

CULTIVATION WEEKEND INVITATION

February XX, 2002

Xxx
Xxx
Xxx

Dear XXXX:

It is my great pleasure to invite you to join a small group of alumni for three special days in October to experience firsthand a Skidmore education in action.

Skidmore College: A Closer Look will be held October 3-5, 2002. Your visit to the College will be rich in information. We'll begin our day on Friday by inviting you to step in the administrative arena and engage in the discourse with deans and vice presidents about critical issues at Skidmore. From there you'll go inside the classroom because alumni resoundingly tell me that the close interaction between faculty and students is the hallmark of a Skidmore education. Join faculty and students as they work together to produce exciting new research and discover a passion for learning.

From its modest beginnings nearly a century ago, Skidmore has grown into one of the finest liberal arts colleges in the country. We have a first-rate faculty, committed to teaching and working with students, and at the same time deeply engaged in research and scholarship. Our applicant pool grows stronger each year, bringing to the College young men and women who are eager to explore and learn. I am particularly pleased that even before the events of September 11, the president of student government chose as his theme for the year "Practicing Tomorrow's Citizenship Today." Recent events only serve to magnify Skidmore's commitment to deepen the discourse and to help students develop their innate capacities to understand and lead. Our financial foundation is stronger than ever, too: balanced budgets for twenty-five years and growth in our modest endowment to \$157 million, even as we improved our facilities to meet the demands of a varied contemporary education. In short, both our challenges and our opportunities have never been greater—or more complex. As we seek to sustain the excellence of our faculty and enhance student excellence and opportunity, all within a thriving, diverse, community, the need to focus and invest our energy and resources wisely has never been more important.

This inside look at Skidmore will be thought provoking, and I particularly look forward to meeting with you over breakfast on Saturday morning to hear your reactions and insights. I hope it will be the beginning of a conversation in which you can bring to bear your experiences and knowledge.

A tentative schedule for the weekend is enclosed as well as a reply card. I encourage you to respond quickly. We want to keep the group small to insure a good opportunity for discussion. If you have any questions or need additional information, please contact Mary Solomons, Director of Donor Relations, at 518-580-5619. I look forward to welcoming you to Saratoga Springs.

Sincerely,

Jamienne S. Studley
President

SKIDMORE COLLEGE: A CLOSER LOOK
Final Schedule

Thursday, October 3, 2002

7:00 pm

Cocktails and Dinner at Longfellows

President Jamiene S. Studley and her husband Gary J. Smith are your hosts for dinner at Longfellows Restaurant (part of Longfellows Inn). Entertainment is provided by *The Dynamics*, Skidmore's co-ed a cappella singing group. Last Spring *The Dynamics* won first place in the New England/Central Canada regional International Collegiate A Cappella competition and went on to compete against five other singing groups for the national title at Lincoln Center's Avery Fischer Hall.

Friday, October 4, 2002

8:15 am

Bus departs Longfellows for Skidmore College.

8:30 – 9:15

Breakfast on the Skidmore College campus

Curriculum Lab, Education Department, Palamountain Room 200

Over breakfast we'll review the activities for the day and hear from Donald J. McCormack, Dean of Special Programs. Skidmore's commitment to lifelong learning and community involvement is readily apparent by the diverse offerings of the Department of Special Programs including:

- The ground-breaking distance learning undergraduate degree program University Without Walls, now in its 31st year;
- The Summer Science Institute for Girls designed to encourage scientific study among 7th and 8th grade girls;
- The NYS Summer Writers Institute that regularly attracts the likes of Russell Banks, Robert Pinsky, Joyce Carol Oates, and Jamaica Kincaid.

9:30 – 11:00

Administering Higher Education: A Dialogue

Curriculum Lab, Education Department, Palamountain Room 200

The choices we make about recruiting students, financial aid, and allocating resources are key to sustaining Skidmore's standards of excellence. In this exchange of ideas, we'll answer questions on how we make these decisions and will listen to your thoughts.

- Mary Lou Bates, Dean of Admissions and Student Aid
- Pat Oles, Dean of Student Affairs
- Chuck Joseph, Interim Vice President of Academic Affairs and Dean of the Faculty
- Karl Broekhuizen, Vice President for Business Affairs and Treasurer
- Michael Casey, Vice President of Advancement

11:15 – 12:15

Return to the classroom

Take your seat alongside current Skidmore students. Select from one of the following classes:

Introduction to Theater, Theater 103, Lary Opitz, Professor and Director of the Shakespeare Programme

Rehearsal Studio, Bernhard Theater

Deviance and Social Control, Sociology 314, David Karp, Assistant Professor of Sociology
Dana 181

Race, Writing, Differences, English 105, Mason Stokes, Assistant Professor of English
Bolton 102

U.S. Judicial Process, Government 211, Beau Breslin, Assistant Professor and Director, Law and Society Program
Ladd 307

12:15 – 1:15

Lunch

Intercultural Lounge, Case Center

Sarah Goodwin, Associate Dean of the Faculty, will speak to us about Skidmore's foreign study programs, including a highly innovative program for first year students in London and the development of a study abroad session in China.

1:15 – 2:00

Tour of Selected Campus Buildings

Although we frequently refer to the Skidmore campus as "the new campus," the move from Union Avenue to North Broadway began over 30 years ago. Some of the earliest buildings, such as the Scribner Library and Case College Center, have undergone recent renovations and plans are underway to construct a new music building. During this session, faculty will lead us through academic buildings and discuss various departments and student initiatives, as well as how each building is used.

- *Filene Music Building*, Richard Hihn, Artist in Residence and Chair, Department of Music
- *Dana Science Center*, Bob DeSieno, Program Development and Sponsored Research Officer for the Natural Sciences and Professor of Computer Science.

2:00 – 2:45

Education in Action

Harder Room 108

Classroom pursuits are only part of the educational experience at Skidmore. Hear how students translate their academic pursuits into hands-on learning.

- Bernard Possidente, Professor and Chair, Department of Biology, and Bond Caldarò '04 will share the results of their research on circadian (internal biological) clock responses.
- Dan Gath '03, student assistant director for the Skidmore-Saratoga Entrepreneurial Partnership, will talk about this innovative program that pairs business students with Saratoga area businesses.

3:00 – 5:00

Free time

Walk the campus, visit the bookstore, have a cup of cappuccino at the Burgess Café in the Case Campus Center, or explore downtown Saratoga Springs.
(Transportation will be available.)

4:45 **Bus departs Longfellows Inn for the Tang Museum**

5:00 **Tour of the Tang Teaching Museum and Art Gallery**

Ian Berry, museum curator, will lead a tour of *From Pop to Now: Selections from the Sonnabend Collection*. The exhibit has garnered rave reviews from the *New York Times*, the *Boston Globe*, and *Art Forum* magazine.

6:30 **Cocktails and Dinner in the Faculty Staff Club**

Trustee John Howley '80 will be your host for dinner at the Faculty Staff Club located in the newly remodeled Case College Center. Enjoy dinner accompanied by student leaders.

9:30 **Return to Longfellows**

Saturday, October 5, 2002

8:30 am **Breakfast with the President**

President Studley welcomes you to Scribner House for a frank and open conversation about the College, your impressions of the previous two days, and future directions.

10:30 **Optional Tour of Saratoga Springs**

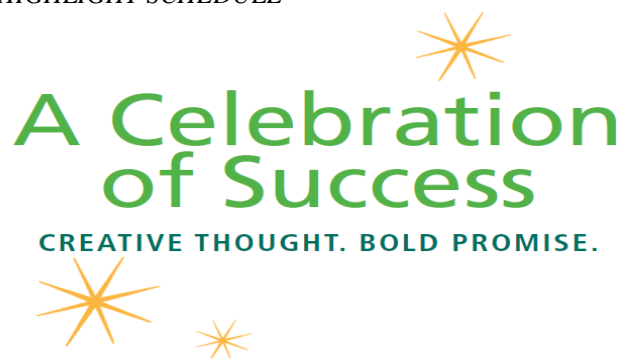
Professor Emeritus of Art History James Kettlewell will lead interested participants on a tour of Saratoga Springs and the old campus. Tour begins in front of Moore Hall on Union Avenue.

Presidential Advisory Dinners Outline

- Invitees:** Alumni, parent, and friend prospects and key volunteers by region
- Size:** 10-20 attendees – 4 to 8 couples plus president, wife, 1-2 staff
- Invitation:** Written letter from host, followup phone call by host, volunteer, or staff
Invitation group should be 3 times desired yield, and prioritized in tiers. Invitations should be by tier, moving down through the list as needed. Materials, possibly including the strategic plan executive summary, should be mailed as guests confirm their attendance.
- Format:** Evening program over dinner or mid-day program over lunch
2 to 2-1/2 hours
- Suggested Outline:**
- Cocktails in living room (15 minutes)
 - Host welcomes guests and introduces President, wife, and staff
 - Dinner and discussion in dining room (45 minutes)
 - President gives framing comments for discussion (10 minutes) and then takes questions; staff takes notes
 - Continue discussion in living room (30 minutes)
 - Departure viewing of video (15 minutes)
 - Over dessert, host invites guests to view video
 - Staff introduces video and presents gifts to host and guests
 - President gives closing comments (5 minutes)
 - To provide emotional lift, clear conclusion to the program
- Hosts:** Trustee/campaign leader and/or top volunteer
- Follow-up:**
- At event: Give guests takeaways such as the music building DVD, campaign folder, viewbook
 - One day: Letter from host thanking them for attending and urging them to become involved in College and campaign—letter provided by staff attending event
 - One week: Letter from President with meeting notes. Two versions should be sent, one to attendees and one to those who were invited but weren't able to attend
 - One week: Phone call by staff
 - Six months: Letter from President summarizing feedback from meetings and providing updates on campaign/plan progress
 - One year: Possible follow-up meeting

PRESIDENTIAL ADVISORY DINNER METRICS

Region	Total	Prospects/Suspects	% of total constituents	Date	Invitees	Attendees	%
Boston	4090	602	14.7	12/6/2005	62	25	40
Boston				10/11/2007	83	18	21.7
New York	4341	730	16.8	9/26/2005	27	24	88.9
New York				4/10/2007	83	15	18.1
New York				10/16/2008	83	24	29
Washington, DC	1141	191	16.7	10/24/2005	46	16	34.8
Washington, DC				11/13/2008	53	10	18.9
Vero Beach, FL	484	95 (2 regions)	19.6	3/13/2006	47	35	74.5
San Francisco	1102	176	16	2/15/2006	63	21	33.3
San Diego	180	28	15.6	2/14/2006	27	5	18.5
Summit, NJ	1587	333	21	10/4/2006	110	30	27.3
Princeton, NJ	638	105	16.5	11/17/2005	38	10	26.3
Hanover, NH	287	20	7	6/28/2006	87	39	44.8
Los Angeles	938	170	18.1	1/15/2008	102	38	37.3
Saratoga	3761	199	5.3	10/2/2008	108	28	25.9
Greenwich, CT	2466	651 (3 regions)	26.4	10/3/2006	114	31	27.2
Greenwich, CT				10/10/2007	95	26	27.4



Creative Thought, Bold Promise Campaign Conclusion Celebration **October 15-17, 2010**

Skidmore College is planning a full schedule of campaign conclusion activities for the *Creative Thought, Bold Promise* campaign, which will officially conclude on May 31, 2010.

The celebration, including alumni, parents, friends, and all donors to the campaign, will take place on campus Friday, October 15-Sunday, October 17. The wide range of activities being planned for that weekend will demonstrate Skidmore's guiding principle *Creative Thought Matters*.

Highlights:

Campaign Celebration Dinner: Saturday night, under the tent, invitations will be extended to all Friends of the Presidents donors and special recognition of our leadership donors, including Parnassus Society members.

Arthur Zankel Music Center Dedication: Saturday night following dinner, a dedication of the building plus a gala performance by an internationally-renowned performer, as well as Carnegie Hall and Skidmore musicians. Look for news soon about the featured artist.

Late Night at Zankel: Saturday late night, the evening keeps going for our younger (or young at heart!) constituents, with some cutting-edge performances.

Other Weekend Events:

Prism Concert: Friday night, featuring Skidmore musicians at the Arthur Zankel Music Center.

President's Hour: Saturday morning, President Philip Glotzbach's update to families about the state of the College.

Special Campaign Dedications: ceremonies to celebrate leadership campaign contributions and named space recognition.

Mini-College Presentations: Saturday throughout the day, featuring Skidmore faculty on various topics.

Building Tours of Tang and Zankel: Saturday and Sunday.

VIP Lunch at the Frances Young Tang Teaching Museum and Art Gallery: Saturday afternoon, lunch plus a tour to celebrate the Tang's 10th anniversary.

Under the Big Top: Saturday night, a performance for Celebration Weekend by Skidmore's *a capella* and other musical performance groups.

Brunch and Individual Zankel Space Dedications: Sunday morning, Arthur Zankel Music Center, an intimate ceremony to recognize donors of named spaces in the Arthur Zankel Music Center.

Planning Meeting
Campaign Conclusion/Tang 10th Anniversary/Zankel Dedication
Monday, September 15, 2008

1. Overview and Conceptual Framework
2. Date – October 15-17, 2010 (preliminary)
 - a. Celebration Weekend
3. Groups to Engage
 - a. Campus Community
 - b. Donors
 - c. Trustees
 - d. Saratoga Community
 - e. *Anyone else?*
4. Potential Elements
 - a. Trustee meeting
 - i. Potential trustee reunion
 - b. Tang programming
 - c. Zankel Dedication
 - i. Overall building dedication
 - ii. Dedication of named spaces as part of the building
 - iii. Performance by major musician
 - iv. Commissioning of new works
 - v. Performances by campus-based musical groups
 - d. Campaign Recognition event
 - i. FOP Recognition event
 - ii. Parnassus (\$1M lifetime) induction ceremony and/or signage
 - e. Academic programming
 - i. Interdisciplinarity panel
 - ii. Symposium
 - f. Scribner Medal presentation
 - g. *What else?*
5. Planning Process
 - a. Sub-committees
 - i. Campaign/Donor programming
 - ii. Tang programming
 - iii. Zankel dedication and programming
 - iv. Academic programming
 - v. *Others?*

Agenda
Campaign Celebration Planning Meeting
9/13/10

Updates

1. Approximately 1,200 invitations were mailed on August 19 to Zankel building donors, leadership Campaign donors (\$25K+), NAC, current and former trustees, alumni board, FOP donors FY09 and FY10 on July 2, 2010
2. RSVPs are coming in fast and furious! As of 9/10:
 - a. Dinner and concert: 200
 - b. Tang Luncheon: 76
 - c. Dedication Brunch: 58
3. The Marriott Hotel room block is filled; availability remains at the Holiday Inn, Hilton Garden Inn, and Longfellows Inn and Restaurant (Saturday night only)
4. Alumni Board, and Council of 100 will have dinner together at the Surrey and be joined by the BOT (current, former, emeriti) at 7:15 pm for dessert
5. Williamson Sports Center dedication to be held at 1:45 pm on Saturday
6. Longfellows has been hired to cater the Campaign Celebration Dinner
7. Screaming Panda, a video production company who produced the Williamson Challenge thank you video, has been retained to produce two videos, one highlighting the success of the campaign to be shown at the beginning of the concert program, and a second focused on Arthur Zankel and the building, to screen following intermission as a segue to the Scribner Medal presentation to the family
8. Indie duo Jenny & Johnny have been signed for the Late Night Concert in Zankel beginning at 11 pm on Saturday night
9. Seating for all programs in the concert hall (Prism concert, Ax concert, and Late night) will be assigned seating.

Discussion Items/Review of Weekend Schedule

1. Parking and Transportation
 - a. Upstate Transit will provide a shuttle from area hotels to campus; we'll also request a small van to shuttle guests from outlining parking lots.
 - b. Valet parking will be provided for the Celebration Dinner; the Zankel lots and new lower facilities lot will be taken off-line for valet parking.
2. Ax Dedication Concert tickets
 - a. Approximately 450 tickets are dedicated to the Campaign Celebration Dinner, leaving less than 150 other tickets to be distributed
3. Any concerns about Zankel restroom use? Need for portapotties? Facilities will be providing additional housekeeping staff to maintain the restrooms.

Other Discussion Items

CAMPAIGN CELEBRATION SYLLABUS

Due Date	Area	What	Responsibility	Completed	Comment
4/28/2010	communications	meet with design for print communications	MLS, MBM, SLM	4/28/2010	
5/1/2010	logistics	order tent for Campaign Celebration Dinner	MLS	4/26/2010	have reserved Rain & Shine but not specific of tent location
5/1/2010	logistics	order tent for Tang events	MLS	7/20/2010	
5/15/2010	communications	Fall Scope overview due to Sue Rosenberg	TWB	5/18/2010	
5/21/2010	logistics	finalize Tang lunch invitation list	LME, LRC, JXW, IXB	7/14/2010	needs to done early for print count and tent size
6/1/2010	logistics	request invitation lists from honorees	TWB, MLS, BMC	7/7/2010	Filene Foundation, Zankel guests, etc.
6/22/2010	communications	mail Campaign Success postcard	TWB, MLS, SLM	7/2/2010	
6/22/2010	communications	mail save-the-date parent postcard	MBM, MLS, SLM	7/2/2010	
7/1/2010	communications	finalize invitation list for Campaign Celebration	MLS, TWB, LME	7/7/2010	
7/1/2010	logistics	reserve shuttle buses	MLS	5/15/2010	tentative reservation for one bus all day Saturday looping from hotels, campus, and parking lots
7/1/2010	logistics	order sound for Celebration Dinner tent	MLS	9/3/2010	
7/1/2010	logistics	finalize Zankel ribbon cutting program	BMC, MLS, TWB		
7/1/2010	logistics	finalize Zankel dedication program	BMC, MLS, TWB		
7/1/2010	logistics	finalize community list for Ax Concert	BMC, MLS, TWB		Is this necessary? SPAC, other arts organizations, politicians
7/1/2010	recognition	finalize text for Campaign plaque	MLS, TWB, LME		
7/1/2010	recognition	finalize text for Zankel building plaque	MLS, TWB, LME	9/21/2010	
7/1/2010	recognition	choose design of Campaign plaque	MLS, TWB, LME		
7/1/2010	recognition	choose Campaign chairs	BMC, MLS, TWB	7/21/2010	
7/1/2010	recognition	gifts	BMC, MLS, TWB	9/1/2010	music boxes
7/1/2010	recognition	choose Zankel donor gifts	BMC, MLS, TWB		
7/1/2010	recognition	choose Williamson Sports Center takeaway	MLS, TWB	8/13/2010	towels
7/1/2010	recognition	choose Campaign Celebration Dinner takeaway	MLS, BMC, TWB		photo books, paperweights, something serious
7/1/2010	recognition	order Scribner Medal	Jeanne Sisson	9/1/2010	six medals ordered
7/3/2010	communications	Scope article finalized	SXR	7/23/2010	
7/10/2010	communications	letter from Judy Wilson to FOPs	LME	7/15/2010	
7/15/2010	communications	order Zankel/CTM image stamps (!)	MLS, SLM	7/15/2010	

8/1/2010	logistics	confirm late night performer	ARE	8/18/2010	
8/1/2010	logistics	hire photographers for Campaign Celebration	BSK, DXF		
8/1/2010	recognition	order Campaign plaque	MLS		
8/1/2010	recognition	order Zankel building plaque	MLS	9/21/2010	
8/1/2010	recognition	order Campaign chairs	MLS	7/21/2010	Johnny Swing bowls
8/1/2010	recognition	order Zankel donor gifts	BMC		
8/1/2010	recognition	order Zankel family gifts	BMC	9/1/2010	Halsey watercolors
8/1/2010	recognition	order Campaign Celebration Dinner			
8/1/2010	recognition	takeaway	MLS		
8/1/2010	logistics	fireworks	BMC		
8/6/2010	print materials	Campaign Celebration invitation printed	MLS, SLM	8/11/2010	
8/6/2010	print materials	Celebration Schedule cover printed	MBM, MLS, SLM		
8/6/2010	print materials	Celebration Dinner program printed	MLS, SLM		
8/6/2010	print materials	Celebration Concert program printed	MLS, SLM		
8/6/2010	print materials	Zankel Space Dedication program printed	MLS, SLM		
8/15/2010	communications	mail Campaign Celebration invitation	MLS, SLM	8/18/2010	
9/1/2010	logistics	finalize menu for Campaign Celebration Dinner	MLS		
9/1/2010	logistics	determine overflow parking	MLS		
9/1/2010	logistics	finalize menu for Zankel Dedication brunch	BMC		
9/1/2010	communications	draft text for Campaign accomplishment banners to hang off sides of buildings	MLS, TWB, Andy		
9/3/2010	communications	mail Fall Scope featuring Campaign coverage	SXR		
9/15/2010	communications	order Campaign accomplishment banners	MLS, Andy		
9/20/2010	communications	mail confirmation letters to Celebration attendees	MLS, NH		
10/1/2010	print materials	Tang 10th Anniversary lunch program printed	BBK, SLM, JXW, IXB		
10/1/2010	print materials	finalize text for Zankel Concert	BMC		
10/1/2010	print materials	finalize Campaign Celebration Dinner print program	MLS		
10/1/2010	print materials	finalize Celebration Weekend Brochure text	MLS, MBM, SLM		
10/1/2010	print materials	finalize text for Zankel dedication program	BMC		
10/1/2010	recognition	Campaign donor wall installed	MLS		

10/1/2010	recognition	receive Campaign chairs gifts	MLS	
10/1/2010	recognition	receive Zankel donor gifts Parnassus donor wall	MLS	
10/1/2010	recognition	installed	MLS	
10/1/2010	recognition	receive Campaign Celebration Dinner takeaway	MLS	
10/1/2010	recognition	Dedication PowerPoint	BMC, MLS	photos of students using spaces
10/5/2010	print materials	print Zankel Concert insert print Campaign Celebration Dinner print	BMC	
10/5/2010	print materials	program	MLS	
10/5/2010	print materials	print Celebration Weekend Brochure	MBM	
10/5/2010	print materials	print Zankel dedication program	BMC	
10/10/2010	logistics	assign seating for Ax concert Tang donor recognition	MLS, BMC, TWB	
??	TBD	gifts		
??	TBD	order new flags for campus		
	recognition	Order Myles Cane plaque	MLS, JSS	8/16/2010
9/2/2010	logistics	order valet parking for Celebration Dinner	MLS	9/2/2010