



**CAMPAIGN
FOR
PLANNED
EXPANSION**

MICHIGAN CHRISTIAN COLLEGE

Dear President Palmer:

Thank you for writing me about the \$1 million campaign to expand Michigan Christian College. Private higher education in Michigan contributes much to the rich diversity of our state's system of higher education. I am sure that your campaign will permit Michigan Christian College to provide expanded Christian educational opportunity to the Detroit area and the State of Michigan.

With best wishes for a successful campaign.

Sincerely,



George Romney

Dear Mr. Palmer:

In these days of complicated national problems and complex international commitments, the need for better educational facilities to prepare today's students for tomorrow are absolute necessities.

It is with pride I note that Michigan Christian Junior College is taking positive steps to provide these necessities. I am sure that its contribution to the growth of higher education and Christian morality will spread throughout Michigan and the Nation. I wish Michigan Christian Junior College every success in its program of improvement and expansion.

Sincerely yours,



William S. Broomfield, M.C.



yesterday, an educational dream
for the north . . . nurtured into reality



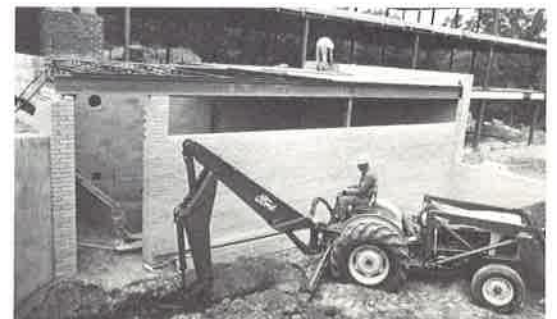
Wheeler Utley & Lester Allen inspect the future campus in early days of the college.



Future students anticipate first days of college operation.



Otis Gatewood, M. N. Young, Wheeler Utley, and Wayne Poucher watch steel give reality to college.



The Multi-Purpose Building is first to be erected on campus.

today . . . 7 years later

Michigan Christian College has grown each succeeding year since its beginning in 1959. The buildings shown here have served adequately during this time. But student enrollment has increased from 54 in 1959 to 260 for the Fall of 1966.

Physical re-arrangement of these buildings to take care of annual student body increase has reached the limit. Some students requiring residence facilities have been turned away. Additional facilities for next year's increase is imperative.

Dean Palmer (l.) and President Gatewood (r.) discuss future possibilities of the college with Batsell Baxter. Growth has exceeded even their enthusiastic projections.

The Multi-Purpose Building, having served adequately as the women's dormitory and college cafeteria, was filled to capacity last year.

This picturesque structure was part of the 37-acre estate purchased by the college in 1958. It has served well as an Administration Building.

The Men's dormitory (l.) was built in 1960 and the two-story residence hall (r.) was erected in 1961. Additions to these buildings will be needed by next year.



Signing the papers (r.) which add 54 acres to the MCC campus are (l. to r.) Wheeler Utley; Mrs. H. T. Gierok, former owner of the estate; Russell Koch, representing Mrs. Gierok; Lucien Palmer, MCC President.



land requirements are now adequate for years to come

Michigan Christian College began in 1959 with 37 acres and added 7 acres in 1964. Through the wise and patient action of the Board of Directors and with the help of many people, a 54-acre estate adjacent to the campus was acquired in 1965 at a most reasonable financial arrangement.

This land acquisition (shown in the aerial photo, r.) is proving to be the vital margin of difference in the future expansion and development of Michigan Christian College. With 98 acres, including 2 beautiful lakes, the land requirements for the future growth of the college are assured.



Michigan Christian College has been built and maintained from the very beginning by the many individuals in Michigan and elsewhere. The college has not received large grants as it will in the future. Therefore, I am especially grateful that so many in these first days have been involved in the development of MCC. We come to you now with what we believe to be the greatest challenge in MCC history. We come with confidence that you, as before, will respond graciously and generously to this vital need.

Lucien Palmer

It has been my privilege to serve as Chairman of the Board of Directors of MCC since its beginning. My inspiration to serve on the board first came from the great purpose for which the college was established, which purpose is seen in the lives of the young people who study here. Secondly, the support that many of you have given to us as your board has been a constant reminder that we have not worked in vain or alone.

The Board of Directors is grateful for all that has been done in the past for Michigan Christian College and we solicit your help now in seeing our greatest challenge to a successful conclusion.

Wheeler Utley

increased enrollment has presented a clear-cut challenge

In a day when Christian principles are belittled by many intellectuals, the youth of our land are turning more and more to the type of education that will give purpose to their secular pursuits. More and more young people are seeking something more substantial than knowledge just for the sake of knowledge. Michigan Christian College, a liberal arts college with Christian ideals, is one of many such institutions whose campus is being swarmed by young people desiring a Christian education.



*E. Lucien Palmer
President*



*G. Wheeler Utley
Chairman, Board of Directors*

academic pursuit of high quality demands an extensive library

An extensive library is of primary importance in the growth and development of any educational institution. The library of any school seeking educational accreditation comes under the closest inspection. Certain standards must be met in this area before accreditation is granted.

MCC desires to continue to provide the means of academic achievement of the highest quality. Therefore, projected growth during the months ahead demands the construction of the new Library Building.



A good library helps students form good study habits



The college library is the center of academic activity



The varied interests and pursuits among students requires extensive research material



Proposed Library Building to house 50,000 volumes, plus study area

a growing student body has filled all dormitories to capacity

For the first time in MCC history it has been necessary to turn away several boarding students. The need for the Alma Gatewood Memorial Dormitory for Women was seen several months ago. Some money has already been given for this much needed building which will honor sixty-one great Christian women of this and past generations.

This residence hall, housing 120 boarding women, must be built now if additional young women seeking a Christian education at MCC are to be admitted next year.



Proposed Women's Dormitory with capacity for 120 girls



A pleasant, safe place to live and study brings out the best in any student



"Open House" in dormitories is always enjoyed by all



Boarding students feel the security of well supervised dorms by experienced staff

MCC Board of Directors lead the way

The primary factor contributing to the growth and successful development of Michigan Christian College can be seen in its dedicated Board of Directors.

Six of the present fifteen board members were members of the original board which met for the first time in 1954 to establish North Central Christian College. The same Executive Committee has served faithfully since the beginning. The fidelity and untiring efforts of these men in behalf of the college has given MCC a stability which she has enjoyed all through her history.

These men not only serve without monetary remuneration, but they also through the years have given liberally of their money to the cause of Christian education at MCC. As in every other financial program of the college these men are taking the lead in this Planned Expansion Campaign through wise direction and gifts.



*G. Wheeler Utley
Chairman*



*James E. Thomas
Vice Chairman*



*George M. Ford
Secretary*



*Paul Lutz
Treasurer*



Howard Dilgard



James L. Gallaher



Harold E. Hawley



Jack N. Hoover



O. A. Johnson



Dolan D. Ledford



Joe R. Lloyd



Gerald Montgomery



Hubert V. Nave



Ralph Ritchey



Woody Stogsdill

The Michigan Christian College Planned Expansion Campaign presents a challenge to every Christian in the North Central area. It is a challenge that can be met if every individual will prayerfully consider the needs of the college and then give generously.

Your gift will demonstrate the appreciation you have for Michigan Christian and for the good it has done for this area. Your gift will manifest to the young people of Michigan and surrounding states the interest you have in them. It will also show the Administration, Faculty and Staff that you join them in their efforts to make Michigan Christian College truly great.

I am inspired by the dedicated men who have agreed to work as chairmen, co-chairmen and committeemen to make this campaign a success.

Please give and give generously to assure our reaching the goal of One Million Dollars. We want to give every individual an opportunity to pledge their share in making a lasting investment in Christian youth.

James E. Thomas
General Chairman



*James E. Thomas
General Chairman
Planned Expansion Campaign*



*Paul Lutz
Co-chairman
Planned Expansion Campaign*

Flint Area



*Glynn Branham
Chairman*



*Joe Sandefer
Co-chairman*

Jackson-Ypsilanti Area



*Walter Nonnenmacher
Chairman*



*Roy Palmer
Co-chairman*

Lansing Area



*Jay W. Robinson
Chairman*



*Dr. Ralph Richey
Co-chairman*

Wayne County - East



*Oakley Thomas
Chairman*



*John C. Gibson
Co-chairman*

Wayne County - Downriver



*Peter M. Naysmith
Chairman*



*L. B. Work
Co-chairman*

South Oakland County



*Emmett B. French
Chairman*



*Jack Miller
Co-chairman*



*Jack N. Hoover
Chairman, Zone 1*

Wayne County - Central



*Jeff Green
Chairman*



*Hubert V. Nave
Co-chairman*



*Troy Prewitt
Co-chairman*



*James Black
Co-chairman*

area campaign chairmen accept the challenge

It is around these men pictured here that the Campaign is built. Having been recommended by the people in their area to lead them in making the Campaign a success, they have accepted the challenge of helping to build Michigan Christian.

Toledo, Ohio



*Harley Miller
Chairman*



*Charles Kessler
Co-chairman*

Pontiac Area



*Argyll Allen
Chairman*



*Robert Utley
Co-chairman*

Macomb County



*Douglas English
Chairman*



*Gerald L. Morris
Co-chairman*



*John Bonbrisco
Co-chairman*



Hobart Ashby



Allen Barber



Harmon Black



Homer Black



Gene Carrell



Boyd Glover



Jess Hall



A. J. Kerr



Robert McAnally



William McClellan



Joe Miller



William Mitchell



Martel Pace



Clifford Payne



Curtis Sampley



Carson Spivey



Will Ed Warren



Paul Watson



Ronald White



Woodrow Wilson

preacher's advisory group lends stability



Everette Alexander, Chairman



Dan H. Woodroof, Co-chairman

faculty and students testify to urgency of need

The atmosphere on the MCC campus develops a very close relationship between faculty and students. Each group works hard toward making the college a better college in every way.

Both faculty and students agree that present facilities have served adequately during the first seven academic years. MCC students who have transferred to over 600 colleges and universities have made enviable records in their upper division work. However, the students and teachers add an urgent note to the necessity of this first Planned Expansion Campaign. They solicit your wholehearted support, not for their benefit primarily, but for the many students that will attend Michigan Christian in the future.



*Robert Waggoner
Chairman
Faculty Advisory Committee*



Clyde Balderson



Doyle Earwood



William Shinsky



*Morris Womack
Director
Student Speakers Bureau*



*Sharon Craft
Chairman
Student Speakers Bureau*



*Sherrill Cox
Student Speakers Bureau*



*Sandra Bonbrisco
Student Speakers Bureau*



*James Bruce
Student Speakers Bureau*

Library Building	\$ 100,000
Women's Residence Hall	400,000
Men's Dormitory Addition	100,000
Student Center	45,000
Campus Development	55,000
Operational Supplement	100,000
Dorm, Library and Academic Equipment	100,000
Debt Retirement	100,000
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Total	\$1,000,000



campaign needs defined

The immediate needs which this campaign will furnish includes a women's dormitory for 120 girls and a library building to house 30,000 volumes with corresponding study area. These must be considered imperative and of urgent consideration.

These and future buildings require extensive underground piping and wiring systems as well as landscaping and other campus improvements.

The Operational Supplement is a category based on the fact that all sources of college income (from tuition and fees, auxiliary projects of the Ladies Associates and Men's Club, and Living Endowment income) do not meet the day to day cost of operating the college. This item is intended to underwrite annual operating costs. All in all, the Campaign goal is very realistic and very needful to the proper growth of Michigan Christian College.

Michigan Christian College

800 West Avon Road
Rochester, Michigan 48063

