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*Matching the Promise: IU Bloomington* is a comprehensive fundraising plan to help meet the priority needs of Indiana University Bloomington during the first decade of the 21st century.

*GIVING* is published periodically by the Indiana University Foundation, a not-for-profit corporation dedicated to maximizing private resources for Indiana University. *GIVING* highlights the stories and motivations of donors to the *Matching the Promise* campaign.

Indiana University Foundation | Post Office Box 500 | Bloomington, IN 47402  
Telephone: 800.558.8311 | E-mail: iuf@indiana.edu

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A Woman  
Ahead of Her Time

GIVING



# BUILDING THE UNIVERSITY

A CONVERSATION WITH NEIL THEOBALD ON THE GROUNDWORK FOR CONTINUED EXCELLENCE.

## How do you see the role of philanthropy in advancing IU's mission?

The focus in this campaign is on support for students. On the undergraduate side, we have two challenges. One is that as state support has fallen over time, we've had to raise tuition. That presents the problem of access to IU and whether people can afford to send their students to school. So we're focusing on scholarships that would give academically able students access to a wonderful education. To date, we've raised \$94 million, which will generate interest from IU's endowment that we're matching the distributions on. Those funds will increase the financial aid we can offer by \$9.5 million, forever.

The graduate side is an extremely competitive market because they teach, they work in the labs, they are future faculty and other leaders. IUB has had graduate programs for more than 100 years, but it's really in the last 10 or 15 years that the market for good graduate students has tightened dramatically. There we've raised \$35 million so far, enabling us to use \$3

million dollars per year forever that we would not have had otherwise.

## How does IU determine the amount of the pool of money that it will use for matching purposes?

Beginning in 2003-04, we increased tuition for all undergraduates by \$1,000 and set that money aside to build the University for its third century. There's no other way to really think big, and that generated \$29 million. From those funds, we've established six new bachelor degree programs and hired 42 incredibly good faculty members. As part of this effort, we've set aside \$7.5 million for undergraduates and \$3 million for graduate fellowships so more than \$10 million of the \$29 million total is earmarked for financial aid. *Matching the Promise* has been incredibly successful. The response from donors has been fabulous. In just 18 months, we've distributed \$6.3 million of the \$10.5 million pool.

## Are campaigns such as *Matching the Promise* common at large universities?

To obtain a match at the undergraduate level, *Matching the Promise* carries a \$50,000 minimum

gift requirement. After a fair bit of research, I'm not aware of any other university that has a minimum that low. The goal is to not only raise money, but to involve as many donors as possible in the match. A minimum qualifying gift will endow \$5,000 a year in scholarships forever. That's really extraordinary.

## You mentioned IU's third century. Please elaborate.

Today, residents pay a total cost, including room and board, of roughly \$15,000 each year.

Nonresidents pay even more at \$25,000. We've done what we can to hold tuition down, but without private support, only incremental improvements can be made. *Matching the Promise* lays the groundwork for continued excellence, the sort of achievement that addresses the issue of "in perpetuity." IU is state mandated to ensure the general public adequate access to higher education. This is how we get there. Gifts that qualify for the match double immediately.

I mentioned the competition for graduate students, but increasingly,

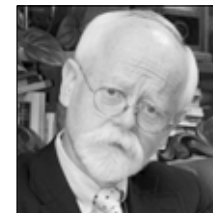
we need to address the competition for the best high school seniors, as well. I mean the really talented ones. Recent research done at the University of Michigan demonstrates that where you go to college determines where you end up living, not where you went to high school. We have to bring in more of Indiana's best because that will stop the brain drain, if you will. Once they leave, they're gone.

On the graduate side, it's important that students who come to live and work in Bloomington, many of whom are already carrying significant debt from their undergraduate degrees, do not incur further debt. We want people to graduate, but we also want people to graduate without excessive debt loads. They're the ones who will teach the next generation or discover the next quantum leap. They deserve our support.

## What has your personal experience been with *Matching the Promise*?

What I've enjoyed about this campaign the most—I'd never been involved in philanthropy as anything other than a donor before—are the stories. We get all the contracts over here because there are rules about what can be matched. Reviewing those agreements, sharing in a donor's family stories, and being part of the process as they realize their dreams of making a difference in the life of IU has been a tremendous experience for me. The people have been phenomenal. *nlh*

Neil Theobald  
Vice Chancellor for Budgetary Administration and Planning  
and Professor of Educational Finance, IU Bloomington





*I'm trying to live up to all the nice things they've said.*

— Anne Koehler

## A WOMAN AHEAD OF HER TIME

In the early 1960s, when she was a math major at Indiana University, Anne Koehler thought she had it all figured out. She would make her living by combining her two passions. “I would teach math at a school where they had horseback riding.” Instead, Anne embarked on a career in academia at a time when there were few other women in her field. She holds an endowed professorship in business administration and is professor of decision sciences and management information systems at Miami University in Ohio. “I’m teaching things I didn’t even study as a PhD!”

Anne grew up in Pennsylvania, where her father was a professor at

Penn State. When the family moved to Indiana, she enrolled at IU. “The first time I saw IU was when I arrived as a student,” she recalls. “I loved the woods on campus. It reminded me of where I grew up.”

It was a time when female students lived in the Women’s Quad and were not allowed to wear slacks to class—unless the heating malfunctioned. Anne, an accomplished athlete, was disappointed by the lack of women’s sports on campus. “At my first student assembly, I heard someone say, ‘The men go through one door and the girls through another.’ I thought to myself, ‘Where do the women go?’”

Anne used her undergraduate years to excel in her chosen field of

mathematics. She was urged to apply for a graduate fellowship, despite having already arranged her student teaching. “I have a triple attachment to IU,” she says of her BA, MA, and PhD.

Perhaps “a quadruple attachment” is more accurate. When Anne attended the first orientation meeting for the new graduate teaching assistants, a fellow mathematician named Don took notice. “I stood up to introduce myself, and he threw out his little black book.”

The couple was married in Beck Chapel. Don, a gifted musician and composer, introduced his new wife to Bloomington’s musical riches.

“We went to so many wonderful concerts. I remember *Aida* in the old football stadium. At the end, real

horses came galloping in.” In the early 1970s, Anne was one of few women in a tenure-track position at Miami’s School of Business. She managed to raise two children while making her way up the ranks. The Koehlers shared their love of music and math until Don’s death in 1983. Over the years, they had given generously to their alma mater. The gift to establish the Donald Koehler Scholarship was Anne’s most recent. “*Matching the Promise* made it really attractive by matching funds. It made it really substantial.”

Anne’s own accomplishments have also inspired giving. One of Anne’s faculty colleagues established a scholarship in her name, citing her “masterful teaching, dedicated service, and impeccable integrity.” Anne chuckles, “I’m trying to live up to all the nice things they’ve said!” Even when Anne is hard at work, Bloomington is never far from her thoughts. Hanging on her office wall is an old calendar photo of Dunn Woods. “It’s still one of my favorite spots.” **nlh**





*Let's create opportunities  
so others can grow into  
their promise.*

—Johnston Hobbs

## PERFECT FORM

False starts are the bane of every competitive swimmer. Although Johnston Hobbs (MS'98) did not suffer them as an athlete, his role as a student was another matter. He says, "Athletic success distracted me from my studies. It wasn't until I signed a contract with my parents that I straightened up."

Even as he earned a BS from the University of North Carolina at Greensboro, his sights were on Bloomington for graduate school. "Having spent summers at IU for swim camp, I knew Bloomington was the place I wanted to be. I told my family I'd never wear a ring until I graduated from Indiana."

Earning a master's in social science of sport from the School of Health, Physical Education and Recreation had been a long-term goal. As soon as he hit campus, he dove from the starting block in perfect form, took a full course load, taught


three classes a week, and maintained a serious competitor's training regimen. During the summers, he stayed in Bloomington to work on his sport and education.

After graduate school, Johnston joined the coaching staff at the University of South Carolina. Again he excelled, helping to turn up the heat of the USC swimming program by recruiting three Hungarian Olympians. Yet as he says, "I enjoyed the coaching side of it, but knew there was something bigger for me." His entrepreneurial instinct and ties to Indiana led him and his partners to found Indianapolis Pool Management. IPM provides everything from routine maintenance to certifying and hiring lifeguards for municipal parks and commercial facilities. The company's success has permitted Johnston to endow an undergraduate scholarship in sports management at IUB.



"My parents were always involved with charitable causes. Typically, when I ask them what they want for Christmas, they request that I make a donation to a charity." Johnston's commitment to IU is part upbringing, part personal history, and part vision of the future. "By the time my company was two years old, I was earning more than my mother had after being part of the UNC system for 27 years. The special collections she built while a university librarian were done from a sense of service. I'm in business, so for me it naturally follows that I would support IU with a gift."

Self-admittedly, his great flaw is becoming bored easily. "I like to build something, max it out, then build something else. I'm at my peak when I'm active and moving, and that includes mental activity. Understanding how to motivate ourselves and those around us is what captures my imagination." This hard-working restlessness has led Johnston to establish another pool management venture in Columbus, Ohio. "The market is different, so it won't be identical to Indianapolis, but I hope to make it as effective."

False starts might be a thing of the past for Johnston Hobbs, but he knows that whichever lane brings him victory, every lap connects to IU Bloomington. "Every day I think, 'IU is such a terrific place.' If someone can get even a tenth of what I received, let's go for it. Let's create opportunities so others can grow into their promise." 



## “SHEYNE MENCHN”

Alice Cohn is beautiful. In her youth, she would have been *di greste yefeyfe in shtetl*, the great beauty of her village. Displaced from her home in Czechoslovakia by the Holocaust, she arrived in Bloomington at age 19 with little more than the skirt and sweater she wore. If she had landed in Hollywood, she might have been the Greta Garbo of her generation; such is the intangible glow of her presence.

“I came to Bloomington,” says Alice (BA’45), “because of the International Education Service that sent out resumés of people who wanted to apply to colleges, but had no funds. IU had accepted my brother a few years before, but it wasn’t only a scholarship for tuition that IU gave me. The University also gave me books and a place to live.” She continues, “I am extremely grateful.”

Alice eventually left Bloomington, degree in hand, and after obtaining a PhD in experimental psychology at the New School for Social Research, she pursued a distinguished career as a psychologist, author, teacher, and

internationally known speaker. Over the years, she supported the psychology department, but during the Bloomington Endowment Campaign, to mark her 50th graduation anniversary, she and her husband endowed the Dr. Alice Field Cohn Chair in Yiddish Studies.

“As a refugee from Europe, where much of the Yiddish culture had been wiped out, I wanted to help preserve the language and the culture, at least in an academic milieu.” The only other endowed chair in Yiddish in the country is at Harvard, Ted’s alma mater. Ted adds, “Our IU chair holder, Dov-Ber Kerler, refers to Hebrew as the national language while Yiddish is the international language. One of Dov-Ber’s projects is to capture on videotape the remnants of the Yiddish-speaking population so we have a permanent record of how the language was spoken.”

This year, the Cohns took advantage of *Matching the Promise* by endowing a graduate fellowship for those studying Yiddish in IUB’s Robert and Sandra Borns Jewish Studies Program.

Interestingly, the Cohns did not want a name attached to the fellowship. “The chair was one thing, but we did not want a name attached to the fellowships. We wanted to support graduate students without their having to thank anyone. Indiana University helped me, now it is my turn to help other students. That’s what it’s all about.”

Three million Yiddish voices were lost in the Holocaust, yet many of their personal papers survived. Although archived around the world, millions of pages of such documents have remained unread for more than 60 years due to the lack of Yiddish readers. IU now has a summer program in conjunction with the Holocaust Museum in Washington, D.C., to teach their fellows to read Yiddish, so that these voices can be translated and recorded.

It is an honor to have such *sheyne menchn*, beautiful people, as the Cohns in IU’s extended family. **nlh**



*Indiana University helped me, now it is my turn. That’s what it’s all about.*

—Alice Cohn





## THE SPIRIT OF THE LAW

**F**orget every single bad lawyer joke you've ever heard. Turn instead to the best case scenario. Subject is Gene Shreve, law professor and one of the nicest guys you'll ever meet. Having led students through the process of law school for more than 30 years, Gene Shreve is an IU institution unto himself. "I still marvel at life and our endless potential

for growth," he says before continuing, "I think it remarkable that year after year, the IU School of Law has been populated by truly wonderful people." Gene's career began in the Massachusetts Department of Attorney General and as law clerk to a federal judge before spending several years as a poverty lawyer with the Boston Legal Assistance Project.

*Idealism and social commitment should be rewarded.*

—Gene Shreve

He returned to Harvard Law to teach and pursue a graduate degree. Then, after faculty positions in Vermont, Washington D.C., and New York, he joined the IU School of Law faculty to teach Civil Procedure and Conflict of Laws.

His office used to be crammed with American folk art, but now brims with African and Oceanic art, an interest he developed while teaching in Paris. "I find that an office full of art removes a lot of the anxiety and stress students can feel when visiting a professor's office."

That compassion is vintage Shreve. His gift to the IU School of Law is tailored for people who wish to pursue the practice of law through some form of public service. "I wanted to support students who want to serve the public interest by pursuing a legal career outside the law firm partner track. Their idealism and social commitment should be rewarded."

Gene has won prestigious awards in both teaching and research, yet his demeanor remains unassuming and genuinely attentive. "I know a lot

of law schools are internally quite competitive, but student and faculty members of the law community at IUB really support each other. That makes coming to work a pleasure. The enterprise of a law school is education, and a community environment is more conducive to learning."

The direction of Gene's gift stems from what life was like during his time as a law student. "My loan agreement contained a provision that offered loan forgiveness if I went into certain kinds of public interest work as a lawyer after graduation. This provision helped me out, but has long since vanished from law school loan agreements. To provide scholarships to students committed to practicing law in the public interest will restore some of that support."

Lawyer, professor, mentor, philosopher—Gene Shreve typifies the reason why the IU School of Law excels, and why its graduates show such exemplary support. It's the spirit of the place and the people coming together for a greater good. **nh**