2010-2011 Annual Report

BEYOND THE BUBBLE
President’s Message

BEYOND THE BUBBLE

What Bubble?
Let’s get one thing straight from the get-go. We’re not talking about soap bubbles, champagne bubbles, real estate bubbles, technology bubbles, or the kind of bubbles that leave pink goo all over your face. No, we’re talking about the “Muhlenberg Bubble” – a phrase students have used for years when referring to the sheltered existence they lead on campus – food, housing, entertainment, friends, exercise and intellectual stimulation all provided in one safe, protected environment. The phrase is usually meant to be self-deprecating: contrasting campus life to “the real world” – the world of jobs (or unemployment), rent, grocery shopping, safe, protected environment. The phrase is usually meant to be self-deprecating: contrasting campus life to “the real world” – the world of jobs (or unemployment), rent, grocery shopping, diploma/dining and bill paying; in short – the responsibilities of adulthood. 

The trick is making sure that they are not too comfortable, too removed from the challenges they will, all too soon, be forced to face. After all, today’s students will tomorrow’s grandparents, providing our health care, managing our investments and running our country. So it is important for us to get them balanced right – enough protection to embolden risk-taking, enough reality to add urgency to the quest for personal and intellectual maturity.

At Muhlenberg, we think about this “Beyond the Bubble.” We want Muhlenberg students to realize that they are not here to become accustomed to the Bubble. They are here to rise to the challenges of the Great Recession, surpassing the $105 million goal with a total of $110 million. The endowment set a new record in April ($145 million), as did applications for admission to the Class of 2015. Football, softball and women’s basketball won Centennial Conference championships. Muhlenberg dancers, actors and musicians won regional and national accolades. An astonishing 93 percent of Muhlenberg applicants won admission to medical and dental schools.

The College’s vital signs have never been better.

And the Outside
But we pushed our students beyond their comfort zones too. The Institute for International Education recognized Muhlenberg as one of the “Top 40 Baccalaureate Institutions” for students abroad. Two hundred and seventy-nine Mules pursued their studies in cities as far-flung as London, Florence, Limassol, Maastricht, Dakar, Haifa, Hyderabad, Buenos Aires, and 41 other locations on five continents during the past year. Jennifer Melis ’12 found herself witnessing history in Cairo’s Tahrir Square in January; Megan Angelastro ’12 was studying in Tokyo when the tsunami struck Japan. (Both returned safely.) Students participated in service trips in New Orleans and Israel.

Sustainability efforts accelerated, on the campus reduced its purchase of bottled water by 92 percent, launched a new community garden, and curtailed electricity usage by seven percent (over 1.5 million kilowatt hours during the last three years) despite bringing new buildings online.

The College wouldn’t have caught on at Muhlenberg (and many other campuses) if there wasn’t some truth to it. It fits the first to admit without hesitation or apology that we provide our students with a safe place to explore the world of ideas and values, to test their unique talents, to realize their limits, to succeed (and sometimes fail (but not catastrophically), to reinvent themselves over and over again until they discover who they are meant to be.

The President’s Staff

Matthew Wright
Snavely Associates, Keller, Jr., Pearson, Sanchez, Ek, Battaglia, Wright

Photo Credits

Alec Helm Photo

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Photo Credits

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Students gained valuable skills and knowledge as they volunteered more than 34,000 hours of service with more than 100 local social service programs and agencies, while raising more than $100,000 for cancer research, homeless shelters, food banks, domestic abuse prevention programs and other good causes. Spanish students provided translation services in neighborhood health centers and to the Allentown Police Department. Accounting students helped low-income families with their tax returns, generating approximately $900,000 in refunds. In fact, Muhlenberg received the Carnegie Classification for Community Engagement from the Carnegie Foundation, and was again named to the President’s Higher Education Community Service Honor Roll by the Corporation for National and Community Service. The College donated hundreds of used computers to local schools, churches, libraries and other non-profits, and partnered with the City of Allentown to fund a police cruiser and security cameras in the neighborhood.

It seems obvious, but worth stating anyway. The Muhlenberg community is inseparable from the larger communities in which we live – Allentown, the Lehigh Valley, Pennsylvania, the United States, the world. Our students, despite the safety of the Bubble, must understand this.

The Future

With all this upbeat news, where does Muhlenberg go from here? From strength to strength, of course. We cannot afford complacency. There are plenty of challenges facing American higher education – and small private liberal arts colleges in particular. We continue to worry about access and affordability – how we will make sure that a Muhlenberg education remains available to young men and women with talent and a will to work. The newest strategic plan, approved by the Board of Trustees in October 2010, is called Momentum, acknowledging Muhlenberg’s impressive progress in recent years as well as the necessity of continual improvement. Our strategy remains the same however: to compete more effectively for the best students by emphasizing academic excellence and the quality of the student experience. This is not as obvious as it sounds (many colleges compete on price by compromising on quality) but it is working for us. Emphasizing quality does not mean unlimited spending – we can’t afford that. Our competitors have roughly three times our endowment per student and generally charge higher tuition. Our challenge is to invest in those programs and initiatives that capitalize on our unique strengths and provide the biggest payoff. That is what we are doing in Momentum and I encourage you to read the plan and its initiatives (http://www.muhlenberg.edu/main/aboutus/president/initiatives/). It focuses on increasing diversity, strengthening sustainability and energy efficiency, leveraging technology, encouraging curricular and pedagogical innovation, and emphasizing student development.

Implementing this plan will not be as easy or its results as obvious as building new buildings and creating new positions – but its impact on the Muhlenberg experience should be at least as dramatic. Success will require hard work – and the loyalty, collaboration and investment of our alumni, parents and friends.

I look forward to working with each of you in the year to come as we continue to advance Muhlenberg into the front rank of America’s liberal arts institutions.

Peyton Randolph Helm, Ph.D., President

President’s Staff (left to right): Kent Dyer, F07, F10, chief business officer and treasurer; Chris Hoekstra-Hoving, ‘72, F09, F10, dean of admissions and financial aid; Michael Schaefer, vice president; public relations; Ken Butler, executive assistant to the president; Peyton Randolph Helm, Ph.D., president; Karen Green, vice president for student affairs and dean of students; John Ramsay, Ph.D., P’12, P’14, provost; Rebekkah Brown, ‘98, vice president, development and alumni relations; Rev. Peter Bredlau, College chaplain
Our Mission

Muhlenberg College aims to develop independent critical thinkers who are intellectually agile, prepared for responsible leadership, committed to understanding the diversity of the human condition, and capable of engaging in ethical and civic values; and prepared for lives of leadership and service. The College is committed to providing an intellectually rigorous undergraduate education within the context of a supportive, diverse campus community. Residential living integrates the liberal arts curriculum with select professional pre-studies. Our faculty are passionate about education, value close relationships with students, and are committed to the pedagogical and intellectual importance of research. All members of our community are committed to educating the whole person through experiences within and beyond the classroom. Honoring its historical heritage from the Lutheran Church and its continuing connection with the Evangelical Lutheran Church in America, Muhlenberg encourages, welcomes, and celebrates a variety of faith traditions and spiritual perspectives.
Recognition & Awards

KUDOS

Tony Kushiner—Playwright & Activist
Commencement Address May 22, 2011

Seek the truth and when you find it, speak the truth. Interrogate mercilessly the truth you’ve found."

Honorary Doctorate Degrees
At Commencement on May 22, 2011, President Helm presented honorary doctorates to six recipients (left to right): Joseph B. and Rita Scheller, founders of the Muhlenberg R.J. Fellows program; Tony Kushiner, Pulitzer Prize-winning playwright and screenwriter; Peter Yarrow (of Peter Paul & Mary), singer, songwriter and social activist; President Helm; James B. Stewart, practitioner of journalism & law; and Dr. Benjamin Carson, internationally renowned neurosurgeon.

Faculty Awards
Class of ’32 Research Professor – Dr. Christopher Borick, political science
Allied Academies Distinguished Research Award – Dr. Trish Boyles, business
Christian R. and Mary F. Lindback Foundation Award for Distinguished Teaching – Dr. Amy Hark, biology
Paul C. Empir Memorial Award – Dr. Mohsin Hashim, political science
Rossalis Edge Conservation Award – Dr. Daniel Klein, biology
McCaw-Hill/Trw Distinguished Paper Award – Dr. Trevor Knox, accounting
NSF Transforming Undergraduate Education Grant – Clif Kussmaul, computer science
Faculty Advisor to First-Year Students – Dr. Holmes Miller, business

Newly Tenured Faculty
Dr. Keri Colobry, associate professor of chemistry
Dr. Steven Coutinho, associate professor of philosophy
Amie Emmons, associate professor of art
Dr. Hartley Lochter, associate professor of religion studies
Dr. Paul McEwan, associate professor of media and communication
Dr. Jefferson Pooley, associate professor of media and communication

Recent Books by Faculty
Schlecht, Ludewig, and Susan Clemens. 100 Years of Adult Education at Muhlenberg College. Allentown: Muhlenberg College, 2011.

Student Honors
Christopher Alvarez ’10 National Science Foundation Graduate Research Fellowship (Honorable Mention)
Thomas Bortorelli ’10 Fulbright Scholar (Alternate, Finland)
Joshua Cohen ’11 Medical Scientist Training Program MD/PhD, University of Alabama-Birmingham
Eirinn Disbrow ’10 Fulbright Scholar (Finalist, United Kingdom)
Miriann Eisenberg ’07 National Science Foundation-Graduate Research Fellowship (Honorable Mention)
Scott Rannee ’12 Barry M. Goldwater Scholarship (Honorable Mention)
Amanda Meier ’13 Barry M. Goldwater Scholarship (Honorable Mention)
Jessica Nemsit ’09 National Science Foundation-Graduate Research Fellowship
Ethan Simon ’13 Fulbright Scholar (Finalist, Egypt)
Robert Tophy ’11 NCAP Post-graduate Scholarship

Tony Kushiner—Playwright & Activist

Coultho

Emmons

McEwan

Pooley

Kushiner

Colobry

Clin

Klein

Knox

Kussmaul

Miller

The Pennsylvania State Modern Language Association (PSMLA). The award plaque, presented at the PSMLA’s Fall Conference in Erie, Pa., cites “distinguished teaching and professional contributions to world languages and cultures.”
In today’s world, Muhlenberg students continue the mission of developing the capacity to lead lives of service and scholarship. The 2010-2011 Strategic Plan, Momentum: Reimagining the Future, set forth a new vision and curricular resources to meet and exceed these ideals. More than 285 full-time faculty support 40 majors (and nearly so many minors) in the humanities, fine arts, social sciences and natural sciences, as well as prepare students in such pre-professions as allied health, pre-law, business, education and pre-theological studies.

Staff Highlights
Alexandra LeFroncica-Herb ’94 was hired as an instructional designer to assist faculty in educational methods. She holds a master’s degree in educational technology from Lehigh University. Dr. Amy Hurst, associate professor of biology and co-director of the biochemistry program, is serving a three-year term as the director of the Faculty Center for Teaching, succeeding Dr. Lisa Pertotti. Hark’s ex-President and teaching company style, her use of student feedback and her ability to lead by articulating the right questions all contributed to her selection.

In the College’s liberal arts tradition, students learn to think with intellectual perspective and to problem-solve through experiences in the humanities, fine arts, social sciences and natural sciences, as well as prepare students in such pre-professions as allied health, pre-law, business, education and pre-theological studies.

Social Sciences
Politics not as usual: Introduced by political science chair Professor Jack Gambitlo, Dr. Chris Bock, associate professor of political science, delivered the College’s Constitution Day lecture in September 2011. He based his analysis on Meinheimer, J. S. and Nuttall, M. B. 2007. Public Opinion Public Opinion July 2011 survey of 988 adult Americans. No Time: Americans consider the U.S. Constitution. Bock concluded that Americans retain a high degree of reverence for the Constitution, two-thirds of these surveyed believe that the Constitution reflects them on a day-to-day basis “a lot,” but curiously, two-thirds in those reports report that they have not read the Constitution since high school. Bock argued that the public debate on important issues such as health care and immigration will be hyperbolic and emotional without deeper public understanding of the Constitution's history, content and design.

Presenting research off campus: Lindsay Doane ’13 and Garrett Collett ’13 delivered the “The Relationship Between the Political Ideology of Parents and Students at Muhlenberg College” at the Pennsylvania Undergraduates at Ursinus College. Kathryn Silverstein ’11 presented film studies to a packed Miller Forum audience in September 2011. She based her analysis on her work with Dr. Connie Wolfe, associate professor of media and communication.”

Top Declared Majors

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<td>Biology</td>
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Biology                                            82
Theatre                                          167
Media and Communication 133
Psychology 239
Business Administration 175
Top Declared Majors – Fall 2010

The departments of media and communication and art collaborated to bring world-renowned artist, Ellen Frank, to campus. Her exhibit, “Cities of France,” coincided with the College’s Social Research, Social Theory, Media and Communication faculty. Dr. Susan Ehrlich, associate professor of sociology, presented “How Can Our Economy Transform Crime,” at the Eastern Economic Association Conference. Professor of Mathematics, packaged his course, “Great Thinkers, Great Theorems,” as a series of 24 DVD lectures on the history of mathematics, which was released by Great Courses. Dr. Clifton Ruskino, associate professor of physics, received a National Science Foundation year grant from the National Science Foundation to transform undergraduate STEM education – “Process-Oriented Guided Inquiry Learning in Computer Science” – with two professors from Moravian College.

Dr. Marcia Morgan, visiting assistant professor of philosophy, delivered her lecture, “Kierkegaard’s Age,” which was translated into Persian. Dr. Grant Scott. First published in Esquire, the story begins in a small town restaurant on a Friday night, when a young female bartender discloses to her boss that she had been struck by lightning and suffered a horrific skiing accident. The story inches its way to a striking conclusion as the personal disclosures and tensions mount between the young woman and her boss, the middle-aged male owner at Noonan’s Family restaurant.

Dr. Lisa Pertotti. Hark’s ex-President and teaching company style, her use of student feedback and her ability to lead by articulating the right questions all contributed to her selection.

Humanities
On October 13, 2010, Noonel Russell Banks read his long short story “Lobster Night” to a packed Miller Forum audience as part of the Living Writers Series after being introduced by English department chair Dr. Grant Scott. First published in Esquire, the story begins in a small town restaurant on a Friday night, when a young female bartender discloses to her boss that she had been struck by lightning and suffered a horrific skiing accident. The story inches its way to a striking conclusion as the personal disclosures and tensions mount between the young woman and her boss, the middle-aged male owner at Noonan’s Family restaurant.

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Bursting with Energy

Shhh... don't tell anyone. It's a secret. Many Muhlenberg students already venture 'beyond the bubble' weekly and, in some cases, daily. Some focus on particular causes such as Relay for Life, Volunteer Income Tax Assistance and Dress Upon a Star. Others develop long-term working relationships with particular local agencies such as the Sixth Street Homeless Shelter, Casa Guadalupe, Daybreak, Bikeworks and hospice care. They serve over 100 local organizations and donate over $1,400 for the Foundation for Allentown City Schools. The performing groups included The Dynamics, The Girls Next Door, InAcchord, The AcaFellas, NoteWorthy and The Chaimonics.

Campus Safety

Enjoying life beyond the many on-campus red doors, our students socialize outside the bubble, primarily in the City of Allentown. Their safety – and that of our neighbors – is a top priority for this College. New director of Campus Safety, Robert Gerken, recognized early in his tenure that a heightened safety presence was needed both on campus and in the community. To that end, he deployed bicycle patrols and a golf cart patrol to engage officers more directly with students, staff, faculty and neighbors. The speed in which they respond to emergencies via these modes of transportation adds to the scope of security.

Residential Services

A commitment to best practices demands constant attention. As Muhlenberg becomes more diverse, we need to consider the changing characteristics of our community, and how best to accommodate them. The Office of Residential Services was recently awarded the Pennsylvania Diversity Network Community Action Award for its proactive efforts in providing gender neutral housing for gay, transgender and other students. In early spring, the resident assistants and Aaron Bora, senior associate director of Residential Services, were surprised during Honor Council Award with the announcement that they had received the President’s Award and Bora won the Student Government Award, recognizing their leadership and support of fellow students during a challenging year that included the suicide of a sophomore.

Multicultural Life

How does Muhlenberg prepare its students for leadership and service in an ethnically, culturally, and politically diverse world? One leadership strategy, spearheaded by Robin Riley-Casey, director of multicultural life, involved staff, faculty and multicultural student organizations. They participated in the National Conference on Race and Ethnicity (NCORE).

Muhlenberg was one of 12, the recipient of an NCORE scholarship, observed the experience, and said, "One of the most fulfilling workshops for me was one entitled 'Facilitating Crucial Conversations: Critical Skills for Creatinging a Culture of Freedom.' This workshop presented tools and techniques to build confidence and understanding in communication. Before taking this workshop, I was unclear as to how to facilitate any sort of discussion."

All of these forays 'beyond the bubble' have tremendous impact on the Allentown and Lehigh Valley communities. Muhlenberg students, faculty and staff positively contribute to the quality of life of those who call this area home.

Greek Action

More than 28 percent of eligible students belong to fraternities and sororities on campus. Only upperclassmen are eligible to participate in Greek life, a change which occurred in 1995. Each year, the Gideon F. Egner Memorial Chapel Bell rings for service in an exchange for a clean break 2011. 14 students also traveled to Israel with several accolades, including being named Outstanding Region Two Chapter. Muhlenberg welcomed the Rho Colony of Theta Xi Multicultural Sorority, Inc. attended the annual Region Two Day Meeting on February 19, and came away with several accolades, including being named Outstanding Region Two Chapter. Muhlenberg welcomed the Rho Colony of Theta Xi Multicultural Sorority, Inc. attended the annual Region Two Day Meeting on February 19, and came away with several accolades, including being named Outstanding Region Two Chapter. Muhlenberg welcomed the Rho Colony of Theta Xi Multicultural Sorority, Inc. attended the annual Region Two Day Meeting on February 19, and came away with several accolades, including being named Outstanding Region Two Chapter.

Each year, the Canon F. Isgar Memorial Chapel holds the College and community together for the annual Greek Life Service to celebrate the Advent season.

A Fond Farewell

The Reverend Peter S. Brodais has left his post as Chaplain to pursue a career utilizing his many considerable talents in the business world. Brodais arrived at Muhlenberg on January 1, 2000, after serving a Lutheran congregation in Reading, Pa. During his time at Muhlenberg, he worked with religious life student organizations, the RJ Fellows program, the ice hockey team and a number of other campus initiatives. He was an invaluable source of advice and spiritual guidance to the student body and staff of the College and the venerable voice of the Evangelical Lutheran Church in America.
**Community Engagement**

On May 6, the College hosted its 20th annual Jefferson Field Day with 540 Jefferson Elementary School students from the Allentown School District, who participated in team sports on campus chaperoned by 181 Muhlenberg volunteers. “This partnership provides our students with college experience, role models and academic support,” says Nicolas Perez, principal.

Relationships between the Allentown School District (ASD) and Muhlenberg College involve more than 2,200 ASD children and almost 700 college students. Examples of this deeply rooted connection include:

- **Allentown South Youth Source.** Communication professor Jeff Pooley and Muhlenberg students collaborate with ASD high schools to design a new team website, populated with their creatively-expressed videos. www.allentownsouthyouthsource.org
- **Allentown School District Foundation.** The foundation held its first annual gala, High Note, at the Baker Center for the Arts, supported in-kind with Muhlenberg volunteers. www.asdf.org
- **Camp Imagine.** Muhlenberg theater students and alumni host this camp for students primarily from ASD every summer.
- **Key Achievements.**
  - In 2009, more than 1,200 students worked in the community with over 34,000 hours recorded.
  - More than 347 students participated in 27 service learning classes this year, 330 of those students volunteered 20 hours or more this year, with an average of 40 hours volunteered student.
  - The foundation has awarded more than 1,200 grants totaling over $2.3 million.

**Advancing Careers**

### Support for Veterans

Joseph Kornfeld, associate dean, lends Weeds’ effort to assist veterans looking to pursue a college education as a vehicle to advance their post-military careers. The GI Bill, supplemented by the Yellow Ribbon Program, whereby private colleges partner with the Department of Veterans Affairs, pays for 100 percent of tuition and fees for veterans who have served 36 cumulative months of active duty since 9-11.

### Accelerated Learning

In the October 2010 Commencement dinner, State Senator Pat Browne presented Wescoe with a centennial proclamation. Utilizing an experiential/applied learning model, the accelerated program enables adults with two years of previous college coursework to complete their degrees in 22 months. Wescoe has collaborated with local organizations such as Leuthin Electronics, Lehigh Valley Health Network and C.F. Martin Guitar to offer industry-specific coursework.

- **On the Community Engagement front:**
  - **Community Service: The Office of Community Service and Civic Engagement and the nearby Allentown Farmers’ Market created a student program called “Mules at the Market.” Abby Powinger ’11, a Mr. Bill’s chicken stand employee at the market, helped organize the program.**

- **On the Adult Education front:**
  - **Support for Veterans:**
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While enrollment in the natural sciences has remained consistently around 200, Muhlenberg’s relatively new neuroscience program has boomed since its inception. As of fall 2011, the neuroscience major is now tied with biology as the largest science major on campus. In addition to enrolling interested majors, neuroscience core courses also attract a diverse group of nonmajors, including theatre, dance, English, psychology, sociology and film studies.

Neuroscience Enrollment

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Faculty Highlights

Dr. William Dunham, professor, mathematician, releases his course on DVD, “Great Thinkers, Great Theorems,” a series of 24 video lectures on the history of mathematics.

Dr. Christine Ingersoll, associate professor, chemogenomics instructs a class on robotics and laboratory automation that continues to be a student favorite as it combines field trips, laboratory work and independent research.

Dr. Marion Smith, assistant professor, chemistry, retires after 28 years of teaching at the College. For additional highlights, please see pages 6-9.

The Muhlenberg Class of 2011 graduated 13 chemistry and eight biochemistry majors. This elite group of young scientists has been accepted to the following medical schools, graduate schools or corporations (left to right): Ashley Brewer; Christine Gleave, Cornell University; Jake Werle, Princeton University; Robert Torphy, University of North Carolina; Samir Potel, University of Pennsylvania; Nicholas Gidosh, Salus University; Ben Liebow, University of Virginia; and Colan Jardel, Novartis.

The Muhlenberg Natural Science Department is home to 14 chemistry, 13 biology, 11 computer science, 5 environmental science, 4 physical science, 3 mathematics and 3 natural science majors.

Total 103
Established in 1994
The Muhlenberg College Center for Ethics seeks to develop capacities for ethical reflection, moral leadership and responsible action. The center engages community, faculty and students in scholarly dialogue, intellectual analysis and self-examination about current issues through annually themed programming. Dr. Bruce Wightman, associate professor of biology, directed the fall 2010 program, “Science + Sensibility.”

Institute, came to campus as guest lecturers.

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The IJCU’s national reputation involves the leadership of its director, Rev. Dr. Peter Pettit P’10, in many national and international projects. Pettit presented papers on interfaith relations in Israel, Turkey and Sweden, and consulted on the 2011 Oberammergau Passion Play. He gave leadership to the annual theology conference of the Shalom Hartman Institute in Jerusalem and to a travel seminar on interfaith dialogue in Israel and Palestine. Finally, he participated in a National Endowment for the Humanities conference on the representation of Jews in medieval Christian culture as Political Science Professor

Established in 2001

Muhringen’s Institute of Public Opinion and its director, Christopher Borick, have grown as a source of objective political research featured in many major news sources. The Institute’s work generates much publicity for the College. Through it all, Borick is called upon to comment on the results of opinion research. Here are several major media outlets to local schools.

Established in 1989

As a leading center for interfaith relations, the Institute for Jewish-Christian Understanding (IJCU) offers varied programming including living room dialogue, mini-courses, a session introducing Christians to the Passover Seder, a conversation workshop on the Jewish roots of Christianity, observance of the Night of Shat-tered Glass (upper right), and the ever-popular First Friday series. Rabbi Yitz Greenberg, recipient of Glass (upper right), and the ever-popular First Friday series. Rabbi Yitz Greenberg, recipient of the Arthur V. Ciervo Award by the College and University Public Relations Association of Pennsylvania (CUPRAP). The award is given every year to an individual “who exemplifies the organization’s fundamental purpose of advancing the understanding of higher education in Pennsylvania and across the country.” See more on page 28.

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Jennifer Melis ’12 while studying abroad in Cairo, Egypt, experienced the protests that unfolded in January 2011 near Tahrir Square.

“It was hard to watch and know there was nothing much I could do about it,” she says. “Tear gas was released into the crowds all the way down the road towards the bridge. It was incredible to see the large numbers of people gathering, coming together to create one strong voice. I was not aware at that moment how familiar the sight of tanks and soldiers would soon become.”

Megan Angelastro ’12 was studying in Tokyo during March 2011, a 9.0 magnitude earthquake rocked the northern coast of Japan. Thankfully, Megan returned home safely.

“The Japanese have a word, ‘Yugen’ — ‘an awareness of the universe that triggers emotional responses too deep and mysterious for words,’” she says. “I will never be able to do justice to my time in Japan with words. It completely changed my world view, and I will treasure the time I spent there for the rest of my life.”

Peter Swiatek ’11 spent his spring 2010 semester abroad in Nepal which exposed him to a culture that challenged his beliefs and concepts of socialization.

“Telling others about our experience in Bangladesh at least establishes a greater global awareness of these people and the challenges they face and hopefully prompts us to question our own role in this global issue of climate change,” says participant Karissa McCarthy ’12.

Muhlenberg encourages all students to participate in an international study program at some point during their college career. In a world that is becoming increasingly interconnected, opportunity for study abroad prepares students to face challenges of the future.

“There are 158 programs available in 60 countries for students, and any major can go for credit,” explains Dr. Donna M. Kish-Goodling, associate dean of global education.

This summer Sharon Albert, professor of religion studies, and Dr. Mark Stein, associate professor of history, led the abroad program, “Spain and Morocco: Cultural Crossroads.”

“The program gave us the opportunity to combine our work in the classroom with visits to the sites we were discussing,” says Stein. “This sort of short term study abroad program allows students who don’t have space in their academic schedule for a full semester or year abroad to have an intensive experience in the summer.”

This summer Brittany Fauder, assistant professor of psychology, led the abroad program in the wildlife management studies program in Kenya and Tanzania.

“These people are without a doubt the most amazing, giving, humble people I’ve ever met and have had an incredible impact on me for the rest of my life,” she says.

While studying abroad in Cairo, Egypt, Jennifer Melis ’12 experienced the protests that unfolded in January 2011 near Tahrir Square. Thankfully, Megan returned home safely. “The Egyptian have a word, ‘Yugen’ — ‘an awareness of the universe that triggers emotional responses too deep and mysterious for words,’’ she says. “I will never be able to do justice to my time in Japan with words. It completely changed my world view, and I will treasure the time I spent there for the rest of my life.”

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Media & Communication

The department of media and communication at Muhlenberg fosters the development of information leaders who realize the democratizing potential of media and are prepared for a wide variety of career fields. Media and communication students are hands-on learners, connecting their studies to the world around them in social, political, economic and cultural contexts.

Muhlenberg hosted the 8th Annual LVARC Social Justice Conference April 7-8. Organized by associate professor Dr. Susan Kahlenberg ’93 and assistant professor of media and communication Dr. Lora Taub-Pervizpour, the conference featured research from faculty, student and community members from across the Lehigh Valley. See page 9.

Connecting to Allentown

Several students published articles in the second edition of N'Unite Allentown, the Greater Lehigh Valley Chamber of Commerce’s guide to restaurants, neighborhoods and entertainment in the City of Allentown.

Dr. Lora Taub-Pervizpour and associate professor Dr. Jeff Pooley’s Allentown HYPE students in a design and produce the Allentown Youth Source website (http://www.allentownyouthsource.org), an online community connecting youth.

Dublin City University in Ireland, and Jenna Azar. The award-winning project co-directed by Dr. Lora Taub-Pervizpour and assistant professor Dr. Kate Ranieri, was expanded this year to include after-school collaboration with media & communication faculty and students. This spring, associate professor Dr. Jeff Pooley’s citizen journalism class partnered with Allentown HYPE students in a service-learning project to research, design and produce the Allentown Youth Source website (http://www.allentownyouthsource.org), an online community connecting youth.

Making Connections

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Artistic Breakthroughs

The art department had a productive and successful year, instructing 31 declared art majors and 32 minors. Over winter break, renovations of the art studios began in the Baker Center for the Arts (CA). Since this iconic building opened in 1976, the department has doubled the number of students in its courses. Over the past ten years, a new printing studio and more space for photography have been added. The administration has also awarded $33,000 to a multi-year program to renovate all the studios to meet current safety and environmental standards and provide fresher working spaces for students. The sculpture studio was completely renovated with new equipment, ventilation and lighting, and the darkroom was expanded and re-ventilated. Upgrades in the coming years will move the CA forward to become a first-class facility, completing mechanical upgrades, renovating the show and storage space, and building a new digital media facility to be shared with music and theatre.

Muhlenberg offers many different approaches to music: electronic, historical, cultural, theoretical and philosophical, to name a few. With 53 declared music majors and 22 minors in 2010, the department provides new and exciting ways to analyze, experience or participate in music, and off campus experiences expose students to a wide variety of musical performances and venues. This year, the department produced 57 recitals and concerts, including performances by students, alumni and guest artists. BOOM, the ‘Berg Organization of Music, traveled to Europe and performing and off campus experiences expose students to a wide variety of musical performances and venues. This year, the department produced 57 recitals and concerts, including performances by students, alumni and guest artists. BOOM, the ‘Berg Organization of Music, traveled to Europe and

Musical Approaches

Exhibitions

The department welcomed filmmaker Brittany Hucko for three days in February as media artist in residence. Hucko’s film, The Mosque in Morgantown, takes a look at one Muslim community’s divisions over gender and tradition and represents the dilemma of how to affect change within a community.

Students and faculty engaged in campus-wide discussions raising awareness and understanding of Islam in America.

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In the fall, the College Choir and Chamber Singers moved into the new Choir Rehearsal Hall, complete with acoustics, a Steinway baby grand piano and seating designed for single choral performance.

Arne Emmons achieved tenure and promotion to associate professor in May. Since arriving six years ago, Emmons has introduced a range of new courses and served on vital committees. His painting, “Empire Falls,” was recently acquired by the prestigious Pennsylvania Academy of Fine Arts.
Our own pedagogical islands. It especially got us thinking about teaching – about how we fit into it. It especially got

The 2010-2011 season featured elegant scenic and lighting designs by Curtis Dretsch, department chair and associate professor, and scenery designer Liz Covey; lighting designer John McKernon; theatre director David Herskovitz and many more. We create residencies for such intercultural experiences in Arezzo, Italy, in London, and around the world.

Muhlenberg College
Ranked #1 for Best College Theatre by Theatre & Dance

October 2010

At Troy Dwyer collaborated with the students and the community. This year, these included Fool’s Point theatre company, choreographer Nicholas Leichter, costume designer Liz Cover, lighting designer John McKernon, theatre director David Henkovicz and many more. We create residencies for such intercultural experiences in Arezzo, Italy, in London, and around the world.

Theatre Photography by Kenneth Ek; Dance Photography by Matthew Wright

Directed by Dr. James Peck, department chair and associate professor. Orlando featured elegant scenic and lighting designs by Curtiet Drets, director of design, April 2011

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Women’s Basketball
After winning the Centennial Conference (CC) championship on the road at top seed Johns Hopkins University, women’s basketball scored two improbable NCAA wins, knocking off Williams College on a last-second three-pointer and coming back from a 17-point halftime deficit to topple the University of Rochester. The team’s magical run ended with a loss to eventual national champion Amherst College in the Sweet 16 of the NCAA Tournament.

Comming off a 3-7 season and picked sixth in the preseason poll, keeping an eye on the field, the men’s basketball team posted two wins against nationally-ranked teams, including an 11-10 victory against national power Gettysburg College. The Mules finished 7-4 in the regular season, tying for their record ninth Centennial Conference championship – their seventh in the last 10 years. The Mules earned a bid to the NCAA Tournament. Running back Terrence Dandridge ’13 set a school record for sophomores by rushing for a Centennial Conference-leading 1,068 yards.

Football
The Mules are winners in the classroom too, with nearly all exceeding 3.0 GPAs. A record five Mules were named to Academic All-America teams. Cross country, golf and track & field not only excelled on the course but also in the classroom, with four athletes named to Academic All-American and All-Centennial Conference recognition for the men’s basketball team. He averaged 20.4 points and 9.8 rebounds per game and broke the 40-year-old school record for points in a season.

Winning Academically
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*Centennial Conference Champions
Women’s basketball 23-6
Men’s soccer 13-3-6
*Football 7-4
Women’s tennis 10-6
*Softball 25-17
Men’s basketball 12-12
Women’s soccer 7-8-2
Women’s lacrosse 5-9
Baseball 11-26-1
Men’s tennis 4-10
Volleyball 6-21
Field hockey 2-14
Wrestling 1-14

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Field hockey 2-14
Wrestling 1-14

*Centennial Conference Champions
Cross country, golf and track & field calculated as team percentages
The Office of Development and Alumni Relations is intimately involved in making Muhlenberg College’s mission a reality for the hundreds of students who pass through its red doors each year. The journey begins in the “Berg Bubble,” and connects alumni wherever they go.

Leveraging the success and momentum of the record-setting Cairnts Campaign, and under the leadership of Muhlenberg’s new Vice President for Development and Alumni Relations, Rebekkah L. Brown ‘99, we are strengthening the Muhlenberg experience for current students by reinvesting in our former students in ways that will revitalize alumni activities, strengthen our career development initiatives, increase alumni giving participation and enhance enthusiasm for the College – students by reinvesting in our former students in ways that will revitalize alumni giving participation and enhance enthusiasm for the College.

In the past year, Muhlenberg and its Development and Alumni Relations program enjoyed the following highlights:

- Celebrated the successes of the $110.4 million Cairnts Campaign, including dedications of the Ilene and Robert Wood Dining Commons, Rehearsal House and Hillie House.
- Increased gifts to The Muhlenberg Fund by 5 percent (from $1,861,197 to $1,952,867) – and beat the Feed the Male 300 Alumni Participation Challenge by 38 percent.
- Strengthened leadership relationships with Henry Melchior Muhlenberg Society members who contributed a total of $7.9 million to the College, with $1.5 million designated to The Muhlenberg Fund.
- Broke previous records for real estate bequests and trusts with a total of $1,551,745 – symbolic of the importance of remembering Muhlenberg in your estate plans.
- Through trustees, friends, former students and athletes, established an endowed scholarship in honor of Frank “Coach” and Carroll “Mrs. Coach” Marino to assist first-generation college students as Coach was himself.

In a world overwhelmed by worthy causes and competing appeals for support, Muhlenberg depends upon and works to earn the loyalty of its alumni, parents and friends. Not bound by the “bubble,” Development and Alumni Relations is at the forefront of efforts to keep the Muhlenberg experience robust for our students. On behalf of all of those who care about Muhlenberg and its future, thank you for your support. Muhlenberg would not be the trans- missional place that it is without your help.

We look forward to earning your support, again and again, in the years ahead.

The Feed the Male 300 Alumni Participation Challenge exceeded the goal of 1,200 donors in a four-month period by 38 percent (1,651).

Received a $1 million multi-year commitment for need-based scholarships from the Donald B. and Dorothy L. Stabler Foundation of Harrisburg.

Once again received remarkable support from Muhlenberg parents, with 3.5 percent making a gift to Muhlenberg.

Achieved 58 percent participation from our faculty and staff, continuing the exceptional support of Muhlenberg employees and underscored their satisfaction with and commitment to the College.

Aided the Class of 2011 in its successful efforts to “Break the Brueck” when it exceeded the challenge of Board Chair Rich Brueckner ‘71, P’10 by achieving 41 percent participation in the senior class gift campaign – a sign of new enthusiasm among our newest alumni.

Hel d a successful joint Reunion/ Homecoming Weekend in Fall 2010, welcoming back to campus more than 800 alumni and their guests.

Continued to strengthen the critical partnership between the College and the Alumni Board, including preparations for revisions to the alumni by-laws.

In a world overwhelmed by worthy causes and competing appeals for support, Muhlenberg depends upon and works to earn the loyalty of its alumni, parents and friends. Not bound by the “bubble,” Development and Alumni Relations is at the forefront of efforts to keep the Muhlenberg experience robust for our students. On behalf of all of those who care about Muhlenberg and its future, thank you for your support. Muhlenberg would not be the transmissional place that it is without your help.

We look forward to earning your support, again and again, in the years ahead.

The Marino Scholarship Volunteer Committee (left to right): Trustees Rick Barnes ’79, Marian L. Gluck ’82, Jerry Galuppo ’80, P’11, P’14, Art Scavone ’81 and Jim Malmstrom ’54; Observer Rudy Favocci ’79, P’12 (Not Pictured: Kirsten Weber Bellucci ’94, Robert Alencewicz ’81, Steve Eisenhauer ’77 and Sam Stovall ’77)

2010-2011 Constituent Giving

<table>
<thead>
<tr>
<th>Major Areas of Support</th>
<th>Dollars</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital</td>
<td>$2,086,000</td>
<td>23.8%</td>
</tr>
<tr>
<td>Current Operations</td>
<td>$3,528,815</td>
<td>40.8%</td>
</tr>
<tr>
<td>Endowment</td>
<td>$3,086,228</td>
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<td>TOTAL</td>
<td>$8,704,103</td>
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In national newspapers, specialty magazines, local and network news outlets and electronic media, Muhlenberg enjoyed a strong presence throughout the past year. Multiple stories highlighted the strengths of our faculty, the creativity of our curriculum, the excellence of our facilities and the appeal of our unique campus culture. Muhlenberg reaches its tipping point each year with a waterfall of media stories flowing with positive news all year long.

### Highlights

- The Princeton Review named Muhlenberg one of 218 “Best in the Country.”
- Diverse magazine selected Associate Professor Charles Anderson as one of the country’s top emerging artists. (The Philadelphia Inquirer ran a similar story.)
- An AP story on Jewish life at Muhlenberg ran in over 200 newspapers nationwide.
- Psychology Professor Jeff Rudski’s research on superstition was featured in the Los Angeles Times.
- Political science professor and director of the Muhlenberg Polling Institute, Chris Borick was quoted in newspapers nationwide (The New York Times, The Wall Street Journal and Washington Post among others), as well as on Meet the Press and ABC News.
- Biology Professor Dan Klem’s research on bird-glass collisions popped up in The New York Times, San Francisco Chronicle, Chicago Tribune, Minneapolis Star Tribune and various specialty periodicals.

Muhlenberg hosted Republican Charter Dent and Democrat John Culberson for the 15th Congressional District Debate on October 14, 2010, aired live on PBS39 courtesy of Service Electric Cable TV.

**Public Relations**

Michael S. Bruckner
Vice President of Public Relations

**Student sustainability efforts to reduce the sale of bottled water on campus appeared in The New York Times.**

**The College’s social media campaign continued to pay dividends. The revamped web site has seen improved content and more exciting features following the “Theory of Connectivity” and “Great Teachers, Great Courses” themes.**

**Toward the end of 2010, the College’s magazine began an exciting transition. The magazine’s design was updated, and feature stories are newer and fresher.**

**Digital Media Highlights**

- 1 million+ visits to the Mule homepage
- 3,500+ Facebook members “like” Muhlenberg College
- 22 official Mule Facebook pages
- 1,200+ Mule Twitter followers
This will be another smart, talented, energetic class for Muhlenberg. It will be a delight to see how they grow, develop and achieve over the coming four years and beyond.

This kind of admissions success is not being enjoyed across the board in higher education at the moment. In fact, we increasingly see the admissions marketplace undergoing a dramatic split into institutional ‘haves’ and ‘have-nots.’ It’s much better to be on the right side of that divide, of course, but it doesn’t happen by accident.

At Muhlenberg, a wonderful combination of passionate teaching, active learning and a deep sense of community have fueled Muhlenberg’s admissions success. We are a college that is consistently adding value to the student experience, and the world is noticing.

Part of what allows us to continue to improve is a restless energy at Muhlenberg that continuously looks for ways of adding value. How can we improve dining options? How do we build on academic strengths to make them better? What are the questions we continually ask and answers are being sought on a consistent basis. That energy and that striving, that refusal to stay comfortable with where we are, is what propels us. May it ever be so.
Muhlenberg continues to offer a value-added education, maintaining competitive tuition costs and returns on investment. With the end of the Talents Campaign last year, the College completed several capital improvement projects and now embarks on several other plans for upgrading facilities to stay ahead of the pack. Muhlenberg friends and alumni believe strongly in the mission and values of the College, helping the endowment reach its highest point ever in 2011, in spite of challenging economic circumstances.

Financial Highlights

In May 2011, Muhlenberg College’s endowment fund exceeded $145 million, an all-time high; the previous high was $141 million in October 2007. This has been a gratifying rebound from a low of $96.5 million during the economic woes of 2008 and 2009.

Unveiled in 2007, the Trexler Tower connects the upper two floors of the Shankweiler and Peter S. Trumbower Science Buildings.

In addition to our investments regaining market value, College donors made important investments in Muhlenberg. Gifts and bequests from alumni, parents and friends have been instrumental in helping the endowment fund regain lost ground and forge ahead. Even more important, unrestricted annual gifts to The Muhlenberg Fund provide the current resources essential to meeting the financial aid needs of our students, offering competitive compensation to the faculty, and maintaining the beauty and functionality of our campus.

In fiscal year 2011, enrollment held steady with a slight increase in the financial aid discount rate. Fortunately, we budget conservatively with an ample contingency margin to protect against dips in enrollment or increases in financial aid, as well as unforeseen costs that might pop up during the year. Despite the challenging U.S. and global economies, Muhlenberg balanced its budget for the 56th straight year, avoided layoffs and managed to provide modest salary increases for faculty and staff.

Additionally, we managed to continue our investments in high priority campus facilities, completing the 12,000 square foot addition to the Hillel House.
| Fiscal Year 2010-2011 |

### BALANCE SHEET

<table>
<thead>
<tr>
<th>Fiscal Year 2010-2011</th>
<th>2011</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$195,862,149</td>
<td>$156,929,136</td>
<td>$26,001,008</td>
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<tr>
<td>Short-term investments</td>
<td>33,506,580</td>
<td>27,778,273</td>
<td>15,524,239</td>
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<tr>
<td>Contributions receivable - current</td>
<td>2,184,508</td>
<td>2,278,623</td>
<td>2,117,460</td>
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<tr>
<td>Accounts receivable and other current assets</td>
<td>2,379,801</td>
<td>3,408,244</td>
<td>3,094,146</td>
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<tr>
<td>Short-term investments</td>
<td>181,541,249</td>
<td>156,575,447</td>
<td>195,748,385</td>
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<tr>
<td>Land, buildings and equipment - net</td>
<td>172,187,477</td>
<td>169,059,658</td>
<td>151,796,166</td>
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<tr>
<td>Beneficial interest in perpetual trusts</td>
<td>7,489,571</td>
<td>7,074,591</td>
<td>6,671,991</td>
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<tr>
<td>Funds held by trustee and other assets</td>
<td>7,472,127</td>
<td>13,146,844</td>
<td>12,823,907</td>
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</tbody>
</table>

**Total Assets** 430,246,783 346,665,001 372,883,430

<table>
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<th>2010</th>
<th>2009</th>
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<tbody>
<tr>
<td>Accounts payable</td>
<td>7,458,671</td>
<td>8,087,929</td>
<td>7,524,124</td>
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<tr>
<td>Deferred income and student credit balances</td>
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<td>3,050,633</td>
<td>4,050,579</td>
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<tr>
<td>Bonds payable</td>
<td>7,429,862</td>
<td>7,190,308</td>
<td>6,450,877</td>
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<tr>
<td>Other liabilities</td>
<td>14,184,482</td>
<td>14,924,482</td>
<td>15,020,146</td>
</tr>
</tbody>
</table>

**Total Liabilities** 101,646,151 103,059,368 101,017,365

<table>
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<tbody>
<tr>
<td>Net Assets (Unrestricted)</td>
<td>218,104,177</td>
<td>193,606,746</td>
<td>191,846,068</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>40,682,282</td>
<td>39,000,564</td>
<td>38,278,636</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>5,604,229</td>
<td>4,844,921</td>
<td>4,151,816</td>
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**Total Net Assets** 254,389,602 232,412,231 236,874,517

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**Total Liabilities and Net Assets** 454,639,285 386,665,001 371,842,930

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On August 29, 2010, the Ilene and Robert Wood Dining Commons officially opened. The new kitchen provided 522,968 meals for students during its first year.
The sociology and anthropology department also moved into new and expanded space in the lower level, with its own entrance, a uniquely configured classroom and glass-front storage cabinets to showcase artifacts.

During February 2011, Muhlenberg completed the 12,500 square foot addition that houses a new and expanded Hillel, a national Jewish campus organization. The renovation of this expansion is a new and expanded 6,000 square feet space with three classrooms that meets the needs of a growing Hillel, a national Jewish campus organization.

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Generations of Muhlenberg students have characterized the safe, nurturing environment of the campus (comfortable dorms! congenial social life! friendly professors! good food!) as the "Muhlenberg Bubble." We’re glad they like it here, but that’s not our top priority. That would be preparing them for lives of leadership and service in the great, not-always-so-comfortable world.

So, while Muhlenberg protects its students, we also push them beyond their comfort zones – by challenging their assumptions, engaging them in community service, asking big questions and sending them abroad.

This year’s annual report is dedicated to exploring the many ways in which we urge our students to live their lives “beyond the bubble.”

Make a gift today!
Join Muhlenberg alumni, parents and friends who are engaged in making Muhlenberg even better.

Gifts, pledges and pledge payments may be made by calling 1-800-859-2243 or by visiting www.muhlenberg.edu. American Express, MasterCard and Visa are accepted.

www.muhlenberg.edu