



GORDON COLLEGE

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Gordon College Unveils a \$130 Million ‘Faith Rising’ Campaign to Serve Future Students

WENHAM, Mass., Oct. 4, 2019 - Celebrating 130 years since its founding, Gordon College today unveiled [Faith Rising: The Campaign for Gordon College](#), a five-year, comprehensive campaign to raise \$130 million to meet the evolving and dynamic needs of current and future students around affordability, academics and community.

The campaign, which began three years ago with a quiet phase, publicly launched today during Gordon’s Homecoming Weekend with the announcement of a \$75.5 million gift from an anonymous donor, one of the largest donations ever given to a Christian liberal arts college. The gift is designated for the College’s endowment and directed to fund student scholarships.



“*Faith Rising* is a reflection of Gordon College’s continuing commitment to stretch the mind, deepen the faith and elevate the contribution our graduates make around the world,” said Dr. Michael Lindsay, president of Gordon College. “The landscape of private higher education is changing dramatically, and this campaign furthers our commitment to serving future generations while advancing our distinctive mission. *Faith Rising* assures Gordon will serve our students for the next 130 years and beyond.”

In addition to dramatically increasing the size of the College’s endowment, the gift will fund Gordon’s premier honors scholarship (introduced two years ago through its Global Honors Institute). Additionally, it has already allowed Gordon College to increase its institutionally funded financial aid by 15% for new students coming in the fall of 2020. At each level of the school’s merit scholarships, there are increases between 11% and 33% in dollars committed to new students for the fall of 2020.

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GORDON COLLEGE

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Gordon Unveils a \$130 Million 'Faith Rising' Campaign to Serve Future Students, page 2

“We believe this campaign will ensure that the high school students of today who desire an outstanding Christian education can still afford to be the Gordon students of tomorrow,” said Myron “Mike” Ullman, Chair of the *Faith Rising* campaign, Chairman of Starbucks and former global retail executive in Asia, Europe and the United States. “As the flagship Christian institution in the heart of New England, Gordon College has a rich history of preparing students spiritually, intellectually, relationally and professionally for a lifetime of growth—from their first job out of college and beyond. This extraordinarily generous gift and the *Faith Rising* campaign itself reflect a shared confidence in Gordon’s mission and long-term vitality.”

The completion of *Faith Rising* over the next two years will allow Gordon to diversify its revenue portfolio to overcome the challenges in the changing ecosystem of higher education, specifically those related to private colleges. The campaign strengthens Gordon’s future by increasing scholarships to make a Gordon education more accessible and affordable, intensifying the connections between academic theory and real-world experience for both students and faculty, and strengthening Christian community within a world-class educational experience.

With a focus on current and future students, *Faith Rising* will support:

- Financial sustainability through dramatically increasing merit and need-based scholarships, sustaining the College with unrestricted annual support and strengthening the foundation of the College with planned gifts;
- Strengthening teaching and scholarship, building multiple pathways for students to connect learning with doing through internships and practicum opportunities and graduate programs; and
- Expanding opportunities on and off campus for Gordon students while reinforcing the Christ-centered campus community that distinguishes Gordon and so effectively prepares the College’s graduates for lives of leadership and service.

To learn more about *Faith Rising*, visit gordon.edu/faithrising.

About Gordon College

Founded in 1889 and at one time located on the Fenway not far from the Isabella Stewart Gardner Museum, Gordon College is located in Wenham and one of the nation's premier Christian colleges. Gordon offers students extraordinary access to leading-edge opportunities for intellectual, professional and leadership development to address the increasingly complex challenges of a global society. Gordon stands apart from other outstanding institutions in New England by combining an exceptional education with an informed Christian faith. For information visit gordon.edu.

EDITOR’S NOTE: For images from the Oct. 4, 2019, Gordon College Convocation *Faith Rising* announcement, visit <https://gordoncollege.passgallery.com/-faithrisingcampaignlaunch>.

Gordon College

Fact Sheet

Mission Statement: Gordon College strives to graduate men and women distinguished by intellectual maturity and Christian character, committed to lives of service and prepared for leadership worldwide.

Vision Statement: Gordon College will be the liberal arts college of choice worldwide for developing thoughtful Christian leaders.

Recognitions: One of the few Christian colleges to be included in both the Princeton Review's *Best 380 Colleges* and the U.S. News and World Report's *Best National Liberal Arts Colleges*

Tuition: \$38,650

Enrollment:

- Total enrollment of approximately 2,000 undergraduate and graduate students
- 37% male, 63% female
- 44 states represented
- 15% international students in fall 2019 with 49 nations represented

Academics:

- More than 90 majors, minors, concentrations, pre-professional and interdisciplinary programs, with graduate programs in Education, Music Education, Leadership and Financial Analysis

Global Service and Missions:

- 5,809 hours spent on course-related service-learning practices with community partners during the 2017-18 academic year
- Over 200 students participate annually in service-learning trips
- Multiple local outreach groups throughout the year. A total of 4,725 hours spent on providing services to our local community in 2017-18
- Global missions to places around the globe (e.g. Haiti, Northern Ireland, Jamaica, Swaziland, and many more) with over 100 student participants

Athletics:

- NCAA Division III Competition
- 18 varsity sports
- Team Name: The Fighting Scots

Graduates: 92% of graduates are employed or in grad school within a year of graduation

Gordon College

History

Gordon College is a Christian liberal arts academic institution located just north of Boston. Operating on a foundation of faith, Gordon serves students from a wide array of backgrounds seeking an exceptional liberal arts education that embraces an evangelical identity and informed Christian beliefs. In addition to prioritizing a faith-based education, Gordon is committed to cultivating students who think holistically, reason analytically, communicate persuasively - and even more importantly - act morally. In implementing an education that prepares people for both career and personal growth, Gordon strives to graduate men and women distinguished by intellectual maturity and Christian character, committed to lives of service and prepared for leadership worldwide. Gordon credits the formation of the School's defining mission to its roots as an institution, which began more than a century ago.

Gordon was founded in 1889 as Boston Missionary Training School, which was named for its founder Rev. Dr. Adonriam Judson Gordon, a prominent clergyman who served as pastor at Boston's Clarendon Street Church. Within 30 years, the Gordon student body experienced enough expansion that the School outgrew its facilities and moved to the Fenway section of Boston into a new facility financed by Martha Frost.

In the late 1940s when Gordon's growth surpassed the limits of the Fenway facilities, James Higginbotham, a student pastor at Gordon Divinity School, approached Frederick Prince about selling his well-endowed Wenham, Massachusetts, estate to Gordon. Impressed by Higginbotham, Prince sold the 1,000-acre estate to Gordon for a very small sum and donated a large amount to construct what would become the Prince Memorial Chapel. In 1955, Gordon moved to Wenham, selling its old facilities to Wentworth Institute of Technology (WIT).

The College and associated divinity school flourished on Boston's North Shore, and in 1970, the divinity school separated from the college and merged with the Conwell School of Theology to become Gordon-Conwell Theological Seminary. Though they share a common heritage, the college and seminary are no longer formally linked.

In 1985, Gordon merged with Barrington College in Barrington, Rhode Island, and today, the combined school retains the name of Gordon College. At the merger, Barrington's distinguished history of Christian service and faithfulness became a part of Gordon's history. Both schools shared a common vision for Christian higher education, ministry and service that made a merger of the institutions sensible for both schools, and Gordon has worked to integrate Barrington's tradition and history into its own.

Today, Gordon College remains one of the nation's premier Christian colleges, offering an exceptional Christian education at a competitive cost, allowing individuals from all walks of life the opportunity to access a quality learning experience. Gordon is one of the few Christian colleges to be included in both the Princeton Review's *Best 380 Colleges* and the U.S. News and World Report's Best National Liberal Arts Colleges, to name a few of the outstanding recognitions the School has received.

Dr. D. Michael Lindsay, President

Biography

Dr. D. Michael Lindsay is president of Gordon College. He earned his Ph.D. in sociology from Princeton University and his graduate theological degrees from Wycliffe Hall at Oxford University and Princeton Theological Seminary. He is a *summa cum laude* and Phi Beta Kappa graduate of Baylor University, where he has been named Outstanding Young Alumnus.

Prior to arriving at Gordon, Lindsay was a member of the sociology faculty at Rice University for five years, where he won multiple awards for both his teaching and scholarly research endeavors.

The author of two dozen scholarly publications, Lindsay's *Faith in the Halls of Power* was nominated for the nonfiction Pulitzer Prize in 2007. His most recent book, *View from the Top*, won two awards and has been translated into Chinese and Japanese.

As a scholar and educational leader, Lindsay has lectured on five continents as part of his continual pursuit to create opportunities worldwide for Gordon students, faculty and staff.

His tenure as the eighth president of Gordon has coincided with record years of opportunity and growth for the Gordon community. Since his appointment in 2011, Gordon has experienced banner years in terms of fundraising, campus diversity, sponsored research, athletic success and faith expression on campus. In October 2019, under Lindsay's leadership, Gordon publicly announced *Faith Rising: The Campaign for Gordon College*, a five-year, comprehensive campaign to raise \$130 million to meet the evolving and dynamic needs of current and future students around affordability, academics and community.

Lindsay has been married for more than 20 years to his wife Rebecca, a writer and speaker who serves as Gordon's ambassador for the college. They are the proud parents of three daughters, and they live on the Gordon campus.



The State of Higher Education

Background

Ten years out from the Great Recession, the standard value proposition of a college education has shifted dramatically. These changes in the ecosystem of higher education pose a serious threat to all private liberal arts colleges, particularly those founded on and operating within the Christian faith.

Shifting Demographics and Financial Instability

From the 1960s until roughly the early 2000s, higher education institutes benefitted from a demographic swell of Baby Boomers and their children. But the number of high school graduates nationwide has been declining since then—a downward trend projected to continue through the 2029–30 academic year.

The latest *Knocking at the College Door* report from the Western Interstate Commission for Higher Education (WICHE) projects a 9 percent drop (from 3.47 million graduates to 3.25 million) in the number of high school graduates between 2026 and 2031.

In addition to a declining student population, average total costs at private colleges in the United States have nearly doubled since 1995, yet family income during this same timeframe has stagnated, with minority families especially vulnerable.

While financial aid has made it possible for many students to receive a solid higher education, it creates a double-edged sword. With too many college graduates dragging a ball-and-chain of loan repayment into their early careers and beyond, students and their families are understandably resistant to taking on loans they cannot afford.

For schools with smaller endowments, that are largely tuition-dependent, these enrollment fluctuations and volatilities in the American economy create an instable future.

Competitive Academic Environment

The world is a vastly complex interlacing of networks, technology, information systems and telecommunications systems that connects the farthest reaches of the globe. College students are entering a highly competitive and increasingly secular world.

Today's student wants to collaborate and work with their peers. They want to incorporate the technology they love into their classroom experiences as much as they can requiring thriving schools to proactively provide the best environment for students to flourish.

Educational institutions must offer dynamic academic environments in order both to attract and equip today's students who want to be challenged and inspired in their learning.

Increased Student Loneliness

An increasingly diverse student body is strained more and more by the insecurities and disconnects of the times. By 2025, incoming college students will not remember a time they didn't compete with a smartphone for their parents' attention.

The State of Higher Education Backgrounder, page 2

Many traditional norms and values have broken down in recent decades. While there is a wealth of information at our fingertips, knowledge has not replaced fear, and prevalent technology has not quelled personal insecurities. Social media platforms tout their ability to connect people and build community, but these spaces have failed to deliver on their promise.

For students, too much time spent online—along with prevalent “helicopter parenting”—means that they often come to college with more raw information than any prior generation but lack the interpersonal experiences and spiritual wisdom needed to put that information into a meaningful context.

According to data across the National College Health Assessment and the Healthy Minds Study, the rate of moderate to severe depression among U.S. undergraduate students rose from 23.2% in 2007 to 41.1% in 2018, while rates of moderate to severe anxiety rose from 17.9% in 2013 to 34.4% in 2018.

Students need life-on-life mentorship from elders and peers to navigate these realities and maintain a healthy level of mental, emotional and spiritual health.

Faith Rising Campaign

Fact Sheet

Campaign Goal: \$130 million

Campaign Priorities: *Achieving Financial Sustainability:*

- Endowed Scholarships
- Current-use Scholarships
- Gordon College Fund
- Unrestricted Planned Gifts

Strengthening Teaching and Scholarship:

- Student-focused Initiatives
- Faculty-focused Initiatives
- Enhanced Technology

Building Christian Community:

- Career and Connection Institute
- La Vida Program Expansion
- Residential Enhancement
- Athletic Investments

Campaign Timeline: 2016 – quiet phase
Oct. 4, 2019 – public launch
2021 – completion date

***Faith Rising* Campaign Impact**

Backgrounder

Faith Rising: The Campaign for Gordon College is a five-year, comprehensive campaign to raise \$130 million to meet the evolving and dynamic needs of current and future students around affordability, academics and community.

Achieving Financial Sustainability

Through *Faith Rising*, Gordon will strengthen its financial foundations and provide College-funded scholarships for hardworking students. To ensure sustainability, the College will:

- *Dramatically increase merit- and need-based scholarships.* Gordon will provide funding to assist with tuition costs—as well as special seminars, retreats, international travel and faculty mentors—for deserving students. Gordon does not want the cost of its education to be a deterrent for qualified students who desire the unique and valuable education Gordon provides.
- *Sustain the College with unrestricted annual support.* The Gordon College Fund is the lifeblood of the institution, meeting the College’s operational needs where tuition revenue ends. Functioning as a living endowment, the Gordon College Fund enables services and support that foster an environment of excellence and transformation.
- *Strengthen the foundation of the College with planned gifts.* Planned gifts, including testamentary designations will be used to sustain certain programs or facilities, add capacity, establish endowments or bolster Gordon’s sustainability for generations to come.

Strengthening Teaching and Scholarship

Demographic shifts, digital learning and changing attitudes toward debt together have created a perfect storm of circumstances that compel Gordon to make fundamental, dramatic changes to its educational model. To prepare students to enter an ever-changing world with people from all over the globe, Gordon will:

- *Build multiple pathways for students to connect learning with doing.* Gordon seeks to profoundly impact student learning by putting theory into practice and making deep connections with those around the College. Gordon’s education can become a “life lab” for its students to “learn by doing” in educationally rich and inherently practical ways:
 - Internship and practicum opportunities that serve the community, the Church and the world. The Scripture Translation Project, a collaborative venture with Wycliffe Bible Translators, will afford students from many different majors the opportunity to help Scripture translation efforts in ways that include programming, marketing and research, as well as traditional linguist work. GoCo Labs will be a unique co-curricular opportunity for computer science students to gain hands-on coding experiences while they solve problems on campus.

Faith Rising Campaign Impact, page 2

- Learning pathways for every student. This will allow Gordon education to be accessible to students from wide-ranging economic backgrounds, levels of academic preparation and cultures around the world. The Academic Success Center will develop multiple learning pathways for students, preparing them for successful careers and service.
- Accelerated graduate programs. Gordon will create multiple avenues for students' professional development by shaping graduate programs to be a better value, both in terms of time and cost. Gordon will provide more accelerated undergrad-plus- grad programs through Gordon Plus so students can finish two degrees faster, with less debt and more preparation to immediately launch into a career.
- *Foster vibrant classrooms by feeding faculty intellect.* Gordon understands that in order for faculty to be the best teachers they can be, they need opportunities to develop professionally and continue their research. Teaching improves when faculty can bring their research back to the classroom. Gordon faculty will be afforded global experiences to help develop their understanding across cultures, helping them develop their teaching to allow them to meet the needs of a more diverse student population while preparing our students to bring their best to a global context. Gordon will also endow three additional faculty chairs to attract and retain top faculty in targeted academic areas, including biblical studies, economics and music.
- *Support these goals with enhanced technology.* Gordon will invest in the core network, tools and platforms that are necessary to meet the needs and expectations of students, faculty and staff. It will upgrade security and training to keep systems safe from hackers and accidents, keep classroom media useful and accessible, and pave the way for more hybrid and online courses.

Building Christian Community

Gordon seeks to form young adults who are spiritually mature and resilient which is why the School will invest in the people, venues and programs where distinctive, empowering Christian community takes place. To broaden and deepen students' opportunities to grow as members of the body of Christ, Gordon will:

- *Connect learning to job placement.* Modeled after highly successful programs at Stanford, Wake Forest and the University of Chicago, the Career and Connection Institute will go beyond traditional career counseling to provide a practical, theologically grounded foundation of vocation for the campus. It will anticipate and include the job-related requirements of the private sector, nonprofits, government, missions, ministry and education. Bringing together advising, student employment, entrepreneurial leadership and career services, the Institute will set the pace for what four years of private Christian liberal arts education ought to deliver—faith-based understanding of calling and vocation, anchored life skills in listening and public presentation, mentoring both in the classroom and through industry professionals, and internships and introductions to professionals and the larger Gordon friends and alumni network.

Faith Rising Campaign Impact, page 3

- *Expand The La Vida Center for Outdoor Education and Leadership.* For nearly 50 years, La Vida has pioneered outdoor experiential learning in a uniquely Christian way. It is a laboratory for developing the grit to step outside one's comfort zone, rebound from fears and fail safely. In a time when students are information-rich and experience-poor, this resilience is a vital life skill. Gordon will expand La Vida in staffing, programming and infrastructure. From custom challenge courses and rock climbing to multiday backpacking or canoeing expeditions, La Vida will augment its proven outdoor experiential education programs.
- *Enhance residence life.* In the setting of Gordon's residence halls, students develop lifelong relationships, live authentically, acquire practical skills, appreciate diversity and cultivate character. The College will renovate current residence halls and create new gathering spaces that foster community and co-curricular collaboration to meet the changing needs of this generation and the next.
- *Achieve excellence in Athletics.* More than 20 percent of Gordon students are varsity athletes. Teams are miniature faith communities where athletes work together toward a common goal; competition fosters personal growth, friendship, grit and discipline. Athletic investments include upgrading current facilities, increasing training and resources for coaches and providing increased character and leadership experiences for student-athletes.

Faith Rising

Q&A

Q. What is the *Faith Rising* Campaign?

A. *Faith Rising*: The Campaign for Gordon College is a five-year, comprehensive campaign to raise \$130 million to meet the evolving and dynamic needs of current and future students around affordability, adaptable academics and Christian community.



Q. What is the duration of the Campaign?

A. *Faith Rising*: The Campaign for Gordon College began in 2017 with a quiet phase. The Campaign publicly launched on Friday, October 4, during Gordon's 2019 Homecoming & Family Weekend. Gordon's goal is to reach \$130 million in donations and pledges by 2021.

Q. What is the financial goal of the Campaign and how close is the School to reaching the goal?

A. Gordon College has set a goal of raising \$130 million to solidify the school's future financial sustainability, develop adaptability in teaching and scholarship, and strengthen Christian community. Gordon is well on the way toward reaching the goal thanks to a lead gift of \$75.5 million from an anonymous donor, which is designated for the College's endowment and directed to fund student scholarships. This extraordinarily generous gift and the *Faith Rising* Campaign itself reflect a shared confidence in Gordon's mission and long-term vitality.

Q. How were funding priorities and the \$130 million goal identified?

A. In 2016, the College launched five working groups comprised of 72 faculty, staff, alumni and board members. The working groups convened regularly over a two-month period to develop a list of comprehensive priorities for the College. Those priorities were recommended to the Board of Trustees, and subsequently a Campaign Case Statement was developed and adopted by the Board in 2017.

That same year, the Board of Trustees approved a feasibility study to market the Campaign priorities determined by the five Campaign working groups, using the case for support statement. An independent consultant was hired to render an impartial assessment about Gordon's readiness and probabilities of success in attempting a goal of \$130 million.

Q. Why is Gordon College launching a campaign now?

A. Higher education, especially institutions in New England, face a coming perfect storm. High school graduates are forecast to drop 14%, and fewer high school graduates means fewer college enrollments. Families looking for a college education are less inclined to borrow money, changing the fundamental economics of student loans and tuition. Gordon specifically has not amassed a large endowment, nor does it have ancillary revenue. Facing increasing challenges of being a tuition-dependent institution, a campaign was rational and thought-productive help in an otherwise challenging scenario for our future.

The year 2019 marks 130 years since the founding of Gordon College. As such, the College believes *Faith Rising* is a way of honoring its rich legacy while strategically looking forward to the future.

Q. What does the Campaign mean for the future of the College?

A. The completion of *Faith Rising* over the next two years will allow Gordon to diversify its revenue portfolio to overcome the challenges in the changing ecosystem of higher education, specifically those related to private colleges. The Campaign strengthens Gordon's future by increasing scholarships to make a Gordon education more accessible and affordable, increasing the connections between academic theory and real-world experience for both students and faculty, and strengthening Christian community within a world-class educational experience.

With a focus on students, *Faith Rising* will support:

- Financial sustainability through dramatically increasing merit and need-based scholarships, sustaining the College with unrestricted annual support and strengthening the foundation of the College with planned gifts;
- Strengthening teaching and scholarship, building multiple pathways for students to connect learning with doing through internships and practicum opportunities and graduate programs; and
- Expanding opportunities on and off campus for Gordon students while reinforcing the Christ-centered campus community that distinguishes Gordon and so effectively prepares the College's graduates for lives of leadership and service.

Q. Who is leading the Campaign?

A. The Campaign is under the oversight of the Board of Trustees and a leadership committee presided by Mike Ullman, Chair of the *Faith Rising* Campaign, Chairman of Starbucks and former global retail executive in Asia, Europe, and the United States. The Campaign leadership committee also includes six alumni and other friends who provide guidance on campaign matters.

Q. Where can I learn more about the Campaign?

A. Details about the Campaign and its impact on the future of Gordon College are available at gordon.edu/faithrising.