

Public, private colleges vie for financial support

Corporate support of four-year universities

■ Private Institutions

□ Public Institutions

1956-57: \$65,800,000

1956-57: \$10,500,000

1987-88: \$783,200,000

1987-88: \$786,900,000

SOURCE: Council for Aid to Education

KIMIKO FIEG/STAFF ARTIST

South Texas universities courting corporate contributions

By Ben Goodwin

STAFF WRITER

When Bill English enrolled at Texas A&I University in 1946, the university had only a handful of scholarships backed by a few contributors.

"A&I had between 10 and 15 scholarships and they were worth about \$100 each," recalled English, a 1949 A&I graduate who later served the university in several capacities before retiring in 1985. "The university would loan you maybe \$40 or \$50 to get started, but it had to be paid back before the semester ended."

In those days, the university received minimal private-sector support - as much as \$40,000 in a good year, said English, who be-

came the Kingsville university's business manager in 1962.

Times have changed at both A&I and Corpus Christi State University. Raising private funds to supplement tax dollars has become a big job that translates into big bucks at state-supported universities, which only receive 54 percent of their operating budgets from the state.

Other funds are derived from student fees, tuition, dormitory rent, food, book sales and fund drives.

The courting of corporate contributions has increased about 37 percent over the past 30 years through the work of public university professional campaigners, like Texas A&I's Pence Dacus,

who was hired a decade ago as vice president of development at Texas A&I, and his counterpart at CCSU, Linda Hanson.

Hanson was employed three months ago to succeed Tom Goad, who retired.

Public university fund-raisers point out that it is good business for corporations to support public universities. Corporate-solicited funds are used for university research, student scholarships, salary supplements, buildings and equipment.

CCSU is beginning a fund drive to raise at least \$5 million by 1992. And Texas A&I University also will have a major fund drive

Please see Funds/A3

starting next year. The amount being sought hasn't been set.

The Del Mar College Foundation, formed three years ago by local businessmen, also raises funds for the college. According to Glen Kost, executive director, the foundation has raised \$440,000 and so far has awarded \$275,000 in scholarships.

Although CCSU and A&I are part of the Texas A&M University System - a \$1.3 billion corporation, making it the seventh largest corporation in Texas - the institutions still must raise private funds for such items as salary supplements, equipment, teacher recruitment and research.

Although the national name-recognition of the Texas A&M system will help fund-raising activities, CCSU and A&I still must augment A&M money with private-sector funds raised on their own, officials say.

Currently, the 3,700-student CCSU operates under a \$14-million budget. Texas A&I, with 5,870 students, has a \$26.1-million budget.

For CCSU, the need for funds will become pivotal when the two-year, upper-level university becomes a four-year institution in 1994, said CCSU President B. Alan Sugg.

"We expect as many as 6,500 students in 1994," Sugg said. "It is imperative that we provide a college environment for our new freshmen and sophomore students. We need to raise about \$5 million by 1992 in order to have the building completed in two years."

CCSU also will need supplemental funds for recruiting as many as 40 additional faculty members by 1994, Sugg said.

"We need private funds for faculty recruitment as well as university research programs and additional student scholarships," said Sugg. "It is essential for a public university to seek private funds to obtain excellence in education."

He said the campaign will be



Bill English: Former A&I business manager

low-key, aimed at more than 10,000 CCSU alumni, private donors and corporations.

At Kingsville, Texas A&I has started initial planning for its first capital campaign fund drive, said Dacus

"We are at a turning point in our history," Dacus said. "Texas A&I is becoming the leading Hispanic university in South Texas. We need funds to supplement our student financial aid program, to supplement faculty salaries and for state-of-the-art equipment needed in advance research."

Dacus said A&I's campaign also will concentrate on soliciting donations from corporations, foundations and supporters of the university. A&I has more than 25,000 alumni.

Both universities have been in the fund-raising business for years.

During the last five years, Texas A&I has annually raised an average of \$3 million from individuals, foundations and corporations, Dacus said.

"Most of our private funds come from individuals, although

we have received about \$10,000 annually from the Exxon Corp. for our gas engineering school," said Dacus. "Some donors specify how we can use their donations. Others don't."

A&I's largest donor is the Caesar Kleberg Wildlife Research Institute, which has contributed about \$12 million over the last eight years. The institute, named in honor of conservationist and King Ranch family member Caesar Kleberg, requires that money be used for wildlife research.

At CCSU, approximately \$3,578,799 has been raised in the last five years. One \$50,000 gift came from the James K. Dougherty Foundation for fine arts scholarships. The foundation honors a Beeville native killed in World War II.

CCSU's total also doesn't include a \$2 million bequest from Conrad Blucher and his wife, Zula, for the Conrad Blucher Institute for Surveying and Science dedicated last Monday. Blucher served as Nueces County surveyor from 1934 to 1954.

"CCSU would have never been able to have the institute without the Blucher bequest," said Sugg. "Private funding is needed to enhance the academic excellence of any public university."

At one time, private institutions depended almost solely on private support while public universities depended on public funds.

But today, corporate contributions are split between public and private institutions - and there is competition for those dollars.

"The myth still continues, however, that private universities don't receive public monies," Dacus said. "They have been receiving public funds for years. Public universities are competing with private universities for tax dollars."

In Texas, private universities will receive more than \$42.5 million in state funds during this biennium for tuition grants. This compares to \$37.1 million for 1988-89, or about a 12 percent

increase, according to the Texas Higher Education Coordinating Board.

Nationally, the National Center for Educational Statistics reported that in 1987-88, financial aid to all students - attending both private and public institutions - totaled \$24.5 billion, with 75 percent of the aid coming from the federal government.

A nationwide study commissioned by the Washington D.C.-based National Institute of Independent Colleges and Universities, contends that corporate support now slightly favors public colleges over private institutions.

The study revealed that in 1956-57 corporations gave public universities about \$10.5 million, or about 13 percent of their total donations. In 1987-88 public colleges received \$786 million, or 50.1 percent of all corporate giving, while private colleges got \$783 million, or 49.9 percent.

Institute president Richard R. Rosser said corporations have switched support from private institutions to public universities.

The gradual change, according to the study, came after public universities took a cue from private institutions and opened full-time development offices to solicit alumni, foundations and businesses.

Rosser, who believes the current situation is unfair to private universities since corporations also support state-supported universities through taxes, would prefer a more equitable distribution of funds.

However, Sugg said he believes private and public universities actually are sharing the same funds.

"Twenty-five years ago, private institutions did receive most of the corporate contributions," said Sugg. "Over the years, however, private institutions have been receiving more public support while public institutions have benefited by corporate support."