Nine Million Dollars Pledged To Start Rice Fund Campaign

By JOHN DURHAM

Rice University has begun a $33 million campaign for new endowment and capital gifts. The fund drive, the first major, sustained fund-gathering program in Rice's 53-year his-
tory, was announced today by George R. Brown, Chairman of
the University Board of Gov-
ernors.

The goal of the Rice Uni-
versity $33 million campaign, ac-
cording to Brown, is to secure
funds to assure fulfillment of
the Ten Year Plan which be-
came operative this September.

Brown, who is general cam-
paign chairman, said that more
than $9 million has already
been secured in pre-announce-
ment contributions and commit-
ments. Of that amount, some
$6,120,000 represents in-
dividual gifts and pledges from
members of Rice University's
Board of Governors, through its
Governors' Nucleus Fund.

The remaining $3 million of
the total $9,381,597 campaign
nucleus was obtained in con-
tributions and pledges from
foundations and a few individ-
uals.

The monetary goal of the
Rice $33 million campaign rep-
resents the sum of the projected
costs of the objectives of the
Rice Ten Year Plan.

Rice President K. S. Pitzer
said, "The Rice Ten Year Plan,
whose completion will be as-
sured by this campaign, is a logi-
cal extension of predecessor
programs. It seeks to continue
the highest academic standards
and to offer an outstanding edu-
cation to the well qualified
student."

New Buildings

Of the total campaign goal,
$18 million is earmarked for
the purpose of new buildings
and additions. Slightly more than
half ($9.4 million) will be used
for instruction facilities, in-
cluding an architecture and fine
arts building, an engineering
addition, a biology addition, a
graduate research facility ad-
dition to Fondren Library, a
mathematical sciences building,
physics and chemistry facilities,
and funds for major equipment.

Student housing—four new
undergraduate colleges and a
graduate housing facility—and
a Student Health Center will
require the remaining $8.6 mil-
lion.

New Professorships

A sum of $12 million is need-
ed for professorships, scholar-
ships and fellowships. The cam-
paign seeks $6 million in new
endowment to provide income
for establishing of new pro-
fessorships and underwriting
the faculty costs which are in-
evitably increasing in the com-
petitive university field. An ad-
tional $6 million is to endow
scholarship and fellowship pro-
grams for the University.

To support the growing ac-
demic program and underwrite
plant improvement until new
endowment becomes available,
a need of $3 million has been

GEORGE R. BROWN
Campaign Chairman

DR. KENNETH S. PITZER
Rice President

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Funds Needed For Growth

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we will all be working toward beyond the immediate goals of the campaign we are announcing here.

**Management School**

Brown revealed that Rice will seek additional endowment of $8.5 million to provide for the establishment of a new Graduate School of Management, separately housed and administered under the University system, which will offer degree programs in management to highly selected graduates of related disciplines.

A new 3000-seat auditorium also was cited as a need which will grow more urgent as enrollment grows in coming years. Brown gave its projected cost as $3.7 million.

"All American universities share in some degree the great challenges that face Rice today," Brown said. "It costs ten times as much today to provide a year of education for a Rice student as it did in 1941."

**Campaign Motivation**

"There is a truism," President Pitzer said, "which well expresses the motivation for this campaign and the Plan it will underwrite: 'Excellence is a quality that must be re-won in each generation.' What constituted excellence yesterday will not suffice today.

"This is an age," he continued, "in which an institution of learning must move ahead simply in order to maintain its present stature. We have not considered the merely minimal rate of progress for Rice.

"The changes and growth which will occur at Rice in coming years, with the success of this campaign, are those which will enable the University to continue to offer a superior higher education to the brightest and most strongly-motivated young people.

"To achieve that end, our mission, expressed now in our first broadly based appeal for financial support, must be to take this University forward at a pace which will strengthen Rice's leadership in education for community and nation."