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WU begins $300 million Alliance campaign; among top five university drives in history

The Alliance for Washington University, a program to raise $300 million in gift support, was announced May 2 at a special meeting of the board of trustees of the University and its guests.

It is the largest fund-raising effort in the University's history, as well as one of the five largest in the history of higher education, according to George H. Capps, chairman of the University's board and general chairman of the program.

Gifts and firm commitments received from private sources already exceed $142 million. Capps said. Adding imetus to the program is a $45 million challenge grant to WU from the St. Louis-based Danforth Foundation. The University must raise three dollars in gifts for each dollar to be received from the foundation.

"The $300 million goal set by the trustees is the absolute minimum required by the end of 1987 to ensure that WU can meet its responsibilities during the 1980s and beyond as one of the nation's leading independent research universities," Chancellor William H. Danforth stated.

The funds sought through the Alliance program include $200 million for endowment and facilities and $100 million for annual operations and special program support.

No funds from government sources or from research contracts will be applied toward the Alliance goal, which is to be accomplished entirely with gifts from private individuals and organizations, according to Herbert F. Hitzeman, Jr., senior vice chancellor for university relations.

WU's most recent fund-raising campaign was a drive for $120 million completed in 1976, two years ahead of schedule.

**Business, corporate leaders head fund-raising effort**

Capps, president of the Capitol Coal and Coke Company, is general chairman of the $300 million Alliance for WU program.

Heading the two major committees of the campaign are Richard F. Ford, president of Centerre Bank, who is chairman of the capital resources executive committee; and Zane E. Barnes, president of Southwestern Bell Telephone Company, who chairs the annual programs executive committee.

**Members of the capital resources executive committee are:**
- Richard F. Ford (chair);
- August A Busch III, chairman of the board and president, Anheuser Busch Companies, Inc.;
- W. L. Hadley Griffin, chairman of the board, Brown Group, Inc.;
- Edwin S. Jones;
- Charles F. Knight, chairman and chief executive officer, Emerson Electric Company;
- Donald E. Lasater, chairman of the board, Mercantile Trust Company;
- Lee M. Liberman, chairman and president, Laclede Gas Company;
- I. E. Millicone, president, Millstone Construction, Inc.;
- Edward J. Schnuck, chairman of the board, Schnuck Markets, Inc.;
- and Elliot H. Stein, president, Scherck, Stein & Franz, Inc.

**Members of the annual programs executive committee are:**
- Zane E. Barnes (chair);
- Stanley L. Lopata, chairman of the board and chief executive officer of the Carboline Company — chairman of the alumni, friends, and parent committees;
- David C. Fattell, president and chief executive officer of the May Department Stores Company — chairman of the business, industry, and foundations committees; and the following school and college chairmen:
  - Architecture — King Graf, president, Hellmuth, Obata & Kassabaum, Inc.;
  - Arts and Sciences — Henrietta W. Freedman;
  - Business — Sam Fox, chairman, Harbour Group, Ltd.;
  - Dental Medicine — Dr. John E. Gilster;
  - Engineering — Jerome F. Brasch, president, Brasch Manufacturing Company;
  - Fine Arts — Frances T. Martin;
  - Law — Frederick L. Kuhlmann, vice chairman of the board and executive vice president, Anheuser-Busch Companies, Inc.;
  - Medicine — Dr. Robert C. Drews; and

**Campaign result of five years of planning**

The decision to launch this campaign culminates more than five years of intensive planning by the trustees, administration and faculty, with the assistance of many alumni and friends, as well.

Capps said, "Together we have calculated the resources the University will need as it moves toward the next century. With the momentum already attained, we are confident those resources will be provided."

The planning process began in 1977 when the board of trustees formed the Commission on the Future of WU. W. L. Hadley Griffin, University trustee and chairman of the Brown Group, Inc., was named chairman of the commission.

Ten task forces, each representing a major division of the University, were established with memberships consisting of trustees, alumni, professionals in the field under study, and educators from other institutions. The job of the task forces was to listen to the plans, hopes and concerns of the various parts of the University and to comment critically and helpfully on what they had heard.

For 28 months, the 270 members of the task forces analyzed the full dimensions of the University — its history, its present strengths and weaknesses, and its vision for the future. The commission's final report to the board of trustees in December 1981 contained nearly 200 important observations and recommendations. Never before had a major university undergone such an extensive study.

Following receipt of the commission's final report, a planning committee of trustees was appointed to analyze the report and to recommend steps to be taken in the 1980s. The planning committee identified four general goals for the 1980s:

1. Maintain the institution as a university of international stature;
2. Offer first-rate educational experiences in and out of the classroom;
3. Concentrate on areas of strength and do better what is now being done;
4. Function as an integral part of St. Louis and the region.

The priority for the 1980s was seen as maintaining the highest standards during a period of economic uncertainty to guarantee that WU remains an institution of quality.
The new building for the School of Business and Public Administration (above) will be one of the largest structures on campus. Funds from the Alliance campaign have been earmarked for construction costs.

New $13 million building planned to house school of business

WU has announced plans for a new building for the School of Business and Public Administration. The new building will cost an estimated $13 million. Funds for the building are being sought through the Alliance for WU.

Chancellor Danforth said the new construction reflects the growing needs of the business school, which in recent years has been expanding its graduate and undergraduate programs under the leadership of Robert Virgil, dean of the school.

“Our business school has been attracting a growing number of students from all parts of the country, as well as prestigious academic and business leaders to the faculty. We must have superior facilities if we are to offer the best business school education possible,” Dean Virgil said.

The new building will be 135,000 gross square feet in size and will be one of the largest academic structures on the Hilltop Campus. It will be built on the site of the University’s existing baseball diamonds facing Forsyth Blvd. The baseball diamonds and stands will be moved to a portion of the existing intramural fields.

Kallmann, McKinnell and Wood, Architects, Inc., Boston, associated with Murphy, Downey, Wofford and Richmond, a St. Louis architectural firm, was competitively selected to be project architect. Coloton Leser Niederkorn Associates, Inc., St. Louis, will serve as consulting mechanical, structural, electrical, plumbing and civil engineers.

Financial Objectives

The funds to be raised by the Alliance for WU will be used for endowment for various purposes, new construction and renovation of existing facilities, and current use (operating funds). The $100 million goal includes $200 million for endowment and facilities, and $100 million for operating funds.

Endowment for Academic Programs  $92 million
- Professorships  $30 million
- Research and Teaching  20 million
- Departments and Schools  14 million
- Libraries  8 million

Academic Facilities  $49 million
- Clinical Sciences Research Building  $21 million
- School of Business  13 million
- Classroom, Office, and Laboratory Renovations  7 million
- Libraries  5 million
- School of Engineering  5 million

Endowment for Student Aid  $40 million
- Scholarships and Fellowships  $35 million
- Loan Funds  5 million

Student Resources  $19 million
- Athletic Facilities  $9 million
- Endowment for Student Activities  6 million
- Renovation of Student Areas  4 million

Gifts for Current Use  $100 million
- Annual Fund  $34 million
- Special Program Support  66 million

TOTAL  $300 million
Economist to deliver Calhoun lecture

Nobel Prize-winning economist George J. Stigler will deliver the sixth annual David R. Calhoun Memorial Lecture at 4 p.m. Monday, May 9, in Graham Chapel. The lecture is free and open to the public.

Stigler’s talk, “The State as a Domestic Servant,” will be a broad, historical examination of the love-hate relationship between economic classes and the government.

Stigler, the winner of the 1982 Nobel Prize in Economics, is Charles R. Walgreen Distinguished Service Professor Emeritus and director of the Center for the Study of the Economy and the State at the University of Chicago. His talk is cosponsored by the School of Business and Public Administration and the Center for the Study of American Business.

The lecture series was established in memory of Calhoun, St. Louis business leader and trustee of the University from 1953-1974. He was the first chairman and chief executive officer of First Union Bancorporation, a bank holding company.

Two WU researchers receive Sloan grants

Two WU scientists have been selected to receive two-year research fellowships of $25,000 each from the Alfred P. Sloan Foundation. They are: Jeffrey Skolnick, assistant professor of chemistry, and Jeff W. Lichtman, research associate in physiology and biophysics.

Skolnick, an assistant professor since 1982, will use the funds to investigate the dynamics of relaxation processes in glassy polymers. He earned a B.A. degree from WU in 1973, and master’s and doctoral degrees in 1977 and 1978 from Yale University.

Lichtman will study the development of connections between nerve cells and their targets. He earned a B.A. degree from Bowdoin College in 1973 and M.D. and Ph.D. degrees from WU in 1980.

Skolnick and Lichtman are among 88 scientists and economists who received the Sloan Foundation fellowships. The fellows are at 47 universities, colleges and research institutions in the United States.

A concrete idea takes form — and floats!

Though the race was indeed to the swift, part of the battle was simply to stay afloat at a concrete canoe competition between college students and apprentices held April 23 at Forest Park.

WU’s heavyweight contender was a 250-pound, 17-foot-long canoe designed and built by civil engineering undergraduates. Under the pilotage of Tom Harmon, assistant professor of civil engineering, and Kevin Truman, research engineer, the canoe placed first in the faculty division. Other categories were senior men, junior men and undergraduate women.

Overall, WU won third place, trailing behind the University of Illinois, Urbana, and the University of Missouri-Columbia. The St. Louis Concrete Mason Apprentices and the University of Missouri-Rolla placed last.

The annual event, sponsored by the American Society of Civil Engineers and the American Concrete Institute, is designed to give students hands-on experience in designing and planning an engineering project.

The WU team began constructing its entry in January. Team members first shaped a mold out of polyurethane foam, covering it with wire mesh and two layers of lightweight aggregates. The canoe was then steam-cured for three weeks. The final step was the application of a special paint that decreases resistance in water.

Contributions to the project were made by the WU Student Union, MFG Associates, E-M-E Inc., R.G. Ross Construction Co. Inc., Oark Building Material Co., U.S. Paint Division Grow Group Inc. and Anheuser-Busch Companies Inc.

Campus Notes

John W. Bennett, professor of anthropology, spoke on “Ranchers and Cowboys: The Socioeconomic Foundation” on March 29 at the opening of an exhibition on the American cowboy in Washington, D.C. The exhibition, sponsored by the American Folklife Center of the Library of Congress, analyses the role of the cowboy as a folk figure in American culture. In his lecture, Bennett discussed the real versus the folk image of the cowboy, and the cultural similarities in skills, recreational outlets and living conditions between ranchers and cowboys. The exhibition is located in the James Madison Memorial Bldg., 101 Independence Ave. S.E., and will be open through Oct. 2, 1983.

Jerome R. Cox, professor and chairman of computer science, was honored by the St. Louis section of the Institute for Electrical and Electronic Engineers (IEEE) on April 22. He received the section’s highest award, based on outstanding scientific or engineering achievement and leadership in the field. Cox was elected a fellow of IEEE in 1977.

Joan W. Garrison, associate professor of physical education, has been listed in the 13th edition (1983-84) of Who’s Who of American Women. Garrison has been on the faculty since 1964. She has taught in both the professional and activity program, been physical education director at the Central Institute for the Deaf, and directed the women’s and coed intramural programs.

Eugene R. Kilgen, executive director of the WU Medical Center Redevelopment Corporation, presented a paper on April 14 at the Anglo-American Colloquium on American and British Innovation in Urban Policy at the College of Urban Affairs, Cleveland State University. The paper was titled: “An American Development Corporation: The Washington University Medical Center Redevelopment Corporation.”

Joyce Trebilco, coordinator of Women’s Studies and associate professor of philosophy, presented a paper on biological bases of male domination at a symposium at Loyola University in Chicago in mid-April.

Undergraduate, 1977 alumna named Mellon fellows

Mark D. Gross, a senior in the College of Arts and Sciences, has been named an honorary Andrew W. Mellon Fellow in the Humanities.

A 1977 alumna, Phyllis Deutsch, of Brooklyn, New York, also won a fellowship.

Gross and Deutsch are two of 96 college seniors or recent graduates from the United States and Canada selected for the fellowship this year, the first time it has been awarded. The grants are designed to ensure a flow of outstanding young talent into humanities scholarship and teaching.

The fellowship includes a substantial stipend plus tuition and fees for the first year of graduate school. In order to distribute Mellon fellows at institutions around the country, the foundation limited the number of fellowships that could be used at any one school. Gross turned down the cash value of the fellowship so he could study for a doctorate in French literature at Yale University next fall. However, he retains the title of honorary Mellon fellow.

Deutsch will study for a doctorate in American social history at New York University.

Gross, of Stony Brook, New York, will graduate this May with bachelor of arts degrees in French and classics and a master of arts degree in French. A member of Phi Beta Kappa, Gross has studied under the title of honorary Mellon fellow.

For his master’s thesis Gross wrote on the novel Regazm, by Jean Giono, a 20th-century French novelist. Gross also was a drill instructor in the University’s intensive first-year French courses.

Deutsch, who graduated with bachelor of arts degrees in comparative literature and English literature, has been employed as a bookstore manager in Miami, Fla., and a history editor at Oxford University Press in New York. A union organizer, she currently contributes articles to a number of journals, including The Guardian and Radical America. She is originally from Miami, and her brother Steven is currently a student at WU.

Mark D. Gross

George J. Stigler

Mark D. Gross
Thursday, May 5
4 p.m. Department of Chemistry Seminar, "The Depolitzation in Raman Spectroscopy: In Origin and Mechanism." Dennis P. Stroutman, prof. of chemistry, Carthage C. 311 McMillen.
Friday, May 6

Monday, May 9
8:30 a.m. Central Institute for the Deaf Research Seminar, "Behavioral Consequences of Hemiparetic Specializations?" John A. Stirt, WU prof. of psychology, CID, Clinics and Research Bldg. Aud. 909 S. Taylor Ave.
11 a.m. Sigma Xi Honorary Lecture with Robert C. Watson, WU prof. in black studies; Robert C. Johnson, WU asst. prof. of black studies; and Willie Biggers, dir. of financial aid, St. Louis U., discussing the problem of retention of black faculty at universities. Ann Whitney Olson Women’s Bldg. Lounge.

Tuesday, May 10
7 p.m. Adult Resource Center Workshop, "The Liberal Arts Degree: A Ticket to Tomorrow," Herb Stein, prof. of history. Admission $10. For more information, call Carol Layew, 889-4002. 209 Brown.

Wednesday, May 11
Noon. Women’s Society of WU Spring Luncheon, with speaker Julius Hunter, author and KCMO-TV anchorman. Admission $4.50. WU Club, 535 Mansion House Center. For reservations, call 889-5122.

Thursday, May 12
7:30 a.m. The Ogura Lectureship, "The Most Challenging Diagnostic and Therapeutic Modalities in Head and Neck Tumors," John Conley, chief of head and neck service, Columbia-Presbyterian Medical Center, St. Vincent's Hosp., New York City, and emeritus prof. of otorhinolaryngology, Columbia U. E. Pavilion Aud. 1st fl., Barnes Hosp.
Saturday, May 14
9 a.m.-4 p.m. Microfiche. A presentation of the latest microcomputer equipment and software. Ann Whitney Olson Women’s Bldg. Lounge.

Music
Thursday, May 5
7:58 p.m. Department of Music Jazz Festival with Singleton Palter and his Dixieland Six and the WU Jazz Ensemble; Robert Edwards, instructor in music, conductor. The concert, preceded by an hour’s performance by a jazz trio in the theatre lobby, will benefit the American Cancer Society. Admission $7; 500 Edison Theatre.

Friday, May 6
8 a.m. Department of Music Graduate Vocal Recital, Susan Huelsman, WU prof. of music, Dept. of Music Aud. 1st fl., Barnes Hosp.

Performing Arts
Saturday, May 7
8 a.m. Edwin Theatre presents Trevor Pinnock with the English Concert, a baroque ensemble. Gen. admission $7; WU faculty, staff and area members $5; WU students $4. For more information, call 889-6543.

Exhibitions
Saturday, May 7
May 29. Print Gallery, WU Gallery of Art. 10 a.m.-5 p.m. weekdays; 1-5 p.m. weekends. "Reflections, 1968-1983," an exhibition of color and black and white photographs by Herb Weitman, director of WU photographic services, will open with a reception from 6 to 8 p.m. Friday, May 6, at the Martin Schewig Gallery, 4588 Maryland Ave. The show of approximately 35 pieces will bring the May 28. Gallery hours are 10 a.m.-5 p.m. Tuesday through Saturday.
Weitman, a professional photographer for more than 30 years, has devoted this show to personal photographs. Many were taken during trips abroad. Others are of professional football players, both on and off the field. Weitman has been director of WU photographic services for more than 30 years. He is also adjunct professor at the School of Fine Arts and he founded the school’s photography department about 15 years ago. Weitman has been still photography for the National Football League and the American Football Conference. His work has been featured in numerous exhibitions and publications such as Newsweek, TIME, Sports Illustrated and Popular Photography magazine, a Los Angeles periodical devoted to art photography.

May 5-14
Herb Weitman, director of photographic services at WU, took this photograph of former St. Louis Cardinal football player John Zook in Washington, D.C. in 1976. It is one of 35 photographs that will be on display at the Schwob Gallery through May 28.

Photographs by Weitman exhibited at local gallery

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Sigma Xi initiates
The following individuals were initiated into Sigma Xi, the Scientific Research Society of North America, on April 28.

Promoted to Full Membership: Jeffrey Jean Gordon
Elected to Full Membership: Zer Shaward Anderob
Lance Owen Basing
Anandkumar P. Bhat
David L. Cox
Elizabeth A. Grant
Jaqeline Louise Hoffman
Denise Emil Housade
WY Devesheta
Mary Frances Muldon
Ken Howard Croswell
Carl E. Fulwiler
Keith Sebastian Pickens
Ming-Der Caesar Lu
Dennis Emil Hourcade
David L. Cox
Lawrence David Cohn
Erin Kathleen McGurk
Craig Ernest Leff
Jonathan W. Michelson*
Lance Owen Basing
Lance Owen Basing

*undergraduates