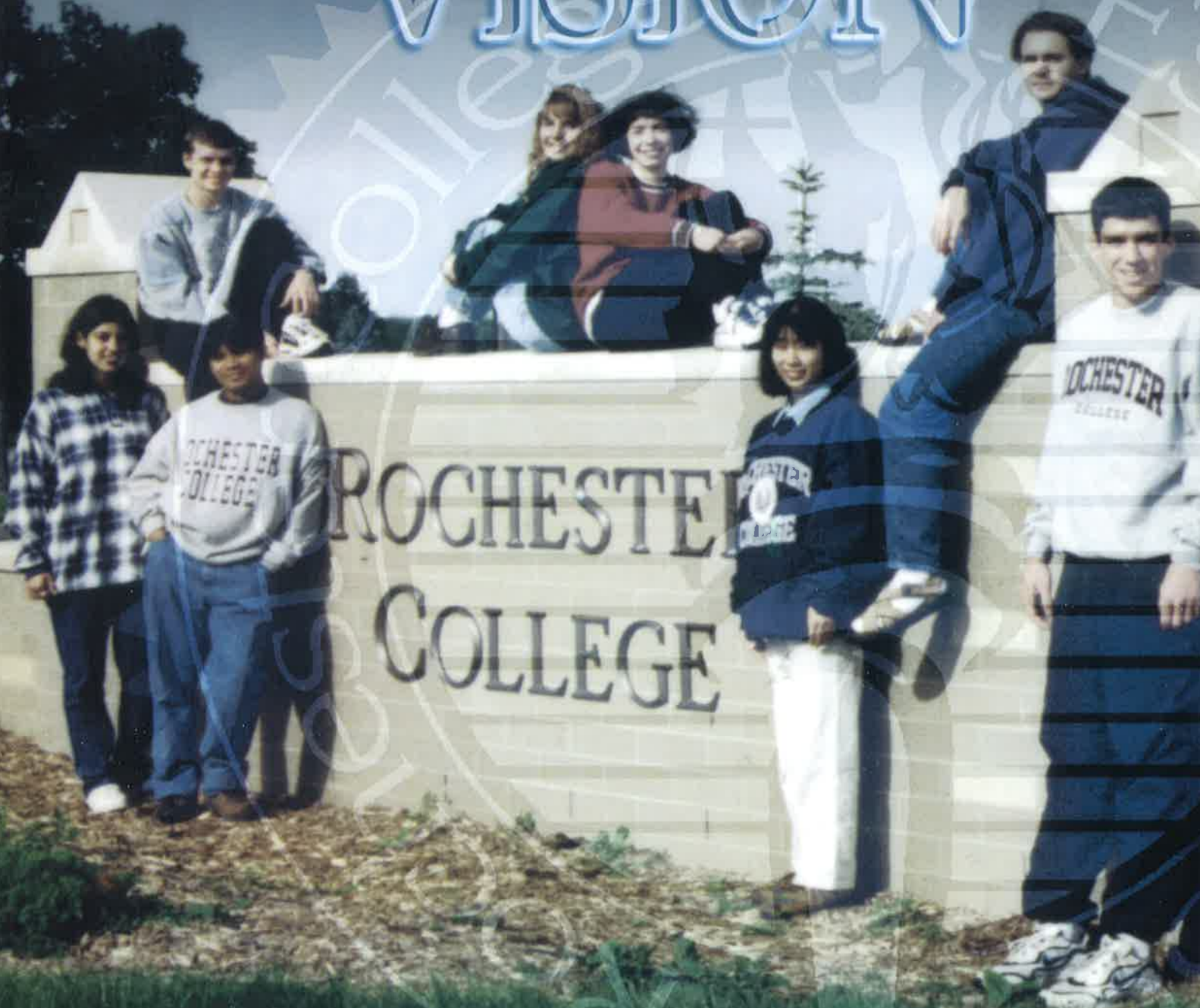


CATCH the VISION



A ROCHESTER COLLEGE CAPITAL CAMPAIGN

CATCH the VISION



Dr. Kenneth L. Johnson
President
Rochester College

Message From the President

Dear friends and alumni,

With a vastly expanded array of bachelor's degree programs in place and the addition of the College of Extended Learning, Rochester College is experiencing the greatest opportunity for progress in its 40 year history.

Accommodating our growing student population is a significant challenge and also a significant opportunity to serve the kingdom by preparing strong leaders for the family, the community, and the church.

Five years ago, I asked you to be involved in a campaign which dramatically transformed our campus. Now, the Catch the Vision campaign will have an even greater impact on the development of the college. Your participation will be critical to that progress.

We are meeting today's challenges with new approaches, while staying true to our founding purpose. We are deliberately charting our course, carefully keeping the faith with the best of the past, and prudently answering the call to the future.

Sincerely,

A handwritten signature in black ink that reads "Ken Johnson". The signature is written in a cursive, flowing style.

Dr. Kenneth L. Johnson
President

CATCH the VISION

Our Heritage

In 1954, men and women of great wisdom and vision saw the need for establishing a liberal arts college in a Christian setting to train future church and community leaders while building strong family units. They dreamed of a college that would especially prepare youth of the North for careers while providing dedicated service in God's kingdom. Those early founders wanted a college that offered a combination of high academic achievement, involvement in social life, and development of high moral character. These ideals continue to permeate campus life at Rochester College.

Our Mission

The mission of Rochester College is to engage students in a vigorous liberal arts education within a Christian community for a life of study and service.

Our Accomplishments

Dr. Kenneth Johnson is the sixth president to serve Rochester College. As he approaches his first decade of service to the college, he has built upon foundations laid by men and women who preceded him to dramatically advance the college. He and his dedicated staff have worked to substantially strengthen the infrastructure of the campus. The college has greatly advanced its academic offerings to twelve majors at the bachelors degree level, added the College of Extended Learning, built enrollment to record levels, and completed a \$4.5 million construction project. The Foundation for the Future campaign was launched to build two residence halls joined by a commons, provide a new campus entrance, and construct new roadways and parking areas.



Our Vision

Strategic Planning calls for even greater advancement of Rochester College in the next ten years. A recently updated campus plan reveals the scope of goals to provide many major improvements to campus facilities in years to come. Improvements in the physical plant will provide support to a rapidly growing student population. However, growth of the physical plant is only part of the plan. Growth in academics, including the addition of new professors and new programs, will make it possible to serve more students in a quality way.

Enthusiasm is growing among friends who value a college built on strong moral and ethical values. Now each supporter is challenged to Catch the Vision as a new campaign is launched to provide the greatest expansion and improvements in the history of Rochester College.



Catch the Vision: Capital Campaign Priorities

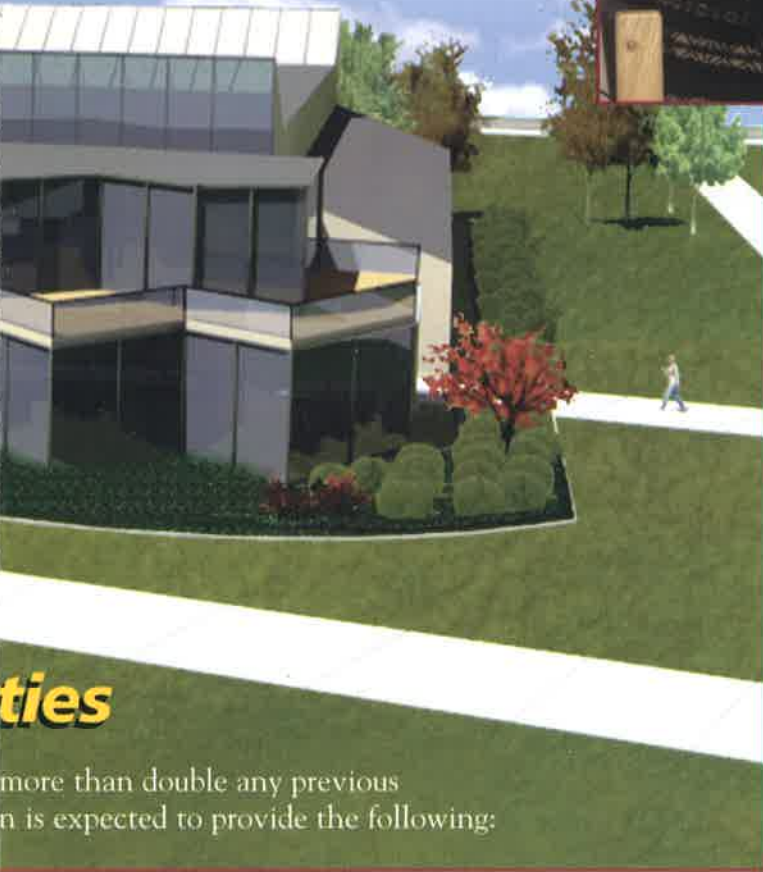
This capital campaign, projected to surpass \$9 million, will fund the most significant campus campaign. Successful completion of this three-year campaign will...

Sports Center

A projected 70,000 square foot complex is envisioned, consisting of a large gymnasium with a double practice court, usable for varsity games, and a smaller gym for limited varsity and intramural sports. The total complex will include a stage for drama and musical productions, a jogging track, racketball courts, a training room, a fitness center, classrooms, offices, locker rooms, and many other amenities.

Athletic Field Additions and Improvements

Major redevelopment of the athletic fields includes improvements in the grading of existing fields, construction of dugouts and bleachers for the baseball field, relocation of the soccer field, and the addition of two new fields for soccer and softball. Plans include a jogging/training track along the perimeter of the two existing fields and provisions for field events in the track program.



ties

more than double any previous
n is expected to provide the following:

Renovation of Barbier Hall

Extensive renovation of student rooms and bathrooms will be done in the interior of Barbier Hall for men. This will include floor work and plumbing in the bath areas, and floor tiles, painting, and other repairs or restoration in the student rooms. New modular furniture will be placed throughout the hall.

Endowment

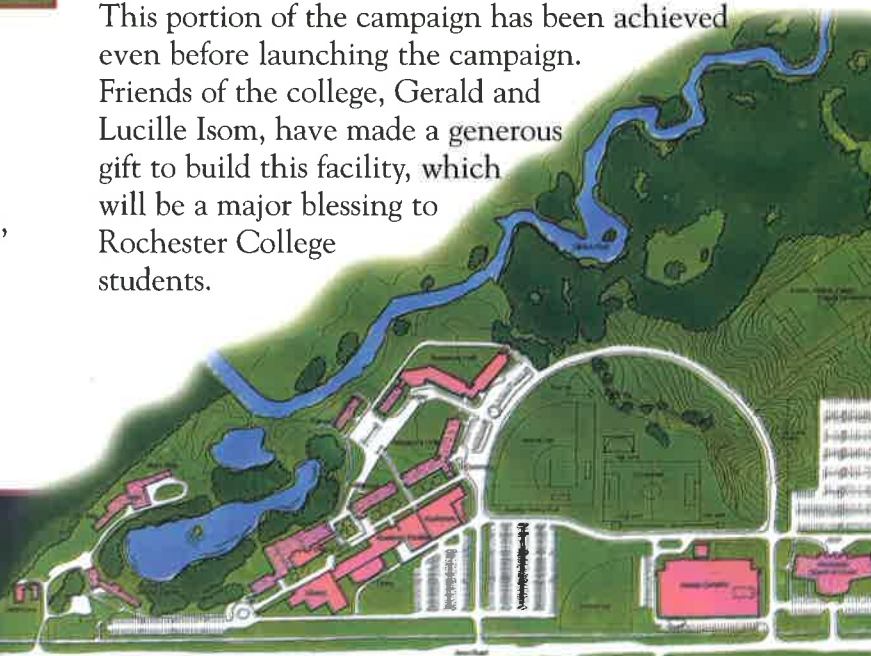
The college recognizes that endowment will add strength and security for its future. Therefore the plan calls for approximately \$6 million in endowment funds through this campaign.

Major Technology Upgrades

A total of nearly \$500,000 will be spent to upgrade technology on the Rochester College campus. This will include a campus-wide integrated computer system for students, faculty, staff, and administration. The goal is to make a major leap towards making the campus as close to paperless as possible, while dramatically improving communication.

Gerald and Lucille Isom Student Cafe

This portion of the campaign has been achieved even before launching the campaign. Friends of the college, Gerald and Lucille Isom, have made a generous gift to build this facility, which will be a major blessing to Rochester College students.



CATCH the VISION

ACTION: The Key to Making Vision A Reality

There is a saying that every action of our lives touches some chord that will vibrate in eternity. At Rochester College there are many opportunities to touch the lives of students. In the Catch the Vision campaign, the college is expanding to make it possible to impact greater numbers of students in the future. However, the VISION of the campaign must be translated into ACTION. Another old adage says, no one ever climbed a hill just by looking at it. Likewise, a college cannot advance a capital campaign by talking about it. A campaign must be translated into action.

Therefore, friends of the college are asked to Catch the Vision, and to take the vision to reality by establishing a financial commitment to make it happen. Groups who are close to the college, such as the Board of Trustees, alumni, faculty and staff, and other friends, are likewise being asked to participate. Foundations and corporations also will be solicited.

Three-Year Plan

A strength of this campaign is a three-year (thirty-six month) commitment opportunity made available to each donor. This type of giving program allows donors to do financial planning in a way that hopefully will result in many donors participating at a higher level than would otherwise be feasible. The goal, of course, is to make commitments over and above what is given in the annual operational gift programs.

Workers Commit First

Those who solicit gifts in this campaign, staff or volunteer, will be asked to make their commitment before soliciting others. Therefore, solicitations will be done by those who are already committed financially in this campaign.

One-Time Cash Gifts

While one-time gifts are cheerfully accepted in this campaign, the college also is seeking longer term commitments. A gift size will almost always be larger if it can be extended over a period of years.

Non-Cash Gifts

In addition to cash gifts, donors may fulfill campaign commitments with securities, real estate, or personal property. Details are available upon request from the Development Office.

For information write or call:

Development Office
Rochester College
800 West Avon Road
Rochester Hills, MI 48307
1-800-521-6010 (Option 4)
www.rc.edu

