

Remarks for
Ames Awareness Event for Capital Campaign
and
Carrie Chapman Catt Hall announcement
June 12, 1990
Dr. Gordon P. Eaton

Thank you Erb!

- I. Let me begin by saying that I am continually impressed with the dedication of both Iowa State's alumni and its friends who give of their time and talent to help ensure a bright future for the University. Each of you here with us tonight can help us in some way to achieve that future. I'd especially like to thank Julia and Marvin Anderson, Linda and John Dasher, Ruth and Carl Hamilton, Marge and Erb Hunziker, Sharon and Dan Krieger, Dorothy and Virgil Lagomarcino, Elizabeth and Dennis Plautz, Barney and Tom Smith and Erma and Norm Skadburg for hosting tonight's gathering.
- II. We all recognize how significantly times are changing in Ames, in Iowa.. in our nation... and in the world. The times are changing and the needs of our citizens are changing. The University is attempting to anticipate and embrace these changes as well, as we respond to the needs of those we serve--through education, through research and through service.
- III. I think that we are very fortunate to have the kind of "town and gown" relationship that will help us meet society's needs at a much greater speed. The Ames Plan is an indication of the cooperation and vision that will enhance both the community and your University.
- IV. Tonight, I'd like to briefly share with you several of Iowa State University's goals as we plan for and move toward the future.
 - A. First, we must maintain the quality of educational excellence that is the trademark of this university, both at the undergraduate and the graduate level.
 - B. We must also continue to attract and teach the bright inquisitive minds of the leaders of tomorrow.
 1. We are very proud of the fact that 7 Fortune 500 company CEO's are graduates of Iowa State and that key leadership positions in another 20 of those companies are held by graduates of our College of Engineering.

(NOTE: 5 CEO's have undergraduate degrees from ISU, two have only graduate degrees from ISU)

- C. We must continue to seek out and coax here the most innovative faculty and staff to guarantee our esteemed reputation in academe.
- D. We must support the growing vital and effective research that is being conducted in our campus laboratories.
 - 1. Our annual sponsored research spending at ISU has surpassed the \$100 million mark for the first time in our history. During the last fiscal year, research expenditures totaled \$111 million. We also received a record \$68 million in newly awarded research contracts, grants and gifts.
- E. We must also invest, and we are investing in the college future of younger high school and junior high school students.
 - 1. A new Iowa Talent Search program has been initiated by Iowa State. More than 4,000 talented and gifted students are enrolled in this special program for 7th and 8th graders.
 - 2. We are also hosting the Governor's Institute for Talented and Gifted Students this summer. Eighty of Iowa's very most talented 7th-through-9th grade students will participate.
 - 3. In addition, ISU just finished hosting the very successful 4-day-long World Finals of the Odyssey of the Mind competition.
- F. And we must continue to serve our state's economic recovery efforts in true land-grant university tradition.
 - 1. An example of this is a new Extension program for developing community leaders and community clustering which is receiving national recognition.
- V. These commitments cannot succeed without the financial support of partners like you, who recognize that our past achievements should be building blocks for a stronger and a better future.
- VI. Today, Iowa State University is "state-assisted" rather than "state-supported", since only a third of our total budget is financed with state dollars. The rest -- 62 percent -- is up to us to find however we can. The private support that a capital campaign can muster will help determine the margin of excellence that will position us as a national leader in education and research for the next century.

- A. This capital campaign will help provide us funding to recruit and retain bright students and bright faculty from all over the nation.
- B. Our education and research efforts will provide the Ames area with opportunities to hire our graduates and to benefit from our research through the transfer of technology to new businesses and industries.

VII. And tonight, we are taking this opportunity to make an announcement in connection with that portion of the capital campaign dealing with the restoration of one of our historical buildings.. one known most recently as Old Botany, but created nearly a century ago as Agricultural Hall.

- A. Tonight I have the pleasure of announcing that, with the approval of the Board of Regents, the building will be renamed to honor one of ISU's most famous women graduates, Carrie Chapman Catt.
 - 1. This action will allow Carrie Chapman Catt to take her proper place in history at the university that she loved dearly and never forgot.
 - 2. Carrie graduated from Iowa State as valedictorian in the Class of 1880 and is best known for leading the National American Suffrage Association to success with the passage of the 19th Amendment, the one ensuring women the right to vote.
 - 3. She also founded the League of Women Voters and International Woman's Suffrage Alliance, worked to establish the League of Nations and later, the United Nations.
- B. I am pleased to have as special guests at my table tonight several people who have worked hard to garner more recognition for Carrie Chapman Catt at this University. I ask them to stand and be recognized.
 - 1. Laura Kline, university archivist, who has personally researched Carrie's life and has made many, many presentations about her accomplishments.
 - 2. Jan Beran, a member of the Ames League of Women Voters, who chaired the League's study group committee on Carrie Chapman Catt....(and is accompanied by her husband, George.)
- C. It is also my honor to have as a special guest Sheila Cain, an Iowa State graduate who now teaches at Grinnell College, and is the great, great, great niece of Carrie Chapman Catt.

D. And, finally, we are pleased that Louise Noun of Des Moines, a member of the Iowa Women's Hall of Fame, could be with us for this announcement tonight. Louise has championed women's rights for several decades through her involvement with the League of Women Voters, the National Organization for Women and her book, Strong-Minded Women, a historical look at the women's suffrage movement in Iowa. Louise Noun, herself, has been a constant advocate and supporter of appropriate recognition for Carrie Chapman Catt. (Louise, would you like to make some brief remarks?)

VIII. As you can tell with this announcement, the momentum for the capital campaign is building.

A. Together, we can... and we will... achieve new heights of excellence, but only together and only with your help. Thank you.