



# *From the Arbor* @ Baker University...

Monthly news from Jerry Weakley, VP for Endowment and Planned Giving

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## *Of Special Interest:*

- *Recommend a student-*  
800-873-4282
- *Alumni Office-*  
888-781-2586
- *Make a donation*  
800-726-1554
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## Enrollment Surpasses 4,000 for First Time...

**Baker** University's overall enrollment has surpassed 4,000 for the first time in the school's 150-year history.

According to 20th day official enrollment figures **Baker** has a record-high head count enrollment of 4,112 students with increased numbers at all four of its schools — College of Arts and Sciences, School of Professional and Graduate Studies, School of Nursing and School of Education.

"Reaching an enrollment of 4,000 students for the first time in our history is a significant milestone for **Baker** University," **Baker** President Pat Long said. "Our excellent academic programs continue to attract quality students pursuing degrees ranging from associate to doctoral."

The Baldwin City campus, which serves College of Arts and Science students and School of Education undergraduates, reported a head count of 998 students, the highest figure for that location in at least 30 years. The enrollment figure includes non-degree seeking students. The on-campus population totals 947 students.

The School of Professional and Graduate Studies, which serves working adults at locations in Kansas and Missouri, recorded an enrollment of 1,885 students. That figure consisted of 992 undergraduates and 893 graduate students.

Operating at maximum capacity, the School of Nursing at Stormont-Vail Health *Care* in Topeka has 159 students enrolled. **Baker's** School of Education graduate programs currently have 1,070 students. In 2007, **Baker's** official enrollment was 3,959. Congratulations to everyone who helped make these numbers a reality!!!

## **BAKER Homecoming a Great Success!!!**

A sunny and warm Saturday, October 4th greeted visitors to campus for a great day of activities which included a football victory over Graceland (41-3) and victories in both men's and woman's soccer over Missouri Valley with identical 1-0 scores.

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## **Former Student Featured...**

Teresa Phillips, a former student at **Baker** from Allen, Kansas who played basketball on scholarship was recently featured in an article in USA Today and other syndicated articles across the country. Phillips has created Graspr.com to attempt to become the YouTube of instructional clips on virtually everything from PCs to cooking to crafts and home improvements. Best wishes Teresa!!!

## Baker Opens Kansas City North Facility...

This past August, Baker began offering professional and graduate studies classes in a 5,000-square-foot facility near the Kansas City International Airport at 7509 N.W. Tiffany Springs Parkway. The school includes four classrooms, three offices, reception area and a conference room. Baker had already become a popular choice for graduate school among Northland residents, according to Marvin Hunt, Vice President and Dean of the School of Professional and Graduate Studies so it made business sense to open a location closer to these and other prospective Northland students. Two more graduate program cohorts are scheduled to begin in October for business students.

Already enrolled and taking classes at this new campus are 84 students who are part of Baker's Master of Arts in Education program, according to School of Education Dean Peggy Harris. "These cohorts are made up of teachers from Liberty, Smithville, St. Joseph, Platte County, Excelsior Springs, North Kansas City, etc.," Harris said. "It tells you why we thought it would be good to have a facility in the area, because that will cut their drive." "As professionals, teachers need to stay current with some of the new research and learn about new teaching strategies," Harris said. "One way to do that is to continue to take classes. And earning a master's degree is certainly a first step in the process for teachers."

Nationally, graduate-level degrees are becoming an increasingly important measure of school and school district quality. Educators are under increasing need to keep up with the technology, techniques and tools needed to get students up to speed in an era of high-intensity assessments and expectations. Baker's program has been designed to help these educators stay not only current with, but ahead of the needs of their students.

Baker's classes in education (as they are in other fields of business etc. ) are taught by exemplary practitioners in the field, people who have had many years working as either teachers or principals or superintendents. Those instructors who teach in SPGS courses are also extremely well-prepared through life/on-the-job experiences as well as through their own academic credentials and preparation. With the University's total enrollment now exceeding 4,000 students, approximately three-quarters of the student body is enrolled in School of Professional and Graduate Studies and School of Education programs.

### Did you Know???

According to the Harris company that compiled our last alumni directory Baker graduates and former students now reside in all 50 states and upwards of 36 foreign countries!!!

## Baker Begins Restoring, Expanding Wetlands...

Baker has begun restoring and expanding the Baker Wetlands at a 142-acre site west of Louisiana Street between 31st and the Wakarusa River. The work is part of the mitigation package for extending the South Lawrence Trafficway but does not signal the start of the highway's construction. The restoration project is being funded by the Kansas Department of Transportation (KDOT) using the remainder of a \$1.5 million federal appropriation received in 2005. The funds were intended to stimulate continued development of the South Lawrence Trafficway but they are not sufficient to start construction of the new highway. No funds have been identified to build the highway and there is no schedule for construction. KDOT recently provided Baker University funds to cover equipment costs, construction of trails, a boardwalk and signage and a manager's salary to begin the restoration project. Baker has received \$415,000 of the \$975,000 in funding to complete Phase I of the wetlands restoration project.

"We are grateful for the opportunity to restore the land since our original wetlands were such a success," said Roger Boyd, the university's director of natural areas. "We are pleased to have the confidence of KDOT and the United States Army Corps of Engineers to move forward with this project. By allowing more acres to be planted, Baker will have the opportunity to nurture and preserve the natural areas for decades to come. The university has the knowledge and understanding of the area and the availability of seeds at the current Baker Wetlands to be restored at the new site." Baker has owned and managed 573 acres of wetlands south of 31st between Louisiana Street and Haskell Avenue since 1968.

Baker President, Dr. Pat Long said, "The University is committed to maintaining the wetlands while constructing educational, research and recreational facilities that will benefit Northeast Kansas."

## The Baker University Brand: Building One Baker...

A brand is an outward expression of who we are and why we're important to people. It goes hand-in-hand with how we define ourselves in our mission, vision and values statement, and offers a position that is unique in the marketplace. For the past year or more, individuals representing the entire university community have been participating in a branding initiative to develop Baker's Brand.

Why is this necessary you might ask? In recent years there has been evidence of an emerging confusion about Baker's identity. For instance, in focus group discussions with high school students in the Kansas City area, many perceived Baker as "a business school in Overland Park." They had little or no knowledge of the Baldwin City campus. On the other hand, some potential donors and business leaders in the region think of us only as the residential campus in Baldwin City. While enrollments and donations have fortunately both increased over the recent past it was thought that this emerging confusion would eventually lead to difficulties that would extend down and through all of our schools.

The goals for the initiative include:

- Increase the number of high academic achievers applying and enrolling in Baldwin City.
- Increase awareness of Baker's academic reputation in the region.
- Increase awareness that Baker is a wide-ranging University with multiple programs and campus locations.
- Ensure that each of Baker's schools is elevated and enrollments are increased.
- Increase donor, alumni and supporter awareness and pride.
- Unite the University as one Baker.

Current and future publications will be demonstrating examples and personifying Baker's new brand and its tagline that succinctly portrays our competitive advantage and builds image awareness..."Own Confidence".

## Economy Impacting Student Loans...

According to Jeanne Mott, Baker's Director of Financial Aid, approximately 500 students in all of Baker's programs have had to change lenders over the recent few months due to the continued pressure on the banking industry and the financial markets. Numerous banks that previously have participated in Student Loans (Stafford Loans) are dropping out of the program. To date the only effect on this pullback has been that the Baker students have had to change their loans over to companies in the area and nationally who are continuing to offer loans to students.

## Former Bowling Team Members Reunite...

When you think of Homecoming at Baker you normally think of a festive fall afternoon spent in the stadium watching football or perhaps, soccer. For four former Baker Bowling team members, Homecoming was at least in part a day to get together to bowl. Organized by Gary Christy '69, a reunion was held this year that brought some of his late 1960's team mates back to campus from as far away as Colorado for a weekend of fun, tall tales, and a few games on the Royal Lanes in Lawrence. Joining Gary at the reunion were former team mates Bob Gibb '69, Ronnell Townsend '69 and Dean Ryerson '68. Gary reported that they had so much fun that they are already planning another reunion to coincide with the class of 1969's 40th reunion in May this next spring. When asked how the former team members fared on the lanes the only response was, "it sure was a beautiful day to be back in Baldwin!" ??? Rumors of a head-to-head match with the Baker Ladies Intercollegiate Bowling Squad next spring have not yet been confirmed. :)

## Baker Trivia Question for October...

What is the name of the Taipei, Taiwan based College (now it's a University) that Baker had a sister-college relationship with in the 1980's and 90's. Over 100 students from this college attended and graduated from Baker during these years. For extra credit...name the Japanese university from Sapporo with whom Baker had a similar articulation agreement. (The answers will be featured in the November issue of the Arbor).

## Athletic Director Harris Announces Retirement..

Dan Harris, who has been in the Athletic Department since 1983 recently announced that this would be his final year in this important position. Plans are now underway for a two-day celebration which will honor the long and dedicated service "Danno" has given Baker throughout his career. There will be a banquet and "roast" held on Sunday, April 19th followed by a golf tournament on Monday the 20th. Everyone will be welcome...so make plans now to attend both events!

## Events...

Oct. 17-19 **MapleLeaf** Festival  
Baldwin City

Oct. 24-25 **Baker** Board of Trustees Meet  
Campus

## Alumni Memories...Parmenter Cupola...

I received an e-mail from James Heaton '60, of Fort Collins, CO. in which he related a wonderful story about having climbed the flag pole atop Parmenter's Cupola—brought on by my story on same in last month's **Arbor**. Here is a portion of his story...(edited in part for brevity!)

"I worked for the **Baker** campus crew for a number of summers. Part of our work was cleaning the dorms and buildings before and after the various summer conferences. Occasionally we would slip up to the Parmenter cupola to see the view, contemplate the non-necessity of work, and to climb the FLAG-POLE! This was by some regarded as a kind of rite of passage, despite what I would regard as some safety issues, the flagpole being held to the platform of the cupola rather loosely by four modest-sized bolts, and the pole having an exciting tendency to sway in the wind as you climbed it. The real object of the exercise was to confirm the allegation that the ball at the top of the flagpole had a dent in the top of it. Of course, this dent could not be seen from the ground. In order to know for sure, you had to climb the pole, reach up on top of that golden ball, and feel for that dent. So, if you risked your life to find the dent in the ball at the top of the flagpole, you became a member of the Secret Society of the Ball Dent-or something like that-- far more important than Phi Beta Kappa, no?

Well, to make a long story short, one day it became my turn to make this task the capstone of my mid-collegiate career. Shiny-by-shiny, up the twenty-foot pole, staring straight out at the empty blue sky and never downward, trying to outpace as fast as I could the sickening sways of the ancient pole, I advanced, not knowing I was near the top until the giant gold-and-rust eagle's egg was in front of me. I reached up to the top and, yes, there was a large dent there. And in the middle of the dent, symbolic or not, I felt what I believed to be a large pile of pigeon poo (for lack of a better term). Yes, something had been there before me that day, and evidently taken the time to enjoy the view even more. I slid down, real fast, with the incredible news of these finds literally at hand." (Editor's note: now there's a memory for you!!—Thanks for sharing, Jim!!!)

## September's Trivia Answer...

The question was:

Name the former national newspaper magnate who attended the **Baker** Academy, received a Pulitzer Prize in Journalism, received an honorary doctorate from **Baker** and had the Journalism Building at **Baker** (formerly Stone Hall) named in his honor???

The answer I was looking for—though disputed by one member of the CAS faculty was: Eugene C. Pulliam—who through fact or now perhaps, lore, was thought to have attended **Baker's** Academy classes for a while during his father's service as minister at Baldwin's Methodist Church. The rest is fact for certain...A newspaper he owned did win a Pulitzer Prize, the Journalism Building here at Baker was re-named in his honor on May 17, 1980 and he did receive an honorary doctorate—thus giving him alumni status. (I plan to re-search this further in retirement and get back to you!)

## Baker Buzz...

Watch student produced TV (**Baker Orangeline**)...

<http://www.youtube.com/watch?v=2Kq-DDnJEVM>

(hit control + left click)

## Kappa Sigma Chapter Wins Silver Bowl...

The latest issue of the Caduceus of Kappa Sigma magazine listed the Beta Tau Chapter located at **Baker** as one of only 10 National Kappa Sigma chapters to have a chapter-wide GPA above the all-men's average for the three consecutive calendar years! Congratulations!

I Hope You Have a Great  
Month of **October!**  
I'll write again in **November!**

*Jerry L. Weakley '70*

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## *Arbor Addendum on Planned Giving-October*

(intended for those 50 years old and above)

Every time I thought I needed to take a quick peek at my 403(b) savings for retirement recently I have come away obviously disheartened and concerned. It is more than obvious that those dollars I have invested through the years in different plans are not only not growing but disappearing rapidly. I try to keep in mind the old adage that a stock/mutual fund loss is only a loss if the stock or fund is sold while its “down”. The reality however is that with just a few years remaining before the time I had planned to retire, there may not be a good way to recover these “paper losses” and turn them back into considerable capitol gains.

Interest rates on C.D.'s also continue to hover around 3% depending on length of issue and can not be expected now or anytime soon to keep up with cost of living increases and inflation. So with few relatively safe harbors for investing for retirement around what is a person to do?

One answer that I am considering personally that may well have some interest for others as well is a Charitable Gift Annuity with **Baker**. A Charitable Gift Annuity differs from its corporate cousin offered by financial institutions and insurance companies in several ways. A Charitable Gift Annuity is given to a charitable organization (501-C-3) that has made arrangements either in-house or externally to manage funds given for such life-income gifts. The charity then agrees to pay the donors a steady stream of income for the remainder of the life of the donor/survivor. The interest rate the donor receives is based upon their ages at the time of the creation of the annuity or, in the case of a deferred annuity, their age at the year at which the annuity will begin making payments back to the annuitant. Often the interest rate exceeds that which is commercially available while there are other significant benefits to be derived through this charitable instrument as well.

If the Charitable Gift Annuity is funded with appreciated bonds/stocks, the donor does not have to claim any capitol gains at the time of the gift/creation of the life-income arrangement. Secondly, the donor receives a charitable tax receipt from the University that can normally be used to offset income if the donor itemizes deductions on their tax return. Finally, a portion of the income derived from the return of the capitol due to the gift is exempt from Federal and State taxes for a number of years-based upon an IRS formula. Annuity payments are typically made every quarter, semi-annually or annually depending on the needs of the annuitant.

Here's an example of what a \$100,000 Charitable Gift Annuity funded with securities that originally were purchased for a net price of \$75,000 would look like for a couple...a man 75 and woman of 74 years of age.

**Example based on a Gift date of October 9, 2008 and first semi-annual payment made on April 9, 2009...**

Charitable gift value of \$66,476.40 (you may take up to 5 years to use this contribution as a tax deduction)  
Annual Annuity Payout of \$6,000 (based on combined life expectancies—total expected return=\$100,200.00)  
Amount of annual payment not subject to income tax= \$2,982.84 (\$2,022.00 is considered ordinary income and the remaining \$995.16 is treated as Capitol Gain Income...(These remain constant until the year 2024).

In addition to the payments and benefits derived from the example above, you have the ability to designate the ultimate use of the Charitable Remainder (the portion remaining in the annuity at the death of the survivor annuitant) by the University. Many people create named scholarships or other endowed funds and then have the charitable remainder create or be added to those funds upon the death of the survivor annuitant.

It should also be mentioned that a Charitable Gift Annuity can be established now but with payments back to the donor not to begin until a later year. This is called a Deferred Charitable Gift Annuity and the benefits are that the interest rate the donor will receive will be based on a higher percentage and the payments can be designed to begin at a time when other sources of income have decreased (like at retirement).

Call me at 785-594-8332 if you would like to discuss the potential benefits or to request specific figures for your own personal use regarding the establishment of a Charitable Gift Annuity with **Baker** University.