



June 2009

The Odyssey Toward National Leadership: *An Inside Perspective*

Our Odyssey

In 2004, Hendrix College charted a bold course: To become a national leader in engaged liberal arts and sciences education. Today Hendrix is one of the country's leading liberal arts colleges and a national model for engaged liberal arts. During this journey, the college has transformed the lives of students by significantly increasing financial assistance; designing innovative programs vital to academic, co-curricular and student life; and developing critical campus facilities to support those programs.

Our progress has been made possible through the generous philanthropic support of alumni, friends and foundations who have invested \$90 million in the lives of students and advanced this vision for Hendrix. This unprecedented support has been in direct response to *A Commitment to National Leadership: The Hendrix Campaign*, the largest comprehensive campaign in the history of Hendrix.



Hendrix College Wellness and Athletics Center

The Wellness & Athletics Center was completed in 2007 as part of A Commitment to National Leadership, the largest comprehensive campaign in the history of Hendrix.

With each milestone, Hendrix has continued to fulfill its historic mission to change the lives of those who will change the world. While the college has accomplished much in the past five years, our Odyssey must continue. We are now in the homestretch of the most important undertaking in our history. Our focus on successfully achieving the final goals of the Hendrix Campaign is clear:

- Increase support to the Hendrix Annual Fund
- Endow the Hendrix Odyssey Program
- Complete the new Student Life and Technology Center (SLTC)

Hendrix Milestones 2004-2009

- Hendrix developed the Odyssey Program, which quickly garnered significant attention for the College from national media, including *Time* magazine, *U.S. News and World Report*, the *New York Times* and the *New York Times Review of Books*, NBC's *Today Show*, and *Washington Monthly*.
- Hendrix received a \$3 million challenge gift to raise an additional \$3 million to endow 12 Odyssey Professorships to be awarded competitively to Hendrix faculty members who develop courses and other activities that increase engaged learning opportunities for students.
- Hendrix was awarded a challenge grant from the Robert and Ruby Priddy Charitable Trust of Wichita Falls, Texas, to establish a \$10 million endowment to support scholarships for students from middle-income families, ensuring Hendrix remains accessible for all qualified students.
- Hendrix opened state-of-the-art facilities, including the new Wellness and Athletics Center and a three-building teaching complex for visual arts.
- In fall 2008, Hendrix enrolled the largest and academically strongest class of new students in the history of the College, bringing enrollment to 1,350 and surpassing the Board of Trustees' enrollment goal of 1,300 students two years ahead of schedule.

The Hendrix Campaign

Category	Overall Goal	Gifts/Pledges*
Annual Fund	\$29 million	\$25,826,276.93
Endowment	\$27 million	\$25,292,936.48
Capital	\$44 million	\$39,055,247.10
TOTAL	\$100 million	\$90,174,460.51

* As of 5-31-09

Continuing the Odyssey

Increasing support for the Hendrix Annual Fund is critical to make Hendrix accessible for the growing number of students who are drawn to the college for the unique engaged learning opportunities created by the Hendrix Odyssey Program.

The development of the Hendrix Odyssey Program was a crucial catalyst for the tremendous momentum of the college. The Odyssey Program has attracted significant attention from national media and talented students from across the country. A recent survey showed that, since the program's inception in 2005, 40 percent of students were drawn to Hendrix because of the Odyssey Program.

Just as gifts to the Annual Fund ensure that Hendrix remains affordable to all qualified students, raising endowed

funds to support the Hendrix Odyssey Program will ensure that Hendrix students continue to have resources to pursue robust Odyssey experiences. More than \$1 million dollars in Odyssey grants have been awarded for student and faculty projects since 2005. This summer, with the support of Odyssey grants, Hendrix students will bring the joy of sports to disadvantaged children, conduct research on Vikings in Iceland and Greenland, assess water quality in Arkansas and global warming in Alaska, and explore the languages, cultures and histories of countries around the world.

In spring 2007, Hendrix was awarded a \$2 million challenge grant from the Willard and Pat Walker Charitable Foundation of Fayetteville, Arkansas. To successfully meet the Walker Odyssey Challenge, we must secure \$2.7 million in gifts and pledges by December 31, 2010.

The Student Life and Technology Center: *Where Every Hendrix Odyssey Will Begin*

The Student Life and Technology Center (SLTC) will be the center of life on campus and the home of programs that will further enhance the student experience at Hendrix.

The 78,000-square-foot facility will be the home of the Hendrix Odyssey Program, with offices for the program's leadership and staff members who coordinate internships, international study, and volunteer service projects, as well as a resource library for internship, study abroad, and other engaged learning opportunities. The SLTC will serve all Hendrix students as they embark on their academic and personal Odyssey.

In addition, the new facility will include an Educational Technology Center that will weave state-of-the-art teaching, learning, and social technology into the fabric of student life. Students can work collaboratively with their classmates on course assignments using the technology in this facility, while faculty members can incorporate the latest technology into their lectures and assignments. Faculty and students will be able to prepare multimedia presentations of their original research for academic conferences and professional meetings. Most importantly, the Educational Technology Center will connect the Hendrix community members to their peers around the world, from the Arkansas Delta to



Hendrix College Student Life & Technology Center

The Student Life and Technology Center will enhance the academic, co-curricular, and social experience of every Hendrix student. The SLTC is the largest capital project in the history of the College. The College seeks \$26 million for its construction and support.

Africa; from Brussels, Belgium, to a rainforest in Belize; from Oxford University to a village in Oaxaca, Mexico; from our sister institution Heilongjiang University in Harbin, China, to The Hague.

The Student Life and Technology Center will also house student organizations and religious life programs such as the new Miller Center for Vocation, Ethics, and Calling. The Miller Center will provide programming, staff, and leadership to assist students through challenging life and career decisions in faith and education, and sponsor service-based internships, personal growth retreats, mission trips and other programs that offer students an academic exploration of faith and vocation.

SLTC Features

- Home of the Hendrix Odyssey Program
- An Educational Technology Center
- Offices and work space for student organizations, including Student Senate and Social Committee, and student media, such as KHDX radio, the Profile newspaper, and Troubadour yearbook
- Offices for the Chaplain and Religious Life Programs, including the Miller Center for Vocation, Ethics, and Calling, and the Crain-Maling Center of Jewish Culture
- Offices for Student Affairs and Student Support Services
- Main dining hall and servery
- Café and student performance/programming space
- Post Office
- Game room

Campaign Priority	Project Goal	Challenge	\$ Raised	\$ Needed	Deadline
Student Life and Technology Center	\$26,050,000	Kresge Challenge (\$750,000)	\$20,987,728	\$5,062,000	6/30/10

The Challenge

With the assistance of a challenge grant from the J.E. and L.E. Mabee Foundation of Tulsa, Oklahoma, Hendrix crossed the \$20 million mark in gifts and pledges to support the construction of the Student Life and Technology Center.

This spring, Hendrix was awarded a highly competitive challenge grant from the Kresge Foundation of Troy, Michigan, one of the country's largest philanthropic foundations, to help us reach our \$26 million goal to support this project.

To successfully meet the Kresge Challenge, we must now raise the remaining \$5 million in gifts and pledges for the SLTC by June 2010.

The SLTC is the final capital component in the \$100 million Hendrix Campaign and the largest capital project in the history of the College. The Kresge Challenge provides an extraordinary opportunity to complete the fundraising for the SLTC.

As we enter the final and most important phase of this historic effort, our success depends on the support of Hendrix alumni and friends who believe strongly in our mission and the goals of our campaign. For more information, call the Hendrix College Office of Advancement at 501-450-1223.

