



Did You Know

Among 24 peer liberal arts colleges, only three schools rank below Trinity in the percentage of undergraduate students receiving need-based financial aid. Below, learn about a new initiative to substantially increase financial aid investments in even more Trinity students.

Trinity Launches Strategic Financial Aid Initiative

Trinity has launched a critical effort to raise more financial aid dollars for students. In announcing the new initiative—spearheaded by three College Trustees, Emily Latour Bogle '79, Jeff Kelter '76, and Tim Walsh '85—President James F. Jones, Jr., described it as “an enterprise far more important to the future of Trinity than anything else we might accomplish together.”

The Cornerstone Campaign has set a goal of raising \$100 million in new

financial aid endowments to both better underwrite and increase the percentage of students receiving Trinity aid.

With \$55 million committed to date for financial aid since the campaign began in July 2006, an additional \$45 million must be secured by June 2012. Bogle, Kelter, and Walsh are passionate in explaining why increasing financial aid support has never been more important for the College.

“If you look at where Trinity is today,” says Walsh, “we have a great

faculty and curriculum and a terrific student body. Using any metric, there’s a lot for us to feel great about. The one challenge we have is that we need to provide more kids who’d like to come to Trinity with the financial aid support so they can. This is critical for Trinity,” Walsh stresses. “This is a huge unfilled need that will only get worse unless we take decisive action now.”

Walsh observes that financial aid can be of critical importance to fam-

ilies in all income brackets. “I had three brothers and sisters attending college at the same time. If you added up those tuitions and set the total against my dad’s salary, it didn’t add up. And that was when annual tuition at Trinity had crossed the then-unimaginable sum of \$10,000 a year! Financial aid was incredibly helpful. If I didn’t have access to that support, I wonder if I would have been able to attend Trinity.”

Ensuring access to worthy students from all backgrounds is the biggest issue

in private education, and an especially big issue for Trinity, says Bogle.

“I care deeply about the quality of the academic experience at Trinity, as well as how the College is perceived by the outside world. Access improves the culture of the school. It promotes diversity and improves our academic excellence,” says Bogle. “We can be more selective, which helps our academic reputation. The fact is, we’re behind our peers in the amount of money we spend on financial aid and the percentage of our students receiving aid,” she says.

“This is Jimmy Jones’s number one priority,” she adds. “We need to rally behind his strategic vision and help achieve this for Trinity.”

Jeff Kelter says that the most intriguing takeaway for him as he has immersed himself in financial aid issues has been learning about Trinity’s position in comparison to its peers. “Given the relative size of our endowment, the College is hampered in its ability to provide financial aid, relative to our peer schools. The cost of a Trinity education is out of reach for a lot of really quality middle class students.”

“When I attended Trinity, we had a much less diverse student body,” says Kelter. “I always felt Trinity was less representative of the world we were about to enter as graduates than it should have been. Today, we have a

wonderful cross-section of kids applying. There were 2,000 high schools represented last year and 4,700 highly qualified applicants. But our inability to provide more financial aid keeps us from fully tapping into that applicant pool. It’s incredibly important that we raise this new capital.”

Dean of Admissions and Financial Aid **Larry Dow ’73** wholeheartedly agrees. “We’re facing a widespread level of need across the whole population of applicants,” he says. “Nowadays, there are virtually no enrollment goals we can reach without adding significant financial aid support. You can name any type of student we’re seeking—students committed to community service, from other parts of the country or the world, with different religious beliefs, competitive athletes, prospective science majors. More than 60 percent of our overall pool of applicants is seeking aid. More financial aid will enable us to go deeper into our pool of highly qualified applicants.”

“Financial aid has more influence on student recruitment than any other controllable factor,” says **Ron Joyce**, Trinity’s vice president for advancement and campaign director. Adding \$45 million more in new scholarship endowments will initially add 80 or more students receiving Trinity

financial aid, taking the College to well over 40 percent of the student body receiving scholarship support. The long-term goal is to reach in excess of 45 percent of our students receiving Trinity scholarships. Our final 20 months of the Cornerstone

Campaign, this new strategic financial aid initiative will focus intensely on recruiting and expanding our list of philanthropic investors who are passionate about increasing the number of students who will be transformed by the Trinity experience.

PERCENTAGE OF FULL-TIME TRADITIONAL UNDERGRADUATES ENROLLED FALL OF ACADEMIC YEAR 2009-10 RECEIVING NEED-BASED INSTITUTIONAL AID

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|------------------------------|----|-----------------------------|-----------|
| Macalester College | 67 | College of the Holy Cross | 43 |
| Mount Holyoke College | 65 | Connecticut College | 42 |
| Smith College | 60 | Oberlin College | 42 |
| Amherst College | 56 | Wesleyan University | 42 |
| Carleton College | 56 | Bates College | 41 |
| Vassar College | 56 | Franklin & Marshall College | 41 |
| Sewanee (Univ. of the South) | 53 | Hamilton College | 41 |
| Williams College | 52 | Kenyon College | 41 |
| Haverford College | 46 | Trinity College | 39 |
| Middlebury College | 46 | Colby College | 38 |
| Union College | 46 | Colorado College | 36 |
| Bowdoin College | 43 | Colgate University | 35 |

Source: College Web sites

THREE VOLUNTEERS LEAD INTENSE EFFORT TO INCREASE STUDENT AID



**EMILY LATOUR
BOGLE '79**
*Financial Aid Campaign
Tri-Chair*

Emily Latour Bogle '79 of Bronxville, New York, is a volunteer who previously worked in equity sales for Donaldson Lufkin and Jenrette, Salomon Brothers, and for International Business Machines as a sales and marketing manager. She currently serves on the boards of Lawrenceville Hospital in Bronxville and St. Paul's School in Concord, New Hampshire. She has served Trinity as a Trustee since 2006, as a Campaign Executive Committee member, on the Alumnae Leadership Council, on the Board of Fellows from 1999 to 2001, as an admissions alumni volunteer, and as an assistant class agent. For the second year in a row she is working closely with the senior class gift committee, challenging members of the class to achieve 90 percent giving participation. She is matching all of their Trinity Fund gifts, two dollars for one dollar. She is a member of the Chairman's Circle, was a 2009 Trinity College Fund Pacesetter, and has made leadership gifts in support of the Paul D. Assaiante Tennis Center and the Long Walk Restoration and Renovation Project. Bogle received her B.A. in French. She and her husband, Harold W. Bogle, have three daughters.



TIMOTHY J. WALSH '85
*Financial Aid Campaign
Tri-Chair*

A 2010 recipient of Trinity's Alumni Medal for Excellence, Timothy J. Walsh '85 of Westport, Connecticut, is managing director in the New York office of CCMP Capital, where his focus is on making investments in the industrial sector. Before joining CCMP Capital, Walsh worked on various industry-focused client teams within the Chase Manhattan Corporation. He received an M.B.A. from the University of Chicago Graduate School. A Trinity Trustee since 2007, a Campaign Executive Committee member, and a former member of the Board of Fellows, Walsh was an economics major at Trinity. He is a member of the Chairman's Circle and was a 2009 Trinity College Fund Pacesetter. The recipient of scholarship aid while a student at Trinity, Walsh established in 2002 an endowed fund providing income to assist needy students in attending Trinity, with preference to students from his hometown of Bristol, Connecticut. He and his wife, Mary Casner Walsh, have two daughters and a son. His father, John J. Walsh, is a member of the Class of 1953.



JEFFREY E. KELTER '76
*Financial Aid Campaign
Tri-Chair*

Jeffrey E. Kelter '76 is a founding partner at KTR Capital Partners, a real estate private equity firm that invests in industrial real estate throughout North America. Prior to founding KTR, he was the founder, chief executive officer, and a trustee of Keystone Property Trust. He began his career at Bankers Trust Corporation, where he was an assistant treasurer in the corporate finance division. He serves as a board member of Gramercy Capital Corporation and is a member of the Urban Land Institute, Pension Real Estate Association, and the Real Estate Roundtable. In 2003, he established the Kelter Family Scholarship, which provides financial assistance for needy students, with preference given to students from western Long Island, NY. He and his wife, Jennifer Bancroft Kelter, reside in Locust Valley, New York, with their three daughters. An urban studies major at Trinity, Kelter has served as a Trustee since 2010 and is a member of the Campaign Executive Committee. He is a member of the Chairman's Circle and was a 2009 Trinity College Fund Pacesetter.