

C R E A T I V E I N V E S T M E N T



**think
wide
open**



Purchase College
STATE UNIVERSITY OF NEW YORK



Purchase College will be the main campus of our state university system for professional training in the visual and performing arts and will help preserve the university as the open gateway to opportunity...where the only qualifications that count are the qualities of will and heart and mind of our young people.

Nelson A. Rockefeller
49th Governor, State of New York (1959-1973)

There's something extraordinary about Purchase College.

SINCE ITS INCEPTION, Purchase College has been a collaborative, learning-centered community. Its faculty and staff provide exceptional educational experiences that uniquely coalesce professional training with a rigorous commitment to inquiry both inside and outside the classroom walls.

Here at Purchase, students work across and between disciplines and methodologies in ways that blur and recast traditional lines. As envisioned by a passionate group of founding faculty, this innovative and intensive curriculum has fostered generations of students intent on driving positive social change, with activism as a core value.

Today, Purchase College capitalizes on its strong legacy and unique culture to train bold thinkers intent on making the world a better place. Learning happens everywhere. Together.

Your investment in Purchase College will enable us to continue to educate and empower young people to *Think Wide Open*. You will help our students dream, discover, and dare to create in ways that will transform the future. You will make an enormous difference.



all walks of life



An excellent college fosters an environment of diversity and inclusivity.

SCHOLARSHIPS make it possible to recruit high-caliber students for their skills rather than their ability to pay.

The demand for both merit and need-based support is far greater than current Purchase College resources can sustain. Many of our students are from underserved minority populations and are the first in their families to pursue an undergraduate degree. Some work multiple jobs each semester to cover expenses. Two out of three depend upon financial assistance to enter and stay in school through graduation.

In addition to federal and state financial assistance, Purchase College awards an average of \$2 million in scholarships each year. Doubling or tripling that annual budget would enable us to recruit for new classes with a guarantee that the scholarships offered will be available from matriculation through graduation. In a highly competitive market, this will be a key decision point for thousands of future students.

Your support will bolster resources for renewable scholarships and assure the distinctive educational experiences of Purchase College are within reach of all qualified students.

- Total Student Enrollment: 4,207
- Graduate Students: 92
- Average Class Size: 16
- Student / Faculty Ratio: 16/1
- Campus Residents: 64%
- Students Receiving Financial Aid: 66%
- Pell Grant Eligible Students: 33%
- First Generation Students: 42%
- New York State Residents: 81%
- U.S. States Represented: 39
- Foreign Countries Represented: 33
- Women: 61%
- Men: 39%
- African American: 9.8%
- Asian American: 3.5%
- Latino: 17.7%
- Average Age: 21
- Liberal Arts and Sciences: 48%
- Liberal Studies: 10%
- School of the Arts: 42%



We must be prepared to offer support at any point.

STUDENT SUCCESS means empowering our students with the resources they need to stay in school and earn their degrees.

The **Make an Impact Fund** provides financial assistance that enables students to continue their studies during a time of difficulty, helping pay for textbooks, commuter fare, or an urgent flight home during a family emergency. Purchase College is at the forefront of institutions with designated funds to support the needs of students in crisis.

Because there are many dimensions to learning, we also build networks that nurture first-generation students and help them learn how to navigate the college experience. Unrestricted gifts to **The Purchase Fund** support transformational academic and personal counseling programs that are crucial for our undergraduates and help to prepare them for life on campus and beyond.



A global education breaks down borders.

STUDY ABROAD PROGRAMS are character-shaping opportunities for any young person. Those who travel, study, or work in another country are better prepared for life in a world that often transcends national boundaries.

Through an extensive network of State University of New York (SUNY) partner organizations, every year Purchase provides access to more than 160 international study programs across six continents. But participation from our campus is low. Few

from our student body have ever traveled outside the U.S.; some have never been outside the state. The lack of sufficient funds for travel and accommodation stands as an insurmountable barrier between them and a real world education.

Your support of the **International Study Assistance Fund** will open doors for young scholars and assure that the art, culture, and business leaders of tomorrow are culturally aware and globally conscious.

I went to Brazil not knowing at all what to expect. I got to see myself adapt, transform, explore, and ultimately realize that I am capable of taking on uncharted territories. That's a feeling every student must come to in order to learn fearlessly.

Oriana Gonzales
Class of 2016



our
greatest
resource

The best college experience is built upon the shoulders of inspiring faculty.

EDUCATORS ARE DRAWN TO PURCHASE by our students and the college's reputation as a dynamic learning environment. The proximity of our campus to New York City also helps to attract distinguished faculty who might otherwise not be found in a school of our size.

To retain these top-notch educators and recruit others of their caliber, Purchase College must be able to offer competitive compensation packages and security; prestigious fellowships, grants and awards; support for research and scholarly or artistic projects; ongoing professional development; adequate coffers for the equipment and supplies needed in the classroom; and resources for student engagement beyond the classroom.

Significant reductions in state funding over recent years have made Purchase College more dependent on private philanthropic investments to address these fundamental requirements.

School of Liberal Arts and Sciences

- School of Film and Media Studies
- School of Humanities
- School of Natural and Social Sciences
- Interdisciplinary Studies

School of the Arts

- Arts Management & Entrepreneurship in the Arts
- Conservatory of Dance
- Conservatory of Music
- Conservatory of Theatre Arts
- School of Art+Design

School of Liberal Studies & Continuing Education



Faculty endowments are strategic investments in an institution's creative capital.

DISTINGUISHED ACADEMIC POSITIONS that are funded by private gifts have an incredible impact on Purchase College and create a lasting legacy for the donor.

Endowed Faculty Chairs, Professorships and Instructors are the gold standard for recruiting and retaining faculty in higher education. They enable our deans and academic leaders to assure top scholars and creative professionals of ongoing financial

security, prestigious recognition for past and potential contributions, and means for the development of current projects.

Alongside endowments, **faculty support grants** are valuable resources for Purchase College. These important awards advance new fields of study, bolster research, foster the creation of new artistic works, and promote student engagement.

Strengthening STEM is a top priority.

STEM COURSEWORK—collectively, Science, Technology, Engineering, and Math—trains students how to approach, analyze, and develop solutions to problems.

Expanding our STEM programs, particularly for underserved and minority students, ranks among Purchase College's top priorities for the near future. We will provide the type of guidance and faculty interaction that is necessary for all students to be successful. Even those not on track to become a scientist or engineer will graduate better prepared to enter the workforce or pursue an advanced degree.

This initiative will succeed only with a combination of public and private sector funding. Five federal agencies have recently demonstrated their confidence in our science programs by financing scholarships, infrastructure, and facilities projects with grants exceeding \$2.6 million. Private backing for faculty, equipment, and materials will sustain the progress. This combined program support will enhance our ability to recruit, retain, and better serve those students who have the passion and talent for math, biology, chemistry, environmental and other science programs.

Purchase College ranks among the top public baccalaureate schools for the number of alumni who have received PhD's in the biological, psychological, and social sciences.

experiential learning

INVEST IN CREATIVITY & DISCOVERY



WWW.PURCHASE.EDU



We move education outside traditional classroom settings.

REGARDLESS OF DISCIPLINE, the educational experience at Purchase College is designed to have outstanding outcomes. Students are empowered to push boundaries and make profound breakthroughs. The culmination of our undergraduate education is an eight-credit, faculty-mentored project that every senior is required to complete; the work is discipline-specific and provides the kind of hands-on interaction valued by graduate schools and employers.

To support their progressive endeavors, we outfit our facilities with equipment, materials, tools, and technologies. However, the annual investment of more than \$700,000 rarely covers basic requests: bronze for a sculpture, fabric for a costume,

laboratory apparatus and supplies, cameras and microphones, audio and film editing software, and more. Keeping pace with rapidly changing technologies is especially expensive and remains an ongoing challenge if our graduates are to be current as they enter the workforce.

As with most colleges, the funding of these production resources falls outside the operating budget. For Purchase College and its students, the burden is heavy.

Private funding will help assure that our students have the resources they need to create an art installation, choreograph a ballet, produce a theatrical performance, build a robot, or conduct a scientific experiment.

Examples of Production Expenses

- Art and laboratory supplies
- Specialized equipment
- Set design materials
- Software and technology updates
- Choreographers, composers and writers for original works
- Travel subsidies for internships or field experience
- Facilities and staff expenses for performance spaces

We focus on creating new work on campus.

EXCEPTIONAL FACILITIES AND FACULTY RELATIONSHIPS draw renowned artists and scholars to the Purchase College campus to create thought-provoking contemporary work. Whether they span the course of a day, a week, or a semester, these residencies serve to instruct, inspire, and prepare our students as professionals in their own right.

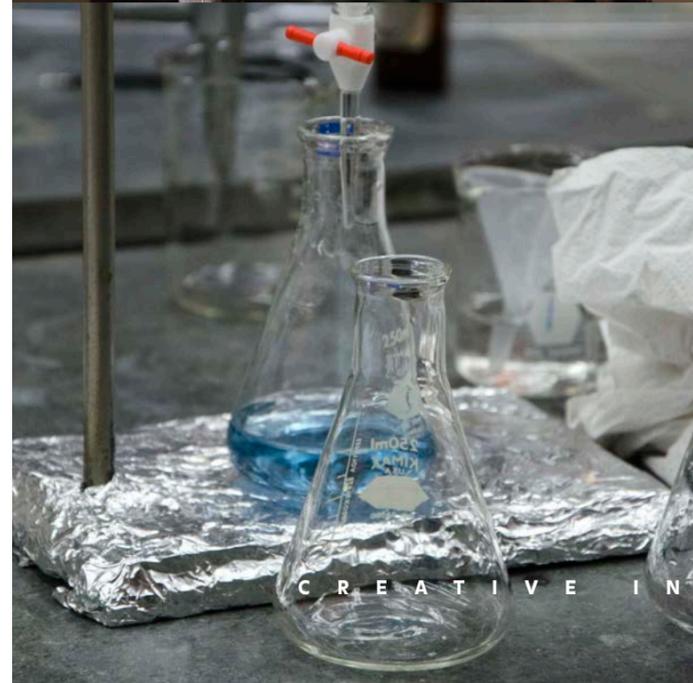
Philanthropic investment in **Art+Design, Dance, Music, or Theatre Arts** will help expand our artist-in-residency programs and partnerships to attract prominent choreographers, dancers, playwrights, printmakers, composers, filmmakers, and other artists.

Private funds will also underwrite our lectures and Master Class series with professionals from various disciplines, including our own alumni.

We will recruit and host professionals in need of a workspace on the condition that students be engaged to work alongside them as part of the learning process. We will also seek to place these artists, scientists, and scholars center stage for conversations and learning situations with audiences comprised of both students and members of the community.

We are committed to work that feeds our collective imaginations and fills our students with experiences they can gain only at Purchase College. Such experiences are the very resources from which they will chart their course for a lifetime.

Barry Pearson
Provost and Vice President
of Academic Affairs



a welcoming neighbor

Purchase College brings world-class cultural resources to Westchester County.



A MUSEUM AND A PERFORMANCE SPACE may not be admissions tools for other universities, but the globally renowned Neuberger Museum of Art and the Performing Arts Center are front and center for Purchase College. These important teaching facilities are foundational elements of our campus, and outstanding arts resources for the community.

We open our doors for neighbors in the region to interact with world-class cultural productions on our campus. Whether those

performances, exhibitions, and lectures are by touring artists or offerings through our academic programs, we are building appreciation for the creative work underway at Purchase.

And because we believe that our mission to *Think Wide Open* starts at home, we encourage members of our college community to make a difference in local schools and neighborhoods. This engagement helps to prepare them to become tomorrow's leaders in their own communities.



The Neuburger Museum of Art

a cornerstone of the local community

THE NEUBERGER MUSEUM OF ART is the premier museum of modern, African, and contemporary art in the Westchester and Fairfield County area. Conceived as an integral part of the college and surrounding community, it now serves as an important cultural resource to its regional, national, and international audiences.

The museum was the first building to open on the campus; its core collection was donated by Roy R. Neuburger, one of the twentieth century's most important private art collectors, philanthropists, and arts advocates. The permanent collection now encompasses more than 7,000 pieces, including key works by Milton Avery, Romare Bearden, Willem de Kooning, Edward Hopper, Georgia O'Keeffe, and Jackson Pollock. Critically acclaimed exhibitions, regularly accompanied by catalogues, draw additional audiences throughout the year. The Museum's signature Roy R. Neuburger Exhibition

Prize recognizes the work of exceptional young artists, and our dedication to supporting those in the early stages of their careers.

As a teaching museum, the Neuburger fosters the interaction of Purchase College students, faculty, and staff with these exhibiting artists and visiting curators through coursework, studio visits, and special projects. Exhibition tours, artist lectures, workshops, readings, family festivals, and other events amplify learning opportunities for our broad and diverse community of art enthusiasts.

Through the generous support of our members, the Friends of the Neuburger Museum and its Board of Directors, the museum has a solid operational base. Additional private contributions will assure the continued **growth of the collections** and enhance our **exhibitions and education programs** by bringing artists and curators to campus.

Being a part of Purchase College not only enables, but also necessitates that the Neuburger take advantage of academic freedom in the way we approach our program. It means we take some risks in what we do and allows us to pose important questions to the broadest possible audience in and through the visual arts.

Tracy Fitzpatrick
Director
Neuburger Museum
of Art

The Performing Arts Center

building the artists and audiences of the future

THE PERFORMING ARTS CENTER at Purchase College (PAC) is the major professional nonprofit arts presenter in the region. We welcome 200,000 people through its doors each year to experience world-class music, dance, theatre, film, comedy, and family programming. More than 12,000 guests are children, ages 5-18, who are introduced to art and live performance by the PAC's robust **Arts-In-Education Program**, a fully immersive educational experience that ignites a spark to inspire lifelong passion for the arts.

The PAC is a vital focal point for the college's conservatories. In addition to performance and work spaces, we provide a home to Master Classes with artists featured in our

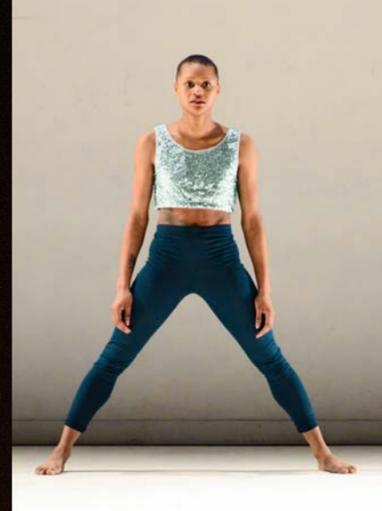
professional series and regularly showcase emerging stars and renowned performers from around the globe.

Our next step is to become the sought-after destination for developing productions and fresh residencies so that new work can be created at Purchase College in conjunction with our students.

With **patronage, endowments, and private sector support of the Annual Fund** we can polish the PAC's facilities with needed updates to our physical and technological infrastructure. These enhancements will shine a new spotlight on the PAC and Purchase, bringing joy and cultural betterment to our community and outstanding new learning opportunities to our campus.

With an eye to the future and a finger on the pulse of social consciousness, the PAC is poised for an era of change.

Seth Soloway
Interim Director
Performing Arts Center





Invest in Purchase College.

As the shining, creative gem in the State University of New York system, Purchase College touches countless lives, in countless places, and in countless ways. Your gift to our students, faculty, or programs will transform lives in our immediate community and in communities around the world.

GIFTS

Support Purchase College through outright gifts, deferred gifts, or a combination of the two. You may designate the use of your gift for a particular purpose, support the school's permanent endowment, or allow the college the flexibility to use the funds as needed through a gift to the unrestricted Purchase Fund.

The most common types of gifts to Purchase College are contributions by check, credit card, or stock. The college can also accept outright gifts of artwork, real estate, gifts-in-kind, and other assets.

If you own or are a principal of a company, please consider matching the value of charitable gifts made by your employees and their spouses, board members, and retirees.

ANNUAL GIVING

Annual giving supports faculty salaries, student scholarships, and distinctive programs that make the Purchase College experience exceptional.

BEQUESTS & TRUSTS

Some of the most transformational gifts in the history of philanthropy have come in the form of a

bequest contained in a person's will or revocable (living) trust. Other types of planned gifts—including gift annuities, charitable trusts, gifts of life insurance, retained life estates, and various revocable or irrevocable gift agreements—will create an enduring history and bright future for Purchase College.

ENDOWED CHAIRS & PROFESSORSHIPS

An endowed faculty position can be established with a minimum of \$2.5 million for distinguished chairs, \$1 million for professorships, and \$500,000 for instructors.

NAMED SCHOLARSHIP FUNDS

Named scholarships may be established with an initial gift of \$10,000 or more. Endowed named scholarships can be established with gifts of \$50,000 or more, which can be paid over a three-year period.

TRIBUTES

If you wish to honor a family member, pay tribute to a friend, or commemorate someone who inspired you, there are many permanent naming opportunities for facilities, scholarships, and endowments.

Investment Opportunities

THE PURCHASE FUND (unrestricted)

THE PRESIDENT'S FUND (unrestricted)

GENERAL SCHOLARSHIPS FUND

- Named Scholarships (gifts of \$10,000 or more)
- Endowed Named Scholarships (gifts of \$50,000 or more)
- 70s Scholarship Fund
- 80s Scholarship Fund
- 90s Scholarship Fund

INTERNATIONAL STUDY ASSISTANCE FUND

MAKE AN IMPACT FUND

SCHOOL OF LIBERAL ARTS & SCIENCES

- School of Film and Media Studies
- School of Humanities
- School of Natural and Social Sciences

SCHOOL OF THE ARTS

- Arts Management & Entrepreneurship in the Arts
- Conservatory of Dance
- Conservatory of Music
- Conservatory of Theatre Arts
- School of Art+Design

ENDOWED FACULTY CHAIRS, PROFESSORSHIPS AND INSTRUCTORS

NEUBERGER MUSEUM OF ART

- Collections
- Exhibitions
- Education

PERFORMING ARTS CENTER

- Annual Fund (unrestricted)
- Arts-in-Education
- Performances

**think
wide
open**



Purchase College

STATE UNIVERSITY OF NEW YORK

Office of Institutional Advancement

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www.purchase.edu