

**CLASS
OF
1979
25TH REUNION
TOOLBOX**

DARTMOUTH COLLEGE

Comparative Profile of Recent First-Year Classes

Class of:	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
Applied	10,188	9,720	10,193	11,855
Admitted	2,181	2,220	2,090	2,155
Matriculating	1,084	1,135	1,068	1,077

Class of:	<u>ENROLLED</u>							
	<u>2004</u>		<u>2005</u>		<u>2006</u>		<u>2007</u>	
1. Total	1,084		1,135		1,068		1,077	
Male	569	52.5%	573	50.5%	534	50.0%	534	49.6%
Female	515	47.5%	562	49.5%	534	50.0%	543	50.4%
2. School								
Public	671	61.9%	704	62.0%	646	60.5%	669	62.1%
Private	361	33.3%	362	31.9%	360	33.7%	349	32.4%
Parochial	52	4.8%	69	6.1%	62	5.8%	59	5.5%
Total Schools	823		844		803		810	
3. Geographical (residence)								
New England	228	21.0%	204	18.0%	215	20.1%	188	17.5%
Mid-Atlantic	302	27.9%	337	29.7%	337	31.6%	359	33.3%
Mid-West	124	11.4%	146	12.9%	136	12.7%	120	11.1%
South	161	14.9%	169	14.9%	134	12.5%	143	13.3%
West	204	18.8%	213	18.8%	185	17.3%	189	17.5%
Non-US Address	65	6.0%	66	5.8%	61	5.7%	78	7.2%
4. International (non U.S. citizen)	50	4.6%	65	5.7%	54	5.1%	65	6.0%
5. Students of Color								
African-American	59	5.4%	74	6.5%	71	6.6%	82	7.6%

Asian American	91	8.4%	141	12.4%	145	13.6%	150	13.9%
Latino	66	6.1%	74	6.5%	69	6.5%	67	6.2%
Native American	25	2.3%	39	3.4%	44	4.1%	41	3.8%
Multi-Racial	7	0.6%	2	0.2%	8	0.7%	11	1.0%
6. School Rank (% of those ranked)								
Valedictorians	151	24.1%	156	24.4%	156	27.5%	135	23.6%
Salutatorians	57	9.1%	52	8.1%	59	10.4%	55	9.6%
Top 10%	539	86.1%	552	86.4%	494	87.1%	477	83.5%
Number with rank	626		639		567		571	
7. CEEB Results								
SAT Verbal Mean	708		702		702		706	
SAT Math Mean	712		713		713		711	
SAT Verbal Median	720		710		710		710	
SAT Math Median	720		720		720		720	
8. Academic Interest								
Humanities	184	17.0%	189	16.7%	160	15.0%	137	12.7%
Social Sciences	289	26.7%	328	28.9%	319	29.9%	270	25.1%
Sciences	477	44.0%	454	40.0%	400	37.5%	396	36.8%
Interdisciplinary	53	4.9%	58	5.1%	51	4.8%	38	3.5%
Undecided	81	7.5%	106	9.3%	138	12.9%	236	21.9%
9. Legacies	87	8.0%	108	9.5%	102	9.6%	85	7.9%
10. Scholarship Recipients	419	38.7%	441	38.9%	499	46.7%	486	45.1%
11. Percentage of Recruited athletes:				17%				
12. Percentage of Students on Financial Aid:				56%				
13. Percentage of Students on need based Aid:				46%				
14. Percentage of Students with Need-Based Scholarships:				43%				
15. Nearly <u>1,000</u> undergraduates compete in <u>16</u> Men's and Women's Varsity Teams.								
16. More than <u>700</u> undergraduates compete in Men's, Women's and Coed Club Sports.								
17. More than <u>3,500</u> Students participate in more than <u>2,000</u> Intramural contests.								



Dartmouth College Fund
NON35TH / NON50TH REUNION GIFT CREDITING OPPORTUNITIES
EFFECTIVE JULY 1, 2002

On the occasion of a non35th or non50th reunion, gifts for current-use for allowable Dartmouth College Fund (DCF) purposes receive class credit. Gift designations that may receive reunion class credit are highlighted below. With the exception of multi-year gifts (noted below), these commitments and corporate matching gift claims must be paid by June 30 of the reunion year. Gifts to the Thayer School Annual Fund from Dartmouth undergraduates will be included on the reunion check and in the year-end class wrap-up letter.

GIFTS IN SUPPORT OF THE COLLEGE'S OPERATING BUDGET

Nearly 11% of Dartmouth's operating budget is provided by unrestricted gift revenue to the College. Dartmouth College depends on the DCF for critical income to the institution. Thus, giving to support the annual operations of the College remains a top priority.

CURRENT-USE GIFT DESIGNATION OPPORTUNITIES

<i>Any gift level</i>	The College's Highest Priorities Academic Programs and Faculty Support The Arts Athletics Financial Aid Student Programs and Services Technology and the Digital Library The Campus
\$20,000+	Dartmouth College Fund Scholars Program
\$100,000+	Faculty-Scholars Program

MULTI-YEAR GIFTS

Unrestricted gift commitments of \$100,000 or more may be paid over a period of three fiscal years – the fiscal year preceding, the fiscal year of, and the fiscal year after the reunion. To receive reunion credit for the entire commitment, 50% of the pledge must be paid by June 30 of the reunion year. A signed statement of understanding is required for these commitments.

GIFTS OF \$250,000 OR MORE

All gift commitments of \$250,000 or more to all parts of the College, including the professional schools, that meet institutional needs will be counted toward the class's reunion total. These commitments may be paid over a period of three fiscal years – the fiscal year preceding, the fiscal year of, and the fiscal year

after the reunion. To receive reunion credit for the entire commitment, 50% of the pledge must be paid by June 30 of the reunion year. A signed statement of understanding is required for these commitments.

PLANNED GIFTS

Life income gifts (credited at the discounted value) will receive reunion gift credit during post-50th reunions.

CLASS OF 1979 GIVING HISTORY

Year	%PARTICIPATION	CASH IN
1980	58.0%	\$12,541
1981	60.0%	\$16,232
1982	63.0%	\$18,243
1983	68.0%	\$22,049
1984 5th REUNION	74.0%	\$62,798
1985	71.8%	\$47,290
1986	68.6%	\$56,102
1987	64.0%	\$60,720
1988	65.6%	\$74,031
1989	59.7%	\$67,295
1990 10th REUNION	65.0%	\$194,568
1991	52.6%	\$88,372
1992	54.0%	\$85,090
1993	54.0%	\$86,583
1994	45.0%	\$75,945
1995 15th REUNION	44.0%	\$178,716
1996	48.0%	\$111,136
1997	50.0%	\$127,555
1998	51.0%	\$145,546
1999	52.7%	\$218,880
2000 20th REUNION	56.7%	\$1,141,062
2001	52.2%	\$165,494
2002	51.0%	\$576,020
2003	61.0%	\$442,923

**Questions and Answers
Posed at the National Dartmouth College Fund
Volunteer Training Sessions**

Academics

- Q. Has there been a strategic shift away from undergraduate liberal arts to graduate students and research?
- A. The College's primary commitment will always be the undergraduate experience, especially the intense relationship between students and teachers. Yet to provide the best education in quickly evolving fields—particularly in the sciences—students must learn from those engaged in cutting-edge research. To attract talented students and a world-class faculty, the College must encourage scientific inquiry. At Dartmouth, undergraduates have unique opportunities to collaborate with professors and graduate students in high-level, original work. Dartmouth's research facilities and graduate programs directly benefit the education of undergraduates.

Admissions

- Q. What is the acceptance rate for legacies, and what is the rate for the overall pool? Is there a "quota" for legacies?
- A. Legacies—children of Dartmouth alumni—are admitted at a higher rate than other candidates in the overall pool, but there is no "quota" for legacies. Dartmouth's legacy acceptance rate, 39 to 40 percent, is similar to that of other Ivy League schools. A recent *Wall Street Journal* article (15 January 2003) reported Harvard's rate at 40 percent, the University of Pennsylvania's at 41 percent, and Princeton's at 35 percent. Dartmouth's overall acceptance rate is historically 20 percent and this year hit a record low of 17 percent for the Class of 2007.

Budget

- Q. How should volunteers answer questions about the College's budget?
- A. The College remains fiscally and programmatically sound. The recent budget cuts are primarily the result of a drop in the College's endowment performance over the past two years. In 2002, the College experienced a return of -5.7 percent on the endowment following a 0.0 percent return in 2001. This compares to average national returns for universities and colleges of -6 percent in 2002 and -3.6 percent in 2001.

In the 2003–2004 budget, Dartmouth will see expenses grow in several areas: financial aid, taxes, utilities, faculty and staff salaries, and benefits. To realize this growth while dealing with the reduction in endowment income, last summer the President asked deans and directors—those closest to the cost centers—to recommend specific cuts in their areas for FY04 using a set of guiding principles designed to protect core academic programs and personnel. These principles, as well as further information about the budget, are available at www.dartmouth.edu/~news.

Of the four main revenue streams—student tuition and fees, endowment income, gifts for current budget expenses, and sponsored research—gifts are what allow Dartmouth to continue to provide an exceptional education during difficult economic times. In 1915, when the Alumni Fund—now the Dartmouth College Fund—was established, Ernest Martin Hopkins called it a “living endowment.” Today, the College and its students still depend on the generosity of alumni and parents through the Dartmouth College Fund.

- Q. Why can't tuition be raised to help cover increased costs and a reduction in endowment income?
- A. There is a limit to the amount the College can realistically increase tuition without deterring the students it wants. For the 2003–2004 academic year, tuition will increase 4.9 percent over that charged during 2002–2003. This is a slightly higher rate of increase than in previous years. However, because of corresponding financial aid outlays, the College will net only \$0.53 for every \$1 increase in tuition.
- Q. Why do tuition and other expenses increase at a rate higher than the Consumer Price Index (CPI)? After the College makes budget adjustments to reduce spending and increase revenues, will it be able to keep tuition increases at a rate lower than inflation?
- A. Expenses at any higher education institution will most likely always be higher than the CPI. In fact, colleges and universities use an index known as the Higher Education Price Index instead of the CPI because it better reflects the costs associated with their operations. Two major differences between the indices are labor costs and facilities maintenance. The cost per student of having professors teach small classes is greater than the cost of labor in a nonacademic setting. And of course a teacher's role cannot be automated. Likewise, the costs associated with fitting and maintaining laboratories and providing library periodicals are higher than the normal rate of inflation.

- Q. The campaign currently calls for ten more big building and renovation projects, including new dormitories and dining facilities, among others. Won't these new projects require increased and ongoing expenditures for maintenance and operations?
- A. Yes. All the new buildings come with operational and maintenance costs. Fund raising for these facilities will include the establishment of separate endowments that will provide for these expenses.

Campaign

- Q. I understand a campaign is coming up. Should people hold off making a significant DCF gift until the campaign starts?
- A. Dartmouth is currently in the "quiet phase" of a comprehensive campaign that started on July 1, 2002. The campaign will likely be announced publicly during the 2003–2004 academic year. Because the campaign is comprehensive, *all* gifts to the College, including gifts to the DCF, will count in the campaign. In other words, all gifts made from July 1, 2002, through the end of the campaign's "public phase" (likely 2009) will count toward one's total campaign commitment. So there is no advantage to waiting for the public kick-off of the campaign to make a significant gift to the DCF.

Dartmouth Credit Card

- Q. What are the benefits of using the Dartmouth credit card?
- A. If you are enrolled to receive airline miles with the Dartmouth credit card, you receive a mile for each dollar spent. If you pay a DCF pledge with your Dartmouth credit card, you will receive two miles for each dollar paid. Unlike some affinity cards, Dartmouth does not receive a percentage of each purchase made using the credit card. Rather, Dartmouth has contracted with MBNA to receive a flat fee.

Financial Aid

- Q. What is Dartmouth doing to ensure that students who receive financial aid actually need it?
- A. Dartmouth, like many other schools, requires signed copies of parent and student 1040s, W-2s, and all schedules so the Financial Aid Office can verify information supplied on the Free Application for Federal Student Aid (FAFSA). In addition, the College requires the family to complete the CSS/Financial Aid PROFILE Application. Dartmouth also reserves the right to require official IRS transcripts of tax returns. Dartmouth cannot say with 100 percent certainty that no one tries to cheat on these applications, but requiring this information allows

the College to make corrections when necessary. The College believes that all who need support should receive it.

- Q. Dartmouth prides itself on its “need-blind” admissions policy. What does this mean and how many other institutions have a similar policy?
- A. “Need-blind” means that Dartmouth considers students’ ability rather than their ability to pay. Dartmouth accepts students based on their academic profile (including grades, rigor of courses taken, standardized test scores, and recommendations), extra-curricular activities, contributions to the community, and many other factors. However, a family’s capacity to pay for college is not considered. Most, if not all, public and many private institutions have similar need-blind policies. What sets Dartmouth apart from most higher education institutions is the second part of its policy: Dartmouth promises to meet 100 percent of demonstrated financial need for all four years.
- Q. Is there a list of the institutions that have a financial aid policy similar to Dartmouth’s?
- A. No such list exists. We estimate that between thirty-five and forty institutions have a financial aid policy similar to Dartmouth’s. This puts Dartmouth in a very small circle of institutions with a need-blind policy among the more than 2,200 accredited four-year colleges and universities in the United States. At present, all Ivy League institutions have the same policy.

Giving Opportunities

- Q. Can donors designate their gift and have it count toward the DCF?
- A. The DCF offers eight general giving opportunity areas: (1) The College’s High est Priorities, (2) Academic Programs and Faculty Support, (3) The Arts, (4) Athletics, (5) Financial Aid, (6) Student Programs and Services, (7) Technology and the Digital Library, and (8) The Campus. If a donor designates a gift for one of these eligible areas, it will count as a DCF gift and receive DCF donor and class credit. However, if a donor designates a gift to a particular program within one of the giving areas (for instance, Soccer or the Ledyard Canoe Club) it is considered a restricted gift and will not count toward the DCF.
- Q. Will any contributions to the “Student Programs and Services” giving opportunity area be used to support the advocacy of political issues?
- A. Wide-ranging debate is a fundamental value of the College. Dartmouth provides opportunities for students to engage in discussion of politics and policy issues through student organizations and the fees that support them. Funds to student

programs may support this marketplace of ideas. The College has an obligation, however, to ensure that funds dedicated to academic departments are used primarily to support teaching, scholarship, and the activities associated with those departments.

- Q. Does the DCF track contributions to each of the eight giving areas and is this information available to volunteers?
- A. We are developing reports that will detail the amount of gifts contributed to each of the eight giving opportunities. This will allow us to determine the effectiveness of this strategy and to learn which opportunities appeal most to alumni. This information will be ready following the end of the current fiscal year and will be shared with volunteers.

Green Corp\$

- Q. How successful is the Green Corp\$?
- A. Preliminary data indicate that the Green Corp\$ callers are very successful when they get a prospect on the phone. We are developing reports for Head Agents to allow them to see how effective the Green Corp\$ callers have been with their specific classes. These will be available soon.
- Q. Do the Green Corp\$ callers ask for credit card payments over the phone?
- A. The Green Corp\$ callers are trained to ask donors if they would like to make their gift with a credit card. If donors are reluctant to give a credit card number over the phone, the callers offer other options, including the Fund's toll-free number, secure website (www.dartmouthcollegefund.org/securefrm.htm), or return mailer.

Participation

- Q. What causes declines in alumni participation?
- A. Several factors affect how we calculate participation. For instance, prior to 1994, the Fund counted open pledges in its total. In FY94, however, the Fund changed from this cash and pledge accounting system to a cash-in only accounting of donors. This change lowered the FY94 alumni participation rate by 7.6 percentage points from FY93.

The Fund's annual growth also affects alumni participation. We add between 500 and 600 new prospects to the "Scoring Base" (solicitable alumni) each year. This means that the Fund must increase the number of donors each year simply to remain at the same participation rate.

The Fund conducts analyses to identify and isolate specific constituencies that could participate more. These constituencies change from year to year and the Fund targets them with tailored direct mail, e-mail, phone call, website, and volunteer-based efforts.

Q. How are we increasing participation?

A. We are approaching participation on several fronts this year. For example, instead of soliciting our past donors at the same time of year in which their last gift was made, we attempted to solicit all nonleadership prospects with a personal phone call from the Green Corp\$ by mid-January. The Green Corp\$ has moved into a new, dedicated facility with expanded calling capabilities. We reinstated the Green Derby competition this year and hope this will foster interclass competition. From late April through June, classes made a major effort to recruit Quick Callers to call nondonors. The Decade Co-Chair Task Force of the DCF Committee is helping Head Agents with their Quick Caller program and sharing participation best practices. We hope that improved volunteer reports will make all agents more effective on the phone and in the field.

Public Relations

Q. Dartmouth appears to give slow, defensive responses to news stories in the various media. Can we be more proactive in our release of information to the entire Dartmouth community?

A. Dartmouth is committed to providing clear, forthright, and positive information about the College to the public. Likewise, the College makes every effort to respond to relevant media stories with accuracy and sensitivity for the parties involved. We can always improve this process, and encourage alumni to help “set the record straight” whenever they see inaccurate messages about Dartmouth. In addition, the College is exploring new ways, such as e-mail and listserves, to share information with all parts of the community in a timely manner.

Reunion Gift Crediting

Q. Reunion alumni who hold an undergraduate degree and make a gift to the Thayer School Annual Fund may have their gift included in their class’s reunion check and year-end wrap-up letter. Can gifts to the Tuck Annual Giving program or the Medical School Annual Fund also be included in a class’s reunion total amount or wrap-up letter?

A. Thayer School provides most of the courses in the undergraduate engineering major, creating a special relationship with College undergraduates. To

acknowledge this unique relationship, the DCF made an exception to recognize gifts to the Thayer School Annual Fund from undergraduate alumni during their reunion years. Neither the Tuck School nor the Dartmouth Medical School provides the same services for the undergraduate College. Therefore, gifts to the Tuck School Annual Giving program and the Medical School Annual Fund are not included in a class's reunion check or wrap-up letter.

Why Should I Give?

Q. With money so tight right now, how can I convince people to give to Dartmouth?

A. Remaining true to the College's educational mission requires a lot of money. These funds come from tuition, the endowment, and gifts. Substantial tuition increases would merely shift the burden to families, many of whom would need additional financial aid. In a slow economy, the College cannot rely on a robust yield from the endowment. This is why we ask alumni to pitch in to make up the difference. Without their generosity, Dartmouth could not continue the level of excellence so many students have enjoyed.

That said, the Fund is experiencing its best year ever in terms of the total of pledges and gifts. In this time of economic belt-tightening, we are grateful that people are choosing to support the Fund.

Q. Some prospects graduated from Dartmouth years ago. They don't have children at the College and may live far from Hanover. Why should they contribute to the Fund?

A. Although they may not be in close contact with Dartmouth, the College will always be a part of their life. Their experiences at Dartmouth, the education they gained, the people they met, the friendships they formed, and the life lessons learned are part of their everyday life, professionally and personally. The opportunity for others to experience their own Dartmouth depends on alumni giving to the Fund.

Q. Some alumni are uneasy with the direction they perceive the College is heading. How can they express their disagreement other than through a "silent checkbook"?

A. Alumni are Dartmouth's greatest resource, and the College wants to hear their opinions and draw from their knowledge and expertise. Dartmouth encourages all alumni to share their feelings—critical or laudatory. At the same time, the College asks them to consider that a gift to the Fund supports current and future Dartmouth students. Withholding generosity limits the opportunities these students could enjoy.

Alumni may now direct their DCF gift to eight general categories that reflect their individual interests. A gift to any one of these areas will directly affect the educational experience of all Dartmouth students.

- Q. Dartmouth College is a very wealthy institution. Why should alumni give money to the College when there are other worthy and needier causes?
- A. Dartmouth would not exist without the generations of alumni who have supported the institution. Their unsparing generosity has enabled the College to provide an excellent educational experience to thousands of students every year. Dartmouth is a small college with an intimate educational setting; its focus on teaching and a strong residential experience is unique. Dartmouth is proud to be distinguished from large, research-centered institutions such as Harvard and Yale. Yet Dartmouth's size means that it has fewer resources than many of its peers. At the end of FY01, the College's endowment per student—\$458,631—ranked sixteenth among higher education institutions with student enrollments of 1,000 or more. The top three institutions, Princeton (\$1,292,962), Harvard (\$996,549), and Yale (\$971,226), reported results that were more than double Dartmouth's figure. This makes the College much more dependent on gifts through the Dartmouth College Fund to support its mission of educational excellence.