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$47.5 MILLION FOR

"EDUCATION FOR A NEW AGE"

With $20.65 million already raised, the University of San Diego today announced the launching of a $47.5 million capital campaign, by far its largest ever and believed to be the largest in the history of higher education in San Diego County.

USD has taken on a three-to-five-year campaign, dubbed "Education for a New Age," to implement a wide-ranging expansion of academic programs, student and faculty recruitment, student scholarships and facilities impacting all five of the 5,800-student private university's schools:

- The College of Arts & Sciences.
- The School of Business Administration.
- The School of Education.
- The School of Law.
- The School of Nursing Sciences.

USD President Author E. Hughes said USD is embarking on its largest ever capital campaign at this time because "the university must broaden its economic base in order to enhance -- across the board -- our high level of excellence and diversity..."

"Like the San Diego region, USD must move toward even greater levels of excellence not only to help meet the demands of a thriving community but also to provide vision for its leaders."
In making the announcement, Hughes was joined by three of the University's trustees: The Most Rev. Bishop Leo T. Maher, chairman of the USD board, shopping center magnate Ernest Hahn, who is vice chairman, and philanthropist Joanne Warren, chair of the Capital Campaign Executive Committee.

Prominent San Diego attorney Josiah Neeper, the USD board's attorney and a Campaign Committee member also spoke at the ceremony, held on a stage set up outside the main entrance to the University Center, an $11 million building that is part of the campaign.

Before a festive crowd of University and community leaders and students, they reported that $20.65 million already had been raised. The fundraising drive actually began about 12 months ago, but today was the first public announcement of it.

They were joined on stage by Trustees who are also members of the Campaign Executive Committee: Frank D. Alessio, Arthur B. Birtcher, James W. Colachis and Msgr. I. Brent Eagen.

Hughes stated that "a new era is upon us. In higher education, we can no longer confine our efforts to helping students learn specialized knowledge and marketable skills.

"We must also help them become aware of the increasing interdependence of life, whether measured on a personal scale or a global one.

"High on our list of priorities is our continuing effort to internationalize USD's curriculum and the perspectives of our faculty and students."
Hahn said "San Diego needs a private university fully dedicated to the enrichment of the intellectual and cultural level of this fine community, and a university with a curriculum created to provide a values-based education."

"USD is most definitely that school."

Warren, a well-known San Diego philanthropist, said she is heading up USD's campaign because "the University, first and foremost, tries to make a strong contribution to the lives of its students.

"I believe in that, and I think USD does it well."

The Campaign Executive Committee, made up of 13 of the region's civic, business and religious leaders, plans to assign $31 million for endowment funds to support teaching and student scholarships, and $16.5 million to meet key facility needs.

Endowment funds raised will be used to help continue to:
- attract and retain faculty scholars.
- attract outstanding students.
- enroll a diverse student body that ethnically, economically and socially reflects the broader community.
- obtain funds to construct new facilities, including a $500,000 child development center and a $6 million expansion and renovation of the law library to transform it into a legal research center.

The last capital campaign conducted by USD raised $15 million and ran from 1979 through 1983.

Since the San Diego College for Women and the San Diego College for Men merged in 1972 to become USD, enrollment has more
than doubled. Because USD is committed to offering students individualized instruction from faculty, the enrollment is strictly controlled.

And since 1972, financial aid has increased 15-fold, with more than 60 percent of the undergraduates receiving some form of assistance.

Full-time faculty has doubled to about 230, and ten new buildings have been added to the campus since 1978.

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