



CONNECT
to the
VISION



“Guide me by your truth and instruct me.” *Psalms 25:5*



The last seven years have been years of tremendous growth for Rochester College. The construction of three major buildings, the renovation of many other buildings on the campus, the reworking of the parking lots and roads, and the landscaping additions have led to the development of a beautiful campus, surprising those who have not returned for several years. This progress is not an end in itself, it facilitates a greater goal.

Rochester College has developed a strong Christian academic community. This community continues to instill in young and old alike the desire to live a life of learning and service. Our students' involvement in service to the immediate community, metro Detroit and the world is inspiring. Rochester College proudly sends well-prepared graduates into the workforce who serve their profession with integrity and excellence.

In order to continue the mission, serve our community, and educate the young adults who come to our campus, we must continue to progress with our plans. In this booklet, you will not only see how the College has grown, but also our vision for the future. You will hear from students and employees about the great meaning this institution holds to so many. You will see how the funds you help us raise will be utilized, and you will get a preview of the upcoming athletic center.

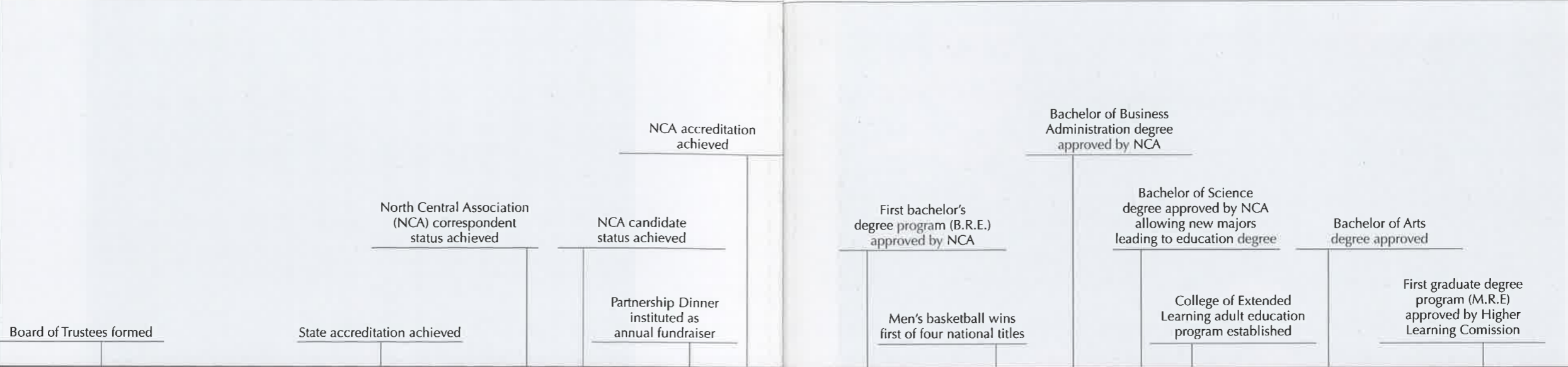
We ask you to "Connect to the Vision" as we work together to build a stronger Rochester College. From building a solid endowment to the construction of an athletic center, campaign initiatives will provide a foundation for the future. Please pray for the campaign. Please join with us and make a generous gift.

May God Bless You,









Michael W. Westerfield, Ph.D.
President, Rochester College

Our History

Achievements



Campus Development

 <p>Science addition and Palmer Hall completed</p>	 <p>Gymnasium completed</p>	 <p>Muirhead Center completed</p>	 <p>Gatewood Hall completed</p>	 <p>Westside Chapel and Utley Center completed</p>	 <p>Ferndale-Hoggatt Hall completed</p>	 <p>Ham Library completed</p>	 <p>Richardson Center completed</p>
<p>Maxon estate purchased for future campus</p>	<p>Campus Center completed College formally opens as North Central Christian College</p>	<p>Name changed to Michigan Christian Junior College Cafetorium and Barbier Hall completed</p>	<p>Gierok Farm purchased including house, farm buildings and 54 acres</p>	<p>Name officially changed to Michigan Christian College</p>	<p>Name officially changed to Rochester College</p>	<p>Isom Atrium and Associates Plaza completed</p>	

“God has made everything beautiful for its own time. He has planted eternity in the human heart, but even so, people cannot see the whole scope of God’s work from beginning to end.”

Ecclesiastes 3:11



Academic Excellence in a Christian Setting

Our Mission: *To engage students in a vigorous liberal arts education within a Christian community for a life of study and service.*

Rochester College is uniquely positioned in that it is located in one of the largest metropolitan areas in the United States, and yet maintains the integrity of a student-focused college boldly declaring academic excellence in a Christian community.

Our approach to academics differentiates us from most other colleges. At Rochester College we believe:

A quality education stresses excellence and trains students to perform scholarly research, to write and speak with elegant simplicity, and to think critically and creatively.

An educated person reveres God and is committed to truth and justice.

An educated person is able to connect coherently the truths of God with the wisdom of humanity embodied in the arts and sciences.

A Christian education demonstrates that a vibrant faith compels a life of private virtue and of social responsibility.

An educated person views vocation as an opportunity for service and stewardship, rather than a passport to privilege.

An educated person possesses a lifelong desire to grow intellectually and spiritually.

The community and its professors should nurture and incarnate a Christian worldview.





“I chose Rochester because it is a Christian college. Coming from a different cultural background, the students, faculty, and staff helped me to adapt to my new ‘home.’ The education that I have received here has prepared me in many ways that I can be of benefit to the poor people in my country.”

Henry Oyier, student · Nairobi, Kenya



“Rochester College was exactly what I needed. It has broadened my interests and helped me figure out who I am.”

Naomi Cochran, student · Syracuse, New York





The Comprehensive Campaign

“Connect to the Vision” is a comprehensive campaign designed to continue the growth of Rochester College in four specific ways:

- 1 | Construct several new buildings, two sports fields and increase parking and roadways
- 2 | Increase the annual operating fund to keep pace with the institution’s expansive growth
- 3 | Build the endowment to provide a secure financial future
- 4 | Increase restricted gifts for special initiatives

Campaign Goal - \$31 Million

Annual Operating Fund Goal - \$4.8 million

The annual operating fund supports the daily operation of the College (utilities, salaries, maintenance, etc).

Capital Goal - \$13.2 million

New buildings and facilities are built with funds donated to the capital building fund. The new capital projects planned in this campaign include:

- Arena and Recreation Center*
- Extended campus roadway*
- Increased parking*
- Instructional facility*
- Softball field & Soccer field*
- Student housing (apartment style)*
- Campus Beautification*

Endowment Goal - \$10 million

Gifts made to the permanent endowment are never spent, so the fund continually grows and provides a secure future for the College. Interest paid on the permanent endowment provides for student scholarships and endowed chairs or professorships.

Restricted Gifts Goal - \$3 million

Gifts that are earmarked for specific purposes (other than capital, annual or endowment) are considered restricted gifts. These funds provide for new programs not in the annual budget but necessary for a growing college.



Campaign Chairs

Mary Utley
Campaign Chair

John Hammond
Honorary Chair

Randy Speck
Alumni Division Chair

Phil Herrington
Corporations, Grants &
Foundations Division Chair

David Flear & Scott Samuels
Employee Division Co-Chairs

Klint Pleasant & John Pleasant
Friends of Coach Pleasant
Division Co-Chairs

Paul Shinsky
Friends of Coach Shinsky
Division Chair

Bill Potere
Friends of Rochester College
Division Chair

Jim Randolph
Trustees Division Chair



"There is much value in Christian education. I wanted to be part of an institution that instilled Christian values, morals, and leadership in young people. The arena and recreation center is needed to reach further into the community for Christ. My prayer is that others will join us in this endeavor."



"I spent my college years at an institution remarkably similar to Rochester College. I've seen the commitment it takes to attain goals that seem unreachable. That's why I stand behind Rochester College and this campaign. I hope and pray that you will do the same."



"I sent all three of my children to Rochester College because I believe in what this College stands for. The future of the College rests on the continued support of those of us who believe in her. You and I can help make a difference on campus and in this world! I ask for your prayers and for your financial support of the 'Connect to the Vision' Campaign."

Division Chairs

Mary Utley
National Chair, Connect to the Vision Campaign

A driving force behind much of Mary Utley's actions has been a passion for Christian higher education. Together with her late husband, Robert, they worked tirelessly to promote North Central Christian College (now Rochester College) when it opened its doors in 1959. One of Utley's children and six of her grandchildren attended Rochester College.

Her involvement with the College reaches into many areas. As a member of the Rochester

College Ladies Associates, Utley has served in nearly every capacity—trustee, secretary, vice president and president (1977-79). As a long-time financial supporter, Utley and her family have contributed to nearly every major construction project on campus, including the Utley Student Center (1978) and the new Utley-McCauley Student Center (2004). Utley says she believes the arena and recreation center is the imperative next step the College must take for its continued growth.

John Hammond
Honorary Chair, Connect to the Vision Campaign

John Hammond, who began his NBA career in 1989, enters his fifth year as vice president of basketball operations for the Detroit Pistons. He was promoted to his current position after serving as the club's director of player personnel during the 2001-02 season.

Hammond brings over 26 years of coaching and administrative experience (15 professional/11 collegiate). He spent five seasons with the Pistons as a scouting director and assistant coach from

1994-1999 under Doug Collins and Alvin Gentry. When away from the basketball court, Hammond enjoys spending time with his wife, Marsha, and their daughter, Lauryn Shay. He attends Kensington Community Church in Troy, Mich. Hammond attended Greenville College in Illinois where he earned his bachelor's degree while lettering twice in basketball and serving as a student assistant coach.

Patrick Kirby
Chairman, Board of Trustees

Patrick Kirby is the chief executive officer and president of Kirby Services LLC/PGK Engineering Incorporated (1997). Kirby has over 35 years of experience in vehicle design engineering and manufacturing industries. He was the founder (1985), former president, and partner of Becker Group's Megatech Engineering. Kirby was also executive vice president and member of the Board of Directors of the Becker Group (1985-1997).

Kirby is a Michigan native and graduate of Philpot Technical Design School, Wayne State University School of Engineering, and holds a bachelor's degree in Business Management from Northwood University in Michigan.

Kirby has served on the Rochester College Board of Trustees since 1993, and was appointed chairman in 1999. As stewards of the College, the Trustees understand the importance of this campaign.

*Arena & Recreation Center
The flagship of the campaign*

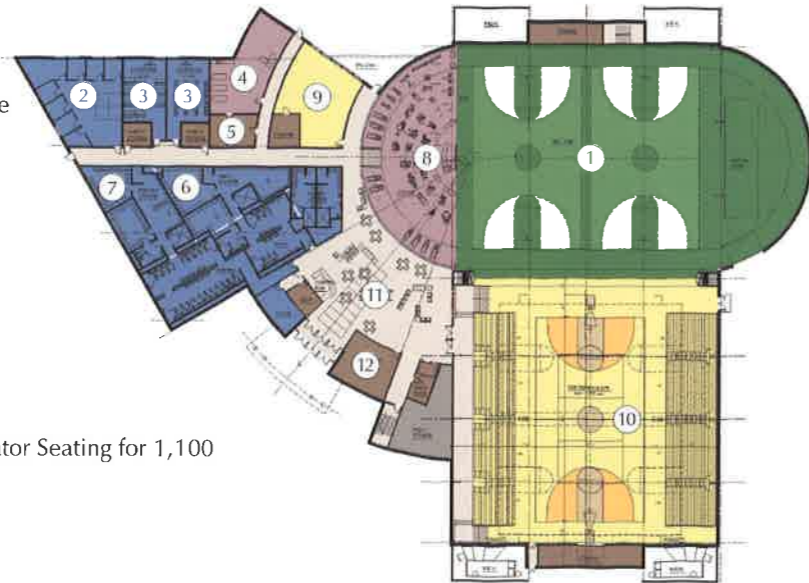


First Floor

Scale 1/16" = 1' - 0"

Total SQ. FT. 56,459

- ① Recreational Gym
- ② Athletic Department Office Suite
- ③ Classroom
- ④ Athletic Training Facility
- ⑤ Laundry Room
- ⑥ Men's Locker Room
- ⑦ Women's Locker Room
- ⑧ Fitness Center
- ⑨ Aerobics Center
- ⑩ Performance Gym with Spectator Seating for 1,100
- ⑪ Entry Lobby & Lounge
- ⑫ Pro-shop



Mezzanine

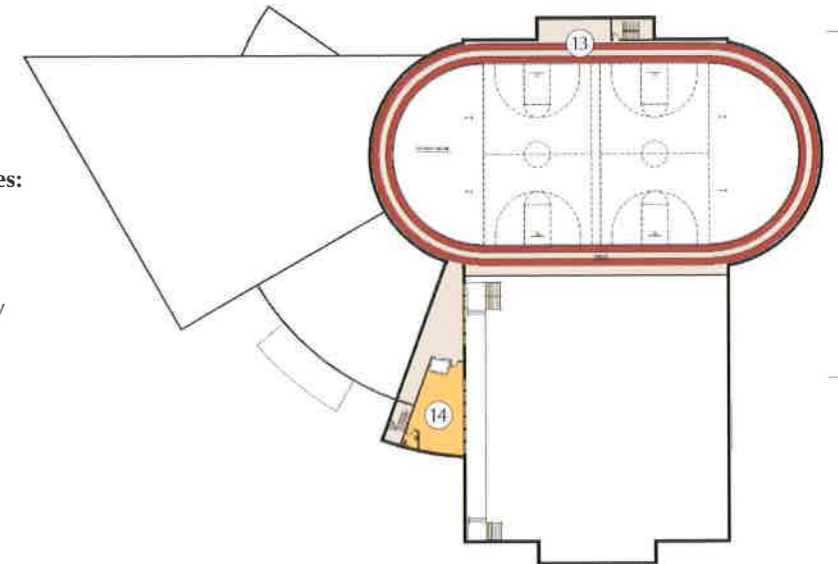
Scale 1/16" = 1' - 0"

Total SQ. FT. 6,592

- ⑬ Raised Running Track
- ⑭ VIP Suite

Outdoor Athletic Facility Upgrades:

- New Soccer Field
- New Softball Field
- Extension of the Campus Roadway
- Additional Parking



"It is always exciting to be involved with Rochester College. Collectively our goal is to meet the needs of our community, which is of priceless value to us both." *Mayor Pat Somerville, City of Rochester Hills*

"The college students of today are our future. With the quality of students from Rochester College, our future is in very good hands." *Mayor Karen Lewis ('02-'05), City of Rochester*

Garth Pleasant Performance Court & Shinsky Recreational Gym



Benefits of Arena & Recreation Center

- 1 | Allows the Warriors to play their home games on campus instead of at a local high school
- 2 | Aids in recruitment and retention of athletes
- 3 | Brings Partnership Dinner back to campus
- 4 | Accommodates daily Assembly: a time of worship, prayer, and powerful speaking
- 5 | Provides additional student social space
- 6 | Provides on-campus fitness facilities for use by the campus community

Community Benefits of Arena & Recreation Center

- 1 | Provides a venue to host community events including: meetings, conferences, and community sports organizations.
- 2 | Provides additional facilities that will enhance our summer programs currently offered to the greater metropolitan community, including Lake Norcentra Basketball Camp.

Employee Participation

Fueled by the desire to give “honor to whom honor is due” a committee of College employees worked to name the Performance Court after the man who has led his teams to victory time and time again—Coach Garth Pleasant. Over the next few months, 113 employees donated to the cause, raising \$473,113 for the Campaign.

“The athletic facility will significantly affect several key areas—things like department logistics, employee morale, enrollment, retention and our connection to the surrounding community. It doesn’t just give us more credibility; it signifies progress!”

Kelvin Brown ('95), vice president of enrollment services, former Rochester College basketball player ('90-'92)



“As an endowed scholarship recipient I have been so blessed because otherwise I would not have been able to attend a Christian school. I’m thankful that there are people that care enough about students’ futures that they’re investing themselves in us.”

Karen Desloges, student • Mount Dora, Florida



“The donations to endowed scholarships enable many students like myself to attend and continue at the College. I am very appreciative of all who make the sacrifice.”

Kristin Graham, student • Fenton, Michigan



Endowment

Endowment connects Rochester College to a strong future, while building a solid foundation for the College. Friends of Rochester College often provide endowment gifts through named giving opportunities.

The Tree of Life project solicits living gifts for endowment through honor and memorial gifts. One may provide a leaf on a beautiful brass tree or stones around the tree for gifts of various levels beginning at \$1,000.

Annual Fund & Restricted Gifts

The annual fund and restricted gifts provide resources for the College to accomplish its mission to engage students in a vigorous liberal arts education for a life of study and service.

The Partnership Dinner, held yearly, brings together supporters of the College for an evening of fellowship and an opportunity to hear from various world figures. Proceeds from the dinner have become a primary source of revenue for the annual fund.

“Partnership Dinner has been a significant tradition of the College since 1972. Originally, the dinner helped keep the doors of the College open. As time passed, the dinner continued to serve as a major fund raising event, but has also provided a wonderful opportunity for fellowship among friends of the College.”

Larry Stewart ('70), bookstore manager & alumni historian

Rochester College Campus Master Plan

Proposed Campus Buildings

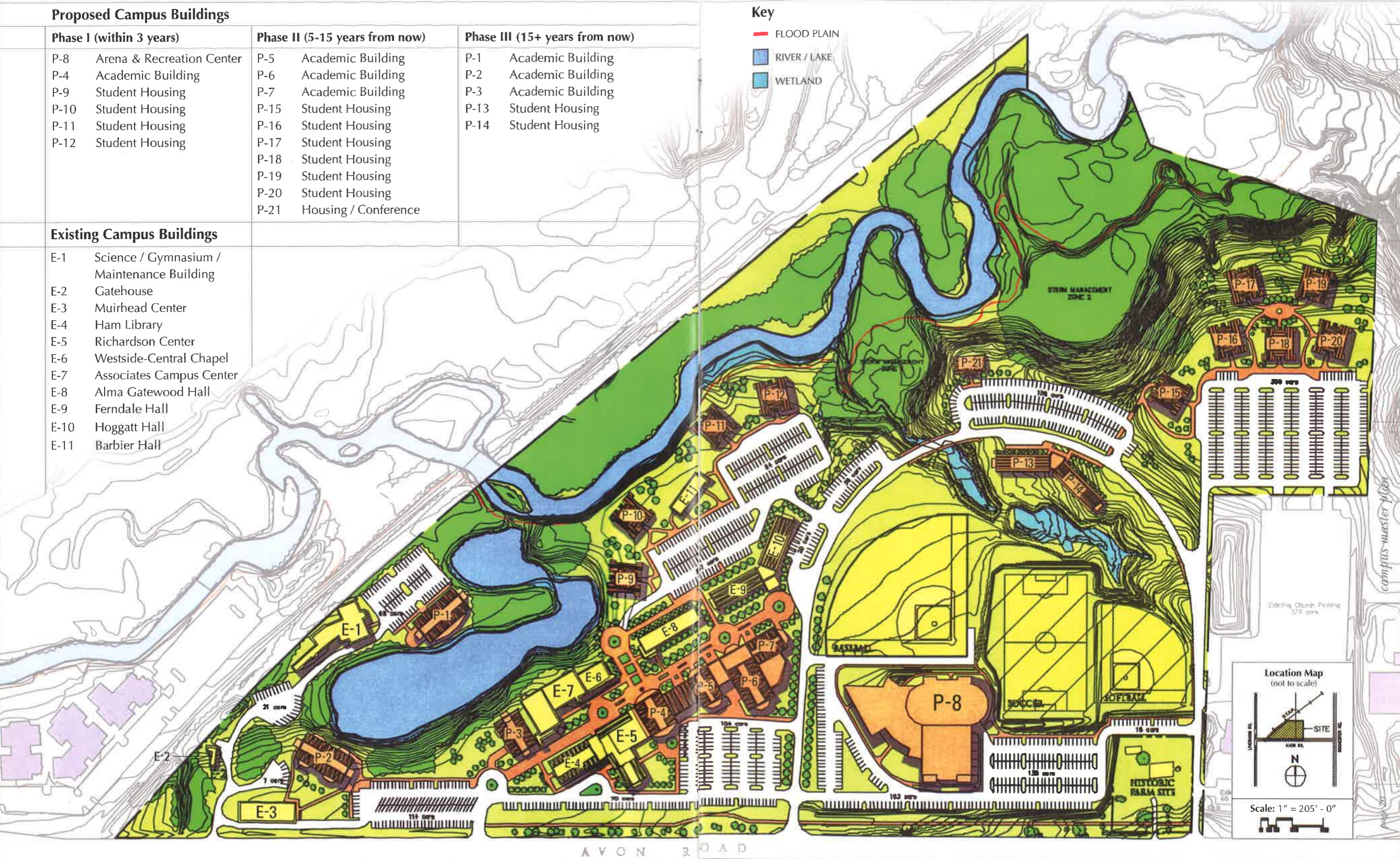
Phase I (within 3 years)		Phase II (5-15 years from now)		Phase III (15+ years from now)	
P-8	Arena & Recreation Center	P-5	Academic Building	P-1	Academic Building
P-4	Academic Building	P-6	Academic Building	P-2	Academic Building
P-9	Student Housing	P-7	Academic Building	P-3	Academic Building
P-10	Student Housing	P-15	Student Housing	P-13	Student Housing
P-11	Student Housing	P-16	Student Housing	P-14	Student Housing
P-12	Student Housing	P-17	Student Housing		
		P-18	Student Housing		
		P-19	Student Housing		
		P-20	Student Housing		
		P-21	Housing / Conference		

Existing Campus Buildings

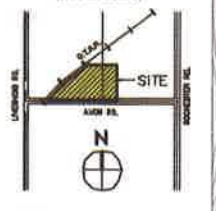
E-1	Science / Gymnasium / Maintenance Building
E-2	Gatehouse
E-3	Muirhead Center
E-4	Ham Library
E-5	Richardson Center
E-6	Westside-Central Chapel
E-7	Associates Campus Center
E-8	Alma Gatewood Hall
E-9	Ferndale Hall
E-10	Hoggatt Hall
E-11	Barbier Hall

Key

- FLOOD PLAIN
- RIVER / LAKE
- WETLAND



Location Map
(not to scale)



Scale: 1" = 205' - 0"



“As a lifelong citizen of Rochester, I can personally attest to the quality, service, and world class education that Rochester College offers. The contributions that Rochester College has made to our community and quality of life are immeasurable and a key component in making our city one of the most desirable places to live in the United States.” *Senator Michael D. Bishop, State of Michigan 12th District*



Thank You

We have seen our students' lives changed and have watched them take Christ's wisdom and knowledge into the world. The impact our students are making would not happen if it were not for the sacrificial gifts of people like you.

You have watched the College grow, and now have seen where we want to go. In this brochure you have heard students, employees, and community members explain the great value in this Christian institution. You have seen how your donations will be used. We ask you now to take the next step. Remember, your monetary donations may be paid out over several years. Rochester College will continue to meet our students' needs.

Rochester College depends upon and thanks you for your continued support as we now "Connect to the Vision." The years ahead hold exciting opportunities, of which we ask you to be part. Make a commitment today to support an institution that truly cares about making a difference in tomorrow's leaders.

May God bless you for your generosity!

Campaign Contacts

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President

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Executive Vice-President/CFO

Don Robinson
Vice President Campaign Strategies

Doug Edwards
Vice President Planned Giving

Birgie Niemann
Vice President Foundations and Grants

Klint Pleasant
Associate Vice President of Special Projects

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Jennifer Kirby
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John Hammond
Campaign Honorary Chairperson

Patrick Kirby
Chairman, Board of Trustees

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Photographs taken on campus by Brent Cramph, ('99) & Jeff Bennett ('98).