Message from the President

Dear friends,

As I reflect on the past year, I am filled with tremendous gratitude both for the history of Augustana College and the way in which that history gives life to the college’s dynamic present. It is noteworthy that the last observance of Augustana’s 150th anniversary was a performance by the Augustana Choir in Carnegie Hall. The students who sang on that stage, and their successors in years to come, carry forward a treasured tradition and legacy built by the alumni and friends of Augustana College.

I’m proud to report that Augustana received a record amount of philanthropic gifts this past year. Thank you for so generously supporting excellence in higher education and the Augustana experience. The impact of your investment already is felt in real, palpable ways on our campus. Because of you, our students engage in high-impact educational experiences such as international study, internships, professor-led research, service learning and community outreach. When we combine these experiences with the breadth of classroom teaching and learning, the growth of our students is remarkable. Our end results are dramatic: even with today’s challenging economic climate, 97% of our graduates are engaged in full-time employment or graduate study within nine months of graduation.

To keep our momentum strong, the Board of Trustees approved a strategic plan, Authentically Augustana—Part Two: Affirm Our Mission, Assure Our Future and Assess Our Results. The plan will help us prepare our students to stand out; improve recruitment and retention; enhance our campus; optimize, support and diversify our workforce; strengthen shared governance, leadership and communication; celebrate and strengthen our surroundings; improve our financial viability; and advance Augustana’s reputation. These are ambitious goals to be sure, but worthy of our dedication.

Please know your generous support of Augustana is an inspiration to me. I thank you for your investment in the mission and in the future of Augustana College.

Steven C. Bahls
President of the College

Please view the 2010-11 Honor Roll of Donors at www.augustana.edu/giving.
Campaign Update

As the college enters the home stretch of its ambitious comprehensive campaign, Authentically Augustana: A Call to Action, the impact of this campaign is felt daily on Augustana’s campus.

Through the generosity of the college’s alumni, parents, friends, and partner corporations and foundations, we have raised more than $131 million in gifts and pledges. This achievement includes $72.7 million to increase the college’s endowment, $33.6 million in unrestricted annual operations funding and $25.3 million to invest in the college’s four capital construction projects—Swanson Commons/Parkander transitional living residence halls, Emmy Carlsson Evald Hall, Old Main and a Center for Student Life.

The college continues to seek gifts to fulfill the two remaining capital projects on campus: construction of the proposed Center for Student Life and interior renovations to Old Main. Augustana conducted extensive research into combining important aspects of student learning and everyday life—the library, activities space and dining rooms—in one integrated Center for Student Life. Architectural studies for adding this innovative campus center to the current Tredway Library building are under way.

Exterior renovations to Old Main and repair of its iconic dome are complete, and now we turn our attention to the interior. To date, alumni, parents, friends and corporate sponsors have pledged gifts to name 25 faculty offices, nine classroom/seminar rooms, the new Forum space and all four Commons areas of Old Main’s interior. Details and photographs of the Old Main exterior renovation and interior plans can be found at www.augustana.edu/preserveoldmain.
Gifts to Augustana College

Augustana’s successes and achievements are propelled to greater heights through the generous support of its loyal donors. During the 2010-11 fiscal year, alumni, parents and friends of the college gifted $15.7 million to Augustana, including a record-level $1.6 million in unrestricted dollars to The Augustana Fund, $2.5 million to endowment and $5.9 million to support capital projects on campus. Your gifts make an immediate and lasting impact on Augustana, and we thank you for your investment. The college is especially strengthened by its loyal alumni population, nearly 5,000 of whom gave back to their alma mater this year. Augustana College consistently ranks in the top tier of the Best National Liberal Arts Colleges,* and alumni support is one component that fuels these rankings. Our top tier status in turn strengthens the prestige of every Augustana graduate’s degree. Your annual gifts help keep Augustana strong.

* Source: U.S. News & World Report 2011
Endowment

Annual unrestricted gifts enable the college to meet priority needs throughout each year, but the endowment is the foundation of the college’s longevity and future success. Through the generosity of alumni and friends and prudent and successful investment management, Augustana’s endowment grew to $114.6 million by June 30, 2011, an increase of $14.6 million over one year ago. Annual earnings from 645 named endowed scholarships provide vital financial assistance to attract and retain the college’s diverse student cohort. The vast majority of these endowed scholarships were established by college alumni as expressions of gratitude and appreciation for the impact Augustana had on their lives. We are committed to growing the college’s endowment to provide greater scholarships, faculty support and programmatic resources to keep Augustana strong for generations of Vikings to come.
Operating Revenue/Expenses

Revenue sources for the college remained consistent with the previous year. The college continues to rely heavily on tuition and fees to pay for operating expenses. Together, private gifts, grants and endowment income provide a valuable 10 percent of the funds needed to run the college each year. As we grow The Augustana Fund and our overall endowment, the annual yearly impact also will increase.

Families continue to be challenged by today’s economy, and the college is prepared to help students achieve the Augustana experience. Student scholarships and other forms of financial aid increased to $36.3 million from $31 million in 2009-10. Ninety-six percent of Augustana students receive this vital financial assistance.
Enrollment

A record-setting 4,617 students applied to Augustana for the 2011-12 academic year. The fall 2011 incoming class of 709 students is the third largest in college history, with 19 states and seven countries represented. It is the most ethnically diverse class—more than 17 percent are multicultural students. The incoming class offers an impressive résumé of co-curricular activities, including academic clubs, leadership organizations and professional groups.

Augie Choice

With Augie Choice—a program other colleges and universities are modeling—Augustana students may access up to $2,000 to support a high-impact learning experience. These opportunities include international educational travel, specialized research, internship experiences, and support of Senior Inquiry capstone projects. Since 2009, nearly 275 Augustana students have applied for and been granted $545,000 in Augie Choice funding. Students have interned at the Field Museum in Chicago and the Hanoi Stock Exchange in Vietnam, studied in Italy, France, Peru, and the list goes on.

Enrollment

INCOMING CLASS STATISTICS

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<th>2006</th>
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<td>ACT Mean</td>
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<td>Top 10% Graduating Class (%)</td>
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<td>Top 20% Graduating Class (%)</td>
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The largest single donation from an individual in the college’s 150-year history was received this past year from Robert Hanson ’48 and his wife, Patricia Hanson, to name the college’s science building. At 114,000 square feet, the Robert A. and Patricia K. Hanson Hall of Science is the largest academic building on campus, serving 680 students in 17 majors, minors and concentrations.

Augustana ranks sixth in the nation among all universities and colleges—regardless of division—in the number of its Academic All-Americans. The top 10 schools are:
1) Nebraska
2) Notre Dame
3) Penn State
4) MIT
5) Stanford
6) AUGUSTANA
7) Emory
8) Texas
9) Bucknell
10) Florida

A generous bequest from the estate of Larry Jones ’67 established the Dr. Larry P. Jones Endowed Fellowship for the Natural Sciences for faculty and the Dr. Larry P. Jones Endowed Scholarship for students majoring in biology. The fellowship provides annual support to advance a tenure-track professor’s research endeavors.

Percentile scores of students completing the Collegiate Learning Assessment (CLA) performance task—measuring analytical reasoning and critical thinking—in 2005 and again in 2009 show that Augustana students beat the national average in student learning (a 28-point increase vs. a 16-point increase).

Nils Hasselmo ’57 established the Hasselmo Prize for Academic Pursuit in recognition of the ways in which his Augustana education both informed and transformed his life and vocational calling. The award enriches the experience of a student who has demonstrated academic excellence and expresses an intent to pursue higher education teaching/research as a vocation.

Thorson-Lucken Field is the new home for both Viking lacrosse and soccer. The field is named in honor of Board of Trustees member John Lucken and his wife, Mary Thorson Lucken, both members of the Class of 1962, for their generous contributions to the project.