When people think about education in the humanities and the liberal arts, they may not associate it with a profitable business career. Richard J. Cardin ’62 is on a mission to change that.

Cardin, who earned a Bachelor of Arts in English from the University of Hartford, went on to have a highly successful and lucrative career as an executive for United Parcel Service (UPS). He says that the strong liberal arts education he received at the University gave him a solid foundation for success.

In fact, Cardin is so passionate in his support of the liberal arts and the University that he is devoting a substantial amount of his time and money to the creation of an endowed faculty chair for the College of Arts and Sciences (A&S), to be funded primarily by A&S alumni. Cardin has pledged to match every dollar that A&S alumni contribute to the establishment of an endowed chair, up to a maximum of $500,000. If alumni come through with more than $500,000 in pledges, Cardin will consider matching those additional contributions as well, he said. The total cost of establishing an endowed chair is $1.5 million.

“I attribute much of the success I’ve enjoyed in life to my experience at the University of Hartford,” Cardin said. “Now that I am semiretired, I’ve made a decision to make the University of Hartford the most important institution for me to support philanthropically.”

Cardin’s decision to dedicate himself to the University’s future is a testament to his confidence in the institution’s leadership and his belief that the University is positioned to reach new heights in the years ahead.
“This is a great time in the history of the University. Wonderful things are happening here,” Cardin said. “President [Walter] Harrison is the right leader at the right time for the University of Hartford. With the current leadership and the support of alumni and friends, the University is poised for a very bright future.”

When Cardin talks about supporting the University, he’s not just talking about money. In addition to making generous financial contributions—last year, for example, he began sponsoring a speaker series that brings poets and fiction writers to campus—Cardin volunteers his time as a member of the Board of Regents and a member of the Steering Committee for the Campaign of Commitment, the University’s 10-year, $175 million fundraising campaign.

He is planning to participate directly in efforts to establish an endowed faculty chair by personally soliciting pledges from A&S alumni and potential corporate donors. Cardin believes strongly that alumni have a duty to give back to their alma mater in whatever way they can afford.

“We need to raise the level of alumni support substantially in order to take the University forward,” Cardin said. “The success of the Campaign of Commitment is critical if we are to achieve the goals and objectives that we have set for the University’s future.”

The College of Arts and Sciences has more than 12,000 alumni, of whom only about 1,800—15 percent—have contributed to the University within the past five years.

The endowed chair in the College of Arts and Sciences would provide distinguished faculty members with funds for scholarship, travel, and professional development. The chair would rotate among different departments, benefiting faculty members in a wide variety of disciplines ranging from the humanities to the social sciences to the natural sciences.

The establishment of an A&S chair would address a number of important goals, said University Provost Donna Randall. First, it would enable the College to recognize outstanding faculty members, thereby enhancing its ability to attract and retain distinguished educators and scholars, Randall said. In addition, the creation of an endowed chair that is funded primarily by alumni would serve as a tangible symbol of alumni commitment to the College of Arts and Sciences.

A rotating chair in the College of Arts and Sciences also would make an important statement about the value of a liberal arts education, Randall said. “The arts and sciences are fundamental to the University and central to its mission. A rotating chair in the arts and sciences, particularly one that is funded by alumni, gives important recognition to one of the University’s core areas.”

Cardin believes that a strong education in the liberal arts is important for all students, regardless of what careers they plan to pursue. His life provides a powerful example of the value of a liberal arts education.

Richard J. Cardin ’62

“This 1962 yearbook photo shows Richard Cardin during his undergraduate days, when he first developed his love of English and the humanities.

Shakespeare, Chaucer, and other writers of the classics,” Cardin said. He also learned a great deal from one of his college mentors, Frank Chiarenza, professor emeritus of English and former dean of the College of Arts and Sciences. It was Chiarenza who

continued on page 20
convincing Cardin to major in English and gave him an appreciation for the arts—the factors that enriched Cardin’s life and career.

Cardin said he also benefited tremendously from the strong communication and writing skills he developed in college. “The ability to read and to write persuasively are critical skills in life,” he said, “You can’t believe the number of business people who’ve said to me, ‘I wish I could write like you.’”

It was his love of writing that led Cardin to sponsor the Richard J. Cardin Writer Series, which brings nationally acclaimed writers to the University to read and talk about their work.

“For aspiring writers, there is no greater inspiration than meeting a professional,” said Professor William Stull, co-chair of the English Department. “Students and teachers of creative writing at the University owe a mighty debt of gratitude to Richard Cardin.”

In addition to sponsoring the lecture series, Cardin also underwrites the publication of the English Department’s literary magazine, Aerie. “He has given dozens of young writers their first chance at publication,” said Associate Professor Catherine Stevenson, who co-chairs the English Department. “As a successful professional with a strong liberal arts background, Richard Cardin is a role model for students in any field.”

Cardin has always been a man of many interests. As an undergraduate at the University of Hartford, he played tennis and basketball, was active in the Drama Department, and served as president of the Philosophy Club. Today, in addition to his love of literature and the arts, Cardin has a passion for thoroughbred horse racing. He is the managing member of C & C Stables in Coral Gables, Fla., which owns and races thoroughbreds.

Beginning on Sept. 29, when the University kicks off the next phase of its Campaign of Commitment, Cardin will take on a new challenge: soliciting alumni donations for the proposed endowed faculty chair in the College of Arts and Sciences.

“I’m in the starting box and ready to go. As of Sept. 29, I intend to spend a lot of time on this,” Cardin said. “We’re making it a high priority to increase alumni participation, and I’m going to be out there.”

Alumni who would like to contribute to the establishment of an endowed faculty chair in the College of Arts and Sciences should contact Hannah McLennan, director of development for A&S and the Barney School of Business, at (860) 768-5201 or <mclennan@mail.hartford.edu>.

---

Federal Grant Brings Creative Communities to Hartford

In a new program called Creative Communities, the National Endowment for the Arts (NEA) and the U.S. Department of Housing and Urban Development (HUD) are jointly awarding $2.7 million to 20 community schools for the arts to provide arts instruction for young people living in public housing. The Artists Collective, in partnership with The Hartt School Community Division at the University of Hartford, was awarded a $135,000, three-year grant to provide a music instruction program for children ages 7 to 18 who live in the Nelton Court and Mary Shepard Place (formerly Bellevue Square) public housing communities in Hartford.

The goal of the program—which will provide twice-weekly instruction in voice, piano, and music theory—is to create both boys’ and girls’ choirs as well as other music classes for young students. One day a week, the choirs will rehearse and receive lessons in basic music theory at The Artists Collective. On another day, students will receive piano keyboard instruction at The Hartt School. Youngsters will be guided through their musical training, allowing them first to perform in the community and, eventually, to develop a more extensive repertoire of advanced choral music to perform locally and regionally.

“It’s a wonderful opportunity for The Artists Collective to continue to serve the youth of this community in a concentrated way that develops their musical skills. This is our first opportunity to partner with The Hartt School Community Division. This initiative will enable us to expand our program to serve even more youth,” said Dollie McLean, founding executive director of The Artists Collective.

Former members of the Harlem Boys Choir, who are now professional working artists, will serve as visiting resident artists. Music students from The Hartt School will serve as student teachers for this program.

“I am thrilled with this grant for two reasons: it will provide a substantive and in-depth opportunity in the arts for students from public housing communities in North Hartford, and it gives the Community Division the opportunity to collaborate with The Artists Collective, a gem of an organization,” said Michael Yaffe, director of the Hartt Community Division and executive director of The Hartt School. “It is another example of the University of Hartford’s long-term commitment to North Hartford organizations and individuals.”

About 50 children will be recruited for the Creative Communities music program. Instructors from The Artists Collective and the Hartt Community Division will conduct several informational demonstrations at Mary Shepard Place and Nelton Court. Families of the students will be very involved in the program through several parent orientations and a parent volunteer group that will assist with recruitment, attendance, and performances.
Campaign Objectives Are Critical to the University’s Future

The goals and objectives of the University’s 10-year, $175 million Campaign of Commitment are as varied as the individuals and organizations that support it, running the gamut from student scholarships to high-tech academic buildings and from athletics facilities to faculty development.

But the objectives have one critical element in common: they are aimed at providing every University of Hartford student with an exceptional education, a well-rounded college experience, and the foundation for a successful and meaningful life.

As the University kicks off the next phase of the Campaign of Commitment with a gala event on Sept. 29, the Board of Regents has approved detailed goals and objectives that set forth the specific priorities of the campaign. The campaign, which is entering its fifth year, has raised $63 million to date.

The goals and objectives of the campaign fall into three broad categories: annual program support, facilities, and endowment support.

**ANNUAL PROGRAM SUPPORT**

Annual program support refers to the money that must be raised every year, through the Annual Fund, to pay for the day-to-day operations of the University. Tuition alone does not cover the cost of a college education. The Annual Fund, therefore, plays a critical role in providing the faculty, staff, and campus resources that transform students’ lives.

From heating buildings to paying faculty salaries, from library materials to laboratory equipment, from computers to soccer balls, the Annual Fund supports the University every day in its mission of preparing students for professional and personal success.

Contributions to the Annual Fund can be unrestricted or restricted to a specific use. Annual unrestricted funds are the lifeblood of the University. These funds can be used wherever they are needed to help bridge the gap between tuition revenue, endowment income, and the actual operating expenses of the University.

Temporarily restricted funds are designated by the donor for a specific purpose or program. This allows donors to address a particular need about which they feel strongly, such as student scholarships, engineering technology, art supplies, or athletics equipment.

The goal of the Campaign of Commitment is to raise $55 million in annual program support over a 10-year period, including $20 million in unrestricted funds and $35 million in temporarily restricted funds.

**Facilities**

The University’s steady growth over the past four decades, daily wear and tear, and rapid technological advances have created a need for a variety of new facilities and capital improvements. The University worked with an architectural and engineering consulting firm to develop a Campus Master Plan—a comprehensive, long-term blueprint for the University’s space and facility needs. A key objective of the Campaign of Commitment is to fund some of the top priorities of the Master Plan.

The goal of the Campaign of Commitment is to raise $57 million for new and improved facilities, including the projects listed below.

**Dana Hall Renovation and Facility and Campus Enhancements.** The University has a number of aging buildings—most notably Dana Hall, home to many science and math classrooms and labs—that were constructed before the technology revolution of the late 20th century and that are becoming increasingly incapable of supporting innovative, high-tech curricula.

In order to provide students with the most up-to-date resources and facilities, the Campus Master Plan calls for a state-of-the-art science, engineering, and technology center. With its new and updated labs, cutting-edge technologies, and flexible instructional spaces, this smartly designed nexus of learning and teaching will become the educational focus for the entire University community. The University currently is working with an architectural firm to conceive a design that connects United Technologies Hall (home of the College of Engineering) to a completely renovated Dana and newly constructed spaces.

**Expanded Athletics Facilities.** With the opening of the Sports Center just over 10 years ago, the University of Hartford has been providing students, faculty, and community residents with one of the finest collegiate sports centers in the region. But the University’s outdoor athletics facilities are not adequate for its NCAA Division I athletics programs, its rapidly growing intramural and club sports, and the personal fitness needs of students, faculty, staff, and neighbors.

Only one playing field exists on campus, and three teams—men’s and women’s soccer and men’s lacrosse—must vie for its use. Without a field of its own, the baseball team, one of the University’s sport programs, has been able to host only a limited number of games.

**University of Hartford**

CAMPAIGN OF COMMITMENT

“*The University stands at an important time in its history. We are beginning what I believe will be the golden age of the University of Hartford.*”

—President Walter Harrison

University of Hartford Observer/Fall 2001 21
University of Hartford Observer/Fall 2001

Campaign Objectives continued from page 21

University’s great sports traditions, is forced to play “home” games in East Hartford before virtually no fans. The track and cross-country teams, meanwhile, must go away for every meet because there are no tracks on campus for practices and competitions.

The Campaign of Commitment seeks to raise funds for a significant enhancement of the University’s outdoor athletics facilities, including construction of a new baseball field and a new eight-lane running track surrounding an all-purpose, lighted playing field; upgrading of the softball field; improvements to the Al-Marzook soccer field and spectator area; and additions to the Sports Center’s main entrance and walkways. The University intends to share the fields and track with civic groups and local residents, thereby deepening its connection with its neighbors.

Hartt Gateway Center for Performing Arts Education. The Hartt School’s stellar reputation as a performing arts conservatory and the addition of its Theatre and Dance Divisions have led to a dramatic increase in enrollment. While the School is experiencing extraordinary success, it is also facing a critical shortage of space and facilities. The Hartt School is in need of additional studios, increased performance space, and larger rehearsal halls. In addition, the School’s renowned Community Division needs more space in order to accommodate the many local children, teenagers, and adults on its waiting list. A new facility that has been proposed for The Hartt School would address these critical needs, while at the same time creating a valuable cultural and educational resource in North Hartford. Look for more information on this project in upcoming issues of The Observer.

Endowment Support

The remaining campaign objectives fall under the category of endowment support. Endowments are permanent funds that generate annual income to help support the University and its programs in perpetuity, thereby contributing to the institution’s long-term security and its ability to plan for the future.

One of the goals of the Campaign of Commitment is to raise $25 million in endowed funds for academic program support. Revenue generated by these endowments will be used to support the University’s academic and extracurricular programs. For example, endowed funds are needed to support:

- Technology renewal and enhancement
- Curriculum innovation
- Distinguished visiting faculty programs
- Library acquisitions
- Laboratory improvements
- Performing arts programs
- Visual arts programs
- Residence hall improvements

Another goal of the Campaign of Commitment is to establish 10 endowed chairs, at a total cost of $15 million ($1.5 million per chair). The creation of these chairs will enhance the University’s competitiveness in recruiting and retaining outstanding faculty. The earnings generated by an endowed chair are used to underwrite an accomplished faculty member’s salary, as well as scholarship, travel, and professional development.

There is a need as well for endowed junior faculty chairs, which would help the University to retain and further develop younger, tenure-track faculty who show great promise. These dynamic, energetic educators represent the University’s future, and the offer of an endowed chair would help ensure that they stay here rather than being lured away to other institutions. An important goal of the Campaign of Commitment is to establish five junior faculty chairs at a total cost of $5 million ($1 million per chair).

In order to continue to attract and retain outstanding faculty members, we must support them not only with competitive compensation but also with the intellectual nourishment that is so vital to their professions. Therefore, another key goal of the campaign is to raise $3 million for faculty development funds, which will help pay for faculty research, travel to scholarly conferences, participation in national and international performances, fellowship opportunities, international sabbaticals, and membership in national and international consortia. These funds also would provide faculty members with ongoing training in the use of new technology so that they can incorporate it effectively into their courses.

In addition to support for academic programs and faculty, endowed funds are needed to provide financial assistance for deserving students. Permanent endowed scholarship funds will ensure that future generations of students have access to the wonderful opportunities that the University offers. The University is seeking to raise $15 million in endowed scholarship funds through the Campaign of Commitment.

In total, the goal of the Campaign of Commitment is to raise $63 million in endowment support over a 10-year period.

A Golden Age

Whether the goal is annual program support, facilities, or endowment support, the objectives of the Campaign of Commitment are all critical to the University’s mission of transforming students’ lives through intellectual and personal growth.

“The University stands at an important time in its history. We are beginning what I believe will be the golden age of the University of Hartford,” said President Walter Harrison.

“The Campaign of Commitment will provide the resources that will make the critical difference in how well we live up to our potential, how well we fulfill our promise,” Harrison said. “All gifts, no matter what their size or what aspect of this wonderful institution they support, will aid the education of our students and help the University serve the Greater Hartford area, our region, our country, and the world.

“This is our time. This is our moment. We need your help.”