



# UPDATE: THE PLAN FOR MORNINGSIDE COLLEGE

By Cathee Phillips

Left, entrance to Roadman Hall. Right, Roberts Stadium after new field lighting was installed in the summer of 2004.

In the time it takes you to read this article, something will have changed on the Morningside College campus. Perhaps a new thermostat will have been installed in one of the Roadman Hall rooms that are being remodeled this spring and summer. Perhaps another few square feet of turf will have been laid at Roberts Stadium. Or, maybe new overstuffed seating will have been put in place at the Hickman-Johnson-Furrow Library Center.

Another scholarship gift may have been made by an alumna who remembers her Morningside experience fondly. A graduating Morningside student may have started her first “real” job, thanks to connections made through an internship arranged by a Morningside alumnus. A Morningside sophomore may decide that, yes, she will come back again next year, because a professor really cares about her progress. And she may tell her friends about her decision and encourage them to consider attending Morningside.

One by one, Morningsiders are moving the institution forward. Give Morningside College faculty, staff, and students and alumni and friends goals to reach for, and reach they do. The 2015 Goals, approved by the Morningside College Board

## 2015 GENERAL GOALS

To be one of the best private residential colleges in the Midwest by 2015, we must:

1. Reach and maintain our “right” size of 1,100 to 1,200 full-time students.
2. Offer a top-quality Morningside experience where the word “residential” encompasses academics, co-curricular activities, residence life, and all other aspects of student life, as well as physical space.
3. Achieve a culture where graduation in four years is expected and accomplished.

*To read all the 2015 goals, visit the college’s Web site at [www.morningside.edu](http://www.morningside.edu) and look for the online version of *The Morningsider*.*

of Directors in October 2004, have given the campus community the impetus to seek continued success.

## BRINGING NEW LIFE TO THE CAMPUS

Morningside **President John Reynders** strongly believes in beginning each academic year with a tangible expression of the college's commitment to provide students with the best possible educational experience. This fall will see the completion of three such projects: Phase I of the redesign of the library center (*see page 22*), remodeling of the south wing of Roadman Hall, and completion of the Roberts Stadium renovation.

Renovation on Roadman South began early this spring and will encompass three of the four floors and add 90 more beds to the campus. The rooms will be totally redone, including new tile floors. A new air conditioning unit will be installed in each room, with the temperature controlled by the residents. The hallways will be carpeted; the restrooms will be remodeled; and a new laundry facility and a combination kitchen and study area will be constructed. The \$1.35 million project has a completion date of August 1, 2005.

**Terri Curry**, vice president for student services, explained one expected benefit of the project. She said, "With more students living in Roadman, there will be a whole different feeling to the center of the campus. Having all that life in the center of campus is going to be wonderful."

The northwest corner of the campus will also be taking on new life, with the completion of the Roberts Stadium project. This past spring, a \$2.5 million gift by an anonymous donor enabled the college to reach an agreement with the Sioux City Community School District to lease the stadium for 99 years, in return for renovations to the stadium.

Last summer, the college repaired and restored the concrete bleachers, including the installation of new handrails, and installed new field lighting and a new public address system. This spring and summer, field turf and a new track will be installed, and the locker room and south restrooms will be remodeled. Additionally, the upper and lower parking lots on the east end of the stadium will be leveled and asphalted, with new lighting installed. Painting will complete the construction.

The field turf will allow the Mustang football and soccer teams to practice at the stadium and free up Bass Field for softball practice and home games. The soccer teams will play their home games at the stadium—another step towards establishing a residential campus.

## THIS IS OUR MOMENT

The Roadman Hall and Roberts Stadium projects are just two of the projects that the college has funded or plans to fund through its \$30-million fundraising campaign, "This is Our Moment: The Campaign for Morningside College." The campaign, which began in 2002 and will run through May 2009, supports *The Plan for Morningside College* through increasing scholarships provided by the Annual Fund, improving the campus and facilities, and strengthening the endowment. Besides Roadman and Roberts, facilities that need improvements include Allee Gymnasium, Dimmitt Hall, and the Olsen Student Center. The college also hopes to complete the campus master design plan.

The public phase of the campaign was launched on Oct. 30, 2004, with \$20,201,317 raised. Just five months later, as of April 30, 2005, Morningside alumni and friends had stepped forward with another \$2,382,038, for a total of \$22,583,355 raised.

Nearly 82 percent of the current donors are alumni. At the end of April, the college had received 76 gifts of \$25,000 to \$2.5 million, 408 gifts of \$1,000 to \$15,000, and 4,142 gifts of less than \$1,000, as well as seven deferred gifts.

"Each person and each gift counts," said **Jim Walker 1970**, campaign chair. "Morningside College is a very special place that has touched countless lives, including my own. I believe that this is truly our moment to establish a strong foundation for the college in the twenty-first century."

Walker, of Wayzata, Minn., **Lucy Buhler 1956**, of Edmonds, Wash., **Nancy Metz**, of Dakota Dunes, S.D., and **Russ Olson 1976** of West Des Moines, Iowa, serve on the Campaign Steering Committee. Buhler chairs the Annual Fund Campaign; Metz is chair of the Siouxland Business Gifts Committee; and Olson heads the Alumni Gifts Committee.

"Their strong leadership and the contributions of our alumni will ensure this campaign's success," said Reynders. "It's an ambitious campaign, one that will transform Morningside College for generations to come. It's a great time to be at Morningside."

*To learn more about "This is Our Moment: The Campaign for Morningside College," visit the college's Web site at [www.morningside.edu](http://www.morningside.edu) and click on "Support Morningside." A campaign brochure and video are available online or by contacting the alumni relations office.*

### THIS IS OUR MOMENT THE CAMPAIGN FOR MORNINGSIDE COLLEGE

<b>Annual Fund</b>	<b>\$10.7 MILLION</b>
<b>Improving the campus and facilities</b>	<b>\$14.3 MILLION</b>
Student housing	\$6.4 million
Allee Gym	\$1.2 million
Olsen Student Center	\$1.2 million
Campus master design plan	\$2.0 million
Technology improvements	\$1.0 million
Roberts Stadium	\$2.5 million
<b>Endowment</b>	<b>\$5.0 MILLION</b>
<b>TOTAL CAMPAIGN GOAL</b>	<b>\$30 MILLION</b>