



Cumberland
UNIVERSITY

ADVANCES

VOLUME 2, ISSUE 3 JANUARY 31, 2009

LEAVING A LEGACY:

ACADEMIC SCHOLARSHIPS FOR HIGHLY TALENTED STUDENTS

From the day Cumberland University enrolled its first class in 1842, scholarships have been provided to excellent students who otherwise might not have the means to attend. Today, scholarships are needed more than ever. The endowed scholarship portion of *The Campaign for Cumberland University* is a significant step in addressing these needs not just for our students, but for the entire Cumberland community.

- More endowed scholarships will dramatically assist student recruitment and retention.
- Graduates will leave Cumberland with less debt, allowing them to pursue the widest possible range of opportunities.
- Every new endowed dollar allows Cumberland to

refocus operating revenue into other critical programs, facilities and faculty improvements that strengthen the entire University.

This Campaign continues a tradition that began 167 years ago. It is another opportunity to share in the lives of remarkable young people who are shaping our world. Together, we can ensure that imagination and resolve are the only boundaries to a Cumberland education.

More than 90 percent of our undergraduate students receive financial aid, and approximately 41 percent are the first in their families to pursue a higher education after high school. To assist them in achieving their goals, we must increase the depth of

our endowed scholarship fund. A strong and robust endowment brings transformation and opportunity. It allows Cumberland students to concentrate on scholastic success rather than financial hardship.

Endowed scholarships are permanent funds and are created with gifts totaling a minimum amount of \$25,000, contributed in full at the outset or with an initial commitment that is added to over time until the endowment level of \$25,000 is attained.

For more information about endowed scholarships, contact:

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The first-ever recipients of the *Bette Dumas Scholarship* were recently announced. Heather Marks and Samantha Head, both students in the Jeanette C. Rudy School of Nursing, were named the inaugural beneficiaries. Cumberland Trustee Forrest Shoaf established the annual scholarship in Fall 2008 in honor of his mother, Mrs. Bette Dumas Anthony. A former nurse, Mrs. Anthony has also made a generous contribution to the new scholarship.
(Pictured, from left to right: Bette Dumas Anthony, Heather Marks and Forrest Shoaf.)

FISCAL YEAR 2009 TOTALS THRU 12/31/08

- \$862,815 in total donations
- 709 donors

FISCAL YEAR 2009 PROSPECT ACTIVITY THROUGH 12/31/08

- 313 face-to-face visits
- \$7,858,000 in Proposals under consideration
- 21 States and Canada visited (FL, NC, AZ, TX, GA, IL, KS, MO, NE, CA, PA, MD, DE, CO, ME, MA, NY, KY, NJ, MI, and TN)

UPCOMING EVENTS:

FEBRUARY

- 07 - Coming Home - Alumni & Friend Reception in Honor of Coach Flavious Smith in the Labry Hall Atrium - 3:00 pm
- 15 - Last Day to Apply for CU Alumni Association Board of Directors

MARCH

- 05 - 2009 Circle of Friends Dinner at Five Oaks Golf & Country Club - 6:00 - 8:00 pm

Stay up-to-date on news and upcoming events:

www.cumberland.edu/alumni

CONTACT INFORMATION

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WE'RE ON THE WEB!

WWW.CUMBERLAND.EDU/ALUMNI

ADVANCES is a quarterly publication of the Office of Advancement at Cumberland University.

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FUN WITH THE PREDS



Nearly 100 alumni and friends (*along with CU faculty and staff—pictured above*) recently enjoyed a fun night with the Nashville Predators. The 2nd Annual CU Night with the Preds was a great success and planning is already underway for next year's event.

THANK-A-THON

In March 2009, the Advancement team is planning a *Thank-A-Thon* as a way to acknowledge our best donors. If you're interested in saying "thank you" to a donor whose gift is making a difference at CU, please let us know. Contact Wendy Nadeau at 615.547.1204 or by email at wnadeau@cumberland.edu.

More information coming soon!

CU ON THE WEB

The Cumberland University Alumni Association has joined the blogosphere by creating its very first web log — *The Phoenix Rising Blog*. This is another way the Alumni Association is communicating with alumni and friends around the world. There is also a section for Class Notes so that alumni can stay connected with fellow alums. Make sure to visit the site and feel free to leave comments by visiting us at:

the phoenix rising.wordpress.com

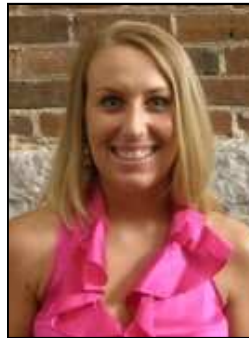
In other online news, social networking has really taken off as the Cumberland University Alumni Association has become a leader in the Web 2.0 world. We nearly have 10% of our alumni currently on Facebook. By using these social networking sites, the Alumni Association is communicating in an easy, cost-effective way with alumni everywhere. Take a look at all the different social networking sites the Alumni Association is on by visiting us at:

[www.cumberland.edu/alumni/
socialnetworking](http://www.cumberland.edu/alumni/socialnetworking)

ADVANCEMENT TEAM NEWS



Vice President for Advancement **Dr. Garvin S. Maffett** recently presented at the January 2009 Chief Advancement Officer Conference hosted by the Tennessee Independent Colleges and Universities Association (TICUA). Maffett spoke on advancement initiatives in higher education and the national economy. Joining him from the Advancement team was Development Officer for Major Gifts, Camille L. Bone



Breanne Dixon Kintz, Development Assistant, is the newly-elected Secretary for the regional chapter of the International Association of Professional Researchers for Advancement (APRA). The APRA Mid-south Chapter represents Alabama, Kentucky, Mississippi and Tennessee and focuses on cultivating a network of non-profit research professionals by providing opportunities for professional development, continuing education and mentoring.



In February 2009, **Justin B. Bradford**, Alumni Relations Officer, will be hosting a roundtable discussion at the Council for the Advancement and Support of Education (CASE) District III Conference in Atlanta, Georgia. Bradford's discussion will focus on Cumberland University's use of social networking sites such as MySpace, Ning and Facebook as a simple and cost effective way of keeping in touch with alumni.