

A PROGRAM
A CHALLENGE
and
A PRIVILEGE



Pacific University
Forest Grove, Oregon

It is a
small
college
but
there are
those
who
love it.

—Daniel
Webster

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*Friends and
The Answer
Question of
of Independ
Higher Educa*

**It is with this Hope that P
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From its earliest days Pacific U
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STUDENT BODY

Total Number Students	718
Girls	191
Boys	527
States Represented	38
Foreign Countries Represented	15
Religions Represented	29
Congregationalists	149

The Problem of the Small Liberal-Arts Church University

*Friends and Business Hold
The Answer to the
Question of Survival
of Independent Christian
Higher Education . . .*



In a day which has witnessed an increasing mortality rate among privately supported institutions of higher learning, the independent church-related colleges and universities must turn directly to their friends. If these colleges and universities are to remain free of state control, they must receive the support of those who believe in and have an appreciation for the values they seek to preserve.

aniel
Webster

It is with this Hope that Pacific University Turns to You as it Seeks Financial Assistance During a Critical Period in its More than a Century of Service

From its earliest days Pacific University has been known for its devotion to the principles of academic excellence shaped by a Christian philosophy. Students are challenged to achieve a high level of scholarship as well as intellectual and spiritual maturity.

STUDENT BODY

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All courses of study are presently being fundamentally refashioned by our faculty. With the utmost confidence in these men and women and their effort we predict the new Pacific University educational program will lead to a revigoration of liberal, Christian learning and will restore independent and creative thought to its rightful place.

PERSONNEL

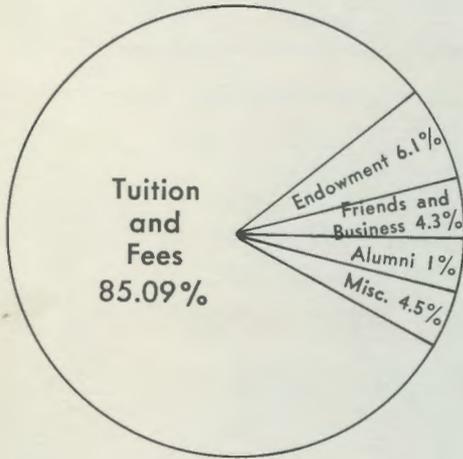
Deans and Counselors	6
Regular Faculty Members	46
Part-time Faculty Members	25
Library Staff	4
Dormitory Resident Counselors	4

Earned doctoral degrees are held by 52.1% of our faculty members. The national average for earned doctoral degrees in a college faculty is 40%.

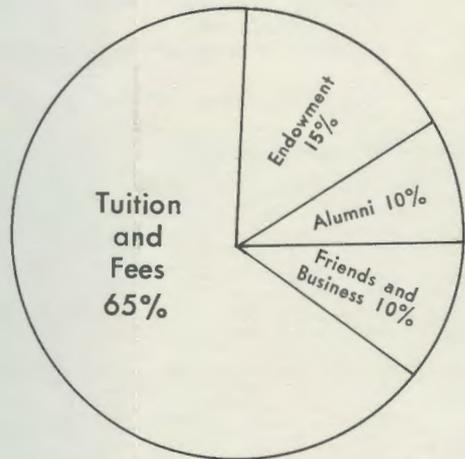
FROM WHERE DOES PACIFIC'S SUPPORT COME?

The charts below show the source of income for Pacific University for the fiscal year 1957-58 and the established norms of financing privately supported, church-related colleges.

**Present
Sources of Income**



**Established Norms for
Sources of Income**



WHY THE CRISIS?

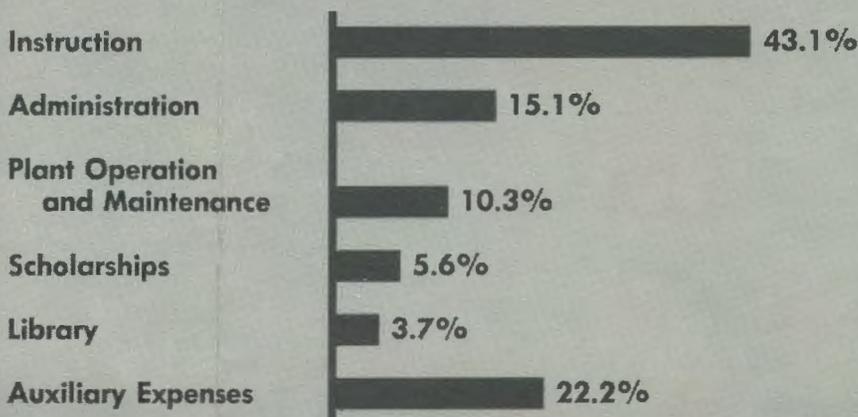
With a student body of 718, maintenance of high standards is an expensive undertaking which is growing more expensive daily. This is clearly seen in the following comparison of expenditures for fiscal years ending June 30th:

	1955-56	1956-57	1957-58	1958-59
Total Expenses	\$634,118	\$707,647	\$773,367	\$823,282
Total Income	611,792	678,985	708,120	769,091 (est.)
Operating Deficit	\$ 23,426	\$ 29,662	\$ 65,247	\$ 54,191
Accumulative Deficit	197,213	191,020	257,313	311,504 (est.)

HOW IS OUR INCOME SPENT?

The graph below indicates analysis of expenses budgeted for the current year. Our total budget is \$823,282.

1958-59 EXPENDITURE ANALYSIS



WHAT IS THE PER STUDENT COST?

The cost of educating one student at Pacific University has increased considerably during the past ten years. This year each student is receiving a "hidden" scholarship of \$341. Students in past years received similar assistance.

Educational cost per student	\$1149.00
Tuition and fees per student	<u>808.00</u>
Cost above tuition and fees	\$ 341.00
Endowment income per student	<u>79.00</u>
Deficit per student	\$ 262.00

WHAT ARE THE MOST PRESSING NEEDS?

1. INCREASED FACULTY SALARIES AND A STRONG FACULTY — Perhaps the most pressing need is for faculty salaries. Pacific became a leader in the field of higher education through its eminent faculty. Its students over the past 110 years have reaped the benefits of these outstanding teachers. But like its counterpart in business and industry, the problem of faculty salaries has grown progressively worse. **Our present salary scale is low.** There is very keen competition among other institutions and industry for good teachers and to make matters even more difficult, the actual supply of such men is limited and decreasing. During the past ten years we have more than doubled our faculty salaries in attempts to improve our program, but the high costs have not been met.

Comparison of Median Salary Paid Faculty by Pacific University and the State Tax-supported Institutions in Oregon

	Pacific	State
Professor	\$6300	\$9900
Associate Professor	5700	7584
Assistant Professor	5100	6123
Instructor	4300	4970

Comparison of Faculty Salary Ranges

1946-47	1958-59
\$2400 to \$3600	\$4300 to \$7200

2. SUBSTANTIAL SCHOLARSHIPS, AND GRANTS-IN-AID — This year over \$46,000 will be awarded in scholarships. This total when compared to \$115,206 and \$134,300 awarded by two other Oregon independent church-related institutions similar to Pacific, readily points up the problem of competition with other schools for the good student.

3. CLASSROOM EQUIPMENT — To serve a growing student body.

4. BOOKS AND AUDIO-VISUAL EQUIPMENT — For the library.

5. LABORATORY EQUIPMENT—To supply critical needs in science areas and the College of Optometry.

6. SELECTIVE RECRUITMENT PROGRAM — To attract the best students to Pacific University.

7. GENERAL ENDOWMENT FUNDS — An important source of annual income.

“The good education of youth has been esteemed by wise men of all ages as the surest foundation of the happiness both of private families and of commonwealths.”

— Benjamin Franklin

\$60,000 NEEDED IN GIFTS FROM FRIENDS AND BUSINESS FIRMS

To reach its goal of \$60,000 for the current academic year, Pacific University must have at least 1500 friends and business firms willing to contribute to ensure its continued operation.

While it is impossible for us to specify what we hope you will give, we do have a suggested distribution for your consideration. This we feel is a most equitable method of determining your gift. This table shows how the \$60,000 might be reached.

SUGGESTED DISTRIBUTION OF GIFTS

Number of Gifts	Amount	Total
500	\$ 25	\$12,500
400	50	20,000
300	100	<u>30,000</u>
		\$62,500

Inevitably we must say that no one can set a quota for another. It is simply a matter of generous giving for a big job.

The enclosed business reply envelope is provided for your convenience. A check made payable to the Pacific University Fund and enclosed will soon be at work for Christian higher education. Contributions to the Pacific University Fund are tax deductible.



[1958]

**"The most important business in which
a people may engage is education."**

—ABRAHAM LINCOLN