

The Valley's Greatest Resource "a report
to the people of the Wyoming Valley on the progress and
Plans of Wilkes College, 1966¹⁹⁶⁶

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THE VALLEY'S GREATEST RESOURCE





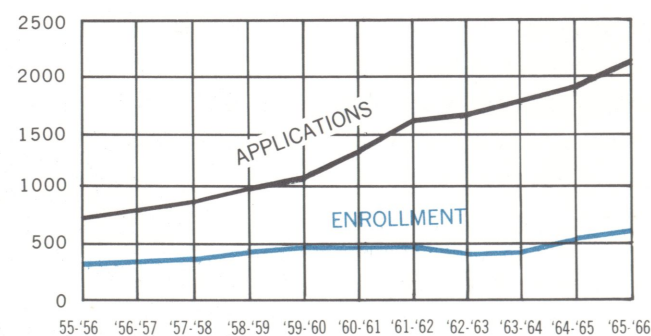
A REPORT TO THE PEOPLE OF THE WYOMING VALLEY ON THE PROGRESS AND PLANS OF WILKES COLLEGE

“One of the most vital factors in the re-birth of a sturdy Wilkes-Barre and Wyoming Valley is our own Wilkes College. Born at the low point of our decline — 1933 — it has been a rallying force in our long struggle toward a revitalized community. It has been busily nurturing the most priceless asset of any community — the brains and character of our young men and women.”

Admiral Harold R. Stark

The Board of Trustees, Wilkes College, Wilkes-Barre, Pennsylvania 1966

THE RESOURCES OF MIND AND SPIRIT



Wilkes is selecting its freshman classes from a steadily-increasing number of applicants. Today, the College enrolls around 600 out of some 2200 who seek admission.

By looking to the future rather than to the past — to the resources of mind and spirit rather than to those buried in the earth — the people of the Wyoming Valley have brought their region back into the mainstream of progress. Employment is up. New industries are moving in. New careers are opening in science, industry and the professions.

As an independent, liberal arts college with allegiance only to the community it serves, Wilkes College is playing an important part in this transition from old to new. Last June, Wilkes had the largest graduating class in its history — 311 students, more than total enrollment 20 years ago. Some of them are pictured on the cover of this booklet.

Who are these young people? They come from varying backgrounds and racial strains; they represent 14 states and 9 countries. But most — over 80% — are the sons and daughters of Wyoming Valley families who lived through the hard days and know that educated minds, not strong backs, are the best assurance of a bright future.

Student Quality — Wilkes is proud of the caliber of students it is attracting to the campus today. Wilkes men and women test above average on College Board Examinations; over 50% of them come from the first fifth of their high school class and over 89% from the upper half.

As the demand for a college education grows, Wilkes will continue to strengthen its admission requirements, seeking quality rather than quantity. Our objective is to keep the College large enough to serve the needs of the commun-



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A dedicated faculty — In a recent session recently, President received — and rejected present salary. This decision as much a characteristic room skill.

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ity, (no qualified student from this area is refused admission), yet small enough
to preserve the personalized teaching that is the heart of a liberal arts college.

A dedicated faculty, a strong curriculum — In a casual conver-
sation recently, President Farley learned that a Wilkes faculty member had re-
ceived — and rejected — an offer from another institution at three times his
present salary. This dedication to the aims of a young and growing college is
as much a characteristic of Wilkes teachers as scholarly achievement and class-
room skill.

Following the 25th Anniversary Program in 1958, Wilkes was able to
strengthen its faculty compensation considerably. Although not yet in a position
to compete with some older and wealthier institutions, Wilkes has attracted,
and held, a group of more than 100 teacher-scholars who are committed to the
College's ideals of academic excellence and social responsibility.

Student achievement — One measure of a college's teaching strength
is the postgraduate performance of its students. Wilkes graduates are welcomed
in the great universities of the land, where they have consistently done compet-
ent work. In fact, 78% of those who go on to graduate study compile better
records than during their undergraduate years.

Another measure is the contribution they make to the communities where
they live. We have found that 62% of Wilkes graduates take a responsible part in
some civic activity. As a case in point, last year eight Wilkes alumni were listed
among the Junior Chamber of Commerce's Outstanding Young Men of the Year.

THE COLLEGE AND THE COMMUNITY

By charter or choice, many colleges maintain strong ties with state and church. From the start, Wilkes has believed that it could best meet a need by keeping its lines running straight to the community from which it draws a large measure of its support.

In his Annual Report 10 years ago, President Farley said:

"The concept of community service is as much a responsibility of the College as the education of students."

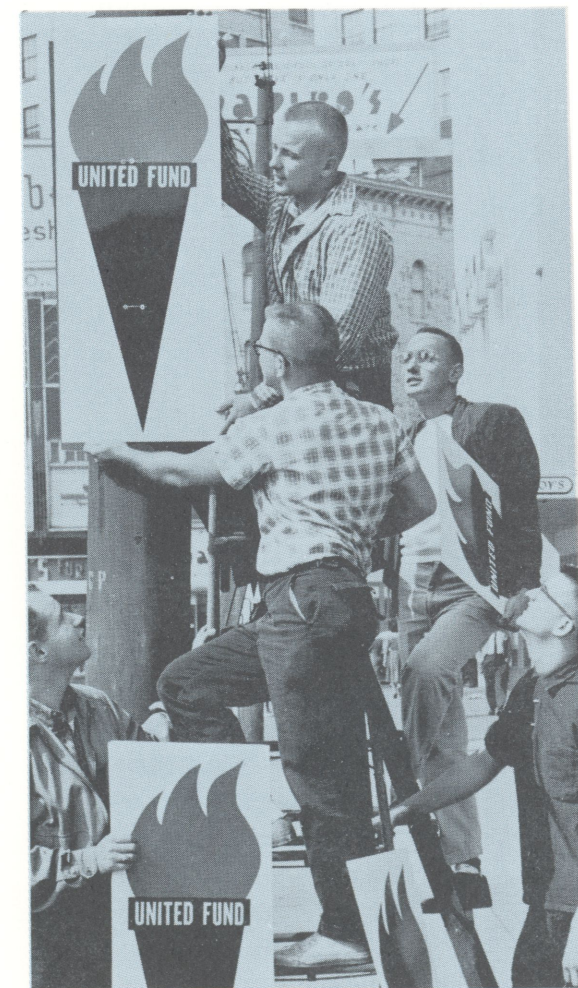
Wilkes has tried to apply this principle by cooperating in all efforts to rebuild and revitalize the economic and cultural life of the region. One of the best examples of this policy in action is the Office of Community Services, which combines the Institute of Municipal Government, the Labor-Management-Citizens Committee and the Economic Development Council. Under the direction of Wilkes faculty members such as Dr. Samuel Rosenberg and Dr. Hugo V. Mailey, these agencies have carried on a broad program of civic betterment, ranging from police and fire department instruction to labor-relations counseling and regional planning. Directly or indirectly, almost every community in Northeast Pennsylvania has benefited in some way from their services.

Cultural and Civic Activities — On the cultural side, Wilkes has sponsored Philharmonic Orchestra and choral group concerts, benefit performances by the Drama Department (over \$15,000 was raised for Kiwanis Club charities last year), and a yearly series of lectures and dramatic productions. The College also has had a vital part in the Fine Arts Fiesta, now going into its 11th year as one of the leading tourist attractions in the Eastern United States.

Members of the College are represented on practically all of the community's civic and welfare organizations. And they don't just attend meetings; they *serve*.



*A meeting of the College-sponsored
Labor-Management-Citizens Committee.*



For example, four College present service club president Community involvement b

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Economic Impact —
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disbursements for goods
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construction — and more

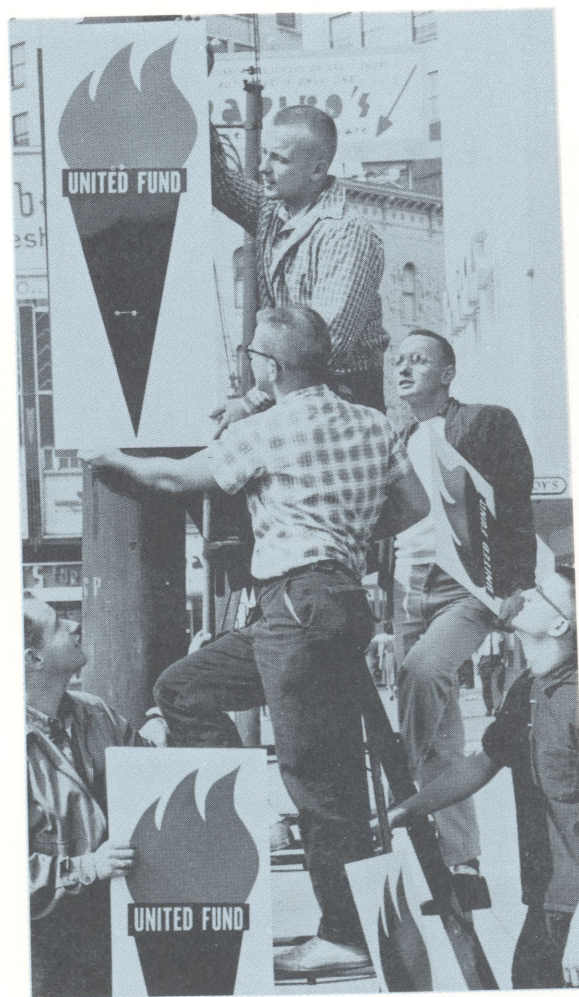
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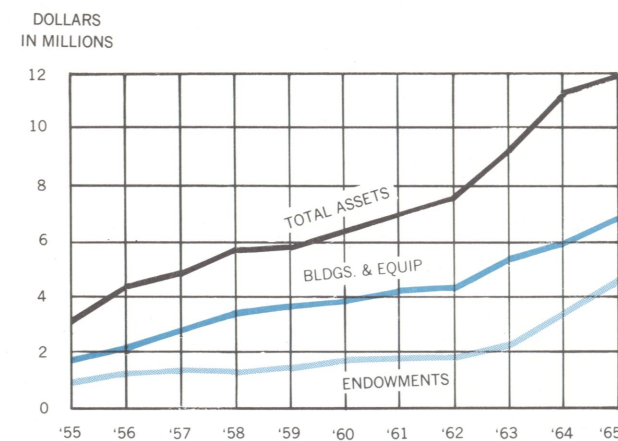
For example, four College people are on hospital boards and three are past or present service club presidents.

Community involvement by Wilkes Staff and Faculty includes:

The Chamber of Commerce Board
 The Welfare Planning Council
 The Industrial Fund Board
 The Osterhout Library Board
 The Family Service Association
 The Susquehanna River Basin Authority
 Wyoming Valley Sanitary Authority
 The Labor-Management-Citizens Committee
 . . . plus wide participation in the United Fund
 and other community-wide drives.

Economic Impact — By no means the least of the College's contribu- tions to the community is the spending power it releases in the area. College disbursements for goods and services, plus spending by resident students, comes to more than \$3,000,000 a year. Add to this \$5,000,000 spent to date for new construction — and more on the way.

BUILDING FOR THE FUTURE

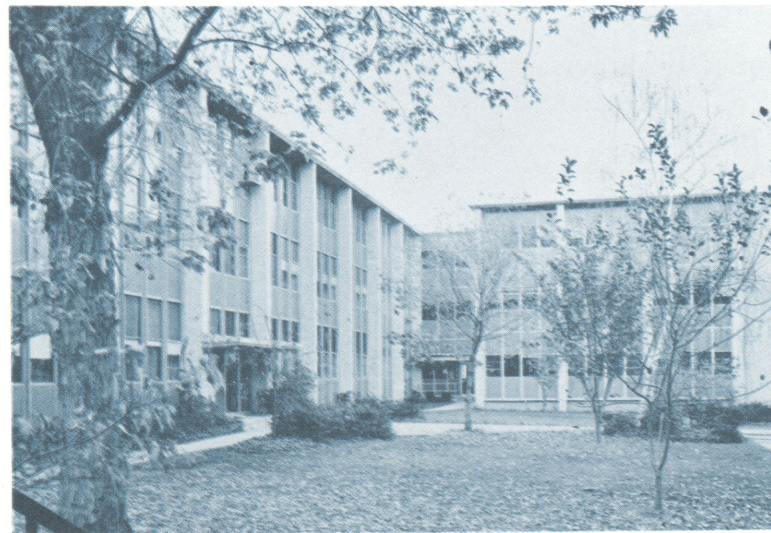


Ten-year growth in tangible assets

Wilkes is forever grateful to the friends whose vision and generosity have made the past decade one of unprecedented expansion for the College. During these ten years, Wilkes acquired a total of \$5,000,000 worth of new construction, existing buildings and land.

At the same time, endowments have grown from \$967,000 to \$4,355,000, bringing total assets of the College to nearly \$12,000,000. Midway in the 1960's Wilkes has a solid foundation on which to build for the years of increased responsibility that lie ahead.

Two of the most notable additions to the campus during this period are pictured below and on the facing page.



New Dimensions in Science — The Wilkes Graduate and Research Center, completed in 1961, is a symbol of how the College is reaching to the future. This modern workshop for the sciences makes it possible to offer a full program of undergraduate instruction, student research and graduate work in physics and chemistry. The Center added a new dimension to the Wilkes curriculum last year when the College awarded its first advanced degrees in the sciences.

As the only research facility of its kind in the area, the Center has also greatly extended the College's service to the community. It is directly responsible for bringing to the valley one of our major new industries — the Radio Corporation of America, which stipulated that it must have a center for engineers working toward advanced degrees in the sciences.

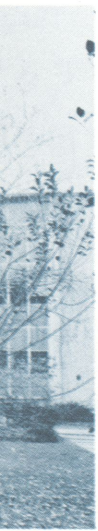


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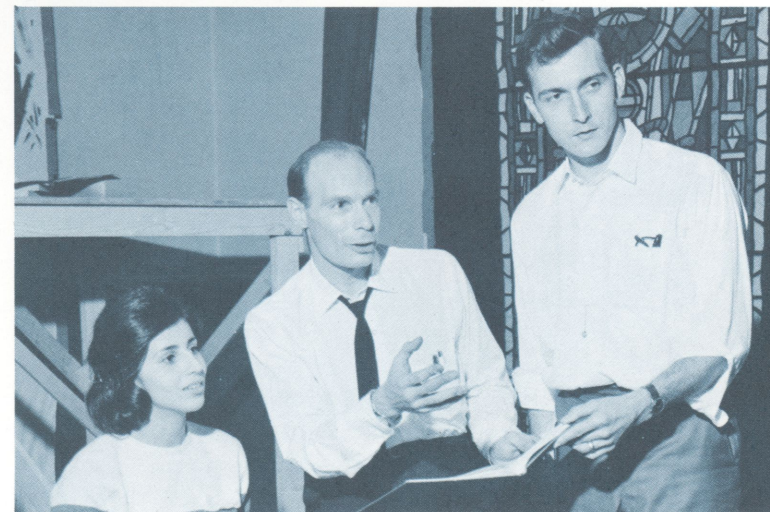
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And in the Arts — The new Center for the Performing Arts, dedicated just a few months ago, balances the advance in science teaching and research with comparable advances in drama, music and the visual arts. The Center will provide much-needed space for conferences, recitals and dramatic productions and will encourage students to express their talents and broaden their interests.

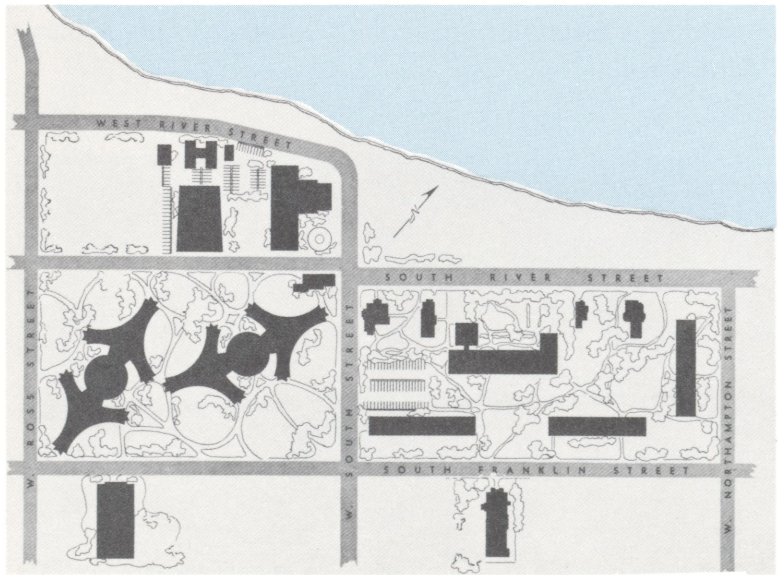
Already, the Center is furnishing the setting for community-sponsored concerts and stage presentations — and providing a handsome architectural addition to the Wilkes-Barre scene.



... A Long-Range Plan

Great as they are, the plant additions of the past decade only partially fill the needs of an expanding college in a revitalized community. The increasing dependence of business and government upon trained personnel and research presents a strong challenge to all institutions of higher learning in the decades coming up. The Trustees feel it is essential to push ahead with a program of planned growth if the College is to meet its commitments to students and community.

Several recent developments have reinforced this decision:



Projection of Wilkes Campus for year 2000 — a planned, self-contained unit.

1. *The rezoning of College land.* In 1961, the City Planning Commission of Wilkes-Barre designated a three-block area for College expansion. While this imposes some burdens, since we must withdraw from other areas, it also gives us the opportunity to draw up the blueprint for a self-contained campus in the years ahead. We have acquired additional land within this area and are now constructing a dormitory that will provide modern, efficient housing for 260 resident students.

2. *The increased availability of government funds.* The new dormitory mentioned above is being financed through a Federal loan of \$1,800,000. And an outright grant of \$605,000 is assured for a new library provided the College can raise the balance of \$1,500,000.

The Board feels that with proper safeguards independent colleges can accept public funds without sacrificing their freedom.



To take advantage of... and the Trustees have ac...

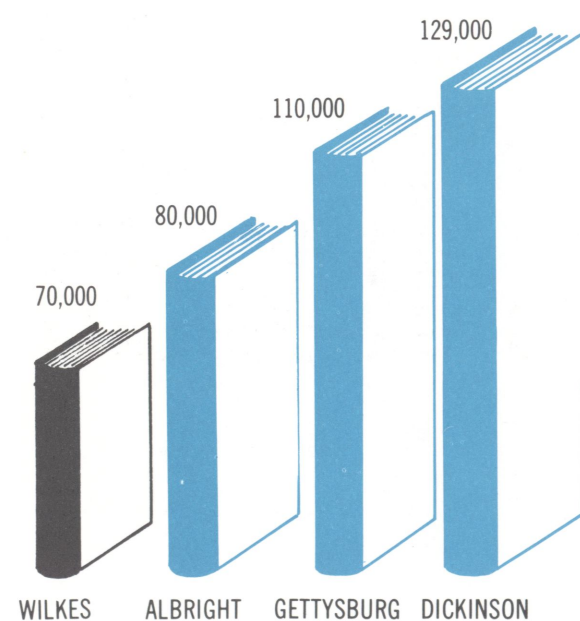
Ten-year Development Prog...

New Library	
Dormitory and Dining H...	
Extension of Fine Arts C...	
Acquisition of Property	
Faculty Salaries Fund	
Endowment of 10 Scholar...	
Endowment of 2 Profess...	
General Endowment	

Less government grants ..
Total

Admittedly, this is a... at a time over a period of... have taken great strides... the year 2000.

THE FIRST STEP A NEW LIBRARY



Library Collections in four Pennsylvania Institutions . . . At its normal rate of acquisition Wilkes would soon exceed 100,000 volumes — if it had room to house them.

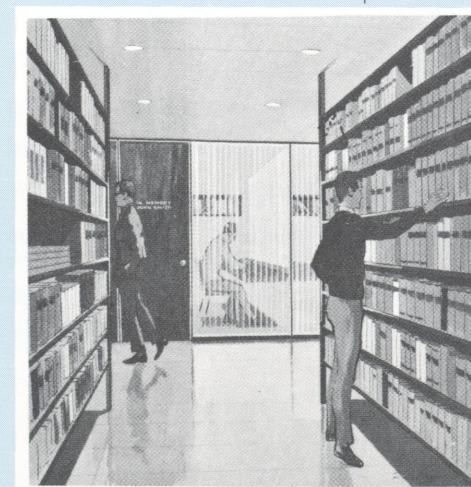
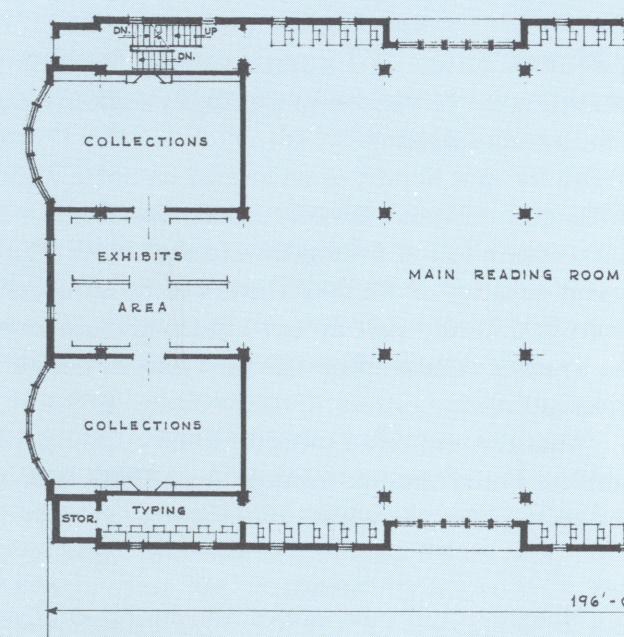
Cost	\$2,105,000
Government grant	605,000
To be raised	\$1,500,000

Wilkes has long known that it must have a new library. Kirby Hall, the present building, served the College well for many years. But it cannot meet the demands of 3,200 students (day, evening and summer), 100 faculty members and an expanding curriculum that calls for the addition of thousands of new books and periodicals each year to keep pace with the explosive increase in recorded knowledge.

Despite the shortage of space, Wilkes has continued to build its library resources and now has a fine, well-balanced collection. However, shelf room has been exhausted and any further additions will bring serious danger of overloading the structure itself.

All library services have been seriously hampered by the continuing shrinkage of space. Although library use has more than doubled in the past few years, there is less room than ever for study areas and practically none at all for faculty research, cataloging, binding, microfilming and other essential services.

The Board feels that this need can be deferred no longer and has authorized a capital gifts campaign for \$1,500,000 to meet the challenge provided by the government grant of \$605,000.



FIRST FLOOR

Above, architectural rendering of the proposed new library building.
Inset: The new study carrels for students.

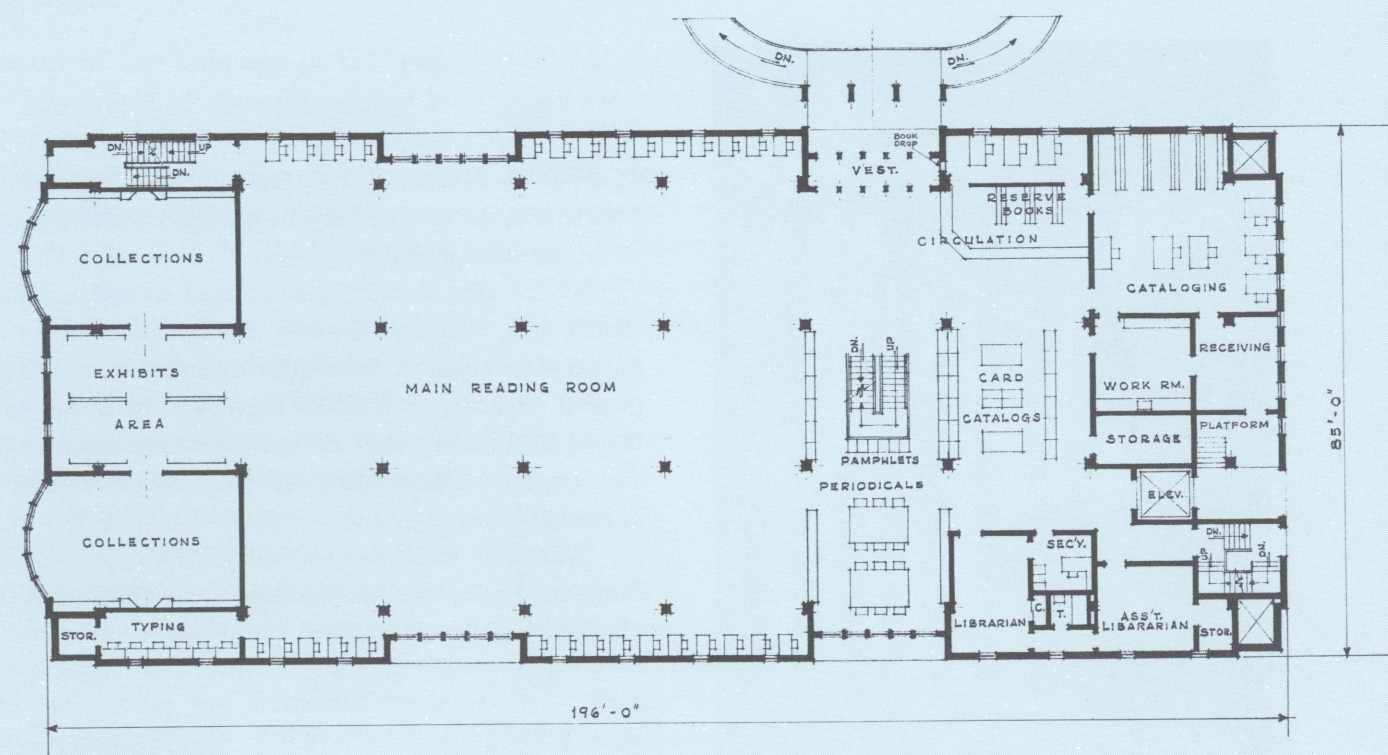
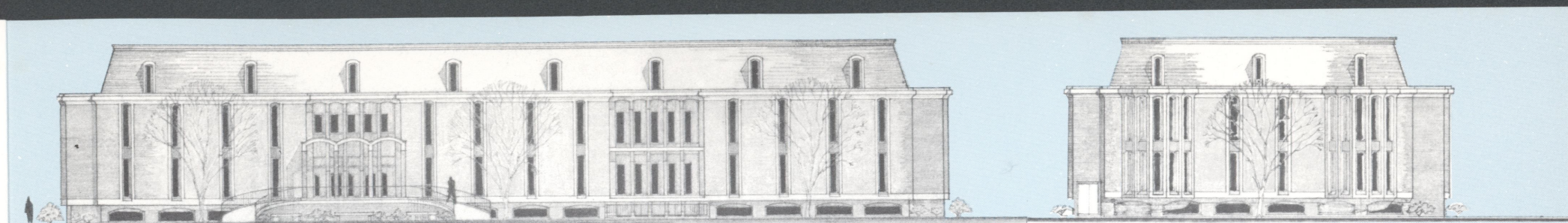
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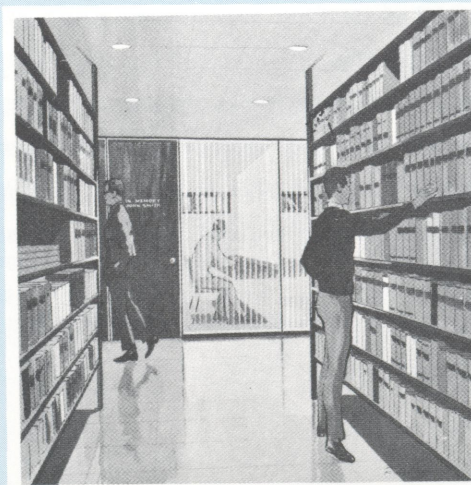
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FIRST FLOOR PLAN



Above, architect's sketch of the proposed Wilkes College Library. Inset: The new library will have ample space between stacks and carrels for study and research.



A New Center of Learning — A library is more than a collection of books. It is the very center of a college's academic life and a mark of its stature in the world of learning.

Wilkes' new library, to be located on South Franklin Street in the heart of the campus, will meet the best standards of modern library design. It will have 63,000 square feet of floor space and shelves for 300,000 volumes (compared to present capacity of 70,000). There will be adequate work space for students, faculty and library staff as well as attractive reading rooms and display areas. The Trustees are confident that the College's library needs will be satisfied for at least 20 years.

What this will mean to College and community is foretold in a letter that President Farley received recently from Gaylord P. Harnwell, president of the University of Pennsylvania:

"Libraries and laboratories are the heart of an educational institution's physical facilities, for without them the best of faculties and student bodies are severely handicapped in their educational programs.

"Both Wilkes College and the University of Pennsylvania are very conscious as well of the important role we play in our regions as centers of cultural and economic development; and, again, a library is a key facility in such a program, and its influence spreads widely beyond the campus into all segments of the communities we serve.

"I am delighted to learn that you are embarking on such an essential program."

THE 1966 CAMPAIGN

Wilkes College approached its first campaign in 1937 with considerable doubt. Would the people of this area respond to the needs of a very small, very new community college that had just barely survived the Depression years?

The answer came in the gifts of Chase and Conyngham Halls and cash contributions of \$30,000 to put the buildings in operating condition.

Since then, Wilkes has conducted other campaigns, and each time the people of Wilkes-Barre and Wyoming Valley have given their endorsement of the College's plans. This support is directly responsible for the great advances of the past 20 years, for Wilkes is a non-denominational, non-tax supported college and relies upon its friends to strengthen its services.

The Trustees enter the present campaign with confidence that it will meet the same warm response. They are encouraged by the results of a survey which the College's fund-raising counsel conducted in the area last year. Over and over, among the community leaders interviewed, came the statement, "Yes, Wilkes must have a first-class library."

Pattern of Success — But the survey also showed that attaining the goal of \$1,500,000 will require strong participation by alumni, business firms and individual contributors from all segments of the community.

Successful campaigns of this size follow a remarkably similar pattern. A small number of gifts in the very top ranges give the fund-raising effort its initial impetus and usually account for well over half of the total response.

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But these leadership gifts alone cannot assure success. There must also be a large number of pledges in lesser amounts, ranging from \$180 to \$1,080. To help donors in these categories choose a giving plan that best suits their means, the Trustees have adopted the system of Shares shown below. Of course, this is only a guide, and contributions in other amounts, or on other terms, will be welcomed. However, only through widespread acceptance of this general range of giving will the Library Campaign reach its goal.

The Wilkes College Share Plan

	12 Quarterly Payments	3 Annual Payments	Total Share
Keystone Share	90	360	1080
Builder Share	60	240	720
Pioneer Share	45	180	540
Achievement Share	30	120	360
Progress Share	15	60	180

Those who subscribe to Shares will have their names listed on a permanent plaque in the foyer of the Wilkes College Library.

All contributions to the Wilkes Library Fund are tax deductible, and payments may be spread over 36 months (four tax years). If you wish, longer payment periods can be arranged.

Anyone who uses or visits the buildings on the Wilkes campus is reminded of the names that have meant so much to the College's origin and growth. Contributors to the Library Campaign may want to join this company of friends, and at the same time associate their gift with a particular phase of the library's work.

Below are some of the memorial opportunities in the Wilkes College Library. For all commemorative gifts, the College will provide a suitable plaque or marker and will consult the donor to make sure the inscription follows his wishes.

To name the Library	\$1,000,000	To name Staff Lounge	25,000
To name a Floor	400,000	To name Closed Stacks Area	25,000
To name Entrance and Lobby	150,000	To name Faculty Study Room	25,000
To name Central Readers' Service Lobby	100,000	To name Conference Room (large)	25,000
To name Periodicals Area	100,000	To name Technical Process Room	25,000
To name Department Collections	100,000	To name Public Catalog Area	20,000
To name Reference Area	75,000	To name Music Listening Room	20,000
To name Historical Collections Room	75,000	To name Seminar Rooms (2)	each 15,000
To name Reserved Books Area	75,000	To name Microfilm Room	15,000
To name Rare Book Room	50,000	To name Group Study Rooms (4)	each 10,000
To name Circulation Desk (and area)	50,000	To name Exhibit Areas (4)	each 10,000
To name Special Collections Room	50,000	To name the Librarian's Office	10,000
To name Smoking and After Hours Study Room	50,000	To name Sets of Study Tables (20)	each 5,000
To name Cataloging Department Area	30,000	To name Faculty Research Cubicles (6)	each 3,000
To name Audio-Visual Auditorium	25,000	To name Faculty Study Carrels (10)	each 2,500
To name Archives Room.	25,000	To name Stacks (83)	each 2,500
To name Browsing Room	25,000	To name Individual Study Carrels (100)	each 1,500
To name Research Area	25,000		

TO HONOR A NAME

CHASE HALL

STARK HALL

KIRBY HALL

CONYNGHAM HALL

WECKESSER HALL

GIES HALL

McCLINTOCK HALL

PARRISH HALL

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Goals for Greatness

Wilkes College began life 32 years ago in a rented building in downtown Wilkes-Barre. Its only real asset was a staunch belief in the hearts of a few dedicated men that this depression-born college might someday become an institution of first rank.

Later, one of these men, looking back on the early years of struggle, called the development of Wilkes "a miracle of our day." And so it must seem to those who have watched the emergence of the present College, all in the span of one generation!

Today, survival is no longer a goal. Neither is mere growth. The College's goal today is no less than greatness — in teaching, in student achievement, in community service, and in the facilities and equipment that make all these things possible.

We invite you to join us in this endeavor.

Charles B. Waller
Charles B. Waller, Chairman
Board of Trustees

Louis Shaffer
Louis Shaffer, Chairman
Executive Committee

Eugene S. Farley
Eugene S. Farley,
President

Charles H. Miner, Jr.
Charles H. Miner, Jr.
Campaign Chairman

WILKES COLLEGE LIBRARY

Admiral Harold R. Stark, Honorary
Charles B. Waller, Chairman of the
Eugene S. Farley, President

Charles H. Miner, Jr., Campaign
Miss Annette Evans, Campaign

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Mrs. Franck G. Darte	Arnaud C. Marts
Alfred Eisenpries	Honorable Frank L. Pinola
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Honorable Daniel J. Flood	Aaron Weiss

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Goals for Greatness

Wilkes College began life 32 years ago in a rented building in downtown Wilkes-Barre. Its only real asset was a staunch belief in the hearts of a few dedicated men that this depression-born college might someday become an institution of first rank.

Later, one of these men, looking back on the early years of struggle, called the development of Wilkes "a miracle of our day." And so it must seem to those who have watched the emergence of the present College, all in the span of one generation!

Today, survival is no longer a goal. Neither is mere growth. The College's goal today is no less than greatness — in teaching, in student achievement, in community service, and in the facilities and equipment that make all these things possible.

We invite you to join us in this endeavor.

	
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