FIRST-GENERATION SCHOLARSHIPS

Promoting Socioeconomic Diversity

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We have just marked the midpoint of **Campaign Pomona: Daring Minds**, a milestone that coincides with the College’s 125th anniversary. For me, both are striking reminders of how important our alumni, parents and friends have been to Pomona throughout its history.

Since its public launch in 2010, the campaign’s total has exceeded $176 million, more than 70 percent of our goal of $250 million. Our progress is especially notable given the uncertainties of the past few years and confirms once more the remarkable generosity of Pomona’s extended family, which has built this college over its 125-year history into one of the nation’s preeminent institutions of higher learning.

What is most gratifying to me is that our students and faculty are already reaping benefits from the campaign. We have increased the number of endowed scholarships, started a summer internship program and seen participation in summer research grow to more than 240 students and 90 faculty members. Two new residence halls grace north campus, and ground is being broken this month for the Studio Art Center. Campaign gifts have supported outdoor education, music and art, as well as initiating a Distinguished Speakers Series and expanding our partnerships to the community through the Draper Center.

As this issue of the journal attests, we continue to make strides with recent gifts for endowed scholarships for first generation students from Robert ’64 and Allison Price and for community college transfer students from David ’69 and Julie Swan ’69 Hatoff, as well as a fund for student research in chemistry from the late Claude McLean ’48. These gifts and others help us expand opportunities to deserving students, while keeping the costs of a Pomona education affordable.

Our founding 125 years ago was made possible because a few people, primarily members of the Congregational Church in Southern California, believed deeply in the mission of the College. Throughout our history, people from all walks of life have stepped up to ensure that mission continues—from students who cleaned houses and sold peanuts and popcorn in “The Forward Movement Campaign” in 1907 to the 15,547 alumni, parents, faculty, students, staff and friends who have contributed to the current campaign. We have more to accomplish before the campaign ends in 2015, and I hope you will join us in helping make **Campaign Pomona: Daring Minds** a success both for our current students and for future generations.

_Stewart R. Smith ’68_
For first-generation students like Mariah Barber ’15 applying to college can be a daunting task. Her father, a contractor, and her mother, a road construction worker, had not attended college themselves, and the rural Pennsylvania school she attended did not provide much assistance. “The guidance counselors channeled everybody into community college, maybe the state school, or maybe no college at all,” Barber says.

Fortunately, Barber received the guidance she needed through QuestBridge, a national program that helps low-income students find educational and scholarship opportunities. And thanks to a generous $2.5 million gift from Robert ’64 and Allison Price creating four-year scholarships for first-generation college students, Barber and three other students are able to attend Pomona without having to worry about the financial burden.

It’s not surprising that many students are deeply worried about how they’ll be able to pay for college. Indeed, according to a recent article in The Chronicle of Higher Education, more and more colleges are cutting back on need-based aid.

But Pomona is among the institutions that remain dedicated to increasing socioeconomic diversity. “We’ve definitely made the commitment to help the lowest-income students afford Pomona,” says Mary Booker, the College’s director of financial aid. The current fund-raising campaign, Daring Minds, is seeking $65 million to expand support for scholarships.

The efforts are already paying off. In Pomona’s freshman Class of 2016, 14.3 percent are first-generation college students.
“My parents wanted me to go to college; their only concern was paying for college. They knew it was a better future for me.”

Kayla Rodriguez ’16

“We do not yet mirror the distribution of socio-economic diversity of the country, but we’ve come a lot closer than ever in our history,” President David Oxtoby said in an address this fall.

Attracting high-achieving, low-income students is itself no easy task. A recent White House report on higher education stressed the problem of “information barriers”—children from low-income backgrounds often did not have the guidance to find schools and apply for aid. Such students often ruled out colleges based on cost before even exploring aid options.

One very effective solution has been community-based programs. Pomona actively works with such programs—which include QuestBridge, the Posse Foundation and similar organizations. Pomona has been able to enroll low-income and first-generation students from across the country, further building the College’s national reputation.

Freshman Kayla Rodriguez, another student who is receiving a Price Scholarship, hails from the working-class suburb of Humble, Texas. Her experiences point out the value of the community-based approach; she attended a public charter run by YES Prep, a network of public charter schools in Greater Houston. The school’s counselors encourage students to think about college early on and guide them through the process. Many of Rodriguez’s neighborhood friends who did not attend the charter school did not go on to college: “They just didn’t have the resources I had.”

Junior Brenda Iglesias, another Price Scholar, attended a magnet school in East Los Angeles and applied to Pomona through QuestBridge. She is the third student helped by the alumni gift. “The fact that we do have this aid is a big help because going to school—not having to worry how your parents are going to pay for it—it’s so important.” The freedom from worry gives Iglesias, a biology major, a wider range of options in her future choices.

Receiving aid also influences the direction of students’ careers, says Barber, a public policy analysis major: “Many are majoring in social science because they want to give back to the community.”

Psychology major Stefanie Fuentes ’13, the fourth student to benefit from the Price gift, plans to continue her studies at the graduate level and eventually do academic research to benefit the community.

Fuentes sees the aid for first-generation college students as indispensable for the health of that community. Without it, “We wouldn’t make any progress. People would just get stuck in the lifestyle they grew up in. It would really be sad if people at the top were always the only ones at the top.”
Stefanie Fuentes ’13
PSYCHOLOGY MAJOR
ROUND LAKE BEACH, ILLINOIS
FUTURE PLANS: GRADUATE SCHOOL, HOPES TO BECOME A PROFESSOR

Brenda Iglesias ’14
SOUTH GATE, CALIFORNIA
BIOLOGY MAJOR
FUTURE PLANS: MEDICAL SCHOOL
Spent fall semester studying abroad in Australia

Percentage of enrolling first-year students who come from families where no parent has earned a college degree:

- Fall 2012: 14.3%
- Fall 2011: 16.8%
- Fall 2010: 13.0%
- Fall 2009: 12.6%
- Fall 2008: 11.3%

Photo by Carrie Rosema
**Donors and Dollars**

- **Alumni:** $115,318,479
- **Friends:** $38,370,993
- **Foundations & Corporations:** $17,208,232
- **Parents:** $4,729,246
- **Faculty & Staff:** $871,377

**Campaign Progress**

- **Goal:** $250,000,000
- **Total Raised to Date:** $176,498,327

**Levels of Campaign Giving**

- $5,000,000 to $9,999,999.99
- $1,000,000 to $4,999,999.99
- $500,000 to $999,999.99
- $250,000 to $499,999.99
- $100,000 to $249,999.99
- $50,000 to $99,999.99
- $25,000 to $49,999.99
- $10,000 to $24,999.99
- $5,000 to $9,999.99
- $2,500 to $4,999.99
- $1,500 to $2,499.99
- $1,000 to $1,499.99
- $500 to $999.99
- $250 to $499.99
- $200 to $249.99
- $150 to $199.99
- $100 to $149.99
- $50 to $99.99
- $25 to $49.99
- $15 to $24.99
- $10 to $14.99
- Less than $10

*Total does not include bequests and matching gifts.*

*Total raised includes pledges and unrestricted gifts.*
ANNUAL FUND RECORDS  Set During Daring Minds Campaign

TOTAL GIVING:  $5,139,878  (2010-11)
SENIOR GIFT PARTICIPATION:  80%  (2010-11)
PARENTS’ FUND:  $527,714  (2011-12)

10TH REUNION CLASS GIFT:  Class of 2002,  $46,835
35TH REUNION CLASS GIFT:  Class of 1976,  $317,081

MORE FAST FACTS ON CAMPAIGN IMPACT

2 new residence halls
1 Studio Art Center (under construction)
14 paid Museum internships
1 director and 1 new home for the Outdoor Education Center
2 Faculty fellowships

SCHOLARSHIPS

32 new endowed scholarships
827 students awarded financial aid (2011-12)
54% highest percentage of students awarded aid (2011-12)
Attending high school in Troutdale, Ore., Julie Swan Hatoff ’69 had never heard of Pomona College. But at the urging of her counselor and English teacher, she applied. As her family couldn’t afford to send her, Pomona offered a full-ride scholarship—and transformed her life.

“Pomona taught me so much,” says Hatoff, an English major. “The liberal arts experience opened my eyes to the wider world. I learned about politics very different from my neighbors’ views. Pomona gave me choices usually unavailable to kids like me: a fulfilling profession, an opportunity to contribute and a nurturing marriage.”

At Pomona, Julie met her future husband, David Hatoff ’69; he too speaks of the school’s profound influence on his life. Dave, a zoology major, appreciated Pomona’s small classes and hands-on learning. He tells of the couple’s recent experience at Occupy Wall Street, where they met many grads buckling under the weight of college debt. Dave acknowledges that he had benefited from not only Pomona but also from UC San Diego; they enabled him to start his medical career without the loan obligations today’s...
graduates often confront. Dave, who recently retired from the practice of gastroenterology, wants others to enjoy this kind of good fortune.

For those reasons, the Hatoffs have established the Hatoff-Swan Scholarship. The endowed fund, which will eventually total $1 million, helps community college students transfer to Pomona as juniors.

Julie devoted her career to community college students in San Diego. For nearly four decades as an English/humanities instructor and vice president of instruction at MiraCosta College, she helped exceptional but challenged students transfer to public and private universities. The Hatoff-Swan scholarships, as they are currently intended, will be awarded to any admitted student from MiraCosta College, or failing that, from nearby Palomar College. Mary Booker, director of financial aid, and Art Rodriguez, senior associate dean and director of admissions, are piloting the Hatoffs’ plan, which both note may need tweaking in the upcoming years.

The Hatoffs, who live in San Clemente, Calif., and have two college-aged children, met at Pomona at a fundraiser for Operation Crossroads Africa, an organization similar to the Peace Corps. They also worked together in the dining halls, and married in the courtyard of Little Bridges after graduation. Julie recalls rewarding connections with Pomona professors. Freshmen had dinner in faculty members’ book-lined homes during orientation; Pomona students were encouraged to invite them to lunch on campus. She drew on such experiences in her own career. “I supported faculty/student lunches, diversification of the curriculum and staff, honors seminars, study abroad, interdisciplinary programs—the seeds for which were all planted in Claremont. Those initiatives created esprit among commuter students, hence reducing attrition rates and increasing the number of diplomas.”

“So many community college students are bright and hard-working but disadvantaged,” says Julie. “Such students are rarely encouraged to transfer to liberal arts colleges.” She and Dave want to bring more of those students to Pomona, a place that inspired the couple and changed both their lives.

1898 FIRST SCHOLARSHIP CREATED
The Lydia Phelps Memorial Fund of $4,000 was established for “the assistance of needy students.” Annuities were also set up that year for “students of limited means” and students “preparing for the Gospel ministry.”

1933 DEPRESSION-ERA AID INCREASED
To help cash-strapped students during the Depression, the College increased the student loan fund by $1,500 and reduced the minimum room and board charge by $25 per year.

1944 MILITARY SCHOLARSHIPS ESTABLISHED
A total of $10,000 was reserved from the Alumni Fund for the purpose of providing scholarships after the war to Pomona students whose education was interrupted for military service.

1949 POST-WAR FINANCIAL AID INCREASED
A four-point post-war reorganization by the Board of Trustees included an increase in tuition; a planned 100-student reduction in enrollment; and increases in faculty salaries, scholarships and student aid.

1952 EDWARD SANDERS PIONEERS NEED-BASED FINANCIAL AID
Edward Sanders, who joined the College in 1942 and served as both dean of admissions and dean of students, was a pioneer in making colleges and universities more representative

1959 FINANCIAL AID GROWS TO MEET TUITION INCREASES
Tuition grew from $600 in 1949-50 to $1,100 for 1959-60. To assist students in meeting these costs, college funds for financial aid increased from $64,576 to $244,315.

1977 PARENTS LOAN PROGRAM ESTABLISHED
Pomona announced an innovative financing plan called the Parents Loan Program. The program provided middle-income families with a direct loan from the College of $2,000 to $6,000 per year, repayable over a period of six to eight years. The interest rate was a then-attractive 8.75 percent, compared to commercial rates of 12 percent or more. The program was restricted to parents whose gross annual income was between $25,000 and $60,000.

2008 LOANS REPLACED WITH GRANTS IN STUDENT-AID PACKAGES
The College strengthened its commitment to meet 100 percent of students’ demonstrated financial need through scholarships and financial aid, by replacing loans with grants in student-aid packages, in order to enhance low-income under-represented students’ access to a Pomona College education.
To call the late Claude McLean ’48 a mere “chemist” is selling him shorter than a 50 milliliter beaker. He was a scientist who headed a geochemical lab for two decades; who single-handedly analyzed New Mexico’s entire water supply for the EPA; who served as a one-man narcotics lab for Arizona’s police force; and who helped the U.S. government build a rocket that ultimately launched our space program into orbit.

“One nice thing about science is you aren’t stuck in one niche all your life,” he said in a phone interview in September, just five days before passing away at the age of 89. “You can have tentacles reaching into many different areas.”

McLean attributed this vocational versatility to his undergraduate training. As a teaching assistant he was hands-on in Pomona’s labs, overseeing the use of its first spectrograph and becoming especially close to professors R.Nelson Smith ’38 and Corwin Hansch, who had only a couple years on him and his World War II buddies. “Coming into college I knew technique but not theory, and those two put it together for me,” he would later recall. “They sent me on my life’s way.”

Because of their influence, McLean pledged $1 million this year to the Pomona Chemistry Department. Last summer, just before his death, he gave the College the first $100,000. His daughters Susan MacLeod ’75 and Ann Celoza ’83 and son John McLean recently reaffirmed his commitment to the College.

“The faculty, staff and students in chemistry are very grateful to Claude McLean and his family for their generous support of our department,” said Chemistry Professor Cynthia Selassie. “I’m sure that Corwin Hansch and Nelson Smith, who were strong and vocal proponents of research at undergraduate institutions, would be very pleased with this significant investment in the research infrastructure in chemistry.”

McLean began his long career working under German rocket scientist Wernher von Braun at the Redstone Arsenal in Alabama, where his team developed the rocket used to launch Explorer 1, the satellite that signaled the birth of America’s space program. After a few years McLean moved back to his hometown of Phoenix to be a partner at his father’s chemistry lab, which he then took over and ran for almost 20 years.
Along the way he tackled numerous projects for government agencies, from analyzing mines for the Bureau of Land Management to serving as an expert witness in “CSI”-style drug cases for the state of Arizona. “I was always looking for the next adventure in my work life,” he said. “It was the ongoing search for why things happen.”

In the parting thoughts of the last interview he would give, McLean spoke emphatically about why it’s important to get today’s students excited about science. “Many industries in the sciences are begging for graduates with the proper expertise, and Pomona is a great place to train them,” he said. “We need more people who are crazy about physics, engineering and all the things that make the modern world go.”

For all his accolades, his loved ones remember him as a compassionate, humble individual – the kind of guy who has to be prodded to reveal that he helped (literally) launch our country into outer space.

“He was a gentle, thoughtful man who cared more about his family and community than any career accomplishments,” said MacLeod, whose daughter and aunt also attended Pomona. “He was generous with his time and resources. He liked the idea of giving future generations of students the same opportunities he felt lucky enough to have had.”

Claude McLean and family make lead pledge to Stauffer Challenge for chemistry research

Claude McLean and his family’s pledge of $300,000 for summer undergraduate research—part of their overall $1 million pledge to the Chemistry Department—will be matched by the John Stauffer Charitable Trust through a challenge grant. For each two dollars raised by the College, the trust will contribute a dollar, up to a maximum of $500,000, which will be used to establish an endowed summer research program in chemistry. Pomona College has five more years to raise the remaining $700,000.

Campaign Pomona: Daring Minds offers a unique opportunity for alumni, parents and friends of the College to play a role in launching an exciting new era in Pomona history. The success of this ambitious effort will depend upon gifts of many types and every size, from people from all walks of life.

Annual Fund Gifts
Gifts to the Pomona College Annual Fund touch the lives of every Pomona student through scholarships, support for faculty, and funding for programs that bring faculty and students together. Strengthening the Annual Fund is essential to maintaining Pomona’s place among the finest liberal arts colleges in America.

Endowment Gifts
Gifts for endowment provide lasting support for Pomona’s people and programs and play a key role in ensuring that Pomona will always be true to its promise to provide a world-class education to its students, regardless of their ability to pay. This campaign offers numerous naming opportunities for endowments to support student scholarships, faculty fellowships, student research and student internships and a range of programs and opportunities.

Capital Gifts
Capital gifts fund the construction and renovation of up-to-date facilities that play a crucial role in the educational process. This campaign offers a range of naming opportunities for those who want to see their contribution transformed into spaces and equipment that will help educate future generations of Pomona students.

Planned Giving
The Pomona Plan offers donors the opportunity to make significant charitable gifts to the College while taking advantage of current tax incentives and meeting the future needs of their own families. Planned gifts include bequest provisions and a range of income-providing annuities and trusts.

Pledges
Pledges allow Pomona donors to make a generous commitment to the campaign over a period of up to five years.

Whom to Contact
Gifts to the Annual Fund:
1-888-736-9425; www.pomona.edu/give

Gifts to Endowment or Capital Projects:
Craig Arteaga-Johnson ’96, assistant vice president, 909-607-7441

Planned Giving (The Pomona Plan):
Robin Trozpek, senior director, 909-621-8143 or 1-800-761-9899; pomonaplan@pomona.edu

For more information about the Daring Minds campaign and to track our progress, go to: www.pomona.edu/daring-minds
Brenda Iglesias ’14, one of four recipients of a new scholarship for first-generation students, studying abroad in Australia.