



THE TALENTS ENTRUSTED TO OUR CARE
The Campaign for Muhlenberg College

How Muhlenberg Measures Up





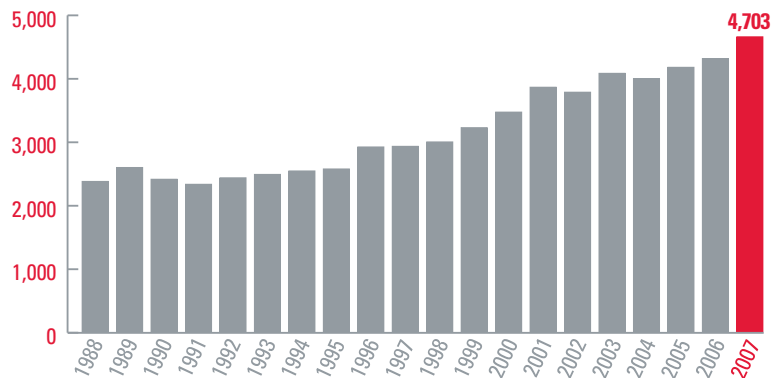
MUHLENBERG IS A COLLEGE ON THE MOVE. Over the past two decades, Muhlenberg has grown in reputation, student selectivity and financial stability. But don't take our word for it: let the numbers speak for themselves. In the following pages, you'll see the statistics that illustrate this good news in admissions, graduate success and our financial picture. You'll also glimpse Muhlenberg's competitive position: where we stand in respect to 12 benchmark institutions with which we compete. Based on these data, we lay the groundwork for our next major ambition: increasing the philanthropic support of alumni, parents and friends through *The Talents Entrusted to Our Care: The Campaign for Muhlenberg College*.

Student Selectivity

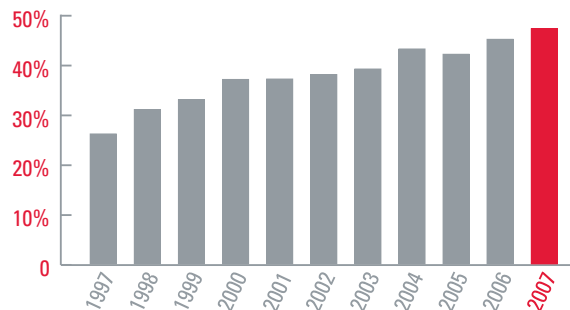
Muhlenberg's admissions profile is bright. Applications have more than doubled over the past 20 years, rising 50 percent in the past decade alone. This growth in applications has brought a corresponding decrease in the acceptance rate – the number of students we admit – and a rise in the yield rate – the number of admitted

students who choose to attend Muhlenberg. The academic profile of each entering class is also increasingly strong: the average SAT score of first-year students continues to rise – from 1147 in 1997 to 1214 in 2007 – as does the percentage of first-year students who graduate in the top 10 percent of their high school class.

NUMBER OF APPLICATIONS 1988–2007
2007 Muhlenberg College Source Book



TOP 10% OF HIGH SCHOOL CLASS 1997–2007
2007 Muhlenberg College Source Book



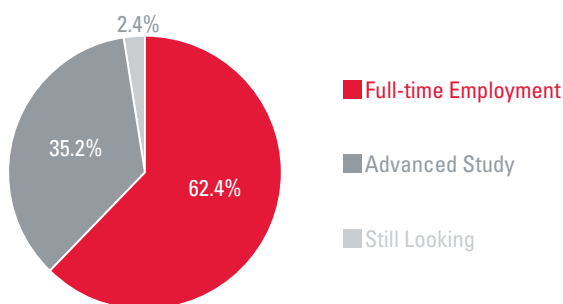
Student Outcomes

A Muhlenberg education provides a powerful launching pad into graduate school and entry-level careers. The statistics bear this out: on average, over the past five years, nearly 70 percent of students are employed full time one year after

graduation, while 30 percent pursue graduate and professional degrees. The College's success rate with highly competitive medical and law school placements averages 86 and 81 percent, respectively.

EMPLOYMENT RATE ONE YEAR AFTER GRADUATION 2006 Career Status

2007 Muhlenberg College Source Book



REPRESENTATIVE SELECTION OF GRADUATE & PROFESSIONAL SCHOOLS ATTENDED BY MUHLENBERG ALUMNI

Health Professions

Columbia University College of Physicians & Surgeons
Cornell University School of Veterinary Medicine
Jefferson Medical College of Thomas Jefferson University
Temple University School of Medicine
Tufts University School of Medicine
Uniformed Services University of the Health Sciences
University of Pennsylvania School of Dental Medicine
University of Pennsylvania School of Medicine
University of Pennsylvania School of Veterinary Medicine
Stanford University School of Medicine

Law

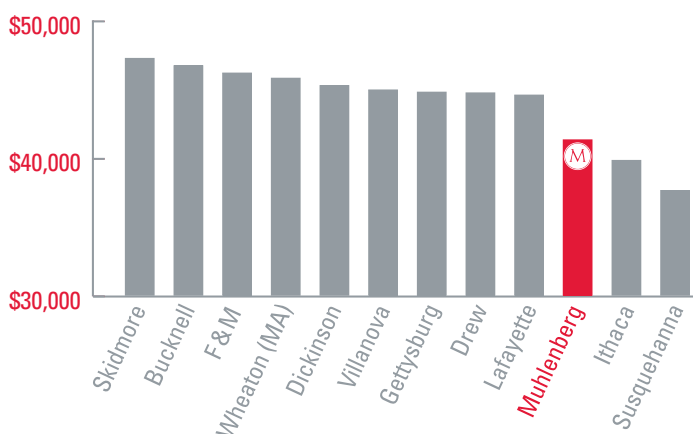
American University/Washington College of Law
Boston University School of Law
Case Western Reserve University School of Law
Fordham University School of Law
George Washington University School of Law
St. John's University School of Law
Syracuse University School of Law
Temple University School of Law
University of Pennsylvania School of Law
University of Virginia School of Law

Fiscal Responsibility

Muhlenberg College takes fiscal responsibility seriously. For the past **52 years**, we've operated on a balanced budget. We've accomplished this while increasing grant support to students *and* charging 10 to 15 percent less than our benchmark institutions. Through prudent investing, our endowment has grown an impressive 90 percent over the past

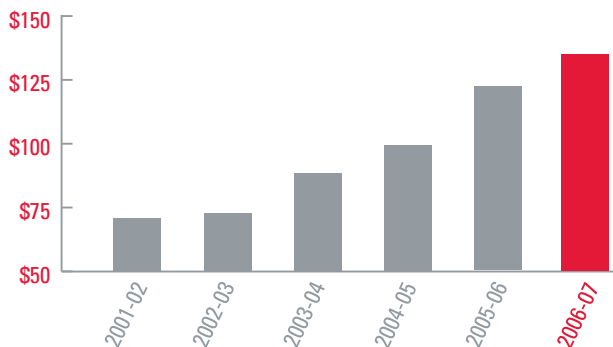
five years. And while this is good news, the fact remains that Muhlenberg's endowment is substantially less than those of our competitors. This reality puts the College at a disadvantage: lower endowment means we offer less financial aid and lower faculty and staff salaries than 10 of the 12 benchmark colleges with which we compete.

STUDENT CHARGES 2007–2008 Total Fees



ENDOWMENT GROWTH OVER PAST 20 YEARS In Millions

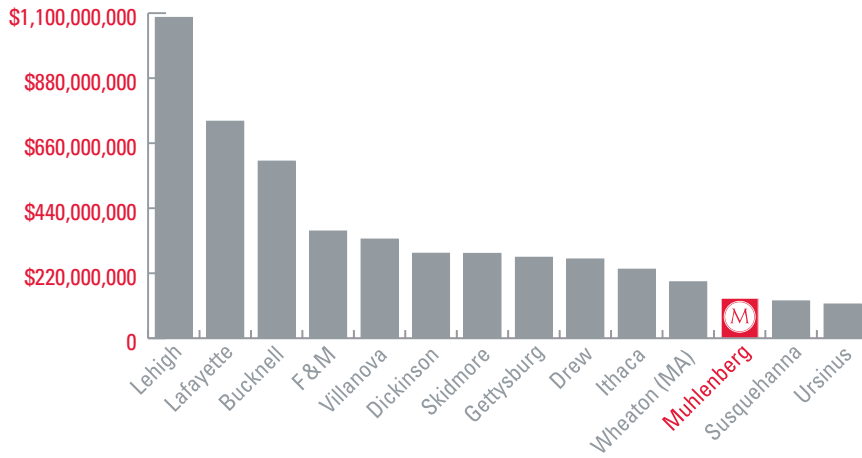
Council for Aid of Education Report



Fiscal Responsibility Continued

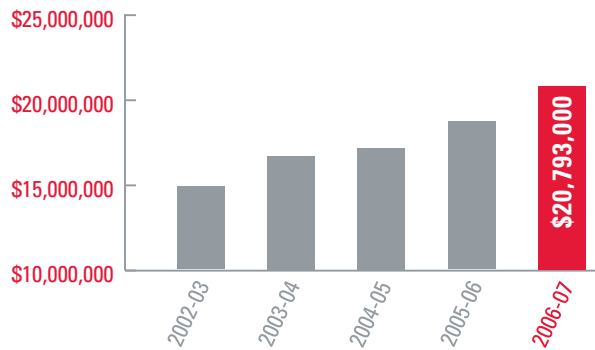
ENDOWMENT COMPARISONS 2007

NACUBO Endowment Study Preliminary Results



AMOUNT OF GRANT AID AWARDED 2002-2007

2007 Muhlenberg College Source Book



Giving Back to 'Berg

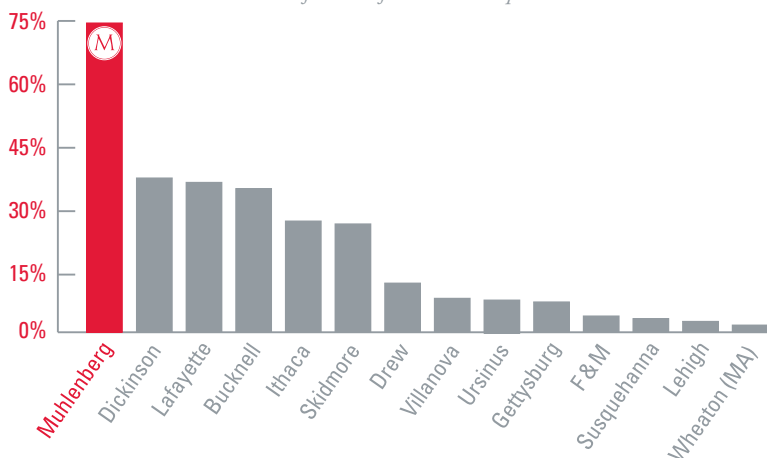
Through *The Talents Entrusted to Our Care*, we are committed to increasing both the number of donors and the total contributions to The Muhlenberg Fund. While the total amount we raise each year continues to rise, Muhlenberg still lags behind most institutions in our comparison group. Further, about 33 percent of alumni give back annually to the College, as

compared to 40 percent or better at many of the most highly respected institutions.

Muhlenberg parents believe in the College and support it at surprising rates. In a recent year, more than 75 percent of solicited parents of current students made a gift to The Muhlenberg Fund in addition to paying tuition. That's a ringing endorsement from people who are closest to Muhlenberg today and see first-hand the value of such support.

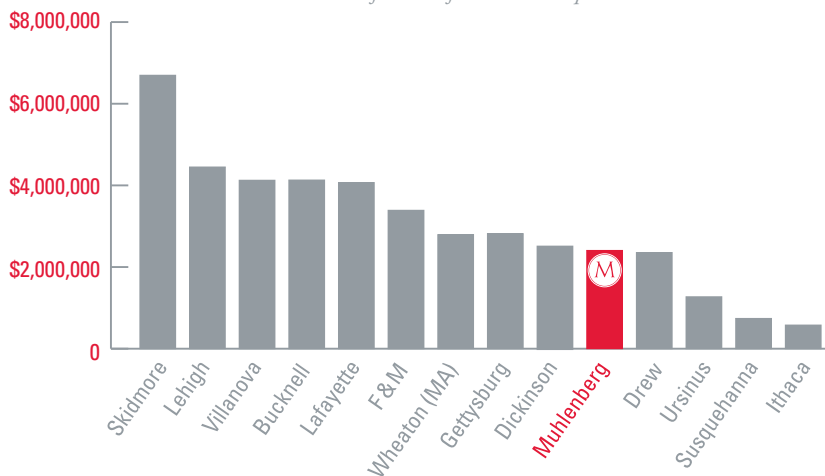
PARENT PARTICIPATION RATE

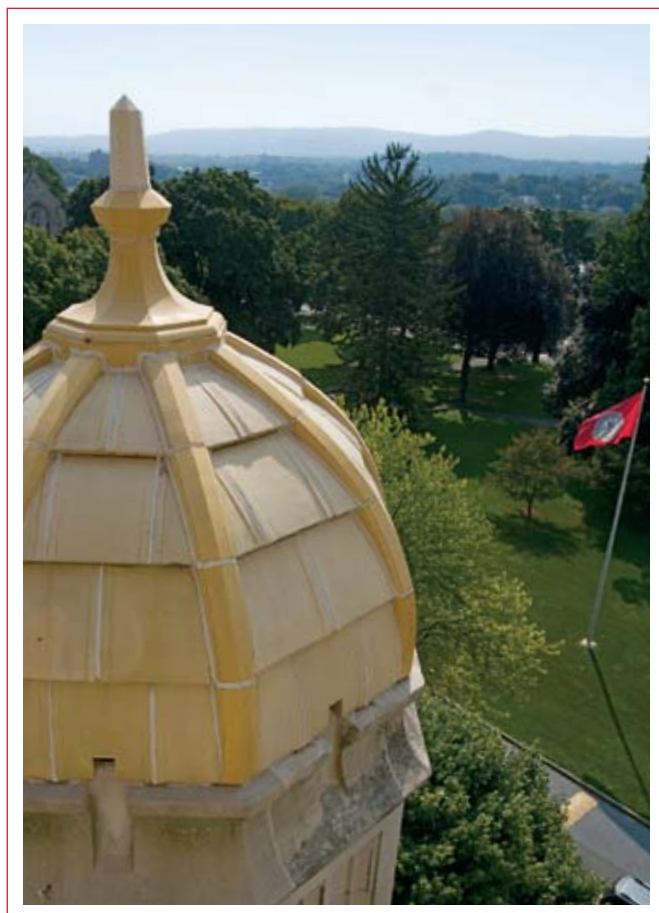
2007 Council for Aid of Education Report



UNRESTRICTED SUPPORT 2006

2007 Council for Aid of Education Report





MUHLENBERG COLLEGE • 2400 WEST CHEW STREET • ALLENTOWN, PA 18104-5586
t (484) 664-3247 *f* (484) 664-3736
TALENTSCAMPAIGN@MUHLENBERG.EDU • WWW.MUHLENBERG.EDU/TALENTSCAMPAIGN