



# *The Case for Carleton*



**Dear Class of 1992,**

**As volunteers on campus, we've watched up close the great work of Carleton's students, faculty, staff, and leadership. We wholeheartedly support the stellar education that Carleton students are getting today, becoming alums who make a meaningful difference in the world.**

**Beyond our personal experiences and emotions, we also want data. So in this presentation, we answer these key questions:**

- **What makes a Carleton education special?**
- **How has the College prudently managed its resources to keep spending in check?**
- **How does financial aid affect Carleton's socio-economic diversity?**
- **Why does my gift matter?**

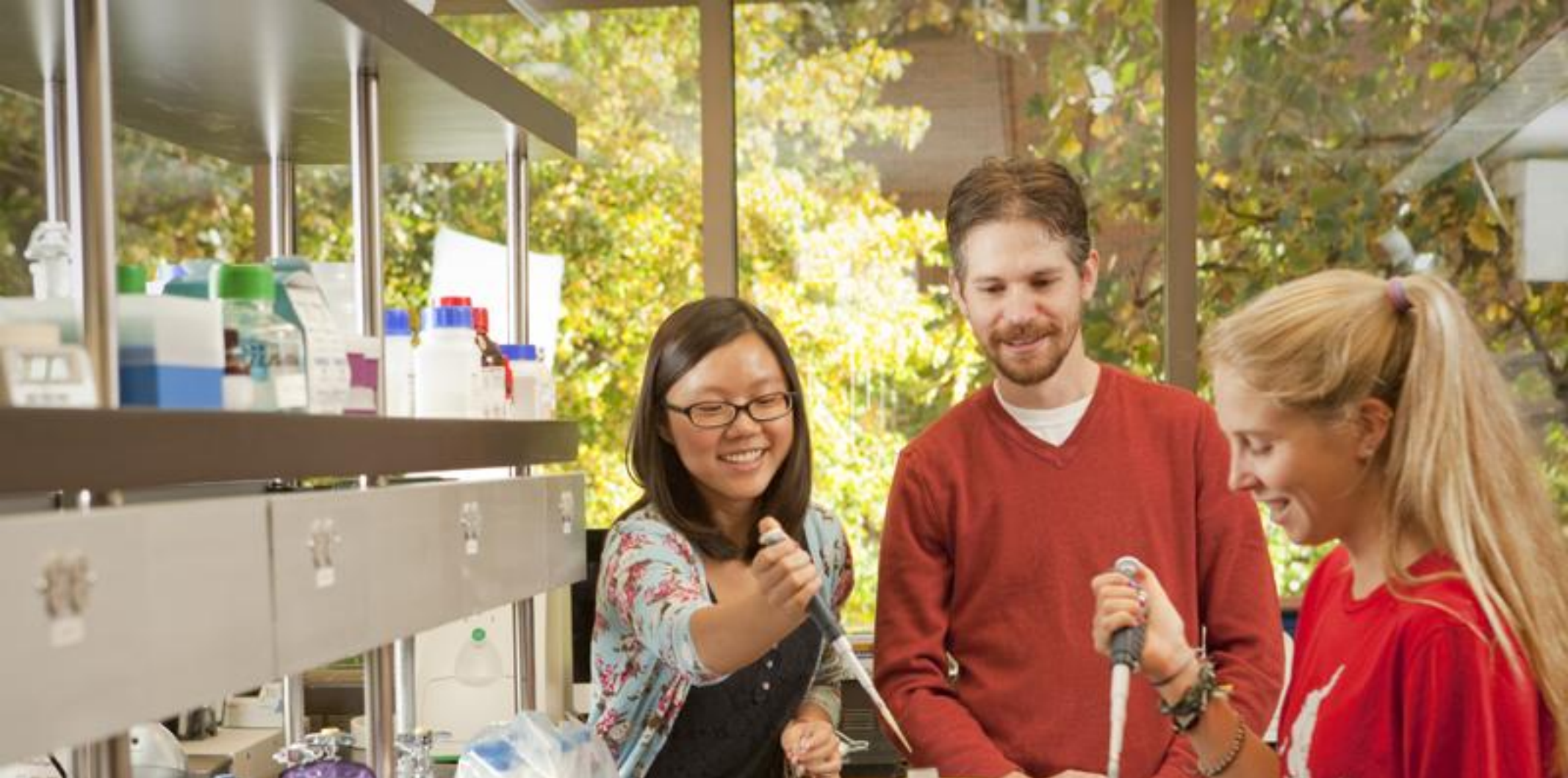
**We hope this presentation helps you understand and feel great about why increasing your financial support is key to Carleton's continued success!**

**Class of '92 Reunion Committee**





**What makes a Carleton education special?**



**A Carleton education teaches students to analyze issues both qualitatively and quantitatively. This is rare—and important—in the real world.**





Todd Campbell Jr. '16



Marielle Foster '16



Acer Pahukoa '17

**Carleton educates great students.**  
*Click on a name to learn more about their Carleton journey.*





**In the Class of '20, 30% of students identify as people of color, 13% are among the first generation in their families to attend college, and 8.5% are international.**



Carleton





**Tsegaye Nega**  
Environmental Studies  
(center)



**Kim Smith**  
Political Science

**Dan Hernandez**  
Biology



**Matt Whited**  
Chemistry

**Great faculty teach at Carleton.**  
*Click on a name to learn more about their Carleton journey.*



**For 5 years running, Carleton has been ranked as having the best undergraduate faculty among top-tier colleges.**



**Undergraduate Alumni Survey Results (2013)**  
**“How Well Did Your Undergraduate Education Prepare You To...?”**  
 Percentages Responding “More Than Adequately” + “Very Well”

	5 years after graduation		10 years after graduation	
	Carleton	Selective Peer Institutions	Carleton	Selective Peer Institutions
Think Analytically and Logically	89	87	92	85
Formulate Creative/Original Ideas and Solutions	83	75	84	73
Write Clearly and Effectively	89	72	88	74
Communicate Well Orally	75	63	69	63
Work Effectively as a Member of a Team	79	65	69	64
Be an Effective Leader	63	60	56	58
Use Quantitative Tools	58	58	58	56

*The Undergraduate Alumni Survey is conducted every four years. Carleton and a group of Selective Peer Institutions will participate again in 2017.*

**Measured against its most selective peer institutions, Carleton does a better job of providing a top-quality education.**

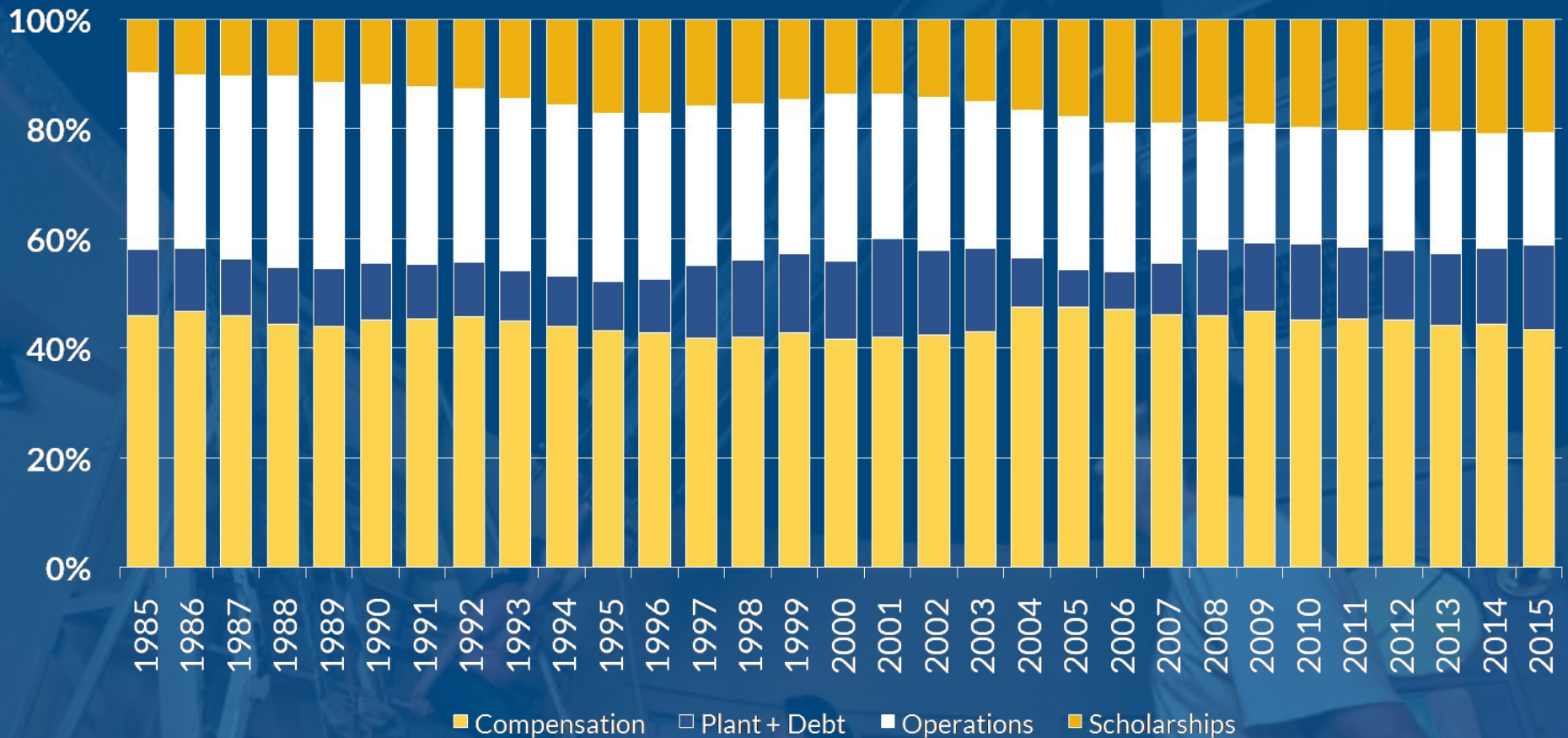
## Building Use

- Academic
- Administrative
- Athletics & Recreation
- Student Life
- Facilities
- Student Housing
- Employee Housing
- Other Campus Buildings
- Neighborhood Buildings

How has the College  
prudently managed its resources  
to keep spending in check?

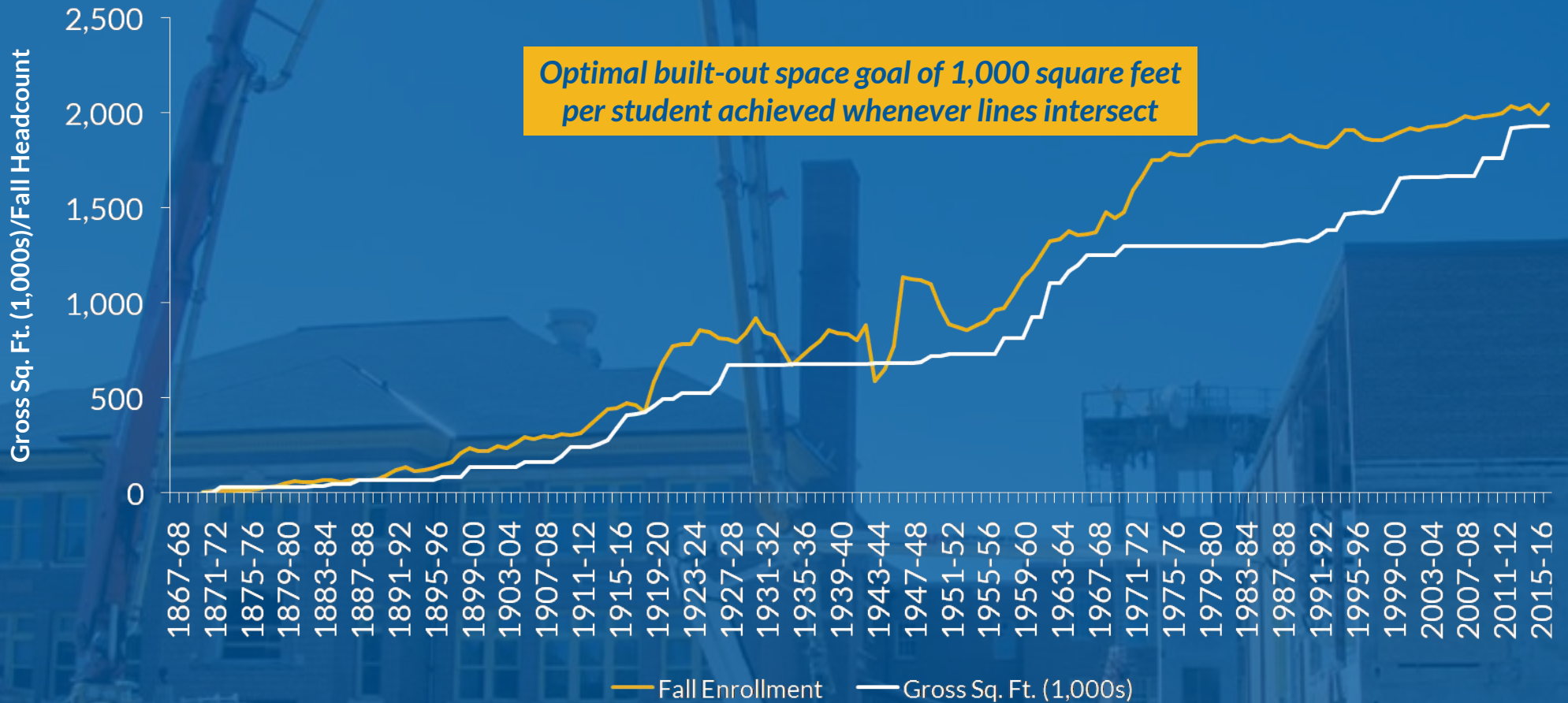


## Historical Expense Distribution



**While Compensation and Scholarships have increased over the past 30 years, Carleton has wisely allocated its money to reduce Operations and Plant expenses.**

## College Space vs. Student Enrollment



**Carleton has added space only when necessary.  
Our years on campus were some of the most  
under-built in the College's history.**





**Carleton depends on its alumni volunteer network to support Admissions, Annual Fund, Multicultural Alumni Network, the Career Center, and Reunion Committees.**

## U.S. News and World Report Rankings for Carleton

Year	Overall	Faculty Resources	Financial Resources	Alumni Giving	Selectivity	Graduation & Retention
2016	7	12	33	7	14	4
2015	8	16	27	7	12	4
2014	8	9	25	4	8	4
2013	7	16	27	3	9	4
2012	8	12	27	2	12	4
2011	6	19	25	1	11	4
2010	8	12	24	1	12	4
2009	8	16	24	1	12	9
2008	8	10	25	1	13	6
2007	5	5	24	1	13	11
2006	6	7	20	1	14	11
2005	5	6	20	1	11	11
2004	5	8	19	1	12	12
2003	4	20	17	1	13	12
2002	5	7	21	1	14	9

**Generous alumni help Carleton punch far above its Faculty and Financial Resources weight class. We can do more, though!**





# How does financial aid affect Carleton's socio-economic diversity?





**The Strategic Plan calls for increasing Carleton's socio-economic diversity. This will allow us to reclaim the mantle of THE academically elite middle-class school.**



Carleton



**Carleton commits to meeting 100% of each student's demonstrated financial need, whether that need increases or decreases each year.**

*Students with family incomes of less than \$40,000 have an average net cost of \$3,755 per year.*

*Students with family incomes of \$40,000 to \$80,000 have an average net cost of \$6,718 per year.*

*Students with family incomes of \$80,000 to \$120,000 have an average net cost of \$15,058 per year.*

*Students with family incomes of \$120,000 to \$160,000 have an average net cost of \$23,281 per year.*



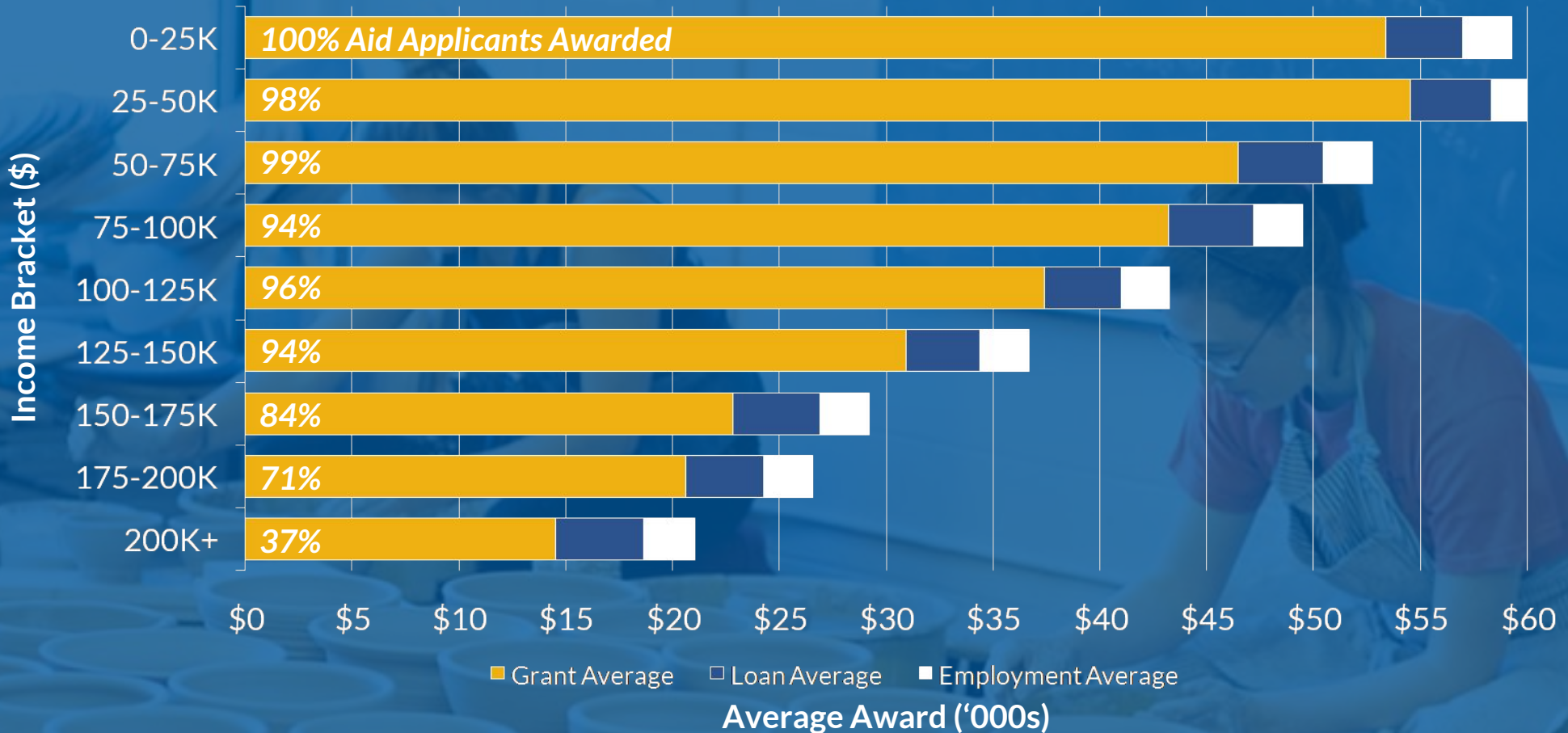
**We must keep Carleton affordable and accessible to the broadest possible range of students without saddling them with overly burdensome debt.**



Carleton

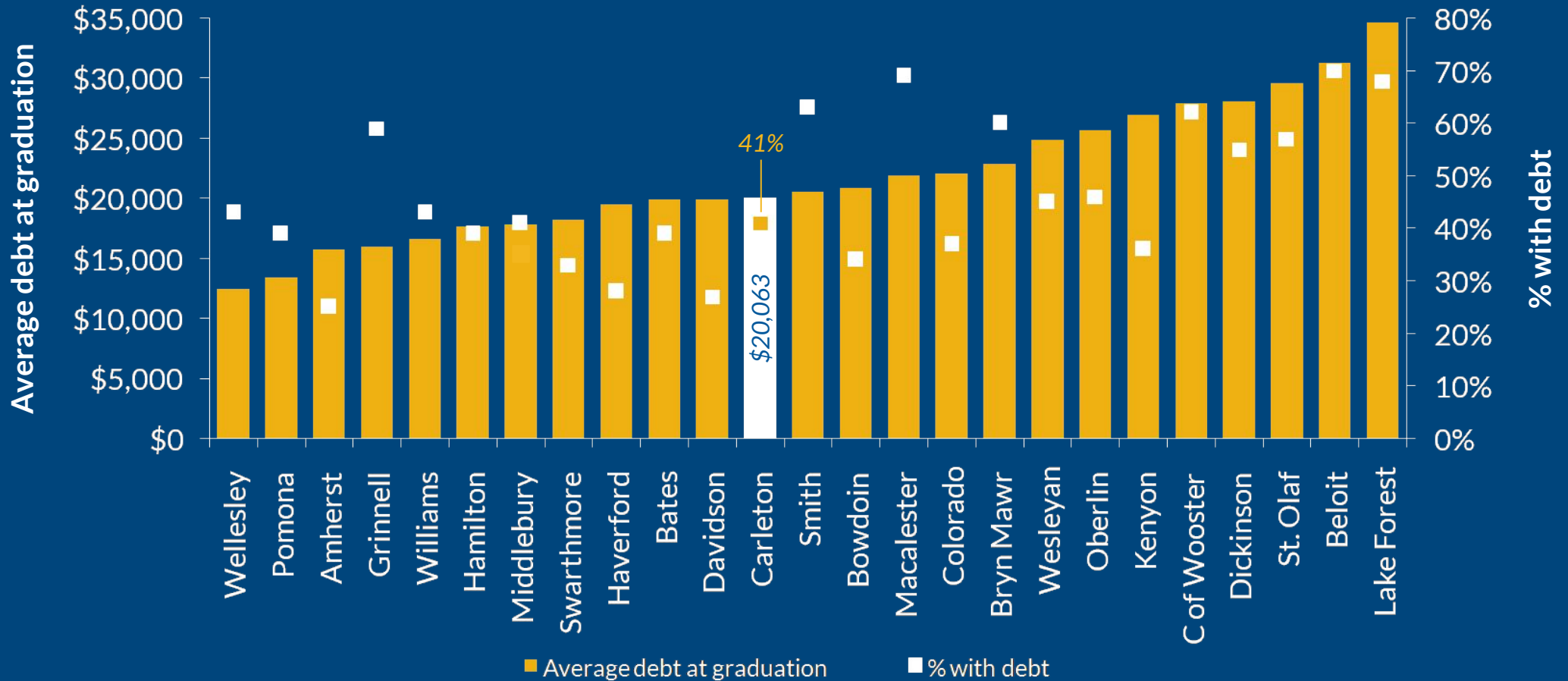


## Financial Aid Facts, Average Financial Aid Award by Income, Class of 2020



**Alumni gifts have a dramatic impact on Carleton's financial aid budget, making a phenomenal education possible for more lower and middle income students.**

## Average Debt at Graduation, Class of 2015



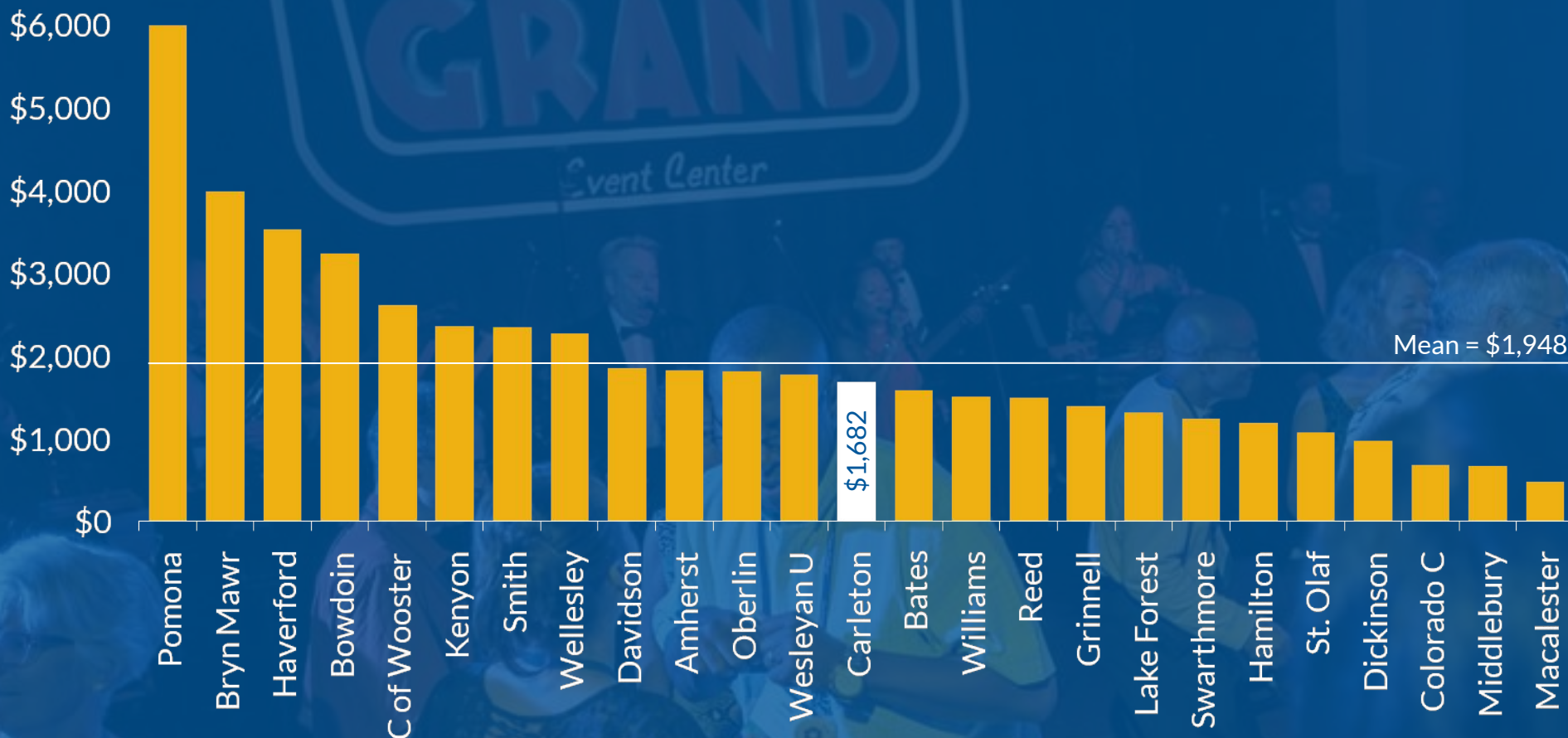
**Carleton students graduate with significantly less debt than their peers at similar schools.**

**Alumni Annual Fund giving is key to continuing this trend.**



Why does my gift matter?

## Average Individual Alumni Gift, FY2015



**Alumni donations supported us while we were students. Now, it's our turn. We're far above average; let's give like it!**

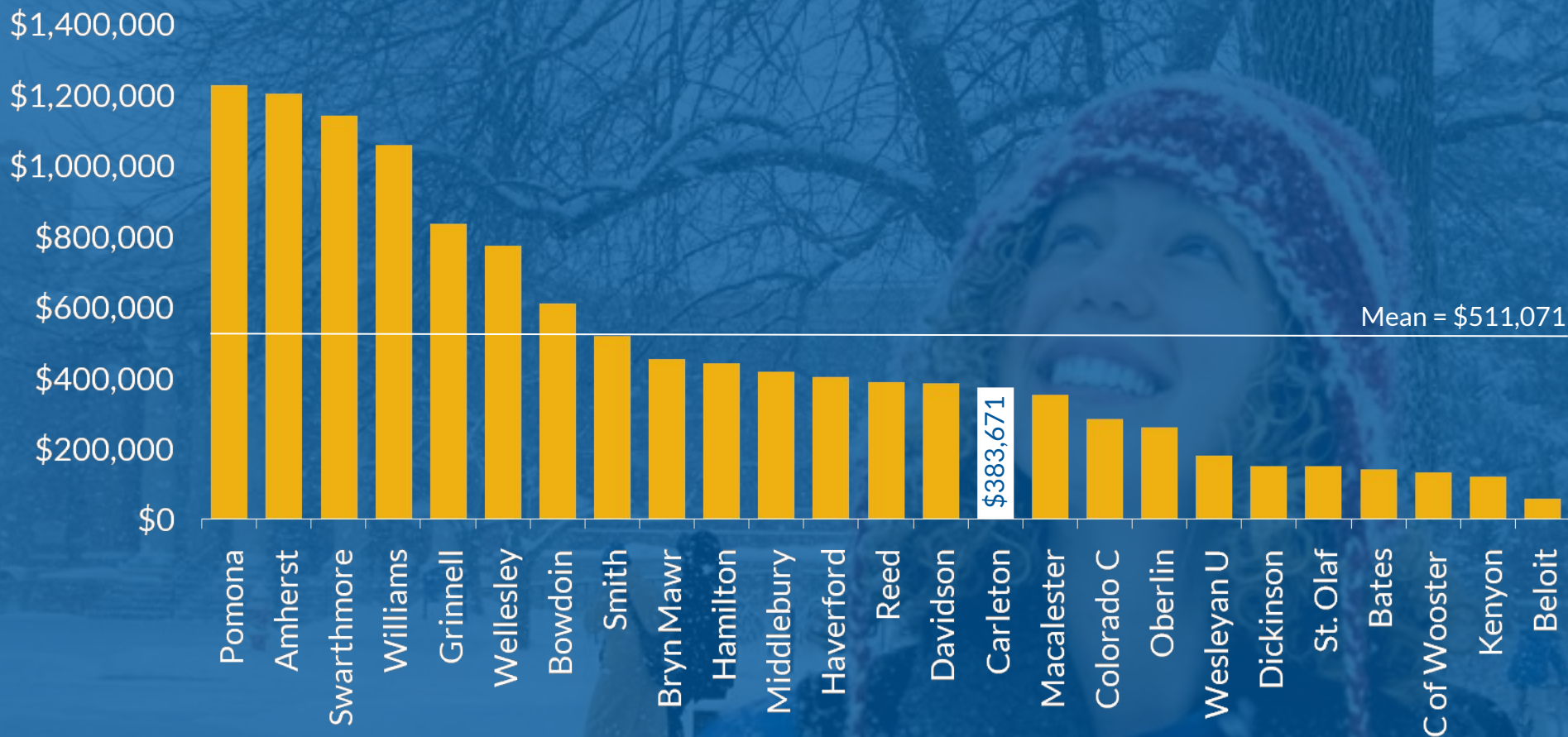




**Meeting or exceeding our 25th Reunion fundraising goal would equate to providing need-based financial aid packages to at least 10 students.**



## Endowment Market Value per FTE student



**Just think how much more Carleton could achieve with financial resources on par with those of its peer institutions.**





**If you're fortunate enough to be in a position to consider donating more this year, please reflect on the role your Carleton education has played in your success.**





What can I do to help?





**Attend Reunion and other Carleton events.  
Donate generously today. Volunteer for the College.**



## Summary

In its research, the '92 Reunion Committee learned:

- Carleton provides an awesome education – one of the best in the world.
- Carleton's academic and social environment values diversity in all its forms – curiosity, collaboration, scholarship, and never taking yourself too seriously.
- Carleton students and alums are contributing in every field, changing lives throughout our nation and the world.
- Carleton's premier education costs money – for the best teachers, for scholarships, and for competitive facilities. The College spends this money intentionally and frugally.
- Carleton supports students and their families financially, so kids from every background have access.



A large sculpture made of dark logs stands in a field of fallen leaves. The background shows a line of trees and a building under a blue sky. The text is overlaid on the image.

Let's renew our commitment  
to Carleton by continuing to  
live President Gould's mantra:

“You are forever a part of Carleton,  
and Carleton is forever a part of you.”





Please help reach our Reunion goals:

- 63% giving a donation
- \$400,000 raised

Join us in supporting  
today's Carleton students!