



April 2008

A Moment for Grove City College

As the primary purpose of “A Moment for Grove City College” is to share information with our 24,000 alumni, both in the United States and around the world, I think it would be interesting to share with all of you some things about our Alumni Relations Office and Advancement team. I especially want to highlight the dramatic physical metamorphosis that is occurring during the next year on the retrofit and build-out of the Carnegie Alumni Center.

In doing so, I will ask some questions of Jeff Prokovich '89, our vice president for advancement, about his area of responsibility and especially about how he and his colleagues in the Carnegie building relate to you, our alumni.

First, a bit of history. Until the fall of 1998, the College had no institutional fund raising apparatus. We did have an Alumni Relations Office and a limited public relations function. Also, we published a periodical extended newsletter/paper called the Alumni News. It was in the fall of 1998 that we hired our first vice president for institutional advancement and charged that person (Tom Pappalardo) to build a staff dedicated to alumni relations, comprehensive communications and fund raising. Most schools had been successfully pursuing this area for years to better serve their alumni base and to do two vital tasks for the strength and growth of any great private institution, namely “friend raising” and “fund raising.”

Now, nearly 10 years later, the investment of time and talent we made has been a wonderful addition to our campus and to its future. We have greatly expanded our alumni relations efforts to include numerous alumni gatherings and meetings throughout the U.S. In addition, with The GeDUNK Alumni Magazine, this little piece – “A Moment for Grove City College” – and other targeted communications (including through the online Alumni eCommunity), we have tried mighty hard to communicate with you in many, many ways. That will continue, by the way, as it has been both effective and a lot of fun. And **that is a promise.**

All of this effort to communicate with you (it's not a one-way street) and to listen to your feedback has resulted in a wonderful outcome – your willingness to share your treasure and to give back to our alma mater. We (and I) have tried to carefully put forth the case for support for both the completed capital campaign, *Change & Commitment*, and our annual campaign, *Full Circle*, the Annual Fund for Grove City College. Each of the last four years has been a record fund raising year in unrestricted funds gifted for the annual campaign, with an increasing record number of donors. And (more on this later in the spring), we are considerably ahead of last year's record pace. In short, you all have been magnificent in stepping forward and stepping up. And we thank you for your support.

The last piece of the completed capital campaign is the work we are just beginning on the Carnegie building on lower campus. At the end of this letter are two schematic drawings of this project. I thought I would ask Jeff (pictured above) about this project and its meaning for all alumni.

RICHARD G. JEWELL: Jeff, first please provide some history on Carnegie Hall.

JEFFREY D. PROKOVICH: Carnegie was built with funds provided by industrialist and philanthropist Andrew Carnegie in 1900 as a gift to the College and to the Borough of Grove City. It contained, as was the custom of all Carnegie libraries, space for performing arts, a library and a gymnasium or recreation area. Our Carnegie had the library on the main floor with a large stage and auditorium upstairs and gymnasium downstairs. Just a few short years after it was built, the Borough of Grove City determined it could no longer financially support the building and its ownership transferred solely to the College. The College, however, has permitted access to the facility for the entire community over the years.

RGJ: Why was the decision made to include a build-out and refurbishment to the Carnegie building as part of the *Change & Commitment* Campaign?

JDP: Carnegie is the one remaining building from our original “lower” campus. It has housed our library (until Buhl Library was completed in 1954), our first gymnasium (until Ketter Gym was built in 1913) and our first “chapel” and performance auditorium (until we acquired Ivy Chapel). It is a significant part of our history, having also served as an ROTC facility, music hall, men's residence hall and most recently, the offices of Advancement. The College has long acknowledged the need for a facility for alumni, a facility that would showcase our remarkable history and present “our story” to visitors. We now have that opportunity with the Carnegie Alumni Center.

RGJ: When the project is completed in the spring of 2009, what will be there for all to enjoy and use?

JDP: First, we will enjoy a new entrance and lobby that will be at ground level. No more steps to climb! The main floor will feature a beautifully appointed function room with a large fireplace and French doors leading to an outdoor terrace. This room will accommodate groups of approximately 150 for formal dinners,



Jeff Prokovich '89
Vice President for Advancement

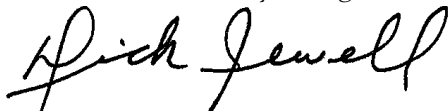
lectures and meetings. It will be a perfect place for the many Harbison Chapel wedding receptions! The lower level will feature an archival storage and staging area, a full catering kitchen, a multi-media conference room and our Communications suite. The upper level will house the staff of our Alumni Relations and Development teams. Throughout the building, we will feature artwork, photographs and artifacts from our 132-year history.

RGJ: How will the completion of this project add to a better fulfillment of the mission of your office and the support of the mission, vision and values of the College?

JDP: The vision of the Advancement Office is to support the mission of the College by engaging alumni and friends in meaningful relationships with the College. The Carnegie Alumni Center will provide us with a venue to meet with our constituents and will provide them with a “home away from home” while on campus. Just as the building created memories for past generations of alumni, this noteworthy cornerstone of campus will continue to create memories for our current and future students (or as I like to call them, alumni-in-residence). Look for information throughout the year on our progress with the renovation. We can’t wait to welcome you to your new campus home in 2009!

Thanks, Jeff. And thanks again to all of you for your support that has made this meaningful new project possible. Our alumni are and will always remain at the heart of our plans and thoughts. **And that is a promise.**

Yours for Grove City College,


Dick Jewell '67
President



ABOVE: A retrofit of the Carnegie Alumni Center will add approximately 6,000 square feet to the building originally constructed in 1900.

BELOW: An aerial view of the new Carnegie Alumni Center on lower campus.

