

Report on the Year July 1, 2008 - June 30, 2009



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LASELL COLLEGE

Dear Lasell Alumni and Friends,



Michael B. Alexander

The 2008-09 Academic Year was a tough one for colleges all across the country. A deep economic recession, crashing financial markets, and changing demographics among prospective students caused many colleges to take a pause and reassess their priorities. Although we at Lasell College were not immune to these external pressures, we were fortunate in that we already had in place a Strategic Plan to which the whole Lasell community was committed. And what is a strategic plan if not a clear and definitive statement of an institution's priorities, goals, and objectives.

In dealing with the uncertainties of the external world, we were able to look to our values as espoused in the Strategic Plan and remain focused on doing everything we could to contribute to the personal and intellectual development of each and every student. Adhering to the priorities we had established helped us navigate these turbulent times with limited problems and few interruptions.

As a result, Lasell College kept moving forward and maintained the momentum it had established. And in the most difficult year for fundraising in at least 20 years, we increased giving to our Annual Fund by 19 percent. This felicitous result could not have happened without the support of alumni and friends like you who reached into their pockets and found room in their hearts, even in these difficult financial times, to give even more than they had in the past.

This achievement was made possible by Trustee Adelaide Shaffer Van Winkle '36/H'96, who established an Annual Fund Challenge Grant, matching increases in Annual Fund giving over the prior year, up to an aggregate total of \$150,000. However, even if we adjust for the effect of Adelaide's generosity, the Annual Fund still increased by approximately four percent, an incredibly positive result in these challenging times.

Now we have advanced two-fifths of the way towards Vision 2012, the five-year goals we established in October 2007. As shown in this Annual Report, we are well on our way to accomplishing most of the goals we established for ourselves, including the opening of two new residence halls, increasing undergraduate and graduate enrollment, adding new Master's programs, increasing our full-time faculty, emphasizing the roles of social responsibility and civility, and expanding the arts on campus.

Since we have proven that we can maintain our upward trajectory — setting enrollment and fundraising records — even under the most challenging circumstances, it is now time to start addressing some of the more ambitious projects that were included in the Strategic Plan. Next on the agenda is raising the five million dollars needed to build the Center for Creative and Applied Arts, the renovation of the two buildings next to the Yamawaki Art and Cultural Center that will provide much-needed studio classrooms, faculty offices, and display and storage space. Following on the heels of that project will be the effort to raise the money for a new athletic center, a facility much needed to support our expanded student body.

I believe that the alumni and donors of Lasell College have a right to feel proud of what they have accomplished over the last 20 years. The achievement of our strategic goals will enable Lasell to continue to move forward with confidence, because of the loyalty and dedication of our extraordinary alumni, students, families, faculty, staff, and friends. You are the tangible evidence of the contribution that Lasell College makes to the world and you are what makes Lasell College the special place that it is today. The future couldn't be brighter, and I am grateful for all that you do to make it so.

Sincerely, Surful S. Alexander

Michael B. Alexander President

Report On The Year: July 1, 2008 - June 30, 2009

A Green Gathering and Living Space

There's been a buzz on campus since the announcement of the construction of East and West Residence Halls. But after the ribbon cutting and the September arrival of the students who had the lucky room draws, the excited hum turned to a roar.

"The quad creates a unique living and leisure space and having such an incredible spot at Lasell is huge."

Mike Costello '12

"The opening of the two new residence halls, the new McClelland fitness center, and the courtyard are tangible evidence of the forward progress Lasell is achieving," says President Michael Alexander. "This is one of the first steps in the execution of both the Strategic Plan and the Campus Master Plan and we are particularly proud because both halls have been built to LEED (Leadership in Energy and Environmental Design) specifications. They are the first truly green buildings on campus."

When approaching the design of the new quad, the architects considered the whole side of the campus, from Rockwell, to Forest Suites, and on down to Woodland Road. "The landscaping and flow were very important," says Director of Plant Operations and Public Safety Tom Koerber. "We paid a great deal of attention to the VanWinkle garden and, although we planted an enormous number of replacement trees, we also made sure that the pathways did not disturb some particularly beautiful specimens."

The end result is magnificent, but the construction was complex. "Because we were operating so close to VanWinkle and McClelland Halls, we had to use different techniques," explains Tom. "We also ran into many boulders, extensive ledge, and there were continuous weather challenges. We worked six days a week to make the schedule."

Students are taking full advantage of the glistening complex. There are people on the grass and walls having lunch, working on their computers, or playing Frisbee and Wiffle ball.

"I lucked out big time!" exudes Ainsley Wolfe '12, a Resident Assistant in West. "When I first opened the door to my room I couldn't believe it. Plus, it's a five minute leisurely walk to class and, as a member of the field hockey team, I now have all of a one minute walk to Grellier Field. The proximity of the fitness center reminds me that I should be working out."

"This side of campus has turned into a real neighborhood," says Mike Costello '12, who also lives in West. "There is a total sense of community.

"Last year I lived in McClelland so I had a first-hand view of all the construction," he continues. "I have a close knit group of friends and we wanted to be together as sophomores and were definitely hoping for rooms in East or West. We love this side of campus!

"The quad creates a unique living and leisure space and having such an incredible spot at Lasell is huge."





Construction begins.



Mike Costello '12, Matthew Gavigan '11, Nicholas Sampson '11, and Andrea Ajila '11 stroll through the quad.



East and West Residence Halls.



Fresh Faces

Lasell welcomed a record 582 first-year and transfer students this fall, and they traveled to campus from 23 states and 13 foreign countries. Each of them arrived with their own aspirations and expectations.

Ty Myers '13

Ty Myers '13 is from South Burlington, Vt. and he jumped right into life at Lasell. "I'm a people person," he says, "I like being involved. In high school I was a member of the chorus, was in the drama club, and I planned our talent night, which has a long standing tradition

behind it. I also participated in community service."

After settling in at Lasell and classes were underway, Ty decided to run for the Class of 2013 president. "I have never been in student government, although I was part of my high school's peer leadership program. But I believe in making changes and being a problem solver, so I threw my hat in the class president ring. I am so pleased to have been elected."

All the class presidents are members of the Student Government Association (SGA) and discuss school-wide issues. "Getting the broad perspective is very helpful and has reinforced my top priority as class president, which is to try and get first-year students to come together and be part of the school community."

Music has always been a big part of Ty's life. He plays the piano, enjoys singing, and is a member of Lasell's Radio Club. "A friend and I have a show and we play everything from oldies, to hip hop, to pop. My co-host likes different styles than I do, so we're really open to anything and everything," he says.

Ty is hoping to study abroad during his junior year. "In high school I did an international exchange program and went to Japan for three weeks and stayed with a family in a town that's near Kyoto. Everyone was so welcoming — even with the language barrier they found a way to make me feel totally at home. Later that year, two students came and visited our school and one stayed with me for two weeks. The experience made me want to travel more and meet people from around the world."

When it came to making his college choice, Ty picked Lasell over the University of Vermont and Columbia College in Chicago, which emphasizes art and music. "I love Lasell's size — its small classes and the opportunity to really interact with the teachers. The internship programs and the connected learning experiences, as well as its proximity to Boston — these are all part of why I came here.

"Now I'm ready to take on whatever comes my way and I'm involved in a lot. I want to do it all."



I love Lasell's size — its small classes and the opportunity to really interact with the teachers."

Ty Myers '13

Ty's enthusiasm and drive are shared by Jill Ostiguy '12 who arrived on campus this fall as a sophomore transfer student. "My hunch about coming to Lasell was certainly correct," beams Jill. "I'd give the transition an A++ rating!"

A Fashion Merchandising major, Jill spent her freshman year in New York City at the Laboratory Institute of Merchandising. "What I missed was having a real college campus with a feeling of community. I grew up in New England and felt a strong pull to return. I visited Lasell over my spring break and that clinched the deal. I knew I wanted to transfer here."

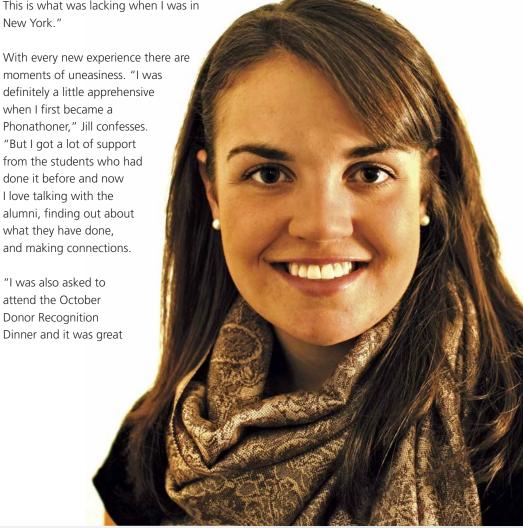
Jill is busy exploring all of Lasell's resources. She has joined the staff of the College newspaper, The 1851, is a member of the crew club, and, in the evenings, she is part of the Alumni Phonathon team. "My advice to every incoming student is, 'Get involved.' It makes such a difference and gives you a richer experience."

All of Jill's credits transferred to Lasell and she is now fulfilling her core requirements and taking as many merchandising classes as she can fit in. "I'm hoping to study in London next fall and I've already gotten the packet from American Intercontinental University," she says. "I'm psyched."

Jill lives with four other students in the new East Residence Hall and has quickly made friends. "My roommate is an Athletic Training major and I love hearing about the classes she is taking. We get along terrifically and are on the same page. The two other girls are really nutty and fun — we balance out perfectly. I totally lucked out and I love finding myself in the beautiful new courtyard when I leave the building. This is what was lacking when I was in New York."

meeting so many people who feel so strongly about the College. They have all remained a part of Lasell and believe in giving back. They inspire me to want to do the same."

Jill Ostiguy '12





Get involved. It makes such a difference and gives you a richer experience."

Jill Ostiguy '12

Artistic

Expressions

The lights are on late in the Yamawaki Art and Cultural Center. Some evenings its auditorium reverberates with the sounds of actors' voices while on other nights pulsating jazz rhythms fill the air.

Lasell's history includes vibrant music and arts programs, but interest has waned in recent years. Now enthusiasm for both is thriving and expanding on campus, thanks to a new effort to invigorate the arts. This fall the lights came up on a full-length theatre production of Table Manners, part of the "Norman Conquests" trilogy by Alan Ayckbourn, the classical choral group is back, and a student Jazz Ensemble has been formed.

"It's a thrill to be part of Lasell's growth in the performing arts." Professor and Play Director Hortense Gerardo

> She is a playwright and anthropologist whose work has been featured in Boston, New York, and Edinburgh.

"Auditions are a great leveler and there was a lot of talent exhibited at the tryouts for the play's six parts. Additionally, I had a full production crew sign up and they have taken on leadership roles and found numerous volunteers to assist them.

"Everyone is doing this in addition to carrying a full course load. It's a huge time commitment but no one hesitated. I go into rehearsals after a full working day saying 'we can do this' in part to convince myself. But these students have such boundless energy that I come away recharged."

School officials had a sense that students and faculty would step up to the challenge. "We thought we could do more," says Steve Bloom, Dean of Undergraduate Education. "We think more students are singing in choruses and choirs and taking part in theatrical productions before they get to Lasell. We believe there's more interest out there and we wanted to tap into that."

For the play, Table Manners, an English farce, the six actors have immersed themselves in their characters. Brian Cotnoir '12 is the only male in the cast. and plays alongside two females who have taken on the other male roles. "It's been fun giving them hints on male mannerisms," he says. "As the fall has progressed we all gained confidence and none of us want to let the others down."



(L to R) Lindsay Holcomb '12 and Lauren Ennis '11 in Table Manners.



Danielle Murphy '12.

"I've never had a role this big and I've never done comedy," says Colleen McCleary '12, a Fashion Design major who plays the part of Tom. "I have a very girly voice, wear colorful clothing, and have feminine body language. Tom is a closed character — my opposite. He's very reserved and doesn't talk about feelings. I was so proud to be picked to play him. I like doing things that aren't like me "

At rehearsals. Professor Gerardo stresses the value of improvisation and its ability to boost the actors' comfort level. This is exactly the same message that Music Professor Harvey Finstein gives to the students in Lasell's newly-created Jazz Ensemble. "It's far better to just go with it," he says.

This fall, he assembled a talented group of seven musicians and vocalists who are equally facile with the soft breezy notes of "Summer Time" or the foot stomping beat of "Mustang Sally."

"It's completely different from anything I've ever experienced and it's a challenge," says Diana West '13. "I've played the clarinet for 10 years, but always classical. I've only ever played with sheet music, so improvisation is new and difficult for me. Yet Harvey is always encouraging and tells me that I have to at least act like I know what I'm doing."





Brett Walberg '12.

a serious jazz musician. "I have been in a jazz band since fifth grade and have played professionally since ninth grade," he says. "I am a jazz person down to my feet. My hope for the future is to have more organized music on campus — a Jazz Studies program and/or a Music major."

A traditional chorus on campus is also part of the reinvigorated music program. Whether it is a choral classic from Benjamin Britten or an African hymn from Zambia, the soprano and alto voices in the new choral ensemble at Lasell are a vital part of the arts resurgence at the College.

"We are putting a different effort into this than we did before," says Dean Bloom of the College's efforts in the arts arena.

A crucial part of the plan was to locate and hire the right people to bring the arts back and raise its profile among the students, faculty, and staff.

Allegra Martin, a young choral conductor, has already begun to play her role. She graduated with a degree in choral conducting from Westminster Choir College in Princeton, N.J. and arrived at Lasell in the fall as the leader of Lasell's traditional chorus.

"It's a great opportunity to be able to build a program," she says. "I have visions of having multiple choral ensembles, taking the kids to festivals and trips, and bringing choirs in here to perform."

The choral ensemble was offered to undergraduate students this fall as a credited course or for sheer enjoyment and extracurricular activity.

"I started out when I was eight and took singing lessons until I was 17," says Carissa Woolf '13. "I've done a ton of musicals, was in chorus throughout middle school, and involved in an a cappella set through my youth group. Singing has always been a huge part of my life."

Students at Lasell now have the opportunity to experience choral music, jazz, or drama alongside of other extracurricular activities. "There is the opportunity to experience the arts in addition to something like a basketball game," says Dean Bloom. "We want to open up as may doors as possible for students to achieve self-expression and satisfaction."

"We want to open up as may doors as possible for students to achieve self-expression and satisfaction."

Steve Bloom Dean of Undergraduate Education







Sally Jean-Baptiste '12. Diana West '13.



People and Programs

Professor Dana Janbek



"With a lot of organizations going global, it is important for today's students to understand [cultural differences in communication]. My contribution, at Lasell, is to add an international aspect to studying media systems, public relations," says Janbek. She has a unique cultural perspective as a Jordanian and as a member of the Circassian ethnic group.

Janbek's work eventually took her to World Communities of Louisville — a coalition of organizations supporting diversity and eliminating the causes of discrimination. Then, after graduate school, she worked for the Jordanian Embassy in Washington DC, setting the stage for her Ph.D. Communications program at the University of Miami — focusing on international communications.

At a glance, you might mistake Lasell's newest Communication professor for a student. With her small frame and young face, Dana Janbek, could blend right in with the student body. But take a few minutes with Janbek and you find she is a focused researcher who is on a mission — to give students a glimpse of how others across the globe communicate.

Born in Jordan, Janbek came to the United States in 1999 to attend Spalding University in Louisville, Kentucky. After finishing her communications degree there, she developed a craving for international/intercultural relations and communications.

With an internship at the Kentucky World Trade Center — researching intercultural communications for businesses — she saw a direct relation between understanding different cultures and success in a global marketplace.

Janbek became interested in the topic after co-authoring a paper on terrorism and social media.

"You have all these [terrorist] websites and they are there to send messages to the rest of the world about their organizations, to discuss their opinions. Many are available in different languages, so their messages can be [spread broadly]," says Janbek.

Beyond research and study of this subject, Janbek's attention is now on her students.

"During my Ph.D., my mentor at the University of Miami gave me the chance to teach — that opened the door [for me]. I could see myself doing it," says Janbek.

Janbek arrived on the Lasell campus in August and teaches Intercultural Communication, Introduction to Mass Media, and Principles of Public Relations, which span both the undergraduate and the new Master's program in Communication at Lasell.

Janbek tries to offer an international example for each of her courses, so the students can be exposed to intercultural communications as well. Several times she has called on colleagues and friends to serve as guest speakers including the Founding President and former CEO of MGM Networks Latin America and an award winning documentary filmmaker who produced "One Water" — about world water usage.

This exposure will improve her students' understanding of global communications and prepare them for a world outside of Lasell.

"I have found the students very receptive to new information. Some do not have much international experience, so they are interested in what is going on in other parts of the world."

Professor Dana Janbek

Janbek's concentration on terrorists' use of the internet and online communications has led to presentations at eight different conferences, including one in Dubai in 2007 — where she connected with the co-author of her new book, *Global Terrorism and New Media: The Post Al-Qaeda Generation*, to be published in 2010 by Routledge.

"Whatever job they end up in, they will work with people from different cultures and it will likely require them to travel as well," she says. Janbek wants her students to be ready. "A Master's will give me an edge and open up more opportunities for me."

The course descriptions are complete and the curriculum is set for the recently approved Master's in Sport Management. Classes will start in September 2010 and the new degree

is part of the College's Strategic Plan to offer four new graduate-level

programs by 2012.

"The sport business is a multi-billion dollar industry that requires individuals with exceptional leadership, management, and decision-making abilities," says Dr. Robert Prior, Chair/Associate Professor of Sport Management. "In today's competitive job market, this Master's program will provide students with the qualifications, knowledge, and essential skills for a successful career in the sports industry."

Dwayne Powell '09 has been waiting for the opportunity to enroll in the program. "I was a Sports Marketing major and I heard from Professor Prior that the new program was in the works," he says. "A Master's will give me an edge and open up more opportunities for me."

As an undergraduate, Sports Leadership was Dwayne's favorite course and he will be able to pursue this further on the graduate level. The Master's program will combine courses in management, leadership, and marketing and they will be both online and in hybrid form.

Dwayne has already taken on a leadership role. A star on the Lasers' men's basketball team, he is now an Dwayne Powell '09

The an edge and inities for me."

Dwayne Powell '09

assistant coach. "When Head Coach Aaron Galletta mentioned that he was losing two coaches, I stood right up. It's been a bit hard and a learning experience. Guys I played with are now seniors, but they are getting used to me in my new position and they listen."

Coaching is in Dwayne's blood.
"My father is a coach and I played
under him in the recreational leagues.
I learned from him what the job is all
about. He is very excited about my
getting a graduate degree."

Dwayne's long-term goal is to be an athletic director of a college program and he would also like to start a youth basketball camp. "Basketball has done so much for me. I want to give back," he says.

Professor Prior has a lot to do between now and next September. In addition

to hiring a full-time faculty member to teach in both the graduate and undergraduate programs, he is going through an extensive program self-study with COSMA (Commission on Sport Management Accreditation), a new national accrediting body that recognizes excellence in sport management education. "We are one of only nine sport management programs that have been granted candidacy status from a total of 300 programs nation-wide," he explains. "Once we are approved it will be a great distinction for Lasell College and the credibility of the Sport Management Program."

When Dwayne Powell and his fellow students receive their Master's degrees, they will certainly be ahead of their competitors.

Civic Collaborations

"Come to the dance. Yes, Yes, Yes — Come to the dance," exudes Professor Sharyn Lowenstein, director of the Center for Community-Based Learning.

All fall her sophomore Honors
Leadership class planned a special
evening for the clients of the
ASCENT Program (Afternoon
Social Club Encouraging Networking
and Transitions) run by Newton's
Price Center. This organization
supports young people with
developmental disabilities by
encouraging personal growth and
participation in the community.

"Professor Lowenstein put the ball in our court and asked us to come up with a group service project," explains Justin Loguidice '12. "We visited with Karen Manning, ASCENT's program director, and were instantly convinced that this was the organization that we wanted to work with. Hawaiian Bash 09/Surfs Up was on!"

"We have held dances before," says Karen, "and our clients, some of whom are autistic, have Down's Syndrome, suffer from traumatic brain injuries, or are otherwise emotionally challenged, always enjoy them. It was exciting to see the Lasell students embrace the idea of planning an evening. They are in touch with this age group and immediately had thoughts on how to draw our clients in."

"I don't think we realized the severity of the disabilities that these young people face," says Justin. "But when we met with them it became apparent that they are smart, like to have fun, and had definite ideas about the activities and foods they wanted.

"My brother is a cancer survivor, so I am aware of the difficulties that families face," he continues. "Planning



Twirling grass skirts show the exuberance of the evening.

"I think we surprised ourselves when we discovered that we could just sit down and talk," recalls Lily Altshuler '12. "As we got to know each other I found myself discussing boyfriends, Verizon phone plans, favorite colors — just random things in their lives. Once we pushed ourselves to step outside of our comfort zones, we all had a great time."

this evening made me ask myself, 'What are you bringing to these kids?' It opened my eyes. I didn't know the steps it would take to be a leader, to organize an event, and to be accepting of other people's culture and limitations."

Sporting Hawaiian shirts and grass skirts, the young people arrived at a brightly decorated de Witt Hall and were immediately handed a floral lei. "Right at registration it was apparent how excited they were, but some of the kids were a bit overwhelmed," says Ellen Perl '12. "At first we didn't know how to approach each other."

Oxfam Working together to end poverty and injustice

As caregivers and parents commended the Lasell class for 'being nice' and for 'giving back' to the community, Professor Lowenstein countered, "Well, thanks, but for us, it's not just about giving back. The opportunity to plan, implement, and evaluate this event has been an incredible living case study, which helps us translate into practice our text, Leadership for a Better World. Collaboratively working with the Price Center has also allowed us to apply many of the principles of responsible social leadership and helped us more effectively understand the concept of team leadership and joint commitment."

Before Thanksgiving, a holiday that celebrates bounty, another collaborative event was held on campus with the objective of bringing understanding about the global disparity in food security to the College. Legal Studies Professor Linda Bucci's first-vear Honors class and the Center for Community-Based Learning co-sponsored an Oxfam Banquet.

Following an outline that Oxfam sent, people were divided into three income groups: low, middle, and high. The meal served depended on which identity was drawn.

Attendees found themselves being pushed beyond their comfort zones. "People were asked to role play and were uncomfortable with their situation," says Student Programs Coordinator Amy Greene. "They were having reactions, and that was the point."

"Low income people were asked to sit on the floor," says Jessica Walsh '13. "This annoyed them and when they saw that they were being served a tray of rice and a bucket of water with a cup they became angry — 'We skipped regular lunch for this? This isn't real food,' someone shouted.

"Most people chose not to eat because they were worried about the sanitary conditions. This is a real world concern." Jessica continues. "We let five people move from the low income group to the high income table to show that status is something that isn't set. They were thrilled and it hit home how lucky they were."

During the banquet a discussion revealed that every group there felt uncomfortable. "Those at the high income table ate a meal of pasta and salad and felt pressure because they weren't allowed to share," explains Greene. "The middle income group sat next to the low income and in a real community they might indeed be neighbors. Conflicts around the world are based on limited resources and the balance of power."

"Injustice gets me going and makes me angry," says Diana West '13. "The lunch was a real learning experience and an eye opener for all of us. Our Honors class worked together to help bring the issues of poverty and social injustice to the attention of the campus community."

Civic awareness is sweeping the campus. "We have more student project leaders supporting more events at the College this year than ever before," says Greene. "And, we are seeing students put forth their own ideas for service opportunities. It's an exciting environment."



(Lto R) Ninwa Hanna '13 and Jessica Walsh '13 make do with rice and water at the Oxfam Banquet.

Annual Highlights 2008-2009

Academic Affairs

- Launched Master of Science in Communication
- Master of Science in Sport Management approved and Master of Education pending approval for Fall 2010
- Implemented Speaking Across the Curriculum components in each department
- Established criteria for capstone courses in all departments
- Increased number of students studying abroad from 17 to 44 in Fall 2009
- Four new full-time faculty members hired
- Received grant from the Davis Educational Foundation to support Research Across the Curriculum initiative
- Received grant from Tomfohrde Foundation and gift-in-kind from NSTAR to support smart metering houses that serve as residence halls

Enrollment Management

- Applications increased for 12th consecutive year with 582 undergraduate students matriculating
- Full-time undergraduate enrollment topped 1,500, with students from 23 states and 13 countries
- Lasell joined the Common Application which accounted for 44 percent of undergraduate admission applications
- Over 80 percent of applications submitted online
- Open House attendance grew by more than seven percent and over 1,800 families visited Lasell during the year
- Associate Director of International and Multicultural Admission hired
- Graduate student enrollment for Fall 2009 increased 57 percent over Fall 2008
- Web development contractor chosen and design and construction begun with expected launch in February 2010
- New athletic and Board of Trustees websites launched

Student Affairs

- With the opening of two new residence halls (housing a total of 135 students), the Resident Assistant staff on campus expanded to a total of 45 undergraduate Resident Assistants and two graduate Head Residents
- Introduced Boomer, the new College mascot
- Office of Student Activities finalized the design of a comprehensive leadership development program for students
- Office of Student Activities oversaw 177
 programs of which 115 were sponsored by
 student clubs/organizations, representing
 a 44 percent increase over the previous year
- Opened a Commuter/Graduate Student Lounge in Brennan Library
- Delivered 37 education programs through Residential Life Office, an increase of 16 percent over the prior year
- Baseball began first year as an intercollegiate sport
- Filled newly constituted positions of Associate Dean of Student Affairs, Health Educator/Clinical Counselor, Coordinator for Student Organizations, and Sports Information Director

Institutional Advancement

- Developed Strategic Development Plan to support the fundraising goals for Vision 2012 and the Campus Master Plan, approved by Board of Trustees in June 2009
- Raised a total of \$732,000 in the Annual Fund, a 19 percent increase over FY'08
- Achieved \$150,000 Adelaide Van Winkle Challenge for 2009 Annual Fund
- Conducted multiple Planned Giving Seminars
- Supported the President in formation of the President's Advisory Council
- Submitted 15 grant proposals, receiving five grants to date
- Conducted orientations for new Board members and formalized Trustee mentoring system

Business and Finance

- Completed construction of East and West Halls and new fitness facility in McClelland Hall
- Constructed two new signs on Woodland Road at corners of Grove Street and Forest Street
- Other capital projects completed as budgeted, including extensive renovations to Eager House and Spence Hall
- Formed cross-departmental Cost Efficiency Steering Committee to examine a variety of cost areas
- Hired KPMG to conduct a review of College's system of internal controls and staffing levels
- Implemented single source recycling program in dormitories and selected public buildings on campus

Lasell Village

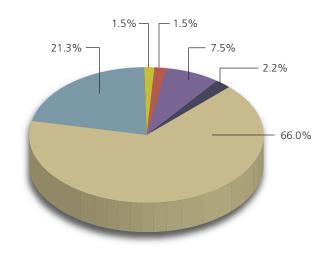
- Conducted Health Care Services study as contemplated by the Village's strategic plan, with the help of Roush and Associates consulting firm
- Balanced operating budget achieved for the third consecutive year
- For the third consecutive year, Lasell House earned the highest rating in quality care in its annual evaluation by the Massachusetts Department of Public Health
- Rented space to Genesis, a Lasell House partner, so they can license and build an outpatient rehab clinic within the Village to serve Village residents and Lasell House clients



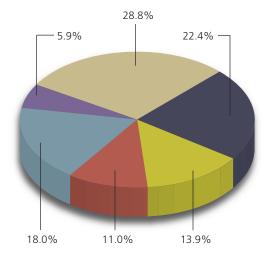
Financial Year in Review

Operating Revenues and Expenditures, Fiscal Year Ending June 30, 2009

OPERATING REVENUES				
Tuition & Fees	33,213,669	66.0		
Room & Board	10,725,229	21.3		
Gifts & Grants	757,404	1.5		
Investment Income	760,139	1.5		
Auxiliary Enterprises*	3,794,758	7.5		
Other Income	1,085,617	2.2		
TOTAL	\$50,336,816	100%		



OPERATING EXPENDITURES				
	Instructional/Academic Support	10,848,746	22.4	
	Student Support	6,744,265	13.9	
	Institutional	5,347,172	11.0	
	Room & Board	8,757,944	18.0	
	Auxiliary Enterprises*	2,860,082	5.9	
	Financial Aid	13,959,698	28.8	
TOTAL		\$48,517,907	100%	



Surplus \$1,818,909

^{*} Income generated by the rental of College facilities, the Holway Child Study Centers, the management contracts with Lasell Village, and the associated expenses.

Annual Fund Leadership Donors

Honor Roll

We are profoundly thankful to our Annual Fund Leadership Donors for their commitment and investment in Lasell College. Their generosity allows the College to provide financial aid to increasing numbers of students, while also improving resources in the library, strengthening athletics programs, and enhancing academics through adding members of the faculty and more course offerings. This leadership and philanthropy makes a significant difference on campus and we are deeply grateful.

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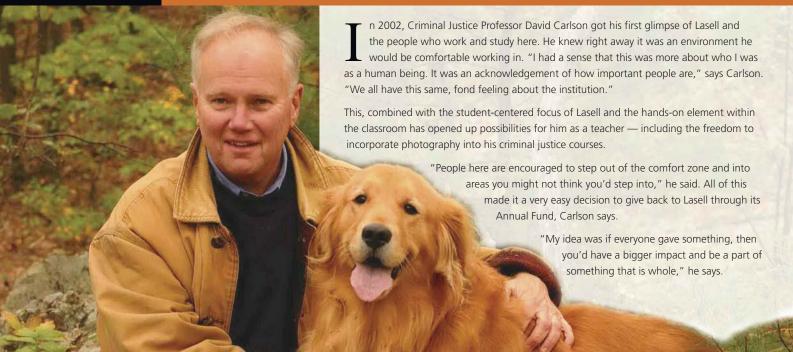
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Spotlight:

Dave Carlson — Giving Back to a Special Place



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Mary Hyson — Paying Forward



ary Hobler Hyson '71 understands the importance of a supportive educational environment and believes strongly in giving back to the institutions that gave her encouragement and the opportunities to succeed.

"I struggled academically throughout my high school years at Princeton Day School but my teachers hung in there with me. I can't give them enough credit for all they did. When I arrived at Lasell I was amazed when classmates began asking me for help with the coursework. My self-esteem grew. I realized that once again, I was receiving the support of a very caring faculty."

Mary returned to Lasell for the first time since graduation for her 35th Reunion.

66 I was so pleased to see how the campus has grown and how the College has developed its academic programs. As an alumna, I believe in paying back and paying forward. Everything contributes to where you land and nothing is ever lost. 99

LASELL GIVING CHALLENGE

The Lasell Giving Challenge resulted in over \$161,000 of new and increased gifts during the 2008-2009 Annual Fund program. With that total we met the challenge and secured the entire grant amount from Trustee Adelaide Shaffer Van Winkle '36/H'96.

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From everyone here at Lasell, we thank you and ask you to join us in expressing our deep appreciation to Adelaide for issuing the challenge. Thank you all for your support of the College.

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Spotlight:

A Foundation Built by Donors

he Annual Fund is the cornerstone of Lasell College's financial foundation and a major priority of our fundraising programs. The generosity of our many donors helps to make Lasell the unique and dynamic place we know it to be. Lasell students immerse themselves in this vibrant and exciting campus, receiving an excellent and comprehensive education. Gifts to the Annual Fund are transformational, making possible our beautiful campus, enhanced research materials, updated technologies, and resources for grants and financial aid. Donor support builds pride and a sense of ownership among the entire Lasell community.



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1925

Martha Fish Holmes

1930

Ruth Richardson Pease

1931

Norma Keller Coulthart

1932

Katherine Hartman Macy*

1933

Louise Newell Audette Sybil Thomas Ryder

1934

Carol Morehouse Jones Bettina Potter Jeffrey*

1935

Lydia Barnes Smith Harriet Colwell Reeves Dorothy Quade Shetter

1936

Blanche Bourke Crabb (d)*
Dorothy Ell Strong
Phyllis Gunn Rodgers
Ruth Koritzky Kopelman
Marjorie Reed Colley
Adelaide Shaffer Van Winkle*
Ruth Linham Petremont*

1937

Irene Dreissigacker Brimlow*
Edith Fitzgerald Arnold*
Priscilla Greig Linnell
Constance Griffin Lehoux*
Jean Pratt Sanborn
Meredith Tillotson Richardson
M. Virginia Webb Tompkins*
Marjorie Westgate Doran*
Elizabeth Ann Wisdom
Elizabeth York Anderson*

1938

Merrill Brown Lett*
Penny DeLaney Ogrinz*
Constance Hatch Herron
Elizabeth Leland Kibbe*
Myrtle Sylvester Ensor
Faye Wadhams Smith*
Arlene Wishart Sylvester*

Eleanor Ayers Evans*

1939

Mary Curtin Duane
Jeanne Daniels Wheeler
Katharine Farnell Guay*
Louise A. Johnson
Jean Michael Petersen*
Cora Pratt Adams
Jane Robinson Williams*
Margaret Schneider Thieringer
Mary Jean Schultz Waddell
Frances Shepard Pilkington*
Virginia Thomas Baxter*
Winifred Trudeau Foskett*
Janet Whitten Smith*
Laurie Wilson Wightman

1940

Nancy Bailey Black* Marguerite Bird Thursland* Emily Bonney Couper Marjorie Borden Hayward Ruth Bowman Burrough

Dorothy Cooke Merchant

Pauline DiTullio Monaco Elizabeth English Anderson Marion Gray Persons **Lucy Harrison Eimer*** Janet Hayton Jewett

Jeanne Hubbard Brooks*

Sibyl Lander Labonte Doris Somerville Krom Miriam Tappan Gilbert Helen Woodward Fassett*

Mary Elizabeth Allen Ryan*

1941

Katherine Annino D'Andraia Jane Bishop Russell* Jean Bohacket Pegram* Nancy Bommer* Persephonae Chumbanis Kantarges Jean Cooney Leitch Ilene Derick Whelpley* Elisabeth Dungan Norden Marian Fitts Sternkopf* Lora Green Moses Meredith Ingalls Geary* Nancy Keach Paine Karolyn A. Kemp Ellen Marron Hochmuth* Ruth Mattson Swanberg Betty McGrath Brown* Eleanor Pfaff Martin* Madeline Vivian Murphy*

1942

Elizabeth S. Allen
Jean Barnes*
Barbara Berkman Sherman (d)*
Ruth Bowlend Eckhoff
Doris Bracher Jenkins*
Charlotte Bragg Burke*
June Cherry Bruns*
Marcia Corey Hanson*
Marilyn Crowell Stewart
Jessie Dobson Salmon*
Doris Fern Musselman*

Lucille Wielandt Speight*

Dorothea F. Godfrey* Nancy Gorton Ross Dorothy Higson White Nina Hobson Mellor Patricia A. Johnson* Beatrice Lewis Potter Dorothy Lutz Fowler Anne MacNeil Darrel Dorothy Mosher Stone

Catherine Nannery Rafferty Winifred Northrup Mudge* Mariorie Ray Blackett*

Barbara Rockwell Carlstrand*
Barbara Rockwell Carlstrand*
Gertrude Ruch Kauffman*
Mary Sheehan Bimmler
Peggy Smitt Frank
Muriel Stark Goldsmith*
Kathryn Starkey Litehiser*
Noel Temple Manning
Ruth Turner Crosby
Jean Walters Goble*
Virginia Weeks Hatch*

1943

LaVerne Atno Olson
Jean Behrle Wagner*
Patricia Bixby McHugo*
Margaret Bosworth Logee
Jean Burroughs Rawson
Mary Louise Gloeckler Millar
Elizabeth Gorton Collier*
Edith Harrington Harcum
Nancy Leavis Bailey
Edna Lyons Cray
Ruth Meyrowitz Shaw*
Dorothy Mitchell Patti*
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Lorraine Robsham Linn Esther Roth Garbe Barbara Seward Hood Virginia Shaw*

Priscilla Spence Hall*

Rosemary Staples Conard* Ruth Tillotson Murtha Elaine Towne Burlingame Carol Wadhams Wolcott Anne Nancy Wells Harris*

1944

Ruth Blaisdell Simmons* Gloria Boyd Major-Brown* Jean Campbell*

June Carew Mange

Dorothy Carll Franklin
Jane Carmody Davison
Martha Clark Corson*
Gloria Clifford Gifford*
Katherine Cogswell Darnton
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Lorraine Anderson Crabtree*

1945

Nancy Bacon Johnson Marjorie Beebe Dill Theresa Bergeron Hoyt* Barbara Birnbaum Green Eleanor Bradway Lammers* Jane Burnham Fliason Jane Calderwood Price* Janet Chesson Hale Gloria Condon Delmolino* **Eugenia Cooney Glow** Bernice Coyne Boon* Dorothy Domina Willard (d)* Priscilla Dow Brown Ruth Eastman Schlichting* Janet Faton Maynard Marilyn Ford Marsh Nancy Gregg Kellas Carol Hauber Mitchell Dorothy Holman Rich Harriet Klebenov Canavan* Rosamond Lees Gow* Elaine Macdonald Aldrich* Mariorie McCabe Walker Rosamond McCorkindale Blizard Marilyn McNie Middlebrook Jean Mitchell Hunter* Marion Munro Waitt* Marjorie Olson Bjork* Ann Parker Spaulding Isabel Pollard Oleson Eunice Powers Buxton* Barbara Preuss Reynolds* Priscilla Robbins Stahl* Virginia Rolfe Guy Annette Saacke Cherry*

Susan Slocum Klingbeil* Martha Stonebraker Ely*

Ruth Sudhoff Sutherland Althea Taylor Goldberg Virginia Von Lynn Seavy* Doris Winkemeier Dieffenbach*

1946

Barbara Bickley Rieger Anne Blake Perkins*

Lynn Blodgett Williamson*

Raemary Chase Duryea*
Carolyn Coleman Peyrot
Dorothy Crathern French
Doris Crocker Easter*
Marilyn Dickson Liebenguth*
Constance DiPietro Lenge
Marjorie Fuller Wagoner
Margaret Hale Sawyer*
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Naomi Kahrimanian Kuzoian*

1947

Anne Alger Ehrlich*

Priscilla Ames Ruggles Patricia L. Anderson* Mary Brown Gorman* Patricia Brunner Thiede Ada Burns Crampton* Elaine Capone Hixon Dorothea Chung Lang* Nancy Collett Hendricks Millicent Entwistle Crawford* Jeanne Franklin Bates* Mary-Ida Hanson Olson* Phyllis Haviland Hildebrandt* Janice Hayden Cummins Joyce Hayes Whitman Vesta Horton Kent* Genevieve Hurley Cummings* Marianne Kochli Andrews* Linda Koempel Tompkins Joanna Lamb Kingsley* Carolyn Lewis Tufts Joanne McMillan Mars* Mary Kay Murray Sutton* Frances Oden Werly* Joan Staples Feibel* Barbara Stickle Mode Gloria Sylvia Paolella³ Anita Triantafel Hatzis* Jane Trott Burgon* Beverly Tucker Bowen*

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Ann Truex Dickinson*
Lucile Tucker Anderson*
Muriel Ward Owler
Dorothy Whittemore Schlobohm*
Alice Wilson McKinley
Dolores S. Winslow*
Gloria Wurth Harrison

1949

Jane Alford Grimson (d)* Delores Anderson Musgrave Shirley Anderson Daly Ann Ashley Sanderson* Phyllis Burckett Ulicny* Corinne Capone McGuiggan* Mona Carson Bumpus Nancy Colman Hill Nancy Curtis Grellier* Joan DeGelleke Shrewsbury* Ann Fletcher Simonds Marie Foster Flmer Joan Franzosa Leland Evelyn Frye White* June Gray Taylor Shirley Greenhalgh Fadley* Ann Hollett Munro* Elizabeth Honywill Horgan* Martha Hurd Davenport* Nancy Irwin Van Dorn Anne Kendall Baldacci Natalie Knight Rogers* Eeva Laitinen Stromski Nancy Lawson Donahue* Dorothy Lindestrand Magnuson Joan Lockwood Cutter Nancy Macdonough Jennings Polly Martini Baglieri Mary Louise Masten Benson Patricia McCarthy Treat* Lucile Merrill Birch

Barbara Milne Lynch* Ann Mitchell Van Deusen Ellen Morris Phillips Shirley Olesen Somes (d) Norma Pickett Wise Patricia Quirk Jones* Eleanor Ritchie Elmore* Joan Rycroft Lowell Carolyn Shailer Irizarry Meredith Sisson Wannie Emogene Starrett Anderson* B. J. Stephenson Riedel Jane Wadhams Hazen* lewell Ward Ganger* Joan Weiler Arnow* Janet White MacLure* Boydes Wilson Smith* Joan Wolfe Wickham Dorothea Zuschlag Torgersen*

1950

Joyce Andrews Phelps*
Anita Angelus Koulopoulos*
Joan Antun Rednor*
Janet Bell Luening*
Margot Bergstrom Semonian*
Jo Ann Brooks Shaffer
Nancy Burrows Putnam*
Cynthia Butler Barnes*
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Naomi Cox Santoro
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Gloria Drulie Schluntz*

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Helen Graham Gordon
Joy Gustavson Smith
Joanne Harrington Price*
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Elizabeth MacInnes Deal*
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Carolyn Snook Rauscher*
Esther Snowden Richmond*
Jacquelyn Temperley Jennings*
Beverly Walker Ward*
Joan Wallace Billings
Helen A. Wetherbee*
Joan Whitten Cummings
Nancy A. Wilson
Jean Woods McNeilly*

1951

Kathrine Aslanian Sivazlian*
Kathleen Ballard Heck*
Sallyann Bartlett Abel*
Elizabeth Baumbach Hyne*
Dorothy Delasco Sines*
Libbie Fleet Glazer
Janet Fornoff Hauber*
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Barbara Walsh Patterson (d)
Nancy Webb Canepa
Joyce Weitzel Flanagan
Janice Weyls Moore*
Mary Jane White Miller-Puckett*
Joan Williams Arnold
Jeanine Wortman Post*

1952

Nancy Allen Banks A. Lois Armstrong Howland Alice Baker Alexande Vilma Barbuto Herrick* Diane Benfield Foye* Peggy Bostwick Farnsworth Joyce Carroll Mulcahy Chloe Comstock Singarella* Ruth Fasterlind Cederberg* Marianna Firebaugh Burgund Betty Lou Foy Reid* Ina Friedman Steinhauser Bernardine Gill Smith Phyllis Gleason Riley* Elizabeth Griffin Wetzel Mary Grill Turton* Ruth Kohn Gross Nancy Marcus Golden Audrey McKay Prince* Carol Michiels Dunlap Mary Miller Henrique Patricia Moulton Cudmore* Carolie Painter Wildrick Geraldine Paulmier Hazell* Naomi Peck Kroner Frances Peters Dunleyv* Carolyn Powers Fontaine* Joeyna Raynal Rearwin* Barbara Sieder Treadway Virginia Smibert Swanson Virginia Snedaker Marschall* Barbara Trout Krohn Mary Violet Retsinas Dorothy Webb Slack Muriel Webb Moyer Mary Lou Woodward Robinson*

1953

Margaret Angus Christman* Carol Bridgetts Cadmus* Eva Bunzel Bulman Mary Florence Burke Brinn* Mary Louise Burke Alexander Janet Chase Ash* Elinor Cohen Goldman Mary Lou Cooke MacKnight* Jane Corbin Post Leonora Coronella Krueger* Louise Crank Graham Constance Cullman Broderick Joan Darelius Chirnside* Marilyn Davis Comins Louise Dawe Turner Jean DiFrancesco Ruland Marie DiSilva Stocki* Mary Ann Donahue Evelyn Earle Lukeman Maureen Fagan Hollfelder* Karen Flobera Levis Judith Gardner Davis* Shirley Gibbons San Soucie* Janet Gleason Nolan Ruth Henning Sump Barbara F Howell* Althea Janke Gardner Nancy Kittell Martin-Johnson* Elsie Knaus Klemt* Audrey Lang Clark (d)* A. Cynthia McCoy Fairweather*

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Joan Wilckens Pittis* Virginia Wilder Melitz* Nancy Yager Weller

1954

Grace Adamian Aznoian Barbara Adams Owen Mary Allen Saunders Nancy Atwood Cook* Ann Bowerman Logan Merilyn Budlong Trocino Ann Chidsey Moebius Susan Cluett LaGrange* Corinne Coyle Lydem* Annette Dufton Dagg Hope Duguid Dauwalter* Karna Frickson Feltham* Cynthia Fisher MacDonald Patricia Flett Lowe Marcelline Govoni Holtje

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1955

June Anderten Dekar* Thelma Appel Kaplan* Carolyn Caie Hathorne Jacqueline Cain Sheils* Janet Carlson Corner Carolyn Chapin Snyder Jane Clark Minear Carol Cunningham Kiley Nancy Curtis Kern* JoAnne DiPietro DiMarco* Mary Alice Everett Yurko

Helen Wood Oueenan

Priscilla Fenton Abercrombie* Elaine Gavsunas Coppinger Donna Gearhart Leo Nancy Goodman Cobin Mary Lee Gowdy Belcourt* Jane Gray Milne

Patricia Gura Conroy* Carolyn Hall Browning Barbara Hammett Elkinton Genevieve G. Harold Ann Harris Hughes* Anne Hartnett Lohnes Diana Hendley Cooper* Barbara Hilliard Tracev Barbara Judd Ozinga Jean Kellner Kyser Beverly Kimball Lamburn Sandra Lally Hovey* Helen LeFaivre Russo* Lucille Marden Randall* June McLaughlin Lombino Carol Merwin Robinson* Mildred Monahan Regan Valerie Montanez Barto Joan Murano Swanson* Lucinda Nolin Johnson* Helen Peters Guy* Cynthia Raymond Paalborg Jean Ryder Tyler* Hazel Schoppy Callahan* Maxine Seidel Lyle Joan Shanley Verdile Susan Shepardson Buchanan* Audrev Silver Rogers* Caroliean Somers Ogrodnik* Iov Stewart Rice* Sandra Stone Myerow* Gail Swanson Rees Mary Sweenor Ruggieri* Angela Tabellario Mitchell* Susan Thomas Wiard* Dianne Tuzik Pingree Marilyn Valter Maclay* Jean Van Buskirk Swanfeldt Adrienne Vitali Stewart Mary Waterman Weaving Donna Williams O'Connor

1956

Anonymous*

Nancy Ahlgren Tewes Mary Augur Wallace* Ann August Marcus* Elaine Bertini Roske Deborah Beuttel Gore Flaine Card LeFort Judy Caswell Allen* Jane Chisholm Glynn Joan Conley Eid* Carol Corning Richard* Dorothy Craig Kochli Beverly Danks Rieckers* Deanne Dario Sferrino Sandra Davis Hudson* Hanna Den Hartog Abrahams Agnes di Zerega Cook Priscilla Driggs Bevin Carol Fitzpatrick Harrell Gail Frank Wells* Nancy Freud Harring Gail Gelinas Nixon* Ruth Grossman Goldman Eugenia Halkiotis Contopoulos Shirley Harmon Cobb Ann Hastings Peterson* Patricia Hayes Schoeller*

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1957

Sonia Altland Griffith* Edith Berger Kaplan Ann Bidwell Sanborn* Sandra Bristol Walters Fileen Conradi Lynch Joyce Conza Swaine Jane Coulter Langmaid*

Marion Day Grosjean Joan Deshefy Patenaude*

Ann Donnelly Murphy Dorothy Fenley Manning Flizabeth C. Fenn Suzanne Fournier Solis Sue Scott Garratt* Gloria A. Guiduli Lenore Hagopian Arabian Marcia James Carthaus*

Carol Juechter Dixon Caroline Killam Moller³ Katherine Knowles Wright Patricia Koules Kandianis Joan Kramer Edelman Virginia Krauss White

Spotlight: Research Outside the Classroom



hrough the online book catalog, students can access over half a million books, as well as DVDs and CDs," explains research librarian Jill Shoemaker, who holds frequent classes in the library computer lab to introduce students to the databases and other research tools that are available in Brennan Library.

"There is so much information out there." she continues, "and the technology for tapping into this wealth of material is constantly being upgraded. I want first-year students to

understand that there is 'life' beyond Google and Wikipedia and to be at ease with the online article database. It's like building blocks and, by senior year, students are doing complex research for their capstone classes. If they choose to go on to graduate school they are prepared."

Each year the number of students attending the library literacy classes has increased dramatically. "Be careful what you wish for," says Shoemaker. Funds from the Annual Fund enhance and increase the research materials and updated technologies that are available to the Lasell community.

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Spotlight:

Research Across the Curriculum



here is a new academic emphasis this year with a project called Research Across the Curriculum. Classes at all levels of academic study are beginning to incorporate field work and hands-on investigative and analytical work. Support for this comes from a three-year grant from the Davis Educational Foundation and Annual Fund dollars are also invested in backing College curriculum initiatives.

This fall, in Environmental Science Professor Michael Daley's World Geography class, students were asked to study seven different neighborhoods located along the MBTA D Green Line. "They were to collect, compile, organize, chart, and analyze geographic data and draw supporting conclusions," he explains.

"I had never thought about the huge differences between the areas from Lasell to the North End of Boston," says Jordan Clark '12. "As I traveled the T to each neighborhood, I found some of the stereotypes that I expected were true, but I was also in for some surprises. We had access to statistics from the U.S. Census Bureau and I would never have guessed that the North End's population is 98 percent white. I had assumed that it was much more diverse.

Laura Jensen

"Physically traveling the T to all the neighborhoods made a huge impact on me. I wasn't just reading a textbook. I was seeing and learning first-hand. It was a great way to absorb and process material and made a huge impression."

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As alumni and friends learn about the benefits of planned giving at Lasell College, many are choosing to provide special support for Lasell's future by establishing a life income gift or bequest. The Heritage Society honors these individuals who champion the next generation of students at Lasell.

We are pleased to pay tribute to the following members of the Heritage Society (as of August 11, 2009):

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A large portion of Lasell's endowment growth has come through the generosity of these honored alumni and friends who made provision for Lasell in their estate plans and through life-income gifts, which have now been received by the College. We are forever grateful to these cherished individuals whose legacies live on through our current and future students.

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Spotlight:





A Gift for the Future

ucille Huse Chappell '37 credited Lasell with her professional success because it is where she took and loved her first biology course. After graduating, she went on to Massachusetts General Hospital and was trained to work in a cytology lab. Eventually she supervised cytology labs in 300 Illinois hospitals — a career she held for 35 years until her retirement in 1985.

In 1997, in recognition of her 60th Reunion, Lucille demonstrated her love for Lasell by making a gift by Will — she made plans to establish the "Lucille Huse Chappell '37 Scholarship" to support students with financial need. She passed away in 2006 and future students will benefit from her generous legacy.



The Lasell College Report On The Year: July 1, 2008 - June 30, 2009

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