher, has been promoted to Director of Development Services. This new position will oversee the processing of all development-related information, the development of a financial reporting system, and, with the help of a newly hired Data Entry Clerk, will improve overall database integrity.



Wilkes University
Report to the Development Committee
of the Board of Trustees
Office of Foundations and Grants Management
Margaret A. Webster, Director
September 18, 1997

I. Grants Management Update:

1. FY 1996-97 June 1, 1996 - May 31, 1997 43 proposals submitted	2. FY 1997-98 June 1, 1997 - August 31, 1997 5 proposals submitted
Total Requested - \$1,953,924	Total requested - \$1,006,864
Total Approved - \$ 912,173	Total Approved - \$ 3,000
Not Approved - \$ 555,804	Not Approved - \$ 0
Pending - \$ 404,644	Pending - \$1,003,864
Adjustments - \$ -81,303	Adjustments - \$ 0

***Foundation Gifts Received:**

\$42,542 has been received from foundations to which no formal proposal was made.

***Foundation Gifts Received:**

\$33,100 has been received from foundations to which no formal proposal was made.

II. Twelve (12) proposals submitted during the period of April 11, 1997 - August 31, 1997

1. PA DOE - "Upward Bound Summer Food Program" - TBA
2. U.S. Dept. of Agriculture - "Agricultural Implications of Fixed Ammonium Nitrogen in Illitic Soils of S.E. PA" - \$273,544
3. Edith Reynolds Trust - "Jimmy Ernst Exhibitions" - \$5,000
4. Society for the Preservation of American Modernists - "Jimmy Ernst Exhibitions" - \$1,200
5. U.S. DOE - "1997-98 ACT 101 Program" - \$79,700
6. PP&L - "Community Partnership Grant" - \$99,107
7. Foundation for Independent Colleges - "Technology Challenge" - \$25,000
8. American Heart Association - "Scientist Development Grant" - \$260,000
9. U.S. SBA - "1998 SBDC Funding" - \$169,426
10. National Science Foundation - "Early Career Development Program" - \$540,681/5yrs.
11. PA DOE - "1997 Framework Writing Course" - \$3,000
12. Science Applications International Corp. - "Multitjectory Simulation Support" - \$33,757

III. Proposals: Status since April 11, 1997:

Approved - FY '95-'96:

1. New York Times Company Fdn. - "Thomas P. Shelburne Telecommunications Center-Studio A" - \$2,500

Approved - FY '96-'97:

1. PA Wild Resource Conservation Fund - "Northern Flying Squirrels and No. Water Shrews II" - \$8,500
2. U.S. DOE - "1997-98 Upward Bound Program Support" - \$304,342
3. F.M. Kirby Foundation - "1997-98 Exhibition Support" - \$1,000
4. PA DOE - "PA Literacy Corps IV" - \$27,522
5. U.S. DOE - "1997-98 ACT 101 Program" - \$79,700
6. U.S. PHS - "1997-98 Graduate Nurse Traineeship" - \$14,631
7. U.S. PHS - "1997-98 Faculty Fellowship Nurse Anesthetist" - \$21,840
8. U.S. PHS - "1997-98 Nurse Anesthetist Traineeship" - \$12,806
9. U.S. Army Research Office - "Combat Simulation Trajectory Mgmt. II" - \$47,681
10. PP&L - "Community Partnership Grant" - \$30,000
11. Society for the Preservation of American Modernists - "Jimmy Ernst Exhibitions" - \$1,000

Not Approved - FY'96-'97:

1. Helene Fuld Trust - "Interactive Video Disc System for Nursing" - \$21,311
2. NSF - "ILI-GPR & GPS Instrumentation for Advanced Field Course and Field Station Develop." - \$28,240
3. NCAA - "W.I.S.E.R. Choices-Alcohol Education Program" - \$9,493
4. Foundation for Independent Colleges - "Technology Challenge" - \$25,000
5. U.S. Dept. of Agriculture - "Cloning & Characterizing 2 FAS Genes" - \$49,999
6. Charles E. Culpepper Fdn. - "Integration of Technology into Classroom Teaching at Wilkes" - \$128,653
7. Edith Reynolds Trust - "Jimmy Ernst Exhibitions" - \$5,000

Approved - FY '97-'98:

1. PA DOE - "1997 Framework Writing Course" - \$3,000

V. In Process:

- Neuro-Science Nursing Foundation - Academic Research
- PA DOE - Eisenhower Math and Science Grant Program
- US DOE - FIPSE Grant Program
- US PHS - Graduate Nurse Traineeships



WILKES-BARRE • PENNSYLVANIA 18766 • 717/831-5000

*Report to the Development Committee
of the Board of Trustees*

Paul J. Strunk

Vice President for Alumni, Development and University Relations

September 18, 1997

CAPITAL CAMPAIGN REPORT

- **The Trustee solicitation** phase of the campaign continues under the direction of Frank Henry. Progress on this group has been quite strong and is continuing.
- **The Leadership Gifts** (\$100,000+) Committee has been activated under the leadership of Eugene Roth. This group is working hard at identifying, cultivating, and soliciting gifts from our closest friends and alumni during the nucleus fund or "quiet phase" of our campaign.
- **The Steering Committee**, under the leadership of Bev Hiscox, Wayne Yetter and Ruth Melberger, has continued their important work. In the past few months, they evaluated and approved a marketing strategy that includes a campaign logo, the commissioning of a campaign video, and the President's Report. Also, they are beginning to look at potential volunteers for the major gifts phase and the National Leadership Committee. Their fall agenda will include a discussion of our public announcement event, tentatively scheduled for September 18, 1998.
- I am pleased to report to you our campaign progress to date is \$12,317,664.77. This is toward our preliminary goal of \$35 million.



REPORT TO THE DEVELOPMENT COMMITTEE
BOARD OF TRUSTEES
UNIVERSITY RELATIONS
MARK DAVIS, DIRECTOR
SEPTEMBER 18, 1997

I. Marketing Projects- The enrollment management techniques resulting from the consultant project continue to be used and updated.

Advertising Plan

- Williams/Crockett-\$50,000 of the marketing funds have been committed to the communications plan developed with the consultants. The plan includes more than 30 printed pieces that are sent to our inquiries/prospective students/accepted students/deposited students/ enrolled students/parents. The latest pieces include the 1998 Viewbook, student handbook, student calendar, and a Welcome Back to Wilkes newsletter for returning students and incoming freshmen.
- WKRZ-FM Radio-4-week ad campaign begins early October to promote Admissions Open House November 1st.

Additional advertising/promotional projects:

- Billboard-North River Street until the end of October announcing the recent accreditation of the business programs
- WKRZ Bookcover project-Wilkes is a major sponsor of 70,000 bookcovers distributed free to students in Northeast Pennsylvania. Wilkes has offered (2) \$1,000 scholarships for incoming freshmen as the grand prize in a contest as part of the bookcover project.
- A Banner for the rear of Weckesser Hall to welcome Corporate Express and their 2,000 jobs to downtown Wilkes-Barre.
- Image Campaign- worked with MLB Advertising on a series of ads that appeared in local newspapers and the *Northeast Business Journal* during June and July promoting Wilkes people.
- Writing project Ads-series of newspaper ads produced promoting writing project workshops.
- Educational Leadership-series of newspaper ads promoting our program for high school administrators.
- Transfer night ads -newspaper and radio for two separate events one in June, the other in August.
- In cooperation with Bruce Phair/Director of the Darte Center placed ads promoting summer Shakespeare festival at Ralston Field.
- Leadership W-B dinner ad honoring this year's graduating class.
- Working with five area colleges, The Jewish Community Center and Wyoming Seminary on a cooperative lecture Sunday, November 16 with Alan Dershowitz at Wilkes
- Cooperative ad with five area colleges displayed at the luggage pick-up area at W-B/Scranton Airport.
- Cooperative event scheduled for September 28th with Rabbi Bent Melchior. We have also arranged a diversity symbol contest with both local newspapers.
- Cultural Council of Luzerne County- sponsored cultural events calendar in their monthly newsletter.
- WBRE-TV- have secured Channel 28 sponsorship for the second year of the Family Business Awards in April, 1998.
- WBRE-TV--"WOW," our weekly television show directed toward 8-14 year-olds is now in its 4th season. It airs Sunday mornings at 7:30 AM. Hosted and produced by Wilkes, features Wilkes professors, people, and locations and includes one free (:30) Wilkes commercial. Discussions continue on the future of WOW because the faculty producer has left the University. A proposal to have Wilkes do more of the technical production is under discussion.
- Business Shows- the five area colleges and universities will have several cooperative booths at this year's Chamber of Commerce Trade Show in October as another way of reducing costs.
- John Updike- the noted author is appearing at Wilkes on October 21.. We are working with Fleet Pennsylvania Services in Scranton, co-sponsorship of the evening.

II. News Bureau/Media Relations-

From April 4 to September 2 a total of 546 news stories involving Wilkes have been generated in the media by University Relations. The breakdown is: 99-radio; 52-television; and 395 newspaper stories. The stories are written by various reporters and are separate from the hundreds of news releases we write and send to the media.

Advertising plan:

- Dick Jones Communications - Front page story in the *Wall Street Journal* on August 28 about Wilkes research on a new use of fly ash. This marks the second time we have appeared on the front page of the *Wall Street Journal* in the last six months. Two different stories containing quotes from Wilkes faculty/staff members have appeared on the national Associated press wire resulting in dozens of clips from across the country.
- Stories containing quotes from faculty members have appeared in *The Scranton Times/Tribune* (9x), *The Kansas City Star* (2x), *The Pocono Record* (2x), *Pittsburgh Post-Gazette*, *Los Angeles Daily News*, *Allentown Morning Call*, *Philadelphia Inquirer*, *Miami Herald* (2x), *Denver Post*, *Cleveland Plain Dealer*, *The Norwich Bulletin* (Conn.), *New Haven Register* (Conn.), *Daily News* (NYC), *Harrisburg Patriot-News* (2x).
- Opinion pieces written by members of the faculty/administration have appeared in numerous papers across the country including: *Scripps Howard News Service* (328 newspapers subscribe to this service) the statewide *Associated Press* and *Knight-Ridder Newservice*.

III. Publications-

- Publications - a new publications plan is in effect. Advisory board: 1st meeting held in June, second meeting is planned for Fall.
- Readership survey: survey designed in concert with graduate marketing research class has been completed and results will be used in future planning of the publications in concert with Advisory Board.
- Wilkes Universe- completed and will be mailed in later September.
- Alumni Journal will be mailed in October.
- 1997-98 Bulletin-cover design for both graduate and undergraduate books.

IV. Sports Information- see attached

SPORTS INFORMATION

Board Report for May through August 1997

+ Annual end of the year report showed that during the 1996-97 school year the sports information office recorded 1,591 'hits', 1,366 print and 225 electronic.

+ The final number of calls recorded by the sports information hotline for 1996-97 totaled 3,418. That is an increase from 3,303 calls the year before.

+ Signed on for a third year with TEAMLINE, a pay to listen audio service. Fans who cannot receive the radio broadcasts of Wilkes football and basketball can listen over the phone with this pay to listen service.

+ Worked out the details to have Colonels Corner, our weekly TV show, aired by WYLN-TV (formerly PCTN-TV). The show, now in its fifth season, will air each Wednesday night at 9:00 p.m. and will be seen on several cable systems throughout Northeastern Pennsylvania.

+ Published the Wilkes football media guide, the first of several printing jobs this fall. The other projects in the works include men's and women's soccer brochures, a field hockey media guide, and five issues of the football program.

+ The Wilkes football team was ranked 30th in the annual pre-season poll by USA III Football Magazine. Sophomore Mike Hankins was named a pre-season All-American by College Football Preview Magazine while senior J.J. Fadden was named a pre-season All-American By Bob Griesse's College Football Magazine.

+ Have sent information on the Wilkes men's basketball team to several national publications which are preparing pre-season issues. Among the magazines which have requested information are Sports Illustrated, The Sporting News and Street & Smith and College Sports Publications. Eastern Basketball Magazine has already requested photos and done an interview with Jerry Rickrode.

+ Have maintained a sports section on the Wilkes Home Page of the World Wide Web with up-to-date information on all Wilkes sports teams. (Helped in this project by Dr. John Koch)

SPORTS INFORMATION Board Report for May through August 1997

- + Annual end of the year report showed that during the 1996-97 school year the sports information office recorded 1,591 hits, 1,306 print and 225 electronic.
- + The final number of calls recorded by the sports information hotline for 1996-97 totaled 3,418. That is an increase from 3,303 calls the year before.
- + Signed on for a third year with TEAMLINE, a pay to listen audio service. Fans who cannot receive the radio broadcasts of Wilkes football and basketball can listen over the phone with this pay to listen service.
- + Worked out the details to have Columbia Corner, our weekly TV show, aired by WFLN-TV (formerly FCTV-TV). The show, now in its fifth season, will air each Wednesday night at 8:00 p.m. and will be seen on several cable systems throughout Northeastern Pennsylvania.
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