

CENTRAL

BULLETIN FALL '09



Holding strong in tough times

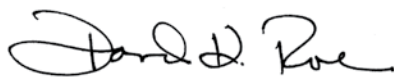
As I start this year, it's a bittersweet beginning to the end of my tenure at Central College. I reflect on all the wonderful things we've done as a team at the college including renovating the Vermeer Science Center so it could be the first Leadership in Energy and Environmental Design-rated building in the state of Iowa. I've been a part of an excellent upgrade to our athletic facilities including an on-site cross country course, driving range, Fieldturf football field, indoor and outdoor tracks and one of the best fitness centers and training facilities in the Midwest. Howard McKee Hall became the first residential LEED-rated building in Iowa. I think of the Café@Geisler, Firth townhouse, a renovated Maytag Student Center, and the list could go on.

Even though all these great things happened, we need to look toward the future of Central College. With my scheduled retirement, we are nearing the end of Phase II of *The Campaign for Central*. In the final months, we need a strong push from dedicated alumni, friends and the Central community in order to reach our goals. Along with finishing raising funds for the new education and psychology building, we must close out the track and field project, and continue to grow our endowment and the Central Fund. I want to go out with a bang this year and in order to do so, I'll need your help.

In a time of economic strain, Central College alumni and friends have proven what they value, and what they value is this fine institution. Central College has been and always will be a great investment for serious scholars. A liberal arts education prepares our graduates to reinvent themselves regardless of the challenges they meet.

I receive anecdotes from Central graduates almost weekly about how well prepared they are for either graduate school or the workplace. Beth Jones '07 is studying for a master's degree in political science at Loyola University in Chicago, Ill. In one class, she happens to be the only student not from a large state institution. The professor remarked the excellent reputation of Central College drew their attention to her application and had a lot to do with her being accepted into the program. Dan Flaherty '05 won two fellowships from the University of Nebraska Medical Center. I know part of his success is attributed to the hard work he put in and countless hours spent with our very own faculty at Central who helped him believe in his abilities. Our tagline "Go Farther" really is just that. It means students can be more than they think they can be if they just dare. Our faculty sees the potential in our students and pushes them to be more than they ever dreamed. Those are just a couple of many, many stories I get to hear about our graduates on a regular basis.

But none of these would be success stories without the successes of the Central College community and its willingness to help others achieve greatness. In the next few pages, you will read about the current recession and how it's affected higher education. While many colleges took a big hit to its endowments, Central College is holding well and continues to make decisions based on keeping students first. I know times like these tend to be a learning curve. Just as families re-evaluate their financial statements, so does the college. But, I believe Central will come out of this with a brighter future. Let's make this a great year!



President David H. Roe



▲ President David Roe gears up for a great end to an outstanding tenure.

CENTRAL BULLETIN

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▲ Larry Mills, professor emeritus of art, and Harry Smith '73 discuss Mills' artwork (background) at the education and psychology building dedication Oct. 2.

COVER

The U.S. economy is going down while Central's enrollment is going up. Learn more about Central's economic recovery.

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How the big "R" has affected higher education.

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A glance at where the college stands financially.

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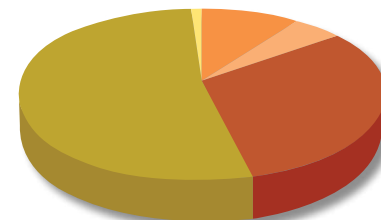
Honor Roll of Giving, see page 7

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▲ Used coffee grounds from Café@Geisler are "re-used" for composting.

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ASSETS

Cash	\$17,787,611
Receivables	\$8,877,768
Investments	\$53,093,039
Property and equipment, net	\$90,958,446
Other	\$1,922,503
Total	\$172,639,367

▲ A breakdown of Central's financial report.

WWW.CENTRAL.EDU
641.628.9000

IN THIS ISSUE

Central introduces new Ghana program



▲ President David Roe signs an agreement with the University of Ghana as Annique Brown Kiel '99, director for institutional relations for Central College Abroad, and Samuel Mate-Kodjo, associate professor of Spanish look on. Mate-Kodjo will lead the program in his homeland.

Central's nationally recognized study abroad program will add another site to its repertoire. Starting next summer, Central College Abroad will have a summer performing arts and culture immersion program in Ghana, Africa. The program will run June 1-July 1, and students will live in residence halls at the University of Ghana.

Students from all majors will benefit from this immersion experience by taking six credits — three in the arts and three in history. The two courses emphasize a

seamless combination of lectures, visits to historical sites, dance, theater and music performances that will help students better understand events, formal traditions and other historical and cultural phenomena in Ghana.

Running the program in his homeland will be Samuel Mate-Kodjo, associate professor of Spanish.

CENTRAL SUBMITS CLIMATE ACTION PLAN

President David Roe announced the

college's Climate Action Plan (CAP) this fall. Central is committed to reducing its overall scope 1 and 2 emissions, defined in the Climate Action Plan, by a minimum of 2 percent per year, for a 10 percent reduction over the short-term phase of the plan, which runs through 2013. Central's CAP commits the college to achieving carbon neutrality (zero emissions) by 2053, the bicentennial of the college.

Central is now part of a national network of over 600 colleges and universities representing 33 percent of the U.S.



▲ Intersection students worked on a musical sculpture for Theatre of Sound.

THEATRE OF SOUND ON CAMPUS

Theatre of Sound, a musical experience, was on campus this fall. Sculptor and musician Michael Bashaw, artistic director of Theatre of Sound, has become well-known for large-scale, welded, steel instruments which he designs and builds. Intersection students helped him create a large sound sculpture during his residency that was played in a variety of ways during performances in September. Theatre of Sound combines distinctive instruments with more traditional ones such as flute, guitar and hand percussion

to create a blend of sound, movement and theater.

BUILDING DEDICATION

The dedication of the education and psychology building was Oct. 2. Central submitted project documentation in September to the U.S. Green Building Council (USGBC) in hopes of earning the highest rating awarded for Leadership in Energy and Environmental Design — platinum.

student population who have pledged climate neutrality and have committed to develop and begin implementing a plan to accomplish this. Ten other Iowa institutions are also signatories. The average total GHG emissions of the 265 higher education institutions that have already filed GHG inventory reports is 16,617 metric tons of CO₂. Central has an estimated 10,351 tons.

If these schools are successful, they will annually eliminate 10,053,285 metric tons of GHG pollution from our atmosphere.

FRANKS INTERIM CHIEF ACADEMIC OFFICER

Robert Franks is serving as Central's interim chief academic officer for the college. His appointment will continue at least until June 2010. Franks also is professor of mathematics and computer science.

CAFÉ GROUNDS COMPOSTING

Central students are using coffee grounds from Café@Geisler for composting. Every day at 4 p.m., students from Jim Zaffiro's Global Sustainability class collect coffee grounds from the cafe and distribute them into Central's organic garden for composting. The garden generates produce that is donated to the Peace Lutheran Church food shelf in Pella.

"I'm finding waste streams at Central that are useful to the community, and using students to compost the coffee grounds teaches us different aspects of sustainability," said Ted Dirks, a junior environmental studies major from Alleman, Iowa.

This is just a test run. The students are hoping to create opportunity for an initiative to go 100 percent compostable one day.

GUINNESS RECORD BROKEN

July 8, 145 Upward Bound and Upward Bound Math and Science participants at Central College attempted to break the Guinness Book of World Records' mark for the largest game of dodge ball.

Unofficially, they did. The college submitted documentation of the event and is awaiting a reply from Guinness.

The previous record of 50 vs. 50 was set last summer during the filming of the music video "Troublemaker" by the band Weezer. At Central, there were teams of 72 vs. 73 that competed in H.S. Kuyper Fieldhouse. ■



▲ Upward Bound and Upward Bound Math and Science students participated in a Guinness Book of World Records' dodge ball game.

Successful Hocker Tournament run



▲ The Dan Hocker Memorial Golf Tournament ended in 2008 after a 10-year run raising over \$70,000 for scholarships.

After a tremendous 10-year run, the Dan Hocker Memorial Golf Tournament came to a close in 2008. The Dan Hocker Memorial Scholarship was established in 2000; \$74,063.55 has been raised to date.

Hocker, a 1983 graduate of Central College, passed away Sept. 28, 1998, from an undiagnosed brain tumor. His family includes wife Joyce Christy Hocker; children Cole, Alex and Erin; and parents Bev and the late Don Hocker.

Friends Greg Vines '86, Kean Richard '83, Scott DeJong '83, Brad Schultze '84, Kevin Manecke '82, J.C. Stinson '82 and Bob Schueler '83 served as the golf tournament committee and established the scholarship. The group raised more than five figures on three separate occasions including a high of \$17,333.82 in 2006-07.

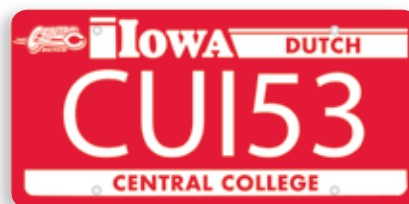
The endowed scholarship, awarded annually since 2001-02, is given to students majoring in business management; in good academic standing with demonstrated

financial need; and special consideration is given, but not limited, to students residing in Donnellson, Bondurant and Moravia, Iowa.

ROE MEMORIES

Help celebrate the final year of President David and Betsy Roe by submitting photos and memories. E-mail alumni@central.edu or mail to Central College Alumni Office, 812 University St., Campus Box 5200, Pella, IA 50219.

LICENSE PLATES NOW AVAILABLE



The wait is over! Central College license plates are now available through

the Iowa DOT. To see pictures, learn more and apply for plates visit www.iowadot.gov/mvd/ovs/plates/private.htm, or go directly to your county treasurer's office.

Fees are \$25 for a numbered plate and \$50 for a personalized plate with a \$5 annual validation fee.

Let's fill up the Iowa roads with red and white Dutch pride!

PARENTS' COUNCIL

Parents' council met on campus in the education and psychology building Sept. 12. Members heard from Eric Jones '87, director of academic support services; Joel Brummel, chaplain; and went on a tour of the new building with Janine Fontana, facilities planning and management operations manager. President David and Betsy Roe hosted the council at their home Sept. 11.

Parents representing the class of 2013 are Tony '88 and Debra Huegel of Betten-

upcoming events

All alumni, family, parents, friends and guests are welcome at our events across the country. Celebrate with Central! View complete details at www.central.edu/alumni/events or RSVP to the alumni office at alumni@central.edu.

Wednesday, Nov. 18.....Minneapolis, Minn.
 December 2009.....Denver, Colo.
 December 2009.....Iowa City
 Thursday, Dec. 10GOLD at Blue Moon in West Des Moines
 Saturday, Dec. 19.....A Cappella Choir, Salisbury House, Des Moines
 January 2010.....Chicago, Ill.
 January 2010.....Northwest Iowa
 January 2010.....Oskaloosa
 January 2010.....Ankeny
 Friday-Sunday, Jan. 15-17 1984-85 Wrestling national runner-up team reunion
 Tuesday, Jan. 19Phoenix, Ariz.

dorf, Iowa; Jon and Rogette Huntington of West Des Moines; Keith and Cindy Patterson of Collins, Iowa; John and Shiela Ford of Lamar, Mo.; and Ken and Linda Aeikens of Ankeny, Iowa.

To meet the full council and learn more, visit www.central.edu/parents/council.cfm.

ALUMNI PROFILES NEEDED

We like to feature our alumni in various publications. Want to be featured in the alumni spotlight of our monthly e-newsletter? Please submit a headshot and answers to the questions listed below to alumni@central.edu with the subject of newsletter profile. Visit www.central.edu/alumni/newsletter/ to view last month's.

Name, grad year, city, state: _____

Major: _____

Minor: _____

Job: _____

About me: _____

Hobbies: _____

Most memorable Central moment: _____

Other options: favorite quote, interesting facts, why you chose Central, advice for students, books read, music you enjoy, best vacation, notable achievements, etc.

DINNER ON US

Central employees, Pella community members, alumni and their families hosted



MOVE-IN DAY

Fifty-one alumni volunteers served at the welcome tents Aug. 22, welcoming new students and families to Central. ■

37 groups of 11-13 new students into their homes for Dinner on Us Aug. 23. In the one-and-a-half hour time span, over 600 people were fed. Dinner on Us is a special Central College event, orchestrated by student life, to welcome new students into the community before classes begin.

NETWORK WITH CENTRAL COLLEGE

Central College alumni community
www.central.edu/alumni/community

Central Connections
www.central.edu/connections

Facebook
www.facebook.com/centralcollege

Linked In
www.linkedin.com/groups?gid=65198

Twitter
www.twitter.com/centralcollege

2009 Senior class gift



Photo by Paul Gates

▲ The class of 2009 collected over \$3,000 for limestone benches on the green roof of the education and psychology building.

One-hundred twenty-two members of Central College's class of 2009 raised \$1,968 through the Senior Class Challenge campaign for limestone benches on the green roof of the education and psychology building.

The president's office challenged the senior class to obtain 40 percent participation. By doing so, the office matched its pledge, bringing the total to \$3,668. This is the second time in recent years the senior class has exceeded participation goals.

CENTRAL FUND SURVEY RESULTS

The development office surveyed alumni this summer about the Central Fund, which supports the day-to-day operations of the college, including scholarships for students.

Kathy Cashen Thompson '87, director of the Central Fund, received a 40 percent response rate with 2,194 respondents answering questions such as the most popular form of communication (e-mail) and the likelihood of referring a prospective student to Central (94.4 percent).

"I so appreciated the number of alumni who answered the survey. The results and suggestions are invaluable to me as we move forward."

– Kathy Cashen Thompson '87



FINAL PUSH FOR KRESGE GRANT

Central College has until Thursday, Dec. 31, to raise the remaining balance of \$800,000 in new gifts and pledges of its \$3.6 million goal in order to receive an \$850,000 grant from The Kresge Foundation. To date, Central has raised \$7.2 million total for the education and psychology building.

The grant was made on a challenge basis to help Central raise the balance

required to complete funding for the new education and psychology building.

To make a donation, contact the advancement office toll-free at 800-447-0287. Or, go to the Web site at www.central.edu/edpsych and click on the "Make a pledge" button on top of the page.

VAN GENDEREN ESTATE BRINGS \$235,000 TO CENTRAL

A gift of \$235,000 was given to the college from the estate of Gerald Van Genderen '53 of Tampa, Fla. The gift was a bequest by trust and was designated as an unrestricted gift for Central's endowment.

Van Genderen was born in Montezuma, Iowa, and attended school in Sully. He graduated cum laude from Central College with a bachelor's degree in biology.

Van Genderen served in the U.S. Army before beginning his career in the Red Cross as assistant field director in service at military installations. He rose through the ranks with various assignments all over the world and was named director of personnel with the Red Cross in Southeast Asia. While in the Far East, Van Genderen worked for three years with English Speaking Societies in Japanese high schools under the auspices of the Junior Red Cross of Japan. He tape recorded English textbooks for the Japanese Junior Red Cross and tutored Japanese students in the English language. Van Genderen died Nov. 23, 2008. ■

Where are the names?

In an effort to reduce printing costs and promote sustainability, this year's

Honor Roll of Giving

list can be found online at

www.central.edu/go/honorroll



Printed list available upon request, please call toll free 800-447-0287.

Athletics Hall of Honor 2009 inductees



Photo by Dan Vander Beek

▲ Jamie Mahnke Zyzda '92, Mark Muyskens '82, Dick Bowzer '66 and Kim Doyle '86 were inducted into Central's Athletics Hall of Honor during Homecoming/Family Weekend festivities. With the four inductions, the hall now has 31 members.

Four athletics standouts who have made careers of education and service were inducted into the Central College Athletics Hall of Honor as part of the college's Homecoming/Family Weekend festivities Sept. 25-26.

Initiated in 2002, the hall expanded to 31 members with the induction of Dick Bowzer '66 (baseball, men's basketball, football, men's tennis, coach), Kim Doyle

'86 (women's golf), Mark Muyskens '82 (men's cross country, men's track and field) and Jamie Mahnke Zyzda '92 (softball).

Central's hall of honor is intended to recognize those who were exceptional performers in the athletics arena as a student-athlete, coach or administrator, and who have distinguished themselves in life after graduation through service and

leadership. To be eligible for consideration, a nominee must have graduated or served as a Central coach/administrator at least 15 years earlier.

DICK BOWZER '66

Men's basketball, men's tennis, baseball, football, coach

Bowzer is in his 43rd year as assistant football coach at Central, the longest

tenure at one school for any active assistant in the United States. He was named the NCAA Division III assistant coach of the year by the American Football Coaches Association last January. Bowzer was also assistant men's basketball coach at Central for 10 years and head men's tennis coach for two seasons. The Jackson, Mich., native was a versatile athlete, earning 11 varsity letters in football, basketball, baseball and tennis at Central before graduating in 1966. Bowzer is associate professor of exercise science at Central and was department chair for many years. He



Dick Bowzer '66

is heavily involved in service work, particularly through Second Reformed Church in Pella, where he is in his third three-year term on the consistory, serving as a deacon. He's twice served on the church's executive committee with many years on various church councils and has participated in several mission trips and projects.

KIM DOYLE '86

Women's golf

Doyle was a team leader during an era of women's golf dominance at Central. A four-time all-Iowa Conference pick, Doyle was the team and league MVP in 1984. She also earned a spot on the Iowa Small College Tournament team three times and the National Small College Tournament team in 1985. Doyle was a three-year team co-captain and helped the Dutch win four league titles before

graduating in 1986. In 1984 and 1985, she received the team's Maurine Timmer Most



Kim Doyle '86

Valuable Player Award. An Oelwein, Iowa native, Doyle has worked as an aid worker for various non-governmental organizations.

MARK MUYSKENS '82

Men's cross country, men's track and field

An honors graduate from Central in 1982, Muyskens was the 1981 Iowa Conference men's cross country MVP. He was a two-time NCAA Division III Men's Cross Country Championships participant, leading Central to a national team berth in 1980 and earning an individual spot in 1981. Muyskens was also a three-time NCAA track and field qualifier in the 3,000-meter steeplechase and a three-time league champion in the event as well. He was a two-time



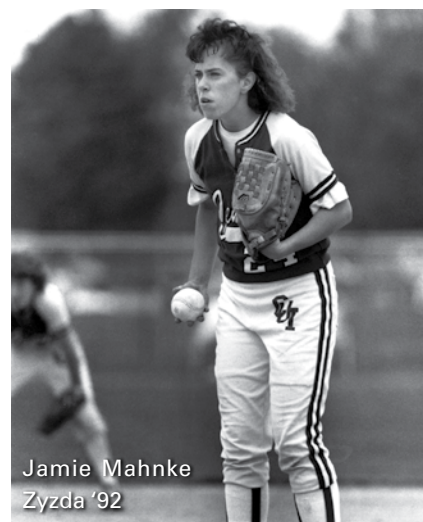
Mark Muyskens '82

team co-captain in cross country, a track and field co-captain in 1982 and team MVP in both sports. Muyskens earned a doctoral degree in chemistry from the University of Wisconsin-Madison and is a chemistry professor at Calvin College (Mich.), where he has taught since 1989. He spent a year as a visiting scientist at Columbia University (N.Y.) and later at the University of California-Riverside.

JAMIE MAHNKE ZYZDA '92

Softball

Central's career softball victories leader, Zyzda posted a 76-29 mark, leading Central to four NCAA Division III tournament berths and the 1991 national championship. She also helped the Dutch place fourth in the nation in 1989 and third in 1990, with Iowa Conference titles in 1990 and 1991. Zyzda



Jamie Mahnke Zyzda '92

was a first-team all-America selection in 1991, a two-time NCAA national finals all-tournament team honoree, a three-time all-conference pick, a two-time team co-captain and the 1990 team MVP. She threw a school record 723 innings, a record 99 complete games and 31 shutouts with a stingy 0.93 career earned run average. Zyzda returned to her alma mater, Sioux City East High School, and is in her 15th year as a teacher, she is currently teaching business. She was also head softball coach for 11 seasons, guiding the Raiders to fourth-place state tourney finishes in 1997 and 1999 and continues to serve as a youth softball coach. ■

Reading, 'Riting and

Recession

How the big  has affected higher education

A decorative background featuring numerous US coins (pennies, nickels, and dimes) falling from the top right corner towards the bottom left, creating a sense of motion and financial loss.

Recession

— the elephant in the room.

It's been LOOMING over our country for the past 20 months and according to [economic experts](#), it may have ended after the second quarter in 2009.

But has it? Americans are still feeling the affects of the recession and those affects aren't going away any time soon. So what does that mean for higher education?

With tuition, room, board and technology fees, it's hard to sustain private education for all. According to the National Center for Public Policy and Higher Education, over the past 25 years, average college tuition and fees have risen by 440 percent — more than four times the rate of inflation — which finds low-income students at a disadvantage and unable to afford college. Meanwhile, the middle class struggles to pay for higher education. In the past, loans were easily available. But, with the downfall of the market the past year and a half, private student loans are harder to come by. The recession and declining stock market values have caused double-digit percent

losses in some schools' endowments, which causes trouble for many.

With the stock market declines, colleges and universities have struggled to keep operating as before. Harvard University's endowment topped \$37 billion in July 2008, but has since plunged to \$26 billion (30 percent drop) as of June 2009, losing \$8 billion in four months at the end of last year.

The loss caused Harvard to take drastic measures such as freezing hiring and expansion of programs. Schools that get a great amount of state funding also find themselves in a very difficult position. They're forced to make specific cuts and eliminate programs. And it has hit close to home with the University of Iowa considering suspending admission for master's and doctorate programs in German and cutting its oral health sciences bachelor's program.

“Those are the very real impacts of not having money,” said Brian Peterson, professor of economics, about academic programs that have low enrollments. “Those areas that provide relatively low revenue are usually the first ones to get eliminated.”

Fortunately, Central College is not a Harvard. A school like Central, that is primarily tuition driven, is in a surprisingly good position. In fact, Central is adding more programs like the summer study abroad program in Ghana, Africa, which will start in 2010. Another recent initiative is Central’s revamp of the core curriculum to include a new global sustainability component.

“Those are the
very real impacts
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— Brian Peterson

Those are just a couple of features that make Central College a unique place and part of its selling points to prospective students. Private higher education in Iowa is a tough market. Even in the best of times, it’s highly competitive with 35 private higher education institutions in the state. Central must aggressively maintain a strong Iowa student market share while increasing the number of students from out of state. The competitive higher learning environment in Iowa and the changing enrollment patterns among youth to gravitate toward community colleges create challenges. The changing national pattern in transferring from college to college has reinforced the need for Central to develop a robust transfer program.

The public is rethinking priorities and one of those top priorities is education. Prospective students and their families have to look to the value of education and find the bang they’ll get for their bucks.

“My husband Mike (’85) had such a great experience and enjoyed his time at Central, so we knew the school was great to begin with, but we also wanted our daughter to have the individual attention from faculty,” said Diane Wehde, whose daughter Maggie, a sophomore at Central College, currently is studying abroad in London, England. “Growing up in a small town, we all thought Central would be an easy transition.”

Despite earlier assumptions the economic crisis would hit higher education hard, Central brought in its third highest freshman enrollment this fall with 443 first-year students reporting. Central’s total enrollment tops out at 1,636.

The big freshman number is due in part to an increase in financial aid.

When the economy took a dive, it left many families in more desperate financial circumstances than they had ever been.

As the value of a Central degree has increased over the years, so has its cost. Central is committed to keeping the doors of opportunity open and making education affordable to all who qualify.

“Central College acknowledges the difficulties families are having during this tough economic time

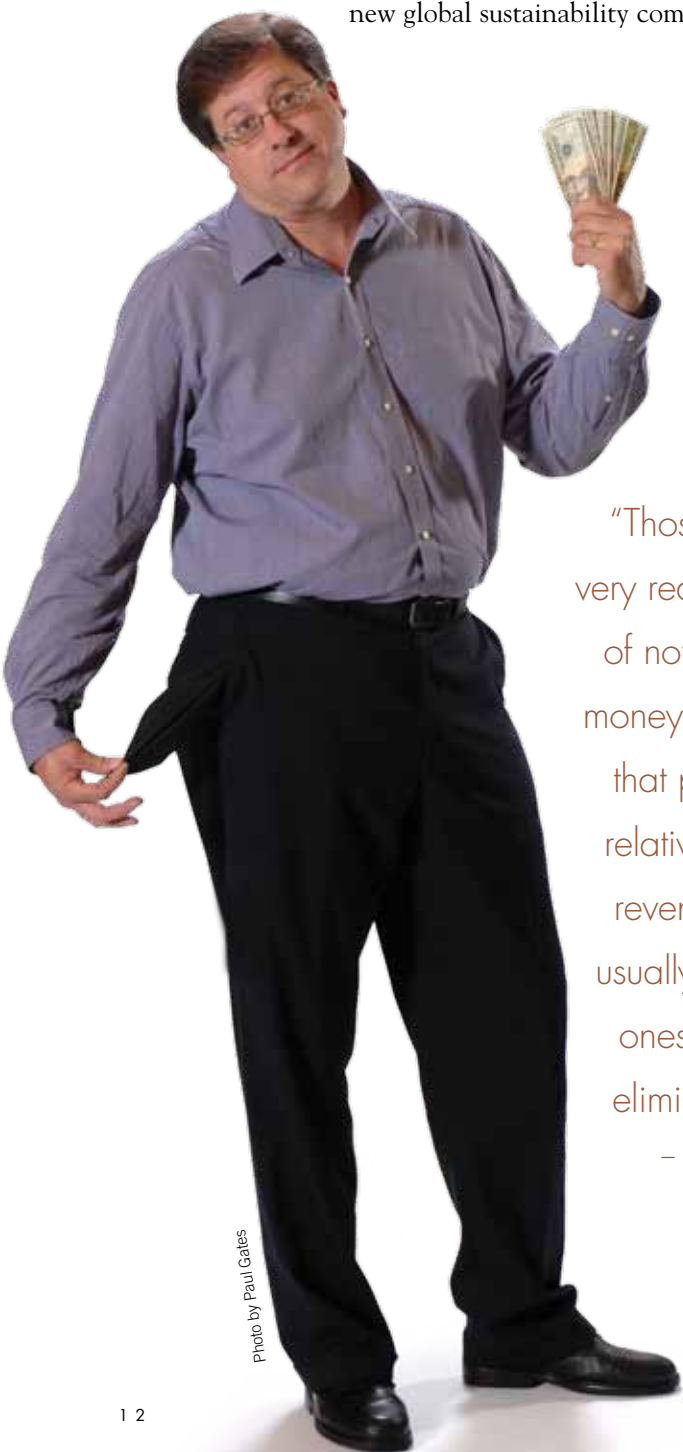


Photo by Paul Gates

and is determined to help families finance their sons' and daughters' advancement in education," said President David Roe. "We believe in the value of a Central College education and want to make it easier for those students who truly want to be at Central."

Central decided to be more generous with student aid. Most likely, many other schools did similar tweaking with their aid. By giving a little more student aid upfront, schools recognize the longer-term benefits of the greater financial aid because increased class size coincides with increased retention rates, which in turn leads to higher revenues for the next four years. Higher education institutions are facing a range of challenges in the next few years. There's increasing pressure for colleges to keep tuition at an affordable rate. Central's 2009-10 tuition increase of 4.5 percent is well below the national average increase of 8 percent. Central's tuition for 2009-10 was \$24,630 and with room, board and fees, expenses total \$33,378. However, the average financial aid Central offered first-year students this year was \$24,274 including scholarships, grants, work study and federal student loans.

"Central made it easy for us in terms of how to go about making this work for our daughter Maggie," said Wehde. "The financial aid office was helpful showing us which scholarships were available as well as grants and different student loans."

A BARGAIN

The nation's economic woes may affect educational choices as parents and students search for the best value schools. This will place an even greater burden on admission officers as families break down costs of a four-year education and weigh it against all of the alternatives, especially since community colleges are seeing a significant rise in enrollments.

"The inherent value of smaller colleges like Central can be proven by Central's academic excellence with 96 percent of our graduates enrolling in graduate school or finding a job in their

field within a year of commencement," said Carol Williamson, dean of admission. "Parents want their children in a safe learning environment where they are able to thrive. Central College has long-standing traditions and values I think parents acknowledge and ultimately look for when helping their students find the best fit."

"Central made it easy for us in terms of how to go about making this work for our daughter ... the financial aid office was helpful showing us which scholarships were available as well as grants and different student loans."

Consumers have to consider the value-added aspect students receive by attending private higher education institutions like Central. This is something one cannot underestimate; however, it is hard to put an exact dollar amount on such a thing.

Ron Kneib, parent of Andy '10 and Matt '13 of Overland Park, Kan., initially had concerns about having two students enrolled at Central at the same time. However, after doing a comparison to state schools in Kansas with no scholarships factored in, he concluded it was only a tad cheaper for his children to attend an in-state university, assuming they would finish in four years.

"Central is comparable to state schools once you factor in scholarships and aid," said Kneib. "Thankfully, both Andy and Matt are good students and received scholarships. That was imperative to them attending Central."

Kneib noted affordability can be a scary and challenging thing. He and wife Jan, along with Andy and Matt, will be paying off loans over the next few years but said it is worth it in the long run.

The Wehdes will be in a



similar position next year as their daughter Miranda, a high school senior, will graduate and attend college

"Miranda has done her research and visited tons of schools including Brown, Yale, Harvard and Carthage, and she told Maggie, 'Maggie, you've made Central look so good, none of these schools compare!'" explained Wehde. "She is very money conscious. She has done her homework and put the numbers on paper and believes the best education for her money is at Central College. I think that speaks volumes to Central College and the value of a Central education."

"... She is very money conscious.
She has done her homework and
put the numbers on paper and
believes the best education for her
money is at Central College. ..."

— Diane Wehde (pictured right with
husband Mike '85 and daughter Miranda)

IMPORTANCE OF GIVING

Central alumni and friends can help lessen the financial burden on students by contributing to the Central Fund or student scholarships. Nearly 98 percent of Central students receive financial aid and/or scholarships. Especially in times of financial difficulty, students take on more debt and need assistance.

"A college education in today's world is of incredible value, but unfortunately that value comes at a price!" said Jenna Vik, a senior from Woodbury, Minn. "When I began my college search four years ago, I was looking at six private institutions, the majority of them in Iowa. I knew, regardless of which school I chose, my education would put a significant dent in my family's pocketbook. I feel so blessed to have received a scholarship because it allowed me to attend Central, a college which has shaped who I am today and has prepared me to enter

the real world with confidence. Without a doubt, choosing to attend Central is the best decision I have ever made."

Both Mike '94 and Wendi Olson Farquhar '95, who endowed a scholarship through five-year pledges and make donations to the Central Fund, were fortunate to receive gift aid when they attended Central.

"In fact, it is unlikely either one of us would have been able to attend Central without this generosity from others," said Mike. "With this in mind, it is important for us to support Central and its students in order to give them similar opportunities to what

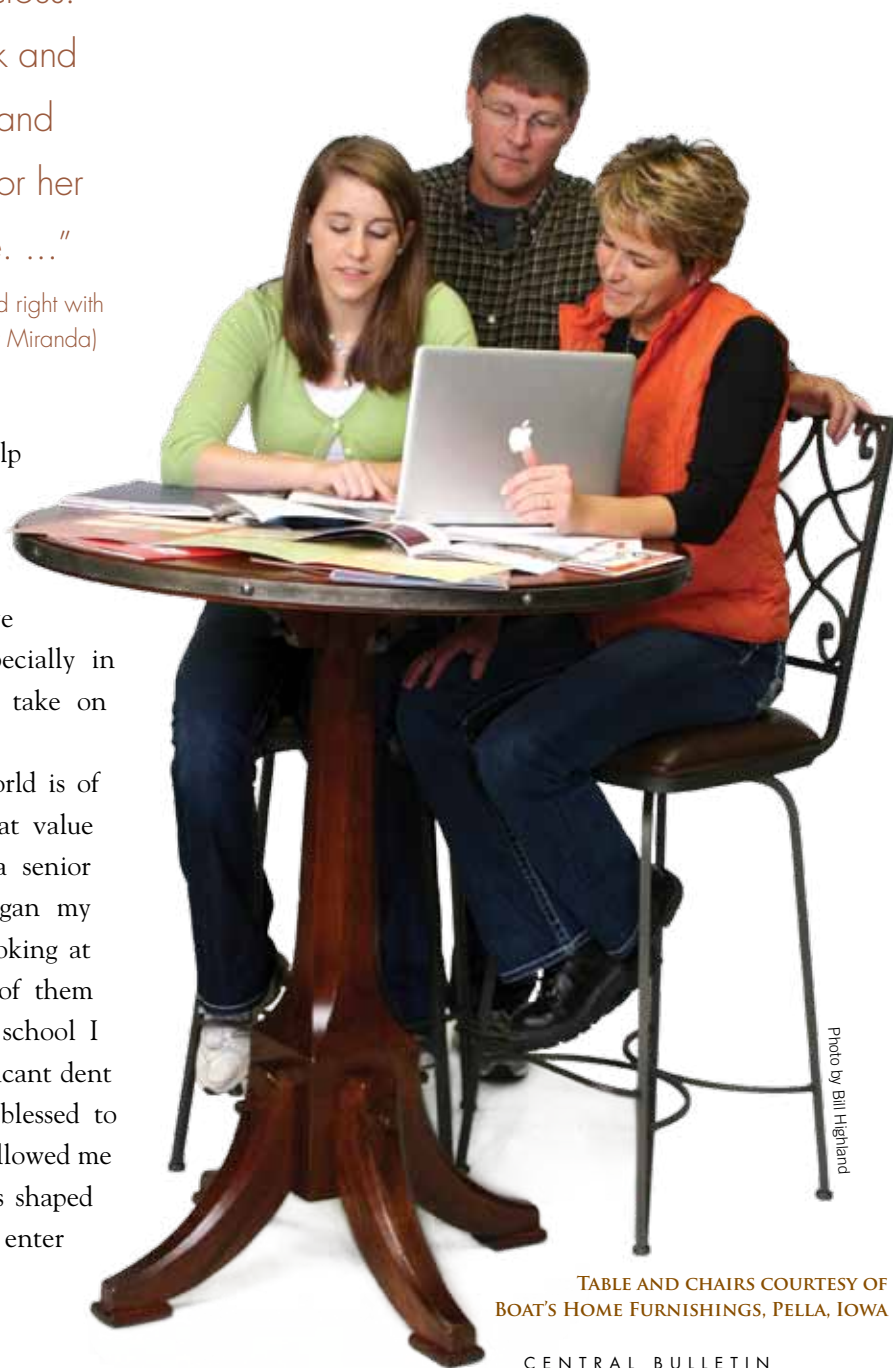


Photo by Bill Highland

TABLE AND CHAIRS COURTESY OF
BOAT'S HOME FURNISHINGS, PELLA, IOWA

we were given. This is especially true in a difficult economy as families consider how to fund private college education expenses.”

ENROLLMENT RACE

So, why is Central constructing new buildings and taking on more debt in a time where the economy is rocky?

“We’re positioning ourselves for the next 150 years,” said Roe. “And, in order to keep up with the enrollment race, we need to have state-of-the-art facilities to draw in more students. With more students, we have more expenditures. But, by keeping our commitment to build green, we will see a return in costs down the road.”

According to the U.S. Green Building Council the value of green building construction is projected to increase to \$60 billion by 2010. By 2010, approximately 10 percent of commercial construction starts are expected to be green, according to McGraw Hill Green Building Smart Market Report 2006.

In order to attract students, Central must continue to improve campus including new buildings, the best technology and growing academic programs and areas. Central strives to keep students first and is dedicated to doing so. However, in order to generate revenue, it’s inevitable to first spend.

“LEEDING” THE WAY FOR THE FUTURE

Not only does building green contribute to the overall quality of life, but it also helps Central College financially in the long run.

Central has been actively working to increase its energy efficiency. This summer, Central College received a custom rebate check for \$25,789.27 from Interstate Power and Light Company, an Alliant Energy company, for its proactive efforts in reducing the college’s energy usage.

When constructing the education and psychology building, Central College installed energy-efficient insulation, energy-efficient windows and a heat recovery system. The installation resulted in a gas usage reduction of 19,746 therms, which will avoid more than 98.7 metric tons of carbon dioxide.



with Barb Bowzer, chief financial officer

WHAT IS CENTRAL’S YEARLY OPERATING BUDGET AND HOW IS THE MONEY DISPERSED?

The provisional operating budget for 2009-10 is \$61,446,248. Of that, 48.5 percent is allocated to the educational and general enterprise of the college with 30 percent designated for student financial aid. The remaining 21.5 percent is divided between auxiliary expenditures (dining and housing) at 10 percent, debt service at 7 percent, funded depreciation at 3 percent, contingency at 1 percent and miscellaneous at .5 percent.

WHAT IS THE ENDOWMENT? HOW MUCH OF A HIT HAS CENTRAL TAKEN? WHAT ARE THE AFFECTS?

The endowment was \$63,134,843 June 30 with the August 31 estimate recovering to \$66,263,677. The highest value for the endowment was \$86,059,449 at the end of October 2007 followed by the lowest value of \$56,359,542 in February of 2009. The effect of the decline in the market value of the endowment investments is evident in the calculation of the annual spending rate which is the amount that is transferred to the annual operating fund. The plan to increase Central’s endowment fund included annual .25 percent decreases in the spending rate until the rate reaches 4 percent. The spending rate is applied to a three-year moving average (lagged by one year) market value of the fund. The affect of the lower market value will begin to be seen in the 2010-11 fiscal year depending on the market values going forward. The investment committee of the board with the help of our consultants at the Commonfund analyzed and adopted a new asset allocation designed to recover the lost ground while minimizing risk and take advantage of current opportunities.

HOW IS CENTRAL DOING FINANCIALLY AND WHAT [Q & A CONTINUED ON PAGE 17]

This is equivalent to removing the CO₂ emissions from 11,207 gallons of gasoline or 230 barrels of oil consumed.

“Our college is engaged in distinguishing itself as a statewide leader in sustainable design that will help us become more energy efficient, environmentally friendly and lower our carbon footprint,” said Roe.

Building green is a growing phenomenon, especially in education, government, manufacturing and health care. The three largest divisions for nonresidential green building construction are office, education and health care, which combined accounted for more than 80 percent of total nonresidential green construction in 2008.

Buildings are one of the heaviest consumers of natural resources and represent nearly 40 percent of primary energy usage for the United States. In the United States, buildings account for 38 percent of all CO₂ emissions. So, when Central wants to expand campus with new state-of-the-art buildings, it takes that information into careful consideration.

The Environmental Protection Agency estimates 136 million tons of building-related construction and demolition debris was generated in a single year in the United States. When demolishing existing space for the education and psychology building, Central opted to carefully deconstruct the former married student housing apartments and donated that material to Habitat for Humanity ReStore in

“Almost without exception, clean energy and efficiency projects lead to net savings for campuses ... Central has realized significant financial, as well as energy savings, probably in the millions of dollars ...”

Des Moines, a store that sells new and used home improvement materials to the public at discounted prices. That was one building component that qualified as part of the U.S. Building Council's green building requirements.

The more aware Americans are about building green, the less expensive it is to do so. With each year, green products go down in price but remain in high demand.

Other recent green initiatives which helped Central cut costs include double-sided printing in computer labs on campus, thermostat set points and Trayless Tuesdays, where those who dine at the Central Market opt not to take a tray to carry plates and glasses into the dining room. By eliminating the use of trays, Central can save over one gallon of water per tray not used. Take that times about 3,000 meals per day and it equals savings of over 5,000 gallons of water. Trayless Tuesdays also helps eliminate food waste by approximately 20-40 percent and makes students more environmentally conscious.

This fall, Central submitted a Climate Action Plan to the American College and University Presidents' Climate Commitment, which outlines plans for Central to reduce campus greenhouse gas emissions and to ultimately become carbon neutral by 2053, Central's bicentennial.

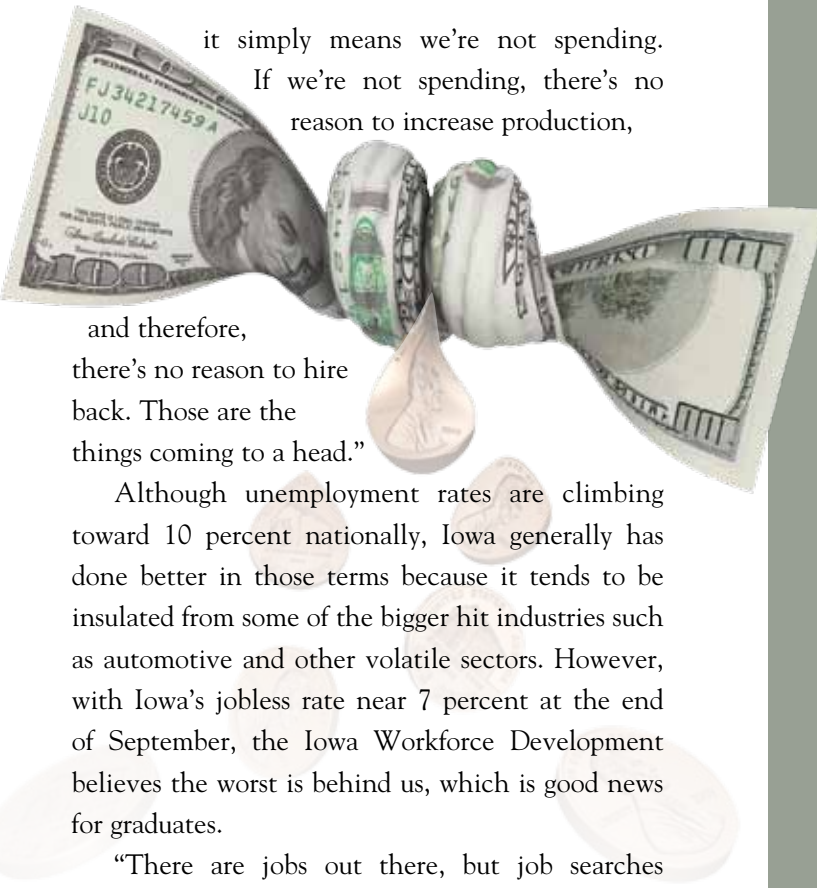
“Almost without exception, clean energy and efficiency projects lead to net savings for campuses,” said Roe. “Central has realized significant financial, as well as energy savings, probably in the millions of dollars. Indeed, this was the chief argument for making the initial investments in the first place.”

LOOKING TO THE PAST TO PREPARE FOR THE FUTURE

Although there really isn't a good basis for long-term financial planning in higher education, Central is doing its best to stay ahead of the curve.

According to Peterson, this recession is projected to have an L-shaped trough so rebounding from the recession will be slow going, which isn't necessarily a bad thing.

“Once the economy starts to grow again, companies are going to keep doing what they've been doing, which is seeing how much output they can get out of existing workers,” he explained. “And, there's no telling exactly how long that will go on. That's complicated by the fact, as a nation, we've started saving again, which is a bad thing because



it simply means we're not spending.

If we're not spending, there's no reason to increase production,

and therefore, there's no reason to hire back. Those are the things coming to a head."

Although unemployment rates are climbing toward 10 percent nationally, Iowa generally has done better in those terms because it tends to be insulated from some of the bigger hit industries such as automotive and other volatile sectors. However, with Iowa's jobless rate near 7 percent at the end of September, the Iowa Workforce Development believes the worst is behind us, which is good news for graduates.

"There are jobs out there, but job searches are going to take a little longer," said Peterson. "However, our graduates are getting hired. It would be good for Central students to take extra steps while here than maybe someone who graduated a few years ago. Go ahead and take on two internships instead of one. Study a little more to get a better grade. Experience the world through our study abroad program. Our students have to set themselves apart from the crowd and make themselves as marketable as possible."

Experts are projecting it may be a year or so before we can see increases in employment in good job markets like manufacturing and financial services.

An implication of this recession is that, as a nation, we can't go on living in debt the way we do. We are going to see people consume less so the job growth might be stilted for a little while.

"We're going to come out of this more cautiously," he said. "We've seen the errors of our ways of excessive spending. We're not going to be so quick to jump on bandwagons, and we're not going to be so quick to buy something just because everyone else has it. We're going to continue to search for value and that's where Central is relevant and remains relevant." ■

CAN CENTRAL DO TO COME OUT AHEAD OF THE RECESSION?

Central is approaching the tight economic times realistically and effectively and has taken steps to increase enrollment while controlling costs. Ironically, the smaller than normal class of 2005 had the college evaluating spending patterns during the four years that class was on campus, which was well before the current economic crisis. While we hope for better outcomes, steps that were taken over the last five years have put the college in a relatively healthy financial condition.

HOW IS CENTRAL BEING FINANCIALLY RESPONSIBLE?

Faculty and staff have not received salary increases for the 2009-10 academic year and the tuition, room and board increase was held to the lowest percentage increase in recent times. There have been staff reductions in some departments while trying to minimize the direct impact on students and student programs. Energy efficiencies continue to be a focus on campus as well as waste whether it's paper in the student computer labs or food in the dining hall.

WHAT IS THE COLLEGE DOING TO HELP STUDENTS AND FAMILIES AFFORD A CENTRAL EDUCATION?

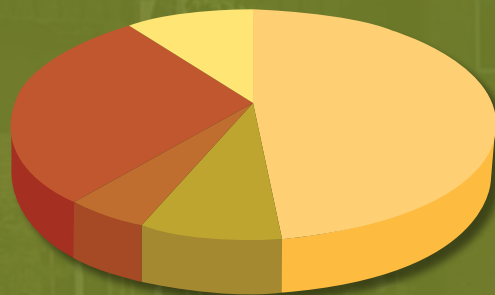
Central, as well as all colleges and universities, needs to be aware of the implication of high tuition and fees on the ability of our students and their families to afford a Central College education. It is the responsibility of the leadership of the college to control costs where possible and use resources wisely to keep tuition and fees as low as possible. Tuition, room and board fees for the 2009-10 academic year were increased by 4.5 percent compared to a more typical 6 percent in the previous year. Accompanying the lower percentage increase in cost was an increase in financial aid for new students of approximately \$1,500,000. It is important to help students and families see the value of a Central College education; that what they have available to them as Central College students is valuable to not only their four years at Central but also throughout their lives. ■

financial report

For fiscal year ended June 30, 2009

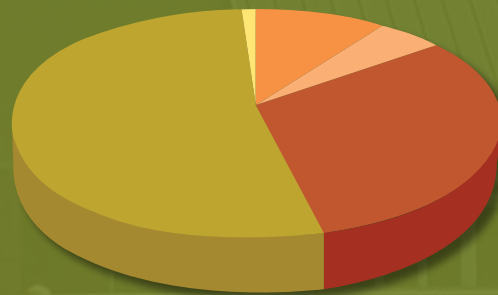
Financial Statements

Financial statements for fiscal year ended June 30, 2009. Figures are in actual dollars. For the collegewide audited financial statements, contributions are on an accrual basis while gifts are on a cash basis in the fundraising statements.



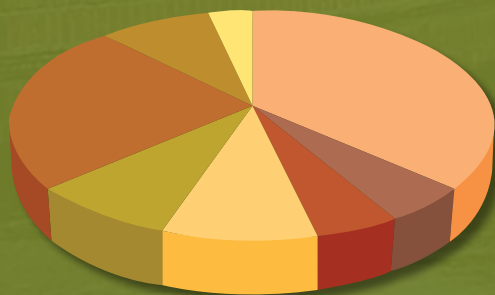
REVENUE

Tuition and fees, net	\$20,876,497
Endowment	\$3,495,713
Contributions	\$2,061,958
Auxiliary enterprises	\$12,434,065
Other	\$4,302,606
Total	\$43,170,839



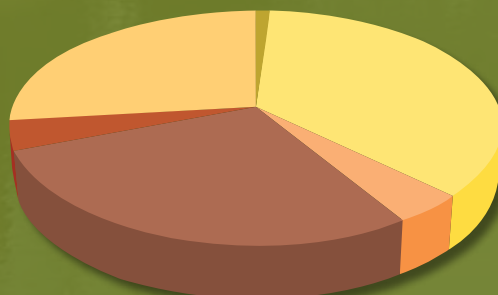
ASSETS

Cash	\$17,787,611
Receivables	\$8,877,768
Investments	\$53,093,039
Property and equipment, net	\$90,958,446
Other	\$1,922,503
Total	\$172,639,367



EXPENDITURES

Instruction	\$15,735,918
Academic support	\$2,156,848
Institutional support	\$2,082,138
Student services	\$3,902,065
Administration and general	\$3,639,696
Auxiliary enterprises	\$10,557,198
Student activities	\$3,635,368
Other	\$1,482,598
Total	\$43,191,829
Decrease in net assets from activities	\$20,990



LIABILITIES

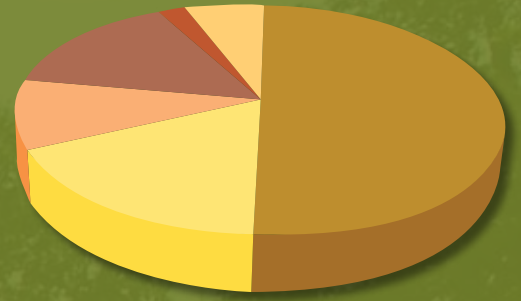
Accounts payable	\$1,792,487
Notes and bond payable	\$62,728,353
Other	\$6,893,345
Total	\$71,414,185

NET ASSETS

Unrestricted	\$47,869,282
Temporarily restricted	\$7,260,784
Permanently restricted	\$46,095,116
Total	\$101,225,182
Total	\$172,639,367

fundraising

For fiscal year ended June 30, 2009

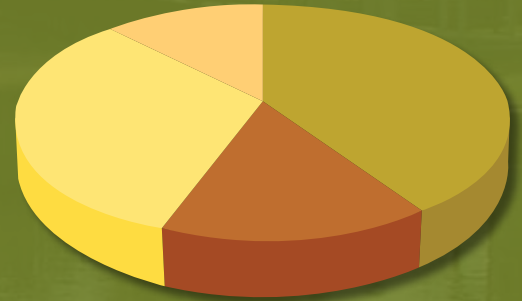


TOTAL GIVING BY YEAR

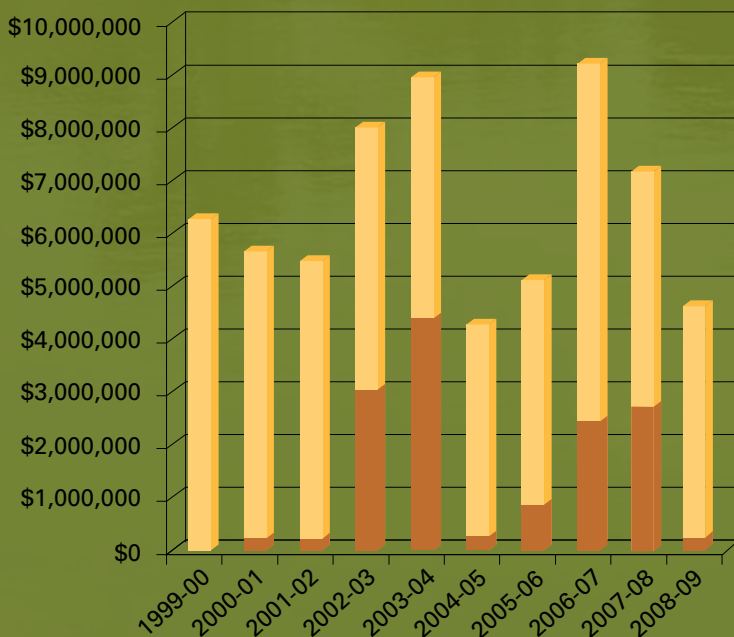
Year	Amount	Bequests
1999-00	\$6,269,449	0.0%
2000-01	\$5,661,192	4.0%
2001-02	\$5,479,372	4.0%
2002-03	\$8,009,939	38.0%
2003-04	\$8,954,881	49.0%
2004-05	\$4,271,132	6.0%
2005-06	\$5,109,849	17.0%
2006-07	\$9,045,471	27.0%
2007-08	\$7,073,329	36.0%
2008-09	\$4,539,426	4.5%

GIVING BY SOURCES

Alumni	\$2,277,264
Friends	\$775,925
Corporations	\$427,819
Foundations	\$680,176
Associations/churches	\$98,513
Non-alumni parents	\$279,729
Total	\$4,539,426



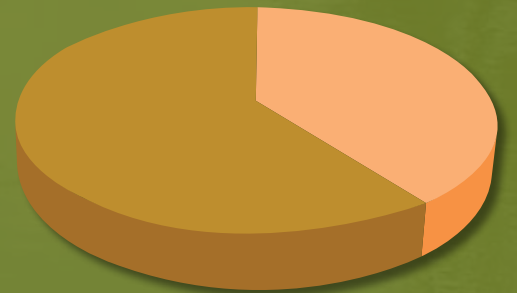
10-YEAR REVIEW



■ reflects total giving
■ reflects bequests received

GIVING BY DESIGNATION

Capital purposes	\$1,843,928
Endowment	\$680,246
Central Fund	\$1,459,844
Other restricted annual gifts	\$555,408
Total	\$4,539,426



SCHOLARSHIP GIVING

Endowment	\$467,397
Central Fund	\$725,824
Total	\$1,193,221

THE IRA CHARITABLE ROLLOVER

MAKE A DIFFERENCE TODAY!

Harold '60 and Laurie Kolenbrander did.

When the opportunity arose for him and his wife to participate in the Kresge Challenge for the education and psychology building, it was an easy choice as financially they were in a position to do so. The Kolenbranders made a gift to the building by directly transferring funds from their IRA.

Others can give the same way the Kolenbranders did by transferring any amount up to \$100,000 directly from an IRA or Rollover IRA to Central College without tax consequence now through Thursday, Dec. 31, if over 70 1/2 years of age. Contact Don Morrison, director of planned giving at Central College, at morrisond@central.edu or 641-628-5280 for more information.

"People find when they make gifts, they make a difference and that brings a great deal of joy when you are able to make a difference. Try it—you'll like it!"



Harold '60 and Laurie Kolenbrander

For more information about planned giving, go to

WWW.CENTRAL.EDU/GO/PLANNEDGIVING



*On the 5th day
of Christmas ...*

*5 rocking
chairs*



This Christmas season support Central College with a gift to the Central Fund. You may even find a beautiful Central rocking chair by your Christmas tree for years to come. Register between Nov. 1 and Dec. 31, 2009, and you'll be eligible to win one of five rocking chairs with the Central College seal inscribed on the headrest.

To register and make your gift, go to www.central.edu/go/win.

To be eligible for the drawing you must register online, no gift is necessary in order to participate. Don't be a Scrooge, add Central to your gift list this Christmas! Winners will be notified via e-mail in January 2010.

A small school doing things in a big way



Barb and Jim Grimm '59 of Bloomington, Ill., were standing in the middle of Central's campus around noon the Friday of Homecoming/Family Weekend. Barb was taking some photos and the two were enjoying the weather before the Heritage Day luncheon, where Jim was going to receive his 50-year class medallion.

They were approached by a young man, a Central College student. He looked Barb in the eye and asked if they were donors to the college.

Barb was a little taken aback and the young man asked again very matter-of-factly, "Are you donors to the college?"

"Yes," Barb replied.

The young man held out his hand and very sincerely replied, "Thank you very much." He followed up by turning to Jim and did the same thing with him — shaking hands and thanking him for being a donor to the college.

"And then, he just walked away," said Barb.

Barb was particularly struck by the spontaneity and also the sincerity of the student.

"He just had a very serious expression on his face," she said. "It was a very special moment. He didn't know us, and we didn't know him. It was just such a nice

thing for him to do — to thank us for our gifts to Central College. He was truly appreciative."

The Grimms also talked about the weekend and how several students and people in the community asked about the 50-year class medallion Jim wore around his neck. After explaining what it was, they would comment on the special occasion.

"Wherever we went, our class was recognized and that meant a lot to us," said Jim.

"A small school doing things in a big way," Barb said. ■

Central's Legacy Central's Legacy Central's Legacy



The annual Legacy Lunch honoring Central College students and their alumni family members was held Aug. 22 with 111 people attending.

First row, from left: **Rebecca De Young '13**, **Tina Couch De Young '86**, **Graham Meendering '13**, **Rachel Thurauf '13**, **Karen Valentine Thurauf '84**, **Eva La Valle '13**, **Lisa Mills La Valle '74**, **Linda Tobey Giacobelli '84**, **Amelia Giacobelli '13**, **Hannah Harthoorn '13**, **Robyn Knock Van Berkum '85**, **Tami Wilson Evans '84**, **Kelsie Evans '13**, **Alexander Billette '13** and **Cheryl Fogelberg-Billette '84**.

Second row: **Carol Jutting De Young '59**, **Ron Meendering '80**, **John O'Neal '90**, **Hannah O'Neal '13**, **Kara Kuster O'Neal '91**, **Cameron Van Berkum '13**, **Bill Evans '83**, **Patricia Billette** and **Stuart Billette '84**.

Third row A: **Robert De Young '59**, **Allison Jensen '13**, **Dayna De Walt Jensen '80**, **Tess Roseburrough '13**, **Juli Pohlmann Roseburrough '91**, **Molly Vriezelaar Harthoorn '01**, **Ali Dameron '13**, **Susie Engstrom Dameron '75** and **Michelle De Bruin '11**.

Third row B: **Nancy Whitehead Schornack '83**, **Deb Worden Ziskovsky '81**, **Jill Ziskovsky '11**, **Kelli Ziskovsky '13** and **Lyle Ziskovsky '81**.

Fourth row: **Dave Gregory '86**, **Sara Gregory '13**, **Tammy Roiland Gregory '87**, **Kent Schornack '84**, **Jeannie Peters Vande Zande '80**, **Ryan Vande Zande '13**, **Jennifer Vande Zande '10** and **Steve Vande Zande '80**.

Fifth row: **Warren Olson '79**, **Tyler Olson '12**, **Jeffery Hendred '13**, **Jeff Hendred '79**, **Braden Rea '13** and **Jim Arnold '90**.

Sixth row: **Greg Ellingson '13**, **Mark Ellingson '80**, **Lori Kooiker Ellingson '82**, **Clyde Evers '49** and **Michael Suplee '13**.

Back row: **Nicole Ellingson '10**, **Vaughn Newendorp '83**, **Jeana Newendorp '13**, **Anna Williams Evers '49**, **Sandy Bailey Suplee '84**, **Jesse Roose '13** and **Tim Roose '83**.