

BERRY

AT ITS BEST

“After much thought, I remain convinced that our great opportunity and primary advantage is Berry’s own special identity and character. Berry will not add to its reputation by becoming like some other institution. Instead, Berry will realize its full potential and gain visibility by being Berry at its best.

Berry’s educational plan has stood the test of time.

Indeed, Martha Berry’s plan was considerably ahead of its time, for she anticipated the concept of engaged and active learning.”

BERRY PRESIDENT STEVE BRIGGS (2007)

Less than seven years after President Steve Briggs made the above remarks during his inaugural address, college leaders across the country named Berry the No. 1 up-and-coming liberal arts college in America.* This accolade – made powerful through peer selection – reflects as positively on Berry’s enduring educational plan as it does on the advancements that have given that plan new vigor. It also speaks volumes about the faculty, staff, students, alumni and supporters who have committed themselves and their resources to Berry’s purpose of producing citizens with the knowledge, experiences, character and conviction to improve the places where they live and work.

As the college embarks on its next chapter via a new strategic plan (see President’s Essay on page 8), the editors of *Berry* magazine are honored to share with our readers a small sampling of the recent progress upon which the next 10 years will build. These accomplishments are broad-based, yet have been focused in the following areas of emphasis:

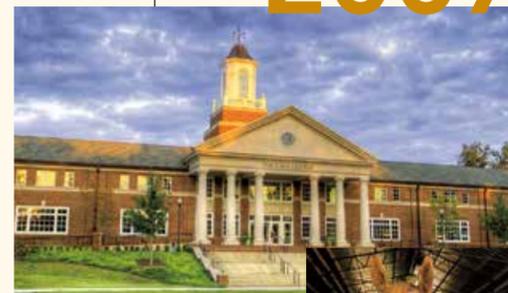
1. Invest in academic programs that inspire and challenge students
2. Build the nation’s premier four-year Work Experience Program
3. Foster initiative, intentionality and integration in students and encourage them toward lives of lasting value and purpose
4. Enhance the vibrancy of the residential campus-life experience
5. Make the most of Berry’s campus as an incomparable asset
6. Grow in size (from 1,800 to 2,100 undergraduates) and diversity
7. Promote financial health, good stewardship and the Berry story

Such achievement required great effort and significant resources, but as Martha Berry avowed, “The pursuit of easy things makes us weak. It is the pursuit of the difficult that makes us strong.”

* Announced in U.S. News and World Report’s 2014 Best Colleges edition; based on results from a spring 2013 survey in which liberal arts college officials nominated institutions making the most promising and innovative changes in the area of academics, faculty or student life.

PROGRESS

2007-08



- The Cage Center opens, quickly becoming the center of campus activity while paving the way for Berry’s move to NCAA Division III for athletic competition, as well as the addition of the exercise science major (which soon becomes one of Berry’s top five).
- Berry passes the EPA’s 2008 Peer Audit with flying colors.
- The Campbell School of Business launches an entrepreneurship program, the first step in a growing entrepreneurial mindset across campus.
- WinShape Retreat Center wins a National Preservation Honor Award from the National Trust for Historic Preservation.
- The quality and quantity of student events and activities begin to rise thanks in part to a new student-initiated activity fee designed to invigorate campus life, particularly on weekends.

- First-year students are introduced to Plan4ward, a four-year process of self-appraisal, goal-setting, planning, reflection and refinement through which students take responsibility for their own educational experience and seek out powerful learning experiences.
- Animal science becomes Berry’s largest major with 146 students; that number soars to 280 by fall 2013.
- Service- and community-based learning are boosted through the Evans School of Humanities, Arts and Social Sciences’ participation in the Inside Out Prison Exchange Program and, later, establishment of a community ESL program.
- Berry launches a strategic marketing study leading to the “Experience it Firsthand” brand.

Seven-year summary

Size of first-year class

2007-08	537
2008-09	448
2009-10	569
2010-11	653
2011-12	557
2012-13	618
2013-14	672

Students participating in work program each fall

2007-08	1,266
2008-09	1,273
2009-10	1,486
2010-11	1,667
2011-12	1,674
2012-13	1,772
2013-14	1,848



2008-09

- Student-operated campus enterprises become the entrepreneurial heart of the Work Experience Program; nine pilot projects get underway.
- Berry remains stable during national economic crisis.
- Construction begins on two new residence halls as Berry focuses on increasing residential capacity; Dana and Clara residence halls undergo extensive renovations following earlier improvements to Morton-Lemley, Pilgrim and East Mary halls.
- Berry expands the Krannert Center dining hall and ballroom; adds a new softball field and additional soccer/lacrosse fields.
- NCAA Division III grants Berry exploratory status.
- The Annapolis Group invites Berry to join its organization of leading independent liberal arts colleges.
- Berry baseball makes its first-ever trip to the NAIA Baseball World Series.
- President Briggs is a charter signatory of the American College and University Presidents Climate Commitment.



2009-10

- The stunning Morgan and Deerfield residence halls open to great fanfare; earn Gold status in achieving Berry's first LEED accreditation.
- A new mission-driven Gate of Opportunity Scholarship Program enables students to work their way through college with the chance to graduate debt free; a gift from Atlanta philanthropist Audrey Morgan launches program. Ten students are selected the first year. That number grows to 60 for 2013-14.
- As the original trees lining the Road of Remembrance and Memorial Drive decline, 130 genetically superior trees are planted to maintain the beauty of the roads for generations.

- Softball and swimming and diving are new varsity sports; NCAA Division III provisional status begins.
- The Berry Farms genetics student enterprise goes international, selling 50 jersey cow embryos to Jamaican dairies.
- Four decades of excellence by the Berry Forensics Union culminates in receipt of the Dr. Seth Hawkins NFA Founder's Award for most points accumulated all-time in national competition.



- Kilpatrick Commons opens, creating a beautiful gathering space between the renovated Krannert dining facilities and the Cage Center.
- Berry ranks No. 12 on a list of the nation's 17 best-managed university endowments.



- Berry's powerhouse equestrian team brings home a national championship in its third year of varsity status, winning the Intercollegiate Horse Show Association Western Nationals over runner-up Oregon State University and nine-time national champion Ohio State University.
- Lacrosse for men and women is added, bringing the college's number of varsity athletic teams to 20.
- The Algernon Sydney Sullivan Foundation invites Berry to participate in its prestigious awards program honoring individuals with remarkable character and dedication to service.

2010-11

- Berry's sustainability efforts are recognized when The Princeton Review names the college to its *Guide to 310 Green Colleges*; an additional 100 trees are planted on the main campus.
- The Martha Berry Museum is renovated, and initial restoration work on Roosevelt Cabin is completed in time for a 100th anniversary celebration of Teddy Roosevelt's visit to campus.



- Emphasis on the student work program culminates in a new system of classifying student work positions into levels based on increasing knowledge, skills and responsibility and creating developmental paths that lead to advanced leadership/management positions; all aspects of student work – pre-enrollment job placement through postgraduate career searches – come under one umbrella.
- A new initiative encourages seniors to develop a resume capturing the breadth and depth of their college experiences.
- The Carnegie Foundation for the Advancement of Teaching recognizes Berry with its Community Engagement Classification.

2011-12



- A pair of bald eagles joins the campus ecosystem, nesting near the campus entrance and garnering widespread attention.
- A \$10 million matching-gift "Donor Opportunity Fund" is established by an anonymous friend to spur creation of Gate of Opportunity Scholarships; all funds are claimed within two years, supporting an eventual 130 four-year endowed scholarships in perpetuity.
- Berry is honored with an invitation to become a charter member of the Southern Athletic Association of academically excellent residential liberal arts colleges; the decision is made to add football and track and field as varsity sports.
- A renovated art gallery is the show-piece of visual arts facility upgrades powered by an anonymous donor.

- The Work Experience Program develops new partnerships with off-campus employers as efforts continue to expand the quality and quantity of firsthand work experiences available to students.
- Berry announces plans to add a baccalaureate degree program in nursing, helping to meet local, state and national need for nurses prepared to lead in the complex health care environment.
- *Travel + Leisure* names Berry one of "America's Most Beautiful College Campuses."
- Historic Julia Cottage is transformed into a student residence after being damaged during an April 2011 storm that took down more than 1,000 trees on campus; Sunshine, Hope and Louise cottages and Poland Hall also are converted into student housing.

Summer & fall 2013

New 10-year strategic plan goes into effect

- Berry's undergraduate enrollment is record breaking at 2,121.
- Renovations transform Roy Richards Memorial Gymnasium into a field house for tennis, football, and lacrosse that includes a strength and conditioning facility for all students, a refinished gym floor, and a new dance-lab floor.
- Berry's selection by peers as the No. 1 "up-and-coming" liberal arts college in the nation is announced by *U.S. News & World Report*.
- More than 6,700 students, alumni, friends and supporters gather for Berry's first football game, held at Barron Stadium in Rome.



2012-13



- The science building officially becomes McAllister Hall in honor of the late Dr. Lawrence E. McAllister after an alumni-led campaign raises \$5 million for science student scholarships and facilities.
- Plans for Valhalla, Berry's future athletic stadium, are unveiled following a lead gift by Trustee Steve Cage (74C).

- First-year competition in the Southern Athletic Association brings Berry tournament championships in volleyball and men's soccer and regular-season titles in volleyball, softball and men's lacrosse.
- As the world watches via webcam, Berry's bald eagles return to their nest, successfully hatching and nurturing a pair of eaglets that captivate nature lovers around the globe.
- Campus renovations include conversion of Catherine and Emily

- cottages to student housing and new roofs for Ford Auditorium and the Berry College Chapel.
- An environmental studies program becomes the newest offering of the Evans School of Humanities, Arts and Social Sciences.
- Oak Hill and The Martha Berry Museum receive a grant to restore the historic Hillside Garden as part of a larger project to return the grounds of Martha Berry's home to their original state.