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Dear friend,

What a privilege it is to participate in the Centennial Celebration with you – the students, faculty, staff, alumni, parents and friends of Abilene Christian University. I am humbled and awed as I consider this privilege, and I can say along with King David, “Who am I, O Lord God, and what is my family, that You have brought me this far?” I am grateful to join the company of those who have gone before me in helping to make ACU an even more dynamic place of faith and excellence.

Every corner of our campus echoes with the voices of the past – voices of faithful men and women who had a vision of a future where students would benefit from the gift of an excellent Christian education. They were both ordinary and extraordinary people. What set them apart was their trust that the God who inspired their dreams was the same God who would bring them to pass. And so God did, as they contributed their toil and financial resources and hearts.

As these ACU pioneers joined the “great cloud of witnesses,” they passed the baton to others who would continue to dream and work for future students. Mingled with them are the voices of today’s students and even the whispers of those yet to come. As Don H. Morris (ACU president, 1940-69) said, they are people “of great faith, and determination, and hope,” confident in a future where God continues to bring dreams to reality.

A centennial is a once-in-a-lifetime opportunity. May our sense of gratitude drive us to use this time and opportunity to make a difference for the students of today and tomorrow.

In thanksgiving and hope,

Royce L. Money ('64)  
*President*

*“A university with ‘Christian’ as a middle name should be a place where...race is not a barrier, service to each other and the community is a given, humility and submission are modeled, moral and ethical conduct is the norm, and the name of Christ is honored in all that is done. In short, if a university is Christian, there must be a clear, visible difference in the way we do education.”*

– Don Crisp ('64), chair of the ACU Board of Trustees (1992-present)

## HEARING THE CALL TO FAITH AND EXCELLENCE

A remarkable man of faith once looked upon five dusty acres in a young Texas town, envisioning a Christian school where lives would be changed for Christ. Traveling by train and buggy mile after mile, he told others of his burning desire to create a place of learning where faith would reside. Responding to his fire, his vision and his love for God, many individuals made A.B. Barret's dream a reality.

Soon a century will have passed since Abilene Christian University's opening day in 1906. Dedicating their efforts and plans to the Lord, the school's founders began a work whose influence would one day reach around the globe. From its inception, ACU has prepared visionary men and women of character and integrity, educating students for worldwide Christian service and leadership.

Why do thousands of individuals believe so strongly in this university? What fundamentals of ACU make it distinctive in the world of higher education? ACU provides cutting-edge technology, impressive buildings, interactive classrooms, and professors respected for research and teaching. But these are not the primary reasons many families sacrifice to send their children to Abilene Christian. These are not the main reasons ACU will continue to be a vital resource for people of faith, the nation and the world in the years to come.

What sets Abilene Christian apart is a purposeful integration of Christian faith and excellent academics. We have made the choice at ACU to emphasize both Christian character and exceptional academics because we believe preparation for a meaningful life requires both.

ACU is one of the largest, most well-respected universities that still requires faculty members to be active Christians. We also are one of the last universities in America whose students gather every weekday morning for chapel. Even more rare, students are constantly challenged with a Christian perspective, whether they are engaged in learning in a science lab, a retreat for business majors, an honors course in Bible, practicing counseling skills in the marriage and family therapy program, or testing the hearing for pre-school children in the speech and communication disorders institute. And, a purposeful program encouraging students to achieve their best is integrated into all activities outside the classroom (co-curriculum) as well, encouraging holistic growth and practical application of a Christian worldview.

Our students consistently earn top honors when competing against undergraduates from national universities in debate, creative writing, music, journalism, marketing, theatre and agriculture. ACU programs have achieved the most prestigious accreditations in the nation, enabling our students to enjoy robust academic preparation across the curriculum.

The Templeton Foundation consistently recognizes ACU for its exemplary efforts to build character and to prepare graduates to make a positive difference. Our students demonstrate their growing convictions as they serve during Spring Break campaigns, help the poor while studying abroad, build Habitat for Humanity homes, and apply their knowledge in their chosen discipline to professional internships, service projects, and research studies.

ACU has one of the largest youth ministry preparation programs in the world, and churches across the nation call us when seeking to fill positions. Our graduates enjoy an average acceptance rate of 84 percent to medical schools, a rate double the national average. Acceptance rates to law schools are more than 90 percent annually, and ACU graduates pass the CPA exam at rates twice the national average. In a study covering 75 years, ACU ranked 10th overall among peer, private universities in the percentage of graduates who have gone on to earn their doctorate.

Employers, internship supervisors, medical and law school deans, professors at prestigious graduate schools, and friends of ACU often share stories about the quality of our students and our alumni. They speak of the high personal and ethical standards that lead people to trust our graduates, hire them, and admit them to their graduate and professional schools. In countless settings and professions, ACU alumni have responded to a vision of Christian service and leadership throughout the world. Submitting to a high calling of faith and excellence, our alumni have been changed by the gracious work of the Lord and in turn have changed lives throughout the world.

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*“There comes a time in the life of every private college, when by virtue of peculiar times and circumstances, its leaders must review and analyze the institution and, as a result, envision a greater and more significant future than its founders ever dreamed.”*

– Don H. Morris ('24), president (1940-69)  
and chancellor (1969-74)

## **ACU'S SECOND CENTURY**

The fundamental task for our next century is interpreting a timeless mission in a timely fashion. While our reason for existence will not change, our students, their worldview, and the world they will inherit will be markedly different.

To meet our students where they are and prepare them to live in ways that will edify and serve families, churches and communities around the world, we will purposefully pursue eight centennial initiatives.

Designed to enrich each student's academic preparation and faith development, these goals will ensure an increasingly talented and diverse faculty, build academic programs for the 21st century, and enhance the university's physical facilities. As a faith community striving to grow and flourish in an ever-changing and increasingly competitive world, we will:

- Welcome our students as they commit to be part of a great Christian heritage.
- Ensure that no student is denied access to ACU because of financial need.
- Provide a great home for every student.
- Maintain or build academic facilities that enhance and inspire learning.
- Recruit, retain and enrich faculty who engage, challenge and mentor students.
- Build programs that encourage creative thinking and provide diverse experiences for our students.
- Challenge our students to greater Christian mission, ministry and service.
- Build enduring relationships with alumni, providing them with lifelong learning and networking opportunities.

These eight initiatives, when fully realized, will fundamentally change and enhance the life and the preparation of each ACU student.

# 1

## WELCOMING OUR STUDENTS

Each journey of learning and faith must have a starting point. For prospective ACU students, it is their first visit to our campus. Perhaps they have come for a Preview Weekend, Sing Song or Homecoming. No matter the occasion, ACU must welcome them with the comfortable ease of a friend and the intentionality of a prospective educational partner.

As students and their families approach campus from any direction, signage at each of the university's four corners will clearly mark the campus boundaries and direct visitors to their first destination: ACU's proposed Alumni Welcome Center.

Located on the east side of campus, near Judge Ely Boulevard, the Alumni Welcome Center will provide high visibility, adequate guest parking, and easy access for visitors. This comfortable gateway into the university community will help tell the ACU story, offer complete services for prospective students, and set a positive tone for campus visits.

Alumni Welcome Center staff will greet visitors in a spacious setting celebrating ACU's heroes, alumni accomplishments, unchanging ideals, and the gracious gifts of God. Prospective students will find in the Alumni Welcome Center a compelling picture of the heritage awaiting them at ACU.

As the primary place to tell our story, the Alumni Welcome Center will house Admissions, Alumni Relations and others engaged in university outreach. The university's front-line representatives will finally have a setting worthy of a great story and a bright future, reminding us of our traditions while inviting new participants in this great mission.

Construction and appearance of the facility will demonstrate our commitment to provide a place of learning that calls an entire academic and faith community to be its best. We will reflect our high calling in the messages presented in the Alumni Welcome Center through images, displays and multi-media presentations. And the design and scope of the structure itself will tell our story. In a setting that exhibits ACU's historical commitment to students, we will ask prospective students and parents to entrust their educational future to our university.

For current students, the Alumni Welcome Center will be a focal point that repeatedly connects them to ACU through various meetings and events. Programs housed here, such as the Center for Building Community, will challenge students to a greater sense of community, calling them to a life of service and reminding them of their responsibility to their local community and also to the Christian and world communities. At the conclusion of their college career, for many, the Alumni Welcome Center will serve as the site for job interviews during their senior year, as well as the place they will return to as alumni in future years.

Throughout students' experiences at ACU, the Alumni Welcome Center will remind them that they are a part of the high and lifelong calling to faith and excellence.

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# 2

## ENSURING ACCESS TO A GREAT HERITAGE

Financing higher education has become one of the greatest lifetime monetary challenges students face. It also represents one of the most important investments that parents make in their children and the first significant debt many young adults will incur. As educational expenses continue to increase, we are committed to making the ACU experience accessible.

### **Scholarships: Blessing a New Generation**

Since 1990, scholarship awards have increased nearly 400 percent. Between now and 2010, scholarship awards must double for ACU to meet our students' needs and remain competitive with other schools. As ACU enters its second century, scholarships are a critical tool in both recruiting and retaining students.

Scholarships will be distributed to a diverse population of exemplary spiritual leaders, high-caliber scholars, outstanding student-athletes, deserving students from a wide range of socioeconomic and ethnic backgrounds, those with special talents or gifts, and those pursuing fields of study that are important but not lucrative by worldly standards, such as ministry or education.

An important recruiting tool for campuses nationwide, scholarships convey the university's interest in prospective students, helping ACU compete monetarily for the best students. For the serious student who is well prepared for college, scholarship awards also are an important indication of the contributions they are expected to make to the college community for many years to come.

The need is critical and enormous. Visionary gifts for scholarships will shape the future for ACU, and they will shape the future of countless men and women who will be transformed by an opportunity to attend a great Christian university.

### **Second Century Scholarships**

In response to this need, ACU's Second Century Scholarship Program is being created to fund National Merit Scholar Awards, Presidential Scholarships, Trustee Awards and the many need-based scholarship awards. These awards are the backbone of ACU's academic and character-based financial aid. Endowment funding is critical to secure these awards, guarantee financial stability, and aggressively expand the awards to compete well with other universities for outstanding students.

These scholarships are intended for unrestricted use by Student Financial Services. They are important tools for ACU's admissions efforts, providing the flexibility to maximize scholarship dollars for incoming students.

### **Bible Scholarships**

ACU's Graduate School of Theology trains more preachers and missionaries for Churches of Christ than any other school. Yet many prospective students do not attend because of anticipated debt. Others will forego the more extensive preparation of the Master of Divinity to complete degrees that require less time. Often our graduate students are older, engaged in a career change, or may have expenses that include care for a family.

To continue leading in the preparation of church leaders, competitive scholarships for the best students are essential. We believe ACU has the finest graduate faculty in our religious fellowship. Scholarships encourage students to choose our program.

Thoughtful ministry is a critical need for churches worldwide. Dollars invested in the thorough preparation of those who will serve the Churches of Christ will have tangible results for many thousands of Christians. Additionally, the impact for the unchurched will be equally significant as these ministers and churches reach out to a lost world.

### **Athletics Scholarships**

Since the early 1920s, ACU has built a proud tradition of intercollegiate athletics. From the early leadership of coach A. B. Morris, to the undefeated football team of 1950, to the ACU track and field teams' recognition as the Texas Sports Dynasty of the 20th century, the Wildcats have been a consistent, competitive presence. Building on this proud tradition, endowed funds that guarantee athletics scholarships for young men and women are increasingly important.

Endowments for Wildcat Athletics Scholarships assure that ACU can provide scholarships at the NCAA maximum for each sport. These resources give coaches the flexibility to competitively recruit student-athletes, build strong programs and assure the continuation of this tradition.

The ability to offer scholarships has been of critical importance throughout ACU's history. As needs increase in our second century, only a strong, flexible endowment will provide the university with the financial muscle needed to compete for students and allow them to graduate with manageable student debt. Both goals are attainable and critical to the future of ACU and the students we serve.

# 3

## PROVIDING A GREAT HOME FOR EVERY STUDENT

Who can ever forget the timeless ritual of leaving home? Parents and children saying goodbye. Charged with emotion. The freshman year. The means of arriving on campus may have changed through the years, but the sense of a new life and separation are unchanged.

### **A new home. We want it to be a great home.**

To be a truly great home, the campus must provide for the needs of each student and accommodate up to 5,200 students. In the early years of Abilene Christian, students often lived in homes, boarding with local families. And whether the gathering was in a dorm room, at Shady Dell, the Grill, or today's McGlothlin Campus Center, the students of ACU have been blessed to enjoy great fellowship – a sense of community that becomes the next “family” in the process of maturing to adulthood.

### **Residence Halls**

Most basic are the accommodations provided by today's residence halls. “Fully connected and comfortable” will describe each room in each residence hall. Both individual rooms and common spaces will provide havens for studying, making new friends, and using current technologies to stay connected.

Major, ongoing renovations are essential to preparing the campus for each year's entering students. Most residence halls were built in the boom years of the post-World War II era. Today's needs and expectations are as different from that time as a manual typewriter is from a laptop computer. With well-equipped and appropriate housing, students will begin their on-campus journey with security, comfort, accessibility and the support of their new residence community.

### **McGlothlin Campus Center**

One of the first places a new student will visit is McGlothlin Campus Center. The center was planned in the early 1960s, when Abilene Christian's enrollment was less than 3,000 students. Crowding after chapel and during meal times, as well as lack of available common space, have been issues since ACU's enrollment first reached 4,000 in 1977.

Once the center undergoes a major renovation and addition of 30,000 square feet, it will continue to be a hub of student life on campus. With multiple dining options, recreation and common space, several student service offices, and much more, its use will be expanded and enhanced to better meet our students' needs.

### **Wellness/Fitness Center**

Just north of the Campus Center, students will find a new, state-of-the-art wellness/fitness center. Complete with a full line of strength training and aerobic equipment, a climbing wall, and an indoor jogging track, this facility will become another focal point of student life on campus.

There is currently no fitness facility on campus that is always accessible to the general student population. As a supplement to the Gibson Health and Physical Education Center, the wellness center will provide a new, exciting facility where students can begin lifelong habits of personal care and physical stewardship.

### **Centennial Campus Improvements**

For students preferring an outdoor jog, they will find a newly completed jogging track along the entire perimeter of campus. The need is especially great along ACU's east side, bordering Judge Ely Boulevard. Ensuring a safe place for exercise, the jogging track will include an all-weather surface and keep students safely away from traffic.

Across the campus, special enhancements will provide a more unified, collegiate appearance with consistent signage and lighting. Increased lighting will also increase safety for students, faculty, staff and campus visitors.

A newly created Centennial Celebration Garden will provide a setting for peaceful meditation. Including scripture and symbolic imagery, the garden will give students a quiet outdoor place for renewal, study and contemplation.

With an inviting setting for their collegiate life, our students have the environment needed to support them through the rigors of the academic challenge.

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## 4

### MAINTAINING AND BUILDING ACADEMIC FACILITIES THAT ENHANCE AND INSPIRE LEARNING

Complementing a wholesome place to live is a collection of facilities inspiring both students and faculty, providing the setting and equipment for a dynamic classroom experience. “Smart classrooms” have become the norm on campuses nationwide during the past decade. In addition, facilities that meet the unique needs of specific disciplines are increasingly commonplace, strengthening those academic programs.

For our second century, the plans for the physical plant focus on two objectives:

- Guarantee superior classrooms and other learning spaces through a comprehensive renovation schedule.
- Significantly enhance the academic setting for students in a few disciplines whose facilities lag behind campus standards.

To address this first objective, ACU is pursuing a comprehensive master plan of campus renovation, including classroom and common-space upgrades, as well as retrofitting buildings for computer labs with online and wireless access. The difference students will see is significant.

The upgrades represent a move from a traditional, lecture-hall classroom to one where teachers may employ multimedia instruction befitting students’ interactive learning styles. These upgrades, combined with enhanced computer labs, provide the fundamental settings and tools for a highly engaged, dynamic learning experience.

Addressing the second objective includes two major building priorities. While the era since the mid-1960s has seen the development of several marvelous facilities at Abilene Christian, some students continue to learn in less-than-adequate settings. When complete, two facilities – the School of Education Building and the Academic Building – will benefit more than one in every five ACU students.

#### **The School of Education Building**

Since ACU’s inception, nearly 30 percent of all graduates have received degrees in either primary or secondary education. Even today, those pursuing education degrees and certifications represent nearly 12 percent of the student population.

ACU’s education graduates are in demand at school districts around the state of Texas and serve in 49 states and overseas. From superintendents at some of Texas’ largest districts, to classroom teachers in major cities, rural communities and islands in the south Pacific, ACU’s education graduates have touched the lives of millions of students.

Despite a rich heritage, the School of Education does not have a facility designed for its specific, unique needs. Currently, it is not possible to house all of the education school’s offices and facilities in the same building.

Because of the Centennial Campaign, this distinguished program will at last be housed under a single roof in a new School of Education Building. The Burford Music Center (formerly Catchings Cafeteria) will be gutted, expanded and fully renovated. Sporting a new facade, the education center will welcome 700 students each year whose preparation will ultimately affect thousands of young lives throughout the 21st century.

### **The Academic Building**

After years of challenges – classrooms and faculty spread across campus, a lack of common space, and steady growth in spite of cramped quarters – the departments of sociology and social work, psychology, and political science will move into a new home. The new Academic Building is designed specifically to address the needs of students in these disciplines and will replace inadequate facilities and insufficient space.

The Department of Sociology and Social Work has seen considerable growth in the past decade. Meeting growing demand for majors in criminal justice, family studies and gerontology, this department expects to grow from 200 to nearly 300 students within a decade. Critical for this growth is the ability to house faculty offices, classrooms, special meeting rooms and common space for students and faculty under one roof.

The Department of Psychology also has struggled with a lack of space for group meetings, faculty-student interaction, and student team activities. As learning becomes increasingly interactive, the lack of space for students to conduct research and engage in group projects will make these activities more difficult. A specific need is space that serves both clients and students, which has long been inadequate in both availability and quality.

The Department of Political Science continues to grow and serves pre-law advising needs for the university. It is also the home for ACU's Jack Pope Fellows, a program designed to encourage and mentor students from throughout the university who are considering a career in public service.

Student benefits in each of these departments will include dedicated space for informal meetings, centralized graduate and professional school information, a home for professional reading materials, and a space for interaction between students and the faculty. The departments of sociology, social work and psychology will enjoy spaces specifically designed to serve client needs while preparing students to serve as practitioners in their chosen fields.

An additional advantage will be enhanced public access. For years, all of these departments have offered services for the community. A high-profile location near the new Alumni Welcome Center, combined with public parking, will increase the value of service ACU's faculty and students can provide. Increased community use of ACU facilities will lead to the additional benefits of a heightened profile in the regional professional community and the opportunity for our students to put their servant-leadership skills into practice.

With a well-planned campus design to provide either new or renovated facilities, our students, regardless of their chosen disciplines, will be assured of great places to learn. In this setting of outstanding facilities, each student will be given the opportunity to interact with faculty, learn and grow with their peers, and prepare for a lifetime of service.

# 5

## RECRUITING, RETAINING AND ENRICHING FACULTY WHO ENGAGE, NURTURE AND MENTOR STUDENTS

Faculty members are the soul of the school. Nurturing. Guiding. Mentoring.

Most would likely tell you that teaching students is their ministry.

From ACU's beginning, the faculty has called students to their best. When all other resources were in short supply, teachers loved and challenged their students to a higher standard.

Facilities may inspire, and programs may provide tools, but engaging minds and hearts remains the realm of faculty.

Even as technologies change, the crucial role of faculty remains unchanged. Students need faculty now more than ever as they sort through an information explosion that often takes little account of values or ethical standards in a post-Christian world. For faculty to meet this challenge in ACU's second century, they must have the opportunity to continue growing in their academic disciplines and remain abreast of current instructional methods.

The lecture will continue to have its place, but students need so much more. Faculty who foster critical thinking skills, connect biblical principles with daily life, and inspire students to the highest standards of conduct and learning will be increasingly necessary to meet student needs and maximize what they learn.

Second century goals for faculty include:

- Increased resources for recruitment and retention of faculty with outstanding academic and spiritual credentials.
- Renewal opportunities permitting faculty to hone skills and knowledge so they will be able to challenge students more effectively.
- Opportunities for faculty and students to engage in research activities.
- Sufficient faculty-student ratios to allow significant personal interaction with students.
- Enhanced budgets for travel, equipment and supplies.

As we begin our next century, we will focus on the following endowments to help us achieve these goals.

### **Endowed Chairs**

Academic chairs are the most powerful tool for recruiting and retaining the best faculty. Chairs recognize scholarship and achievement while providing special resources for research. This produces the combined effect of both encouraging excellent scholars to choose ACU and providing the means for them to retain the edge needed to give students an exceptional education.

### **Faculty Renewal Leaves**

Outstanding faculty members never stop learning. As all disciplines see significant changes in knowledge, opportunities for intensive faculty renewal are essential. Sabbaticals provide a semester for reading, research, writing and other learning opportunities. Ultimately, as enriched faculty members return to the classroom, students are blessed with the latest information available. A strong sabbatical program will enrich the classroom experience for our students and benefit the academic community at ACU.

### **Doctoral Preparation Fellowships**

Securing promising faculty members who will serve the university well into ACU's second century is a

high priority. One tool for developing our teaching resources is providing funds for those pursuing terminal degrees in their field of study. This is a proactive approach to securing tomorrow's faculty today.

### **Freshman/Sophomore Bible Faculty**

Personal interaction and spiritual nurturing of students have been hallmarks of the ACU experience. Currently, most of our freshman- and sophomore-level Bible classes have more than 60 students per class. Our goal is to bring the average class size to a level comparable with the rest of the university, where class sizes for freshmen and sophomores are usually under 30 students. Meaningful interaction in smaller groups will be essential as we challenge a new generation in matters of faith. Lower faculty-student ratios also are a key to retaining these students until graduation.

### **Faculty and Student Research Grants**

This initiative has two distinct components to enable ACU to offer a rigorous training experience for students. The first underwrites research activities by faculty. Reassignment from classroom responsibilities, along with funds for special equipment, travel or supplies, are all critical for research. The second component provides funding to enable students to join their professors in the lab. Special stipends are essential to permit students to work collaboratively with their teachers.

Collectively, these faculty priorities will encourage and reward faculty members for excellence and innovation, both in and out of the classroom. While every other resource we provide is critical, none will touch the lives of our students so directly or powerfully as these investments in the ones who teach.

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## **6**

### **BUILDING PROGRAMS THAT ENCOURAGE CREATIVE THINKING AND PROVIDE DIVERSE EXPERIENCES**

From its founding, Abilene Christian University has been built on a commitment to excellence. We strive for excellence because we believe God calls us as His people to be our best in all things. This aspiration is characterized in tangible ways by ACU's drive for academic rigor, excellence in co-curricular activities, and a competitive spirit on intercollegiate playing fields. New generations will inherit this tradition. Yet how will we structure programs to ensure relevance in the days ahead?

Our students' journeys are shaped by their experiences prior to arrival on campus. Most of our students are multi-taskers, accustomed to juggling multiple activities each day. They have often witnessed serious disconnects between expressed faith and life application, and they struggle to integrate their faith into the activities of daily life.

Their educational experiences have been much different from those of their parents and grandparents. They have been exposed to learning programs that are often highly interactive, including numerous "team" or collaborative projects. In addition, there is a wide variance in language and math skills. While many high-achieving students will enter college with sophomore hours, others require special assistance to enable them to perform according to their capabilities and potential.

Regardless of the individual experiences, all students need relevant academic challenge that will propel them to the next level. Programs across campus that are already strong must continue to reach high so they remain fresh and vibrant, looking for ways to grow and adapt in serving new generations of students. Maturing programs across campus must address student needs through endeavors built around existing areas of strength. All programs will address specific goals for each student during his or her ACU career. The academic goals for all students include:

- Providing a variety of opportunities that will challenge students to learn to think critically and evaluate ideas in a Christian context.
- Nurturing a holistic approach to academic disciplines that is grounded in the recognition of God’s work in all aspects of learning and life.
- Introducing students to world leaders and to diverse peoples, places and cultures.
- Developing a framework for our graduates that will enable them to respond to various technologies with a Christian worldview, as scientific developments often outrun traditional understandings of scripture and ethics.
- Supporting each discipline and every program with strong library holdings and access to needed information resources.

Our commitment to provide a higher level of intellectual challenge extends ACU’s century-long dedication to set the standard for Christian academics in America and throughout the world. The following priorities represent first steps in the endeavor to move ACU to the next plateau in academic rigor.

### **College of Business Administration’s “Vision of Excellence”**

When business students graduate from ACU, they must be ready to compete in an increasingly challenging, global marketplace. They will enter a world in need of Christian character, integrity in leadership, and servant hearts. ACU’s “Vision of Excellence” for the College of Business Administration addresses these needs by providing strong programs to develop leadership and character.

Accompanying this bedrock Christian ethical foundation is a required course in entrepreneurship and hands-on experience in our own stock-trading room. Additionally, our students receive training with the SAP business software application, the foremost business software in the world. Capping off this preparation is a quality internship program, ongoing contact with Christian business leaders, and several off-campus retreats and short courses.

Because of our efforts to raise the standard in every area of the College of Business Administration, we have recently been accredited by AACSB International – The Association to Advance Collegiate Schools of Business, the premiere business education accrediting organization in the world. With this accreditation, our students have greater opportunities for internships, more open doors for interviews with top-notch companies, and the academic credentials to enter the most prestigious graduate and post-graduate programs. Each of these components gives ACU’s business graduates a needed edge for the challenges and opportunities that lie ahead.

### **University Honors College**

The highest achieving students represent both special opportunities and special needs. Because of a great capacity to excel, these students tend to be leaders. At the same time, they need a special challenge to fully maximize their potential – a challenge of a different kind inspiring them to use their gifts in ways that change the world for Christ.

ACU’s current Honors Program must be upgraded to a college focused on the Honors students and curriculum. This initiative will include developing a stronger Honors curriculum, adding faculty assigned specifically to Honors teaching, a more visible and dynamic Honors community of students and teachers, better funding for student research and travel, and additional leverage for recruiting gifted students.

For students wanting a strong challenge and intensive preparation, the Honors College will present an excellent option. As a result, the university anticipates a rise in the median SAT score, increased enrollment in the most challenging majors, and stronger academic achievement overall by students.

### **Center for Christians and the Arts**

Whether inside a museum or illuminating a screen at the Cineplex, art pervades today's society in staggering quantity and with varying moral implications. This necessitates a response by Christians. ACU wishes to create a Center for Christians and the Arts to educate our students in faith-based approaches to the arts and to equip and train a new generation of outstanding Christian artists.

The center will involve the faculties of the art, music, theatre and English departments, making ACU the first university in the nation to formally call together a community of Christian artists to combine their God-given gifts. Joint efforts will be designed to significantly enrich campus cultural life through activities such as artists in residence, nationally-renown artists presenting their work, special exhibitions/performances of new work, and the hosting of a summer arts camp for disadvantaged children.

The other intended emphasis of the center is to function as a national headquarters for research into art and theology. This project will involve a multi-disciplinary gathering of professors and students who will present their scholarship at an annual conference and regularly contribute to an electronic journal, thereby enhancing the intellectual stature of the entire university.

### **Office for Multicultural Enrichment**

Students come to ACU from nearly every state and about 40 nations. While urban and suburban backgrounds are most common, many still come from rural settings. ACU's student population is an increasingly diverse racial and ethnic mix.

Ongoing recruiting efforts have boosted this diversity. ACU's Office for Multicultural Enrichment spearheads efforts to make the university a tapestry reflecting the world in which we live. Students are encouraged to intermingle with others who are different from themselves through a series of activities, organizations and one-on-one interactions. The goal of this program is engagement among all students, regardless of background and ethnicity. Endowed funding to provide ongoing support for this program is essential.

Aside from the personal enrichment of friendships with people from a variety of backgrounds, students will prepare for lives and careers in increasingly diverse and interconnected communities and workplaces. As people of faith, our graduates will be better prepared to participate in communities of faith reflecting the rich diversity of God's people.

### **Center for Conflict Resolution**

Established in 1999, this program equips individuals to serve as peacemakers. The center offers graduate-level coursework in several settings, including off-campus experiences in Dallas, combining exemplary academics with practical skills for the conflict resolution practitioner.

Instruction in conflict resolution from a Christian perspective is a strong niche market for ACU. It relates well to strengths in our faculty, takes advantage of collaborative efforts with faculty at other institutions, and provides an excellent resource for multiple audiences.

Students in the program have the opportunity to hone their skills by providing on-campus assistance in conflict resolution for other students. Other audiences who benefit from this service include schools, businesses, governmental entities, and churches from both the local area and across the nation. Providing both fee-based mediation services and training, the center fills a need for individuals and organizations functioning in a world where conflict is the rule, rather than the exception. Endowment to cover the annual expenses of this program will ensure its continued growth and influence.

These five priorities represent only the first steps to developing campus-wide programs that more fully engage and challenge every student, inspire them to achieve beyond what they may have previously thought possible, and nurture in each one a reverence for the powerful work of God in every aspect of their lives. As imitators of Christ, we should settle for no less. Our audiences are both on and off campus, our focus must be national and international in scope, and our plans must be bold if we are to fulfill the needs of our many constituencies.



## CHALLENGING OUR STUDENTS TO GREATER CHRISTIAN MISSION, MINISTRY AND SERVICE

ACU is committed to making sacred, eternal matters central to every aspect of our students' experience on this campus. Since 1906, this commitment has been manifested by the study of scripture, the active role of faith in every part of campus life, and service to the Churches of Christ.

With full conviction that we must attend to kingdom business, the preparation of ministers and missionaries will continue to be a high priority. Equally important will be our continued efforts to prepare every graduate for a life characterized by Christian service and sacrifice.

We will provide relevant service for congregations around the world, most directly through those prepared by the College of Biblical Studies for full-time ministry. In addition, we will provide experiences for all students, regardless of major, to prepare them for a life of ministry and service in their chosen vocations, neighborhoods and home congregations. Two initiatives housed in the College of Biblical Studies address those preparing for full-time ministry. An additional university-wide initiative is designed to encourage a spirit of servanthood in all ACU students.

### **Institute for Missions and Evangelism**

The institute will serve as an advocate for missions on campus and around the world, provide mentoring for missions students, equip mission teams, sponsor and conduct international field research, and coordinate mission degree programs. A key strategy to achieve these goals will be to employ five missions coordinators to join the four missions faculty. This group will create the largest and best-equipped training program for missionary preparation among Churches of Christ.

In addition to preparing students for full-time mission work, the institute will sponsor WorldWide Witness, a program that encourages undergraduates from any department to engage in short-term, international mission activity. Some students will come away from their experience with a desire for a career in either full-time or vocational missions. All will have a deeper understanding of God's purposes that know no boundaries.

The institute's goal through these programs is to prepare an average of 200 men and women each decade to devote full-time service to establishing and nurturing churches throughout the world. As an intentional tool for missions preparation at ACU, the institute will influence countless souls around the world for years to come.

### **Graduate School of Theology Distance Education Program (Ghana)**

An increasing number of prospective ACU students live a continent away. In a first step toward providing a full-scale program in a remote location, ACU is preparing to establish a distance education site in Ghana, West Africa. Christians in sub-Saharan Africa already outnumber those in the United States, and that trend is expected to continue in the years ahead. The next step is to solidify the gains by preparing indigenous leaders who will serve churches there.

For church leaders in Africa, additional ministerial preparation is often out of reach. For those who come to the United States for training, the results are often disappointing, the costs are high for each student, and the strain on the student's family can be enormous. The advantage of training Africans closer to home will make the opportunity far more accessible and far less expensive, allowing Africans to train on their own continent.

When fully implemented, the distance education program in Africa will include the necessary technology on both sides of the Atlantic and two additional faculty members. These additional faculty members will be essential to teach the additional courses needed to sustain the program.

The program will be a powerful asset to an audience already engaged in spreading the good news. Potentially, every nation of sub-Saharan Africa will benefit from this program. The indirect effect as graduates return to their communities is enormous. And because of the more open nature of exchange in

Africa, significant interaction with leaders from the wider Christian community in Africa is possible.

### **Volunteer and Service-Learning Center**

As we prepare some students for full-time ministry here and abroad, we will work with a wide cross-section of students to reach out in meaningful ways to their communities.

The Volunteer and Service-Learning Center is a proactive, systematic means to provide all students with a variety of service opportunities. It organizes, promotes and evaluates service-learning opportunities and tracks student involvement. As students “give a cup of cold water in Jesus’ name,” they learn to fulfill some of His most fundamental instructions. Practical experience in gracious acts of charity provides hands-on preparation for worldwide Christian service and leadership.

Service to others and sharing the good news of Jesus will be the cornerstones of co-curricular instruction at ACU. Students will recognize the value of others, empathize with their needs, and learn something of God’s unconditional love. The Volunteer and Service-Learning Center makes such hands-on instruction possible. Its impact, through graduates trained to be servant-leaders, reaches hundreds of churches and communities. Ultimately, the real measure of success will be the number of lives touched by ACU graduates who have submitted their wills to the Savior.

Whether for graduate students or undergraduates, Bible majors or liberal arts majors, missionaries or servants in local churches – these priorities are designed to prepare all of our students to be God’s witnesses and servant-leaders throughout the world.

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*“We have been forever changed by what we've experienced here. We are equipped, ready, willing, confident, hopeful, faithful, and we are going places. We will exceed your expectations, succeed in what we do, contribute to the community, work diligently, go about life prayerfully, be who you want us to be. We will lead, and we will serve.”*

-Laura Polk, Senior Dinner speech,  
May 1999



### **BUILDING ENDURING RELATIONSHIPS WITH ALUMNI AND PROVIDING LIFELONG LEARNING OPPORTUNITIES**

Graduation day comes at last, and our students make one last journey while at ACU – the journey down the aisle to receive their diplomas. Whether the graduation processional takes place on campus or abroad, these newly minted alumni are part of ACU’s heritage. Their lives and accomplishments have become part of ACU’s story.

This is the end of their initial learning experience at ACU, but it is the start of another journey: a journey of life experiences and learning, a journey of lifetime relationships. Because of the ties made at ACU, many alumni describe ACU as far more than a university – it is a family.

As men and women leave ACU to live lives of faith and excellence, their connection with us continues. Now our graduates begin a new series of journeys back to campus: returning for their first Homecoming or to introduce a first child, attending a reunion or Lectureship, bringing their children to their first Sing Song, serving on a visiting committee or as a volunteer, or bringing a precious son or daughter to enroll. How will we welcome them?

### **The Alumni Welcome Center**

For a new generation, the cycle will complete itself at the Alumni Welcome Center. The same place intended to inspire and attract new students will welcome alumni whose lives have been changed forever by their experiences at ACU. Our story challenges each person to a higher standard of faith and excellence. This special place near the university's main entrance will provide a comfortable setting for every visitor – where each friend is welcomed home.

### **The Zoë Conference Center**

Aside from those occasional, casual visits to campus, what other alumni needs may be served in the years ahead? Picture alumni returning to Abilene, but this time to a destination southeast of campus. It may be a minister's family coming for a weekend retreat, a couple coming for a marriage enrichment seminar, or perhaps a single-again parent coming for a special time to be nurtured and equipped for new challenges.

These individuals will be enjoying ACU's new Zoë Conference Center. Located near campus, the conference center will include a 27,000-square-foot central facility where various meetings will run concurrently. Overnight housing will be available for out-of-town guests. The center is set on 160 acres that are so heavily forested a visitor may not remember they're in West Texas. The land and the unfinished main facility were a recent generous gift to the university.

Zoë is the Greek word for "life" that John used when he recorded Jesus' words in John 10:10: "I came that they may have life and have it abundantly." The purpose of the center is to offer a special, secluded setting for workshops, seminars and group activities for students, faculty, staff, alumni, church leaders, local friends and others. Everyone who comes to the center, regardless of the event, will be encouraged to grow in the new "life" found only in a deepening relationship with Jesus.

Several of ACU's special programs, such as the Center for Conflict Resolution, the College of Business Administration's leadership and character development retreats, and the Institute for Missions and Evangelism will be among those benefiting from a convenient, off-site, university-owned facility. When renovations are complete, thousands of students and alumni will have opportunities to enjoy the center each year.

These **Centennial Initiatives** represent the most ambitious steps ever taken by Abilene Christian University. They represent a purposeful effort to fulfill, in an even greater way, our mission to prepare men and women for Christian service and leadership throughout the world. Yet, they also reflect a recognition that the challenges and opportunities facing our graduates are sharply different from any faced by students during our first century.

At Abilene Christian University, we have been blessed with the resources, people and conviction to pursue these challenges. We have the opportunity to serve as a tool for God, fundamentally changing the lives of thousands of students in our second century, and ultimately touching the world with the good news of a risen and coming Savior.

Through these initiatives we will continue to pursue the highest principles of faith with an uncompromising academic standard. Pursued in tandem, these ideals are considered by some to be an unworkable, contradictory combination. Yet for us, separating the two is unthinkable, and combining them is the only legitimate response for those who are submitted to the call of Christ.

As we raise the standard and continue to grow stronger, demand for our services and for our graduates will grow as well. ACU is no ordinary university. We offer an exceptional education from a distinctively Christian perspective. But above all, we are in the business of transforming lives into the image of Christ.

*This is our vision and our dream. This is our calling. This is our commitment.*

*“Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles, and let us run with perseverance the race marked out for us. Let us fix our eyes on Jesus, the author and perfecter of our faith, who for the joy set before him endured the cross, scorning its shame, and sat down at the right hand of the throne of God.”*

- Hebrews 12:1-2

## **HEARING THE CALL**

Since 1906, thousands of men and women, foundations, businesses and other organizations have provided enormous sums of money and innumerable volunteer hours to benefit Abilene Christian and support its mission. It is a heritage rich with stories of faith, conviction and hope.

### **The Founder’s Dream**

ACU’s first steps required an unquenchable zeal, ceaseless labor, and a great dream. Founding president A. B. Barret was convinced his dream for a great Christian college could come true, and he shared this dream with hundreds of others. Throughout West Texas, hundreds rallied to support his vision, adopting it as their own and making the dream a reality.

In February of 1906, after acquiring a five-acre parcel of land with a modest house (and busy train tracks across the street), Barret and others set out to build a college. Seven months later, Sept. 11, 1906, the school opened with 25 students. While the school’s opening prompted celebrations, Barret, as well as subsequent faculty and administrators, had many years of personal sacrifice ahead to keep those doors open.

### **All She Had to Give**

Daisy Sewell, the wife of ACU’s fourth president, Jesse P. Sewell, received an inheritance from her mother prior to working with her husband at Abilene Christian in 1912. During Sewell’s presidency, Daisy repeatedly gave portions of her estate to the college. Years later her assistant, Inez Norton, recalled, “I was in the office when she wrote the check that closed out that account. She broke down and cried, and she said to me, ‘Inez, that is the last of the money left to me by my mother. I have given it all to Abilene Christian College. I am glad I had it to give. I believe it will do good after I am gone... what will I do for money now?’”

### **Generous Hearts in Hard Times**

Late in 1933, James F. Cox, ACU’s sixth president, received an exciting offer. John and Mary Hardin, a couple from Wichita Falls, Texas, were willing to retire outstanding bonds owed by the school in exchange for a lifetime annuity. The bonds, issued prior to the Great Depression, threatened the existence of the school until they could be retired. For the Hardins to agree to their gift, the school had to receive pledges for \$1,600 a month securing the annuity payments.

Cox turned to his young vice president, Don H. Morris, to organize a fundraising effort. In six weeks, Morris and many volunteers canvassed churches and individuals throughout Texas and neighboring states. Obtaining more than 1,000 pledges, with amounts ranging from \$100 a month to “less than a dollar a month,” the campus celebrated victory when the goal was reached Feb. 22, 1934.

### **Greater Dreams than the Founders Imagined**

B Sherrod, chair of the board from 1947 until 1967, was a big man from Lubbock. His ability to dream for Abilene Christian matched his stature. For years, he worked tirelessly with president Don H. Morris to secure the gifts needed to move the school forward.

Beginning with volunteer efforts in 1934 to help secure the pledges guaranteeing the Hardin annuity, Sherrod played a key role in securing some of the largest gifts in the history of ACU. Avoiding high-pressure tactics or begging, Sherrod simply told the story of the college and its needs.

An era of rapid expansion under the Morris-Sherrod team culminated in “Design for Development,”

ACU's first major fundraising campaign. Launched in 1962 after five years of planning and evaluation, it was a giant leap forward in scope and impact. Driven by an extraordinary commitment to ACU's mission and a shower of blessings from God, "Design for Development" concluded in 1982 with the school's facilities and enrollment doubled in size.

### **The Drum Major's Sacrifice**

Described as a born leader, Lieutenant Bill "Pete" Reese was drum major of the Big Purple Band four years at ACU. Shortly after his graduation he moved into duty on the front lines in Vietnam. At the same time, ACU was raising money to renovate Catchings Cafeteria for use as the music building.

To do his part for ACU and the Big Purple, Reese sent an entire paycheck along with a note saying, "I've enclosed a little something for the Big Purple. I'm sorry it's late for Christmas. Just remember that ol' Pete still remembers all the Big Purple did for him and appreciates more than dirty old money could ever tell."

Only a few weeks later, Lt. Reese gave the ultimate gift for his country on a foreign battlefield. Reese considered himself privileged and richly blessed. As a blessed man, he felt he had "some tremendous debts to repay." He repaid them well. Giving back was just the way he lived.

### **The Sunday School Teacher's Gift**

Widowed by a tragic accident when her son, Bob, was only 8, Grace Woodward led a life of quiet, gracious service. Called a "lady's lady" by her friends, she took her gentle spirit into the Sunday school classroom year after year, touching many lives.

After a lifetime of service, she looked for the best way to pass on this heritage and encourage others whose ministries would bless many lives. With the assistance of her son, Bob, Mrs. Woodward established an endowment for the benefit of ministry majors, creating a lasting legacy to prepare Sunday school teachers, preachers and ministers for generations to come.

Sacrifice. Vision. Creativity and determination in the face of adversity. Hard work, sweat and tears. These are the faces of those who heard the call to make Abilene Christian University the best it could possibly be. May we join them as co-workers in the pursuit of faith and excellence.

*"We are all building for the generations to come, and this plant is but a monument of faith in the living savior and for the purpose of molding character [and] great men in the kingdom of Christ. Oh, gentlemen, do not knock us but get behind and push."*

- Judge Allen D. Dabney, member of the Board of Trustees,  
1932 (p. 157 in *No Ordinary University*)

Dear friends,

We are excited about the future of Abilene Christian University! Excited that after nearly a century of service, our school remains committed to a great mission. Excited about the prospect of a new century of greater, more meaningful service to the Kingdom of God. Excited to be part of a historic time in the life of our university.

While reading about plans for this Centennial campaign, you likely noticed our emphasis on students – how we welcome them, house them, teach them, challenge them, and prepare them for life.

The focus on students is intentional but our vision encompasses much more than their time at ACU. As we prepare students, our target is the world. How many lives, churches and communities can be touched by each new graduating class? How can we best educate our students to be Christian leaders in their careers, churches and communities.

Our goal for the Centennial campaign is \$150 million. But beyond the monetary target, the goal of the initiatives listed here is as simple as our mission: to educate men and women for worldwide Christian service and leadership. Every facet of our Centennial goals reflects our response to a very real, pressing need for godly men and women who can serve as lights in this present darkness.

**We invite you to join us in this great mission.** Our investments now will build on a great heritage of faithfulness and sacrifice. It is a legacy of strength and promise intended to bless many lives in the years to come. Please help us, build with us, and invest in the future of Abilene Christian University as we respond anew to a great calling to faith and excellence.

For the Purple and White,



Don Crisp ('64)  
*Campaign Co-Chair*



C.E. "Doc" Cornutt ('71)  
*Campaign Co-Chair*

## BUILDING FOR A SECOND CENTURY OF FAITH AND EXCELLENCE

# ACU's Annual Fund: The Margin of Excellence ..... \$16.4 million

How do we distinguish a good school from an outstanding one? A freshly refurbished room. A well-supplied lab. A professor whose gift for communicating her discipline will serve as one of life's turning points for an eager student. A scholarship program that supports hundreds of students without bankrupting the university.

We have a long way to go. To truly provide the margin of excellence year after year, alumni commitment to the Annual Fund must go beyond anything attained during ACU's first century.

Abilene Christian alumni have generously supported their alma mater from its earliest days. As we enter our second century, a renewed commitment for regular, annual support is essential. This is not about paying ACU back for anything given to you – that debt was paid by others years ago. Although the Annual Fund helps bridge the difference between the cost of an ACU education and the price paid by students and their parents, this is not its essence.

It is so much more. Decisions made by alumni to support their alma mater year after year with regular gifts to the Annual Fund are about catching a glimpse of the vision of what ACU should and will be. It's about giving to a place because of the conviction of your heart. We believe ACU's mission to prepare students for worldwide Christian service and leadership is a truly deserving goal, worth the sacrifice of prayer and time and money.

Make no mistake about it: the basics, such as utilities and salaries, will be paid. However, funding received from unrestricted gifts to the Annual Fund provides things that would be beyond the reach of income from tuition and fees. It funds the things that set us apart in the eyes of prospective students and proves our commitment to their futures.

### ACU's Annual Funds include:

- Centennial Annual Fund, which provides unrestricted funds to enhance the university's budget.
- Hope for the Future Scholarships, which provide unrestricted support for student scholarships.
- Wildcat Annual Fund, which provides unrestricted funding for athletics scholarships and other athletics program needs.

During the Centennial Celebration, you will hear the Annual Fund referred to as the Centennial Annual Fund. But, at its heart, it is still the same Annual Fund that has united alumni and friends of all ages to support the university we love. It is the way gifts large and small mingle for a common purpose and a common vision – educating students for Christian service and leadership throughout the world.

## BUILDING A GREAT PLACE OF LEARNING

# Capital Projects . . . . . \$39.9 million

Blessed with a wonderful physical plant, ACU’s facilities represent four generations of accumulated efforts. Beginning with the seven buildings of the “new” campus in 1929 (131,855 square feet), the university has constructed 1,536,928 additional square feet of facilities to serve today’s students. As the campus has matured, new projects have been targeted to address specific academic needs. The priorities for the Centennial are no exception.

### **Investment of capital assets in ACU’s facilities will meet the following needs for the university:**

- A central location welcoming and encouraging a new generation of students while also welcoming home ACU’s many alumni when they return to campus.
- A new home for the School of Education, where all of its offices and special programs may be housed in one fully renovated building.
- A new home that adequately meets the needs of students in the departments of Sociology and Social Work, Psychology and Political Science.
- A wellness/fitness facility to serve all students.
- An off-campus conference/retreat center benefiting a variety of students and visitors.
- Permanent Centennial enhancements to the campus that will provide a more welcoming campus atmosphere for future visitors, students, faculty and staff.

Facilities are high profile features where ACU must compete with other institutions and visibly prove our commitment to provide a setting of excellence for each student.

Throughout ACU’s history, each major building project has been the result of gifts – many of them sacrificial. Each investment in facilities improves our service to others, our opportunities to teach and mentor, and ultimately the fulfillment of our mission to change lives.

## SECURING THE FUTURE

# Endowment . . . . . \$95 million

Young people and their futures are of remarkable value. Endowment recognizes this value, planning today to provide for the students of tomorrow. We invest in the lives of men and women we may never know and who may be only vaguely aware of the sacrifices made on their behalf.

Because of the collective investment by hundreds of alumni and friends in endowed scholarship funds, more than 700 lives are touched and changed each year through scholarship awards and grants.

The investment we are asking alumni and friends to make is significant. To meet the needs of the future will require a sizeable, steadily increasing collection of endowments. Only dedicated planning, a strong commitment to ACU's mission, and blessings from the Lord will provide the endowment dollars needed to sustain and the university in the years ahead.

### Our goals through endowment are:

- Meet the basic financial needs of an increasing number of students each year who are able to attend ACU only through scholarship awards.
- Attract an increasing number of young, Christian scholars each year.
- Recruit and retain faculty who are both articulate in their chosen discipline and deeply committed to the lordship of Jesus Christ in every aspect of their life.
- Support an athletics program that is flourishing at a time when many schools of comparable size have been forced to discontinue or considerably scale back their programs.
- Provide specialized academic programs embracing each student and every discipline on campus in a compelling, engaging environment that prepares all graduates to excel in their chosen career paths or in graduate or professional school.
- Reduce the faculty-student ratio in order to ensure purposeful, godly mentoring and nurturing each year of a student's experience at ACU.
- Provide many students with an opportunity to participate in international learning experiences and maintain a vibrant international student population on campus.
- Present multiple opportunities for students to interact with and befriend others whose backgrounds are representative of various cultures, races, ethnic groups and nationalities.
- Encourage each student to experience significant opportunities for service and challenge them to participate in meaningful Christian outreach.
- Ensure that every student, regardless of academic discipline, will have ready access to needed learning resources through a combination of library holdings and online tools.

Endowments demonstrate our commitment to our students for the long term. We are willing to invest today so that future generations of students may benefit. We choose to "lay by in store" for the benefit of times yet unseen, believing that God will bless us and our students today and tomorrow.

*"Whatever you do, work at it with all your heart, as working for the Lord, not for men."*

– Colossians 3:23

*“When you look back at the strength of character and commitment of the earliest members of the trustees and faculty, you are just awed by their willingness to sacrifice to make something really important happen. Heritage and commitment and sacrifice are the keys to our past, and they will be the keys to our future.”*

– William J. Teague ('52), president (1981-91)  
and chancellor (1991-present)

## A CALL TO ACTION

One hundred years after A.B. Barret overcame many obstacles to found Abilene Christian University, we face an era of new challenges and even greater possibilities. It is a time for new dreams, higher expectations and greater vision. ACU's Centennial initiatives are not designed to help us merely stay the course.

ACU must raise the standard. We must pursue the highest calling of faith and excellence in a manner that reflects our past while addressing the challenges of the future.

**Before the Centennial Campaign concludes Dec. 31, 2006, we will ask each of ACU's alumni and friends to consider:**

- Making a special gift each year to the Centennial Annual Fund. Alumni and friends will be asked to give from their current disposable income. Yearly support from several thousand individuals is critical to securing a margin of excellence for the university.
- Making a special gift for new construction or renovation, or a gift to one of our endowment goals. Gifts of appreciated assets (stocks, real estate, etc.) will provide the funds for these needs.
- Including ACU in their estate plans. Gifts from a lifetime accumulation of assets have been among the most transformational gifts made to ACU.

To make this new dream a reality, ACU will need gifts of every size from more than 20,000 alumni and friends of the university. Abilene Christian will need more than \$150 million in gifts to begin to address this vision. Only remarkable leadership and sacrifice will propel this program to success. In fact, such bold dreams will be realized only by a widespread, passionate response, a spirit comparable to the founders of 1906, the movers of 1929, or the builders of the post-World War II era.

This is a new fire, a new vision, kindled by the same love for God. Will you join us? Together we will honor our past by addressing the challenges of the future, aspiring to faith and excellence as we launch Abilene Christian University into a greater, second century of service.

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*For nearly 100 years, Abilene Christian University has pursued its mission – to educate students for Christian service throughout the world. I have had the opportunity to work with ACU graduates in business, civic and political arenas, and know firsthand their resolve to be faithful servant-leaders.*

*At ACU, integrity, honesty and character are part of the core curriculum provided to every student. May God bless you, and may God continue to bless America.”*

THE HONORABLE GEORGE W. BUSH  
President, United States of America • Washington, D.C.