



ST JOHN'S
College



CLEAR A TRAIL TO SANTA FE
SUPPORTING SOUTHWEST SCHOLARS





OUR MULTI-PRONGED APPROACH

1. Establishing Partnerships

The centerpiece of the Southwest Scholars Program is the development of a partner program with select high schools throughout the six states of the American Southwest.

Partner schools gain access to a variety of resources provided by St. John's at no cost to the school. The college in turn benefits from targeted exposure to prospective students, enhanced marketing and recruitment opportunities, and a strengthened friendship with key ambassadors who will be a voice for St. John's in the southwest.

- St. John's enjoys a deeper relationship with the faculty, administration, and students of participating schools.
- Partners gain VIP access to St. John's admissions and financial aid teams as well as invitations to partners-only events.
- St. John's is able to target our marketing dollars in a more strategic and effective manner.

2. Fostering Engagement with Educators

St. John's relies on teachers and guidance counselors to point qualified students to the college, but school personnel are often subject to misconceptions of their own. Some have been misled by the notion that an increasingly specialized society warrants a near-infinite supply of educational choices, each subject to even further specialization.

By providing them with a first-hand experience of St. John's, we can help these educators to better understand the benefits of our Program and promote it more effectively—and enthusiastically—in their own schools.

- St. John's will provide key personnel from participating schools with an immersive Santa Fe campus tour—or bring St. John's to the school through on-site seminars.
- Teachers and counselors are eligible for an annual half-tuition scholarship to attend the Graduate Institute in Santa Fe over the course of four summers.
- One teacher and counselor per school per year will receive a full-tuition scholarship to Summer Classics in Santa Fe.

With its thrilling landscapes and romantic mystique, the American Southwest has been both the source and the subject of wonder.

Here among soaring mountains and deep canyons we find an ethos that fuels the fire of innovative thought: inventiveness, rugged individualism, and a passion for creative expression. This is a land infused with the spirit of the liberal arts, but the magnificent visual extremes that characterize it also symbolize the circumstances of its people and their access to higher education.

Geographic isolation is a pervasive reality in this part of the country; so too is the widening chasm of economic inequality. In such an environment, students have fewer opportunities to learn about St. John's, our Great Books Program, or resources that can make the college an affordable option.

As part of the *Freeing Minds* campaign, St. John's has launched the Southwest Scholars Program, a donor driven initiative to recruit and retain Johnnies from the American Southwest. Now in its pilot phase, Southwest Scholars aims to sow seeds of interest in St. John's College, break down the barriers to admissions, and give more students from this highly underserved region a chance to experience the transformative power of a true liberal arts education.

3. Fostering Engagement with Students

In an area where small colleges are rare, gaining an appreciation for the value of a liberal arts education can be as much of a challenge as affording it. This is especially true for two traditionally underrepresented groups: students who are the first in their families to attend college and students from isolated, rural communities.

The Southwest Scholars Program provides opportunities for high school students to learn more about St. John's and to enjoy a taste of the experience that awaits future Johnnies.

- Travel grants enable students to visit St. John's for an immersive Santa Fe campus tour.
- Schools are guaranteed a personal visit and special presentation by admissions staff, either in person or, when necessary, online.
- One junior per school per year will receive a full-tuition scholarship to Summer Academy, one of our most reliable pipelines for new students.

4. Creating Affordable Pathways to St. John's

Income disparities loom large in the southwest, and this situation will likely grow more acute in the coming years. Statistics reveal that a rising percentage of college-age students will come from lower-income households and from economically vulnerable communities where a private college education is sometimes seen as a luxury for only the wealthy to enjoy.

The Southwest Scholars Program counters these factors by creating more affordable pathways for a diverse range of students.

- Students are eligible to receive a \$5,000 annual scholarship to attend St. John's College in Santa Fe for four years.
- St. John's works hand in hand with partner schools to help interested students maximize their options.
- A junior nominated by each high school will receive a St. John's College Book Award.

How does it work?

The Southwest Scholars Program utilizes a multi-pronged approach that centers on the development of strategic partnerships with high schools in Texas, Oklahoma, Utah, Arizona, Colorado, and New Mexico.

Through these partnerships, St. John's will offer specialized training and resources to partner schools, enabling teachers and administrators to better assist students with their educational choices.

Partner schools also gain access to scholarship opportunities that not only create affordable pathways to St. John's for undergraduate students but also help school personnel to further their educations through our Graduate Institute.

In exchange for these benefits, our partner schools are making a focused effort to promote St. John's Santa Fe campus to students, families, and fellow educators. In doing so, these schools have the potential to become feeder institutions that consistently point students to St. John's at both the undergraduate and graduate level.



How Can I Give?

Cash or Check: There is no easier way to give. Best of all, everything about a cash gift is immediate—from the impact to the tax benefits.

Appreciated Securities: In most cases you can claim a tax deduction for the full amount of the gift and avoid paying capital gains taxes.

Donor Advised Fund: If you have a donor advised fund, consider recommending St. John's as the recipient of a grant for the benefit of Southwest Scholars.

Multi-year Pledges: Pledges enable you to make a more significant investment than might be possible with a single outright gift. By spreading your commitment over a period of time, you can also structure your gifts to suit your circumstances and needs. Like outright gifts, pledges can be fulfilled in a variety of ways, including cash and securities.

Planned Gifts: By including St. John's and the Southwest Scholars Program in your estate plans, you can support future Johnnies at little to no cost during your lifetime. Many opportunities are available, but the simplest option is to name the college as a beneficiary in your will.

FREEING MINDS

A Campaign for St. John's College

ARE YOU IN?

Let us help you structure your gift in a way that makes the best possible difference—for you, for St. John's, and for the students who need you.

Reach out to us at freeingminds@sjc.edu

freeingminds.sjc.edu

You are the Future of Southwest Scholars

As a donor driven initiative, the success of Southwest Scholars rests in the hands of those who are willing to support and sustain the program for the benefit of future Johnnies.

Depending on your goals and interests, you can focus on the program's immediate needs or offer enduring support—or both. We can help you explore a variety of options that will allow you to have the impact you want, when you want.

Current-Use Support

Launched in 2018, the Southwest Scholars pilot phase will cover a five-year period, giving St. John's an opportunity to build new partnerships while we support the first class of Southwest Scholars, who began their four year journey in the fall of 2019.

Approximately \$3 million in seed funding is needed to achieve this important goal. Because the initiative is entirely donor-funded, alumni and friends are the only answer.

Your current-use gift puts you right at the center of the Southwest Scholars Program by providing for immediate needs, including school presentations, seminars, travel costs, and, most importantly, scholarships.

Although gifts of all sizes are welcomed with gratitude, gifts of \$25,000 or more will play a pivotal role in achieving the mission of Southwest Scholars.

Endowed Support

Our hope is that Southwest Scholars will ultimately become a permanent part of our efforts to attract and educate new Johnnies; but there can be no future for the initiative without the steady, dependable, and lasting support provided by endowed gifts.

Unlike current-use gifts, which are spent on immediate needs, endowed gifts are intended to support the program in perpetuity. The original gift is not spent but is instead invested with the goal of achieving long-term growth while generating a stream of revenue that sustains the program year after year.

You can set up your endowment to touch every aspect of the Southwest Scholars Program or tailor your gift to support a component of the initiative that inspires you the most.

A minimum gift of \$50,000 establishes your endowment, which can then be named for you or a loved one.