

UNIVERSITY OF SOUTHERN INDIANA  
ANNOUNCES \$10.5 MILLION CAPITAL CAMPAIGN  
TO BE LED BY CNB BANCSHARES  
PRESIDENT & CEO JIM GIANCOLA

For Immediate Release  
August 20, 1996



# NEWS RELEASE

CONTACT:  
Kathy Funke, Director  
News & Information Services  
812/465-7005  
FAX 812/464-1956

The University of Southern Indiana is launching a \$10.5 million fund drive which is expected to help the University achieve objectives not possible with current state funding. The announcement was made jointly by USI President H. Ray Hoops, Trustees Chairman Bruce H. Baker, and USI Foundation Chairman Ted Ziemer, Jr.

There will be four Featured Objectives of the campaign --

- **Presidential Scholarships** raising both current funds and endowments for the prestigious Presidential Scholarship program which provides full collegiate scholarships to selected Indiana valedictorians and salutatorians;
- **Faculty Enhancement** creating an endowment fund for faculty enhancement, from which the interest will support professors as they seek to keep information current in their fields and extend their expertise to applied research projects in the southern Indiana region;
- **Instructional Support** raising funds to improve instructional support possible with computers and interactive learning systems;
- **Student Life** enhancing student life by improving student-centered facilities and leadership programs.

In addition to the Featured Objectives, which account for \$6,000,000 of the \$10.5 million goal, the University will include in the campaign a goal of \$4.5 million for Ongoing Annual Giving, reflecting the array of programs already in place which depend on private support to continue. The University also has set a goal of raising \$3,000,000 in deferred or estate gifts, an amount which would be in addition to the \$10.5 million goal.

President H. Ray Hoops points out that only 44 percent of the University's operating budget comes from state appropriation, and 26 percent from student fees. "Without the generous support from alumni and good friends in the community who share our commitment to advancing opportunity through public higher education, the University of Southern Indiana would not be where it is today. This truly is an institution of the people, by the people, and for the people. And fortunately for us, the people have been willing to make financial investments in this dream of an education for all. Just as it has taken private investment to create this University and bring it to its present stage of development, it will take private investment to take it to the next level of service," he said, indicating that a recent survey of University alumni and friends revealed a desire to expand the University's service, influence, and programs.

Board of Trustees Chairman Bruce Baker echoed President Hoops' comments on the importance of private investment. "This is a very carefully managed institution which makes maximum use of its resources," he says. "The State of Indiana has been helpful to the University in reaching many of its goals, but the State of Indiana simply won't provide funds for student centers, intercollegiate athletic arenas or playing fields, facilities which are not strictly for instruction, or for merit scholarships such as the Presidential Scholar program, so vital to keeping Indiana's brightest and best students right here. CAMPAIGN USI will provide this University with the funds for those projects the State will not or cannot provide."

USI Foundation Chairman Ted Ziemer, Jr. said the Foundation has been working closely with the University in the past three years as plans for the capital campaign have been formulated. "The Foundation Board is a full partner with the University in CAMPAIGN USI, and we are ready to give strong leadership to this campaign, just as we have to previous projects over the past two and a half decades," says Ziemer. At a news conference announcing the program, he ticked off an impressive list of projects led by the Foundation since its founding in 1968 -- books for the Library, furnishings for the University Center in 1973, spectator seating in the Physical Activities Center in 1979, building and furnishing the University Home in 1983, creating and funding the Presidential Scholarship program from 1988 to now, and the annual fund drives which now raise over a million dollars a year.

President Hoops announced the appointment of campaign leadership at the news conference, saying that the University is fortunate to have recruited James J. Giancola, president and chief executive officer of CNB Bancshares, Inc., to serve as general chairman for CAMPAIGN USI. "Jim Giancola is vice chairman of the USI Foundation Board and has given enthusiastic leadership as chairman of the USI Annual Fund. He is a leader with a proven track record who embraces the principles of this campaign. I am confident he will lead us on the path to success," says Hoops.

Mr. Giancola said he was persuaded to lead CAMPAIGN USI because of his keen interest in higher education and particularly because of the role USI has played in elevating the educational level of Evansville and the southern Indiana region. "We know that education can be the engine that drives economic development. The University of Southern Indiana is an excellent example of what can be accomplished with determination, sensitivity to community needs, and public and private partnership. Every community in southern Indiana feels the positive effects of having a vibrant university in our midst and from the leadership USI graduates are giving in these communities. But there is much more to be done. This campaign will ensure that the University is able to continue to be a student-centered, needs-driven, community-responsive institution viewed as an innovator and leader among the state's public institutions. We all will reap the benefits of our investment in this campaign to elevate the work of this excellent institution."

Mr. Giancola announced that the honorary chair of CAMPAIGN USI will be Jennings D. "Nick" Carter, who already has pledged a million dollars to the campaign. Half of his gift will complete the University Center expansion and the Center's great hall will be named Josephine K. Carter Hall in honor of his wife, who died unexpectedly this spring. The other half will be a new deferred gift adding to a previously-established trust to provide scholarships for working students. Since 1994, Carter, with his late wife Jo, has given \$2 million to the University of Southern Indiana. Mr. Carter said he was happy to be honorary chair and for his giving to be an example for others because he can see the extraordinary difference his gifts to USI make.

Mr. Giancola also was able to announce that another half million dollar gift had been added to the campaign. "The University has just been notified that it will benefit from a bequest from the estate of Louis and Ann Harpole. We understand that the bequest will amount to at least \$500,000, and will benefit the Presidential Scholarship program -- one of the Featured Objectives of CAMPAIGN USI," he said. "With Mr. Carter's gift and that of the Harpole estate, we have a very positive beginning to this campaign," he said.

The CAMPAIGN USI logo and slogan *Education. Taken Higher.* summarize the campaign objectives to take education to a higher level of service. The first part of the campaign will be conducted among the Boards -- trustees, Foundation, and Southern Indiana Higher Education -- and among the faculty and staff of the University. Individual goals have been set for those two campaign divisions. When the boards and faculty/staff division campaigns are completed, the alumni division will begin, and a public campaign will be conducted among friends of USI.