

An aerial photograph of the Maharishi University of Management campus during a vibrant sunset. The sun is low on the horizon, casting a warm orange and yellow glow across the sky and the landscape. The campus features several large, light-colored buildings with multiple stories and gabled roofs, surrounded by lush green lawns and trees with autumn foliage in shades of yellow, orange, and red. A large, circular paved area with a central emblem is visible in the foreground. In the background, a large body of water stretches towards the horizon under a dramatic sky with scattered clouds.

2019 MAHARISHI UNIVERSITY OF MANAGEMENT CAPITAL CAMPAIGN

2019 Capital Campaign

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Introduction

MUM is entering a period of unprecedented growth. Our Standard Program enrollments are up 36% from just one year ago. And our Compro* enrollments are achieving substantial growth, despite continuing variability with regard to visas.

Looking ahead, the positive impact of a stunning tour of seven countries in Africa — where Professors Greg and Elaine Guthrie promoted our Compro program to literally thousands of prospective students — will be felt throughout this Spring and Summer.

Some highly attractive new undergraduate programs, especially online programs, have become a major growth engine. We have just reached a key milestone — \$1 million in total revenues from our online programs.

All this exciting growth has brought new strength — as well as new challenges: We must keep pace with the growing demands on faculty and facilities.

***Compro stands for Computer Professionals Master's Degree Program.**

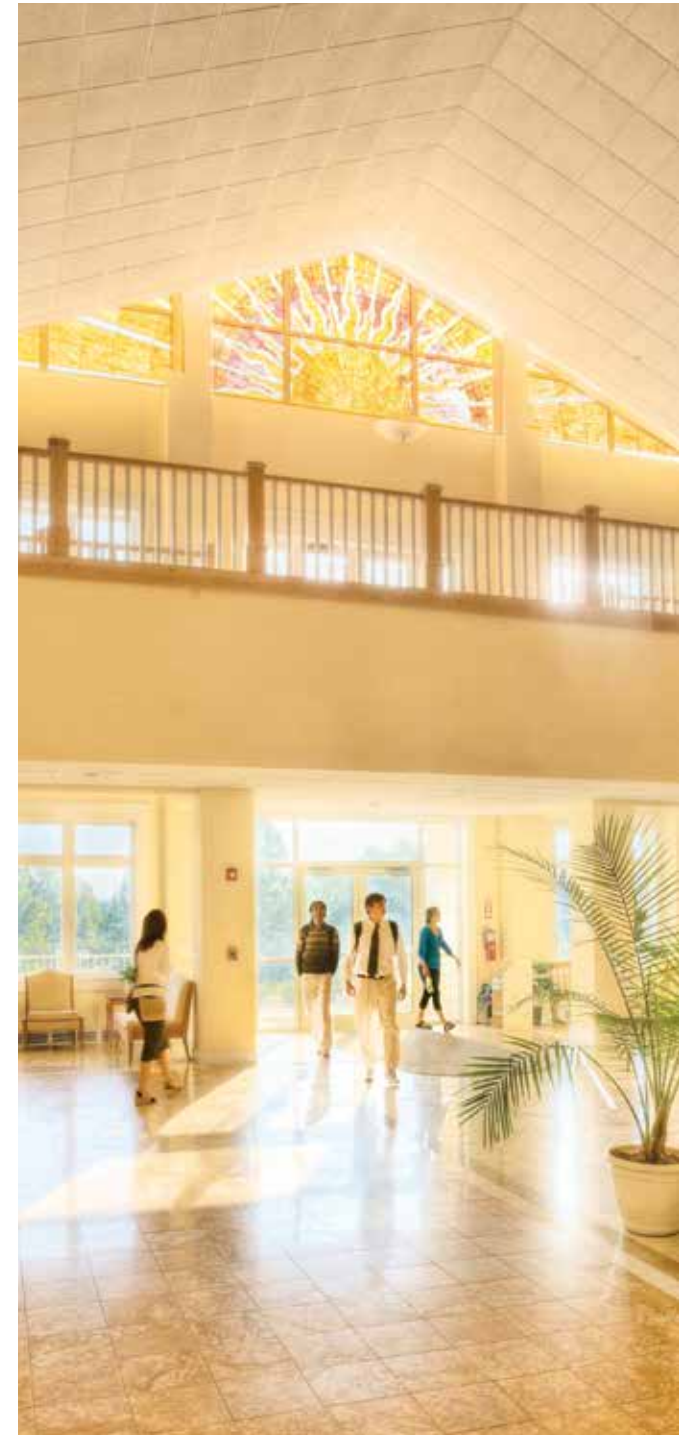
Annual Fund and Capital Campaigns — both vital to MUM

Our *Annual Fund* is the life-blood of the University. It supplements MUM's tuition revenues in supporting **all the operations of the university** — from student scholarships to food service, from curriculum development to road maintenance.

The *Capital Campaign* fuels **key expansionary initiatives**, including **improvements to our campus**. Every new building on campus and every important renovation has been funded through Capital donations.

The Capital Campaign also supports faculty development: attending conferences, sharing key research with their colleagues nationwide, staying abreast of the latest developments in their fields — making them more engaged and inspiring professors.

The following pages highlight key areas and opportunities in need of capital funding. As you will see, many of these projects have already commenced — supported by generous contributions from MUM's cherished donors, like you.



Key Capital Priorities

A New Visitors Center

The number of people visiting our campus is increasing markedly. They include the rising number of students enrolled in our online degree programs with a low residency component, in which students come to campus as a group for one, two, or four weeks twice a year.

We have **250 students** enrolled in our new and rapidly expanding BA, MS, and PhD programs in Maharishi AyurVeda & Integrative Medicine (MAVIM). These students rotate continuously throughout the year to receive their hands-on clinical training.

Our newly proposed residential Visitors Center — a major renovation of what is now Frat 152 — will be a home to all these visiting students, and thus the epicenter of MUM's most successful new expansionary programs.

The Center will also house *prospective* students, who arrive on campus throughout the year for Visitors Weekends, which play a pivotal role in student recruitment.

And it will provide much-needed quality space for our core Consciousness-BasedSM student programs: TM Retreats and Forest

Academies — as well as for visiting faculty and VIP guests.

WORK NEEDED:

1. Private bathroom for every guest room (x 39 rooms) = \$453,500
2. Common areas upgraded = \$65,000
3. Furniture = \$88,000

4. Final refurbishing of Frat 114 to relocate Frat 152 occupants = \$50,000

Total funding needed = \$656,500*

****Note: 50% matching funds are available for this very key project.***



Proposed residential Visitors Center entails a major renovation of Frat 152.

Re-Visioning Our MUM Library

We want to transform the Library into a vibrant campus hub that students constantly use — for study, meetings, classes, research, and social engagement.

National surveys show that college students go to their libraries to study, to use online databases and reference materials, and to meet in study groups. Our own students constantly express their desire for just such a study space. Unfortunately our Library, as currently configured, does not meet this need.

For a reasonable cost, we can very strikingly transform the Library into the kind of space our students desire.

We will also restore Spayde Theater and refurbish the Sustainability and Science Wing to provide expansion space for Sustainable Living and our other science departments.

WORK NEEDED:

PHASE 1A — The Main Library

Open up the main eastern “L” of the Library — the area most people see when they visit the Library — and create an expansive, welcoming



Architectural rendering of the grand east entrance to the Library, with a new facade and roof structure.

space with new carpet and furniture for student study and group meetings.

- Free up space by removing old journals and books that have not been touched in years, and relocate the remaining bookshelves for optimal use of space.
- Remove office walls just inside the east entrance to create a grand east entrance to the Library.
- Move the circulation desk to the east wall of the eastern “L,” so that people can conveniently check out as they leave.

- Refurbish the classrooms in the northern “L,” and turn them into comfortable, attractive, multi-purpose classrooms.

Funding needed = approx. \$250,000

PHASE 1B — Grand East Entrance

Create a classic east entrance to the Library, with a new facade and roof structure.

Funding needed = approx. \$75,000

PHASE 2 — Spayde Theater

1. Refurbish and re-open Spayde Theater to create a vibrant theater space for student performances, film screenings, and an academic lecture hall. Spayde Theater was once the epicenter of a vibrant theatrical community. Today's students, who are drawn to MUM in part by their strong desire for community, want to re-energize our on-campus theater productions. This same desire sparked the birth of Olson Amphitheater in Gil Younger Park, a popular outdoor venue — but it is not a year-round, full theatrical stage.
2. Maharishi School would also benefit greatly from this theater, as would community groups, and the many students who gather in the summers to watch movies in Gil Younger Park — and who would love to make that a year-round communal activity.
3. During the day, Spayde Theater would function as our second grand lecture hall, serving our Sustainable Living and other science programs housed in (or near) the Library. At present, Dalby Hall is our only major, tiered-seating lecture hall, and it is currently booked to capacity.

Renovations include energy-efficient theater lighting; a modern digital projector and sound system; professionally cleaning or re-covering the Parsons-era theater seats, new flooring, ceilings, and more.

Funding needed = approx. \$60,000



Spayde Theater

PHASE 3 — The West Wing

Refurbish the many classrooms, hallways, and offices in the Library's West Wing — the Sustainability and Science Wing. This will accommodate MUM's brand new Renewable Energy track (and associated labs) within the Sustainable Living major — and pave the way for current and future expansion of the University.

Funding needed = approx. \$300,000

Total Funding needed for all three phases = approx. \$685,000



Organic chemistry class in the Library's west wing science laboratory.

Arts Center Renovation

The Arts Center is a 30,000 sq. ft. original Parsons College building and former student union that houses two popular undergraduate programs: our highly acclaimed Fine Arts major and our award-winning, technology-driven Media & Communications major.

Major renovations are vitally needed to keep the building safe, comfortable, and dignified — *and to totally transform our student and visitor experience there:*

WORK NEEDED:

1. Roof and soffit repair = \$25,000
2. East facade exterior repairs = \$45,000
3. North parking lot resurface = \$75,000
4. New HVAC with zone controls = \$250,000
5. Create lower-level access ramp = \$35,000
6. Interior cosmetics and re-flooring in select areas = \$14,000
7. Handicap access improvements = \$12,000
8. East entrance stairway at ground level = \$23,000
9. South, west, and north facade cosmetic repairs = \$16,000
10. Groundwater management for lower level leakage problem = \$2,000

Total funding needed = \$497,000*

****Note: Thanks to the Wege Foundation, matching funds are available for this important project.***



The Arts Center is the 30,000 sq. ft. home of our highly acclaimed Fine Arts major and our award-winning, technology-driven Media & Communications major.

Arts Center Programs *(related to previous)*

It would be a tremendous boost to our Fine Arts degree programs, including our brand-new MA in Studio Arts, to have a vibrant program of visiting artists and speakers, to host frequent exhibitions by our faculty, students and other visiting artists, and have active exchanges with other Iowa colleges. This would truly leverage — and build upon — the strong regional acclaim our Fine Art programs have garnered.

Funding needed = \$75,000 per year



HighRise Residence Halls – completion

The five “HighRise” residence halls house over 300 graduate students enrolled in our Computer Professionals Program. We have invested significantly in maintaining and upgrading these buildings, but they need further work to provide a modern level of comfort.

Thanks to Jeffrey and Rona Abramson, two of the five buildings have just undergone major renovations. The remaining three are now a top priority for similar infrastructure and cosmetic improvements.

WORK NEEDED:

1. Top Priority:

- Comprehensive individual room upgrades for buildings 140, 141, and 142. These include new carpet, new paint, refurbishing built-in furniture (bookshelves, closets), and new standalone furniture (dressers, beds, and window blinds). 192 rooms x \$1,000/room (average) = **\$192,000**

2. Secondary Priorities:

- Final touches to buildings 143 and 144, including mirrors, countertops, and sinks = \$38,400
- Build a commercial-grade kitchen and dining area = \$24,000

- Replace fire escapes on two buildings still in need = \$65,000

Total = \$127,400

3. Third priorities:

- Replace large plate glass windows in all five buildings = \$25,000
- Install fresh air ventilation equipment = \$72,000
- Manage groundwater drainage = \$50,000

Total = \$147,000

~~**Total funding needed = \$466,400**~~

FULLY FUNDED! THANK YOU!

Special thanks to the Rona and Jeffrey Abramson Foundation



One of five HighRise residence halls, which house over three hundred graduate students enrolled in our Computer Professionals Program.

Henn Mansion – completion

Listed on the National Register of Historic Places and one of Southeast Iowa's most historic buildings, Henn Mansion was built in 1857 by U.S. Representative Bernhardt Henn. Today the building houses our Development Office and provides lovely space on the ground floor for meetings, receptions, and celebrations.

Thanks to generous donations from the Wege Foundation, we have invested significantly in restoring this beautiful, north-facing mansion from the ground up. Due to prevalent hidden structural deterioration, recent renovations exceeded the original budget. Several smaller yet important renovations will bring the building to the standard we wish.

Funding needed = \$258,000



Historic Henn Mansion



Henn Mansion during renovations

Key Academic Initiatives

Student Scholarships

Helping deserving students gain the benefit of an MUM education

Every year hundreds of highly deserving students — many from the US, many from abroad — apply to Maharishi University of Management.

We offer a generous scholarship program. But sometimes students require a bit more assistance than the US Department of Education will provide and that we can offer in the form of institutional aid.

Often there's just a small gap between what students can afford and what they need — typically less than \$4,000 per year. A *scholarship fund* would therefore allow many more well-qualified students to attend MUM.

This is a high-leverage donation: It not only enables more students to attend, it allows us to capture the funds (federal and family) that they themselves can bring.

Total funding needed = \$200,000



"My education here at MUM opened my eyes to a new world. I realized that with the help of TM I can be a leader of global peace and empower millions of people living in poverty."

"I'd like to thank and appreciate the donors of MUM for recognizing the value and potential of us students. They know that a global awakening is happening and that MUM is at the forefront of this change."

— Diego Treto, Individualized Major



"My education at MUM has offered me the unique opportunity to explore my inner self in a spiritually supportive environment and to pursue my art education with top-level faculty."

"I come from Algeria where the dollar is equal to 118 times the Algerian Dinar and where minimum wages start at \$190 USD per month. For me, a scholarship was the only way I could study abroad in the wonderful community of MUM."

"I am immensely grateful for the donors, who through their generosity have made my dream to attend MUM come true."

— Younes Kouider, Fine Arts Major

Faculty Research & Faculty Development

Inspired by the vision and support of Chris and Laura Wege, our faculty have enjoyed a renaissance of new research and collaboration with other universities. It is vital that our faculty stay abreast of the latest developments in their fields and continue their important research. It is equally vital that MUM engage with universities nationwide. For this, we need to support

faculty research and faculty participation in regional and national conferences. Our faculty have much of great importance to share — and they are all keen to continue learning. Refreshing one's knowledge and contributing to knowledge at the cutting-edge of one's discipline creates more engaged and inspired professors.



1. Send faculty to present their research at professional meetings and conferences = \$75,000
2. Host distinguished educators, scientists, and scholars at MUM as guest speakers and visiting faculty = \$25,000
3. Fund Dr. Fred Travis's important random-assignment study on 150 students at MUM and at two control schools, assessing stress (Spielberg's STAI), brain integration, intelligence (Tattell), emotional intelligence (Baron), and ego development (Loevinger). This research is vitally important to establish — and effectively promote — the superiority of Maharishi's Consciousness-Based approach to education. Funding needed for testing (\$26,000) and Ph.D. research assistant (\$24,000) = \$50,000.
4. Support emerging, high-quality publishable research by other faculty = \$100,000

Total funding needed = \$250,000*

***Note: Thanks to the Wege Foundation, matching funds are available for this important project.**

ChangeMakers – Global Leadership Center

“Gen Z” students — students born in 1995 and thereafter — started arriving in US colleges and universities five years ago. They are ethnically diverse, and have been described as “the world’s first truly global generation.”

They are practical and career oriented. They are passionate about changing the world. 75% are worried about the environment, and 60% would like to have a job that makes the world a better place.

“They’re not simply dreaming about making a difference someday in the future, they’re already doing it.” — *Forbes* magazine

Our new **ChangeMakers – Global Leadership Center** offers our students the personal and professional skills they need to **succeed in careers centered around service to others — and create positive change in the world.**

The Center offers a suite of training packages

that provide proficiency and/or certification in

- leadership skills
- communication skills
- health and life coaching
- professional consulting
- conflict resolution

Specialized Training for Teachers of Transcendental Meditation®

One area is especially dear to us: Giving new TM teachers the additional, specialized training they need to teach in areas where demand is strong. These include:

- Government-funded programs serving veterans and others with PTSD and/or addictions
- Public schools offering the “TM/Quiet-Time” program, including multi-million-dollar Chicago Crime Lab projects in Chicago and New York
- Corporate settings

Standard training for TM teacher certification does not include special training to treat veterans and others with addictions or PTSD — treatments that are typically delivered in specialized facilities, such as VA hospitals, which follow strict regulatory guidelines.



Special training courses for students in Maharishi AyurVeda & Integrative Medicine

The Global Leadership Center will also offer special training courses for our nearly 250 students in Maharishi AyurVeda & Integrative Medicine. These students gain excellent knowledge and clinical acumen, but they also need motivational and people skills to be effective health coaches and health practitioners — as well as business and practical skills to succeed (and to navigate the numerous regulations that govern alternative medical practice, which differ from state-to-state).

The Global Leadership Center will also house all our business-related mentoring and coaching, including our new Workplace Conflict Resolution Masters program just approved by the Higher Learning Commission.

Maharishi University of Management, of all schools, has much of unique value to offer today's students in all these important professional areas.

~~**Funding needed = \$150,000 per year for three years**~~

FULLY FUNDED! THANK YOU!



Chair of AgroEcology (Regenerative Organic Agriculture Program)

Our Sustainable Living Department has just launched a *major expansion and upgrade* of its Regenerative Organic Agriculture Program (ROAP): adding a brand new *Master of Science* degree, and transforming its current Bachelor of Arts to a *Bachelor of Science* degree in Regenerative Organic Agriculture.

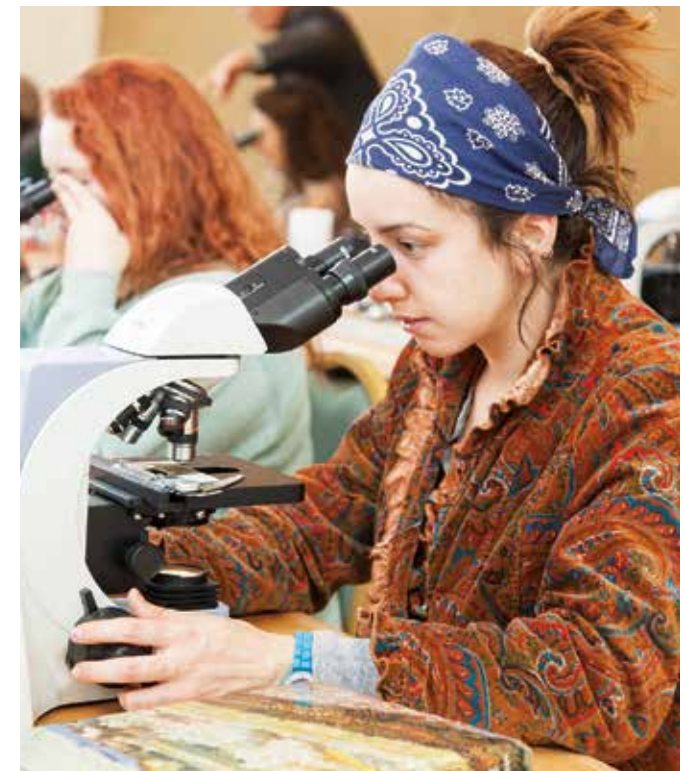
The career opportunities for graduates of these professionally oriented programs are far superior, and consequently, the market appeal will be far greater for today's career-oriented students. There is currently an

acute and growing demand across the entire food industry for experts in organic agriculture.

To give strength and authority to these program upgrades, the Sustainable Living department is establishing a Chair of AgroEcology. We have a strong candidate for this position: a world-renowned dynamic educator with a decades-long history working with the Food and Agriculture Organization of the United Nations. She has built a global reputation in sustainable, organic and regenerative agriculture, with a focus

on research, education, and administration of departmental programs. Currently, she is Professor of AgroEcology at a university in the UK, and has been practicing the TM program for several years.

Funding needed = \$100,000 per year for three years (including secretarial support)



Doctorate in AyurVeda & Integrative Medicine

We are about to receive final permission from the Higher Learning Commission to offer the only accredited doctorate in Ayurveda in the United States. This professional doctorate will be a major step forward in establishing MUM's preeminence in this field, and will create world-class Maharishi AyurVeda health experts who are fully equipped to become leaders in this important, emerging field of medicine.

Overseeing the DAVIM program will be world-renowned Maharishi Ayur-

Veda vaidya **Dr. Manohar Palakurthi**, who worked longer and more closely with Maharishi than any other vaidya at restoring the Ayur Vedic wisdom to its full purity and power. The integrative / allopathic medical component of the curriculum is being spearheaded by renowned cardiac surgeon, integrative medicine expert and curriculum design specialist **Abraham Bornstein, M.D.**, together with **Komal Marwaha, M.D., Ph.D**, Associate Professor and Chair of the Department of Physiology at the Institute of Dental Sciences and Hospital, at Punjab University in India.

Based on the demonstrated success of our BAAW and MAVIM programs, our marketing team believes this doctoral program will be a highly successful, highly profitable program, at an appropriately high price.

Project development = \$60,000

Initial market launch = \$75,000

Total Funding needed = \$135,000



Manohar Palakurthi



Komal Marwaha



Abraham Bornstein

Campus Enrichment and Quality of Life

Grace Ananda Recreation Center – completion

The newly named Grace Ananda Recreation Center — used constantly by students, faculty, staff, and townspeople — has recently been transformed by generous donor contributions.

These renovations include:

1. New flooring (\$239,730) for four multipurpose courts — basketball, pickleball, floor hockey, table tennis — and a jogging track.
2. New high-tech fans (\$45,440) to keep the building cooler in the summer and warmer in the winter.
3. LED Lighting (\$58,000) which has transformed the interior with brighter, more

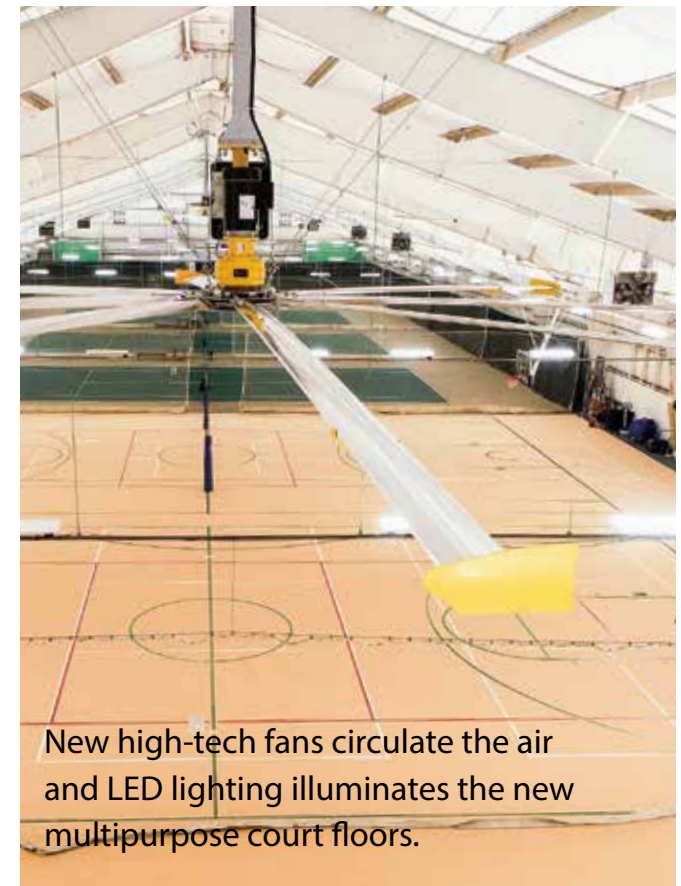
evenly diffused lighting — while saving more than \$40/day in energy costs.

Expended in 2018 = \$343,170

Funding still needed = \$52,120



Pickleball players take a break from playing on the new courts.



New high-tech fans circulate the air and LED lighting illuminates the new multipurpose court floors.

Argiro Student Center – completion

MUM's flagship building, the Argiro Student Center, is used 15 hours a day, 365 days a year. Approximately 800 people use this multi-purpose 55,000 sq. ft. building daily.

We have just completed substantial renovations, including redesigning and replacing our front entrance stairs with golden Anamosa

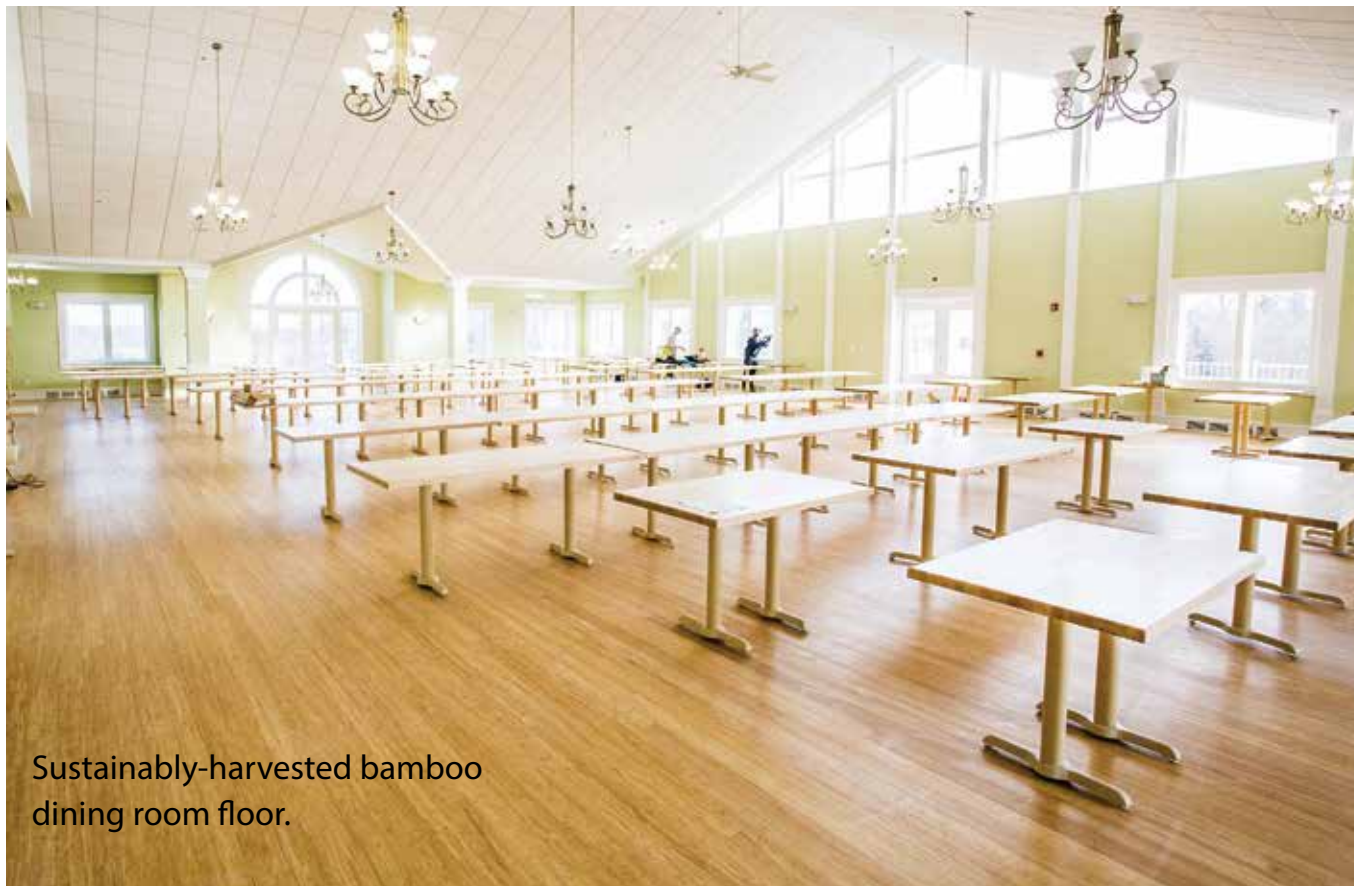
limestone slabs, resurfacing our sustainably-harvested bamboo dining room floor, and re-carpeting and painting Dalby Hall.

WORK STILL NEEDED:

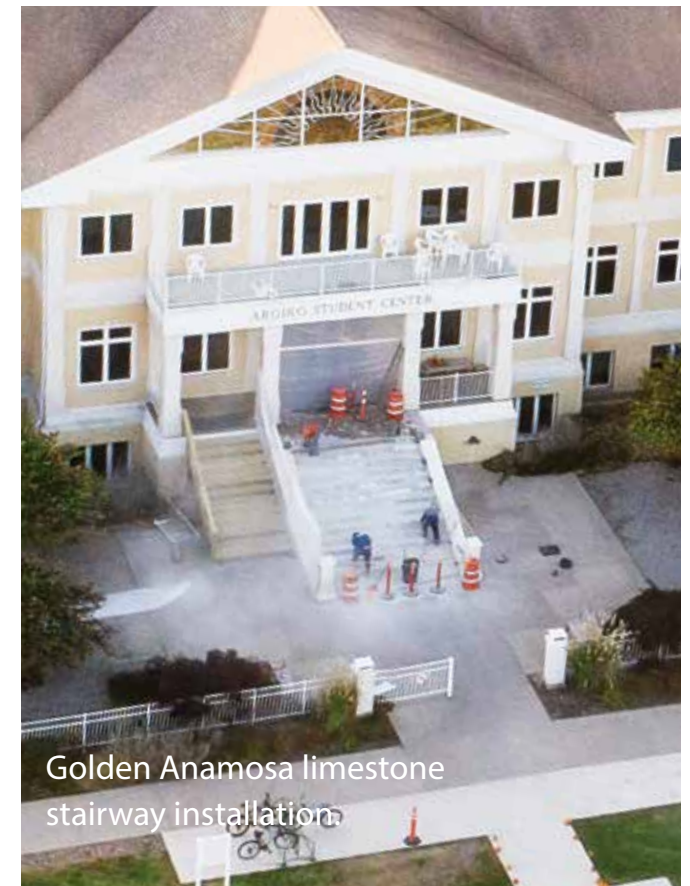
(in priority order)

1. Interior painting = \$25,000
2. Handicap-accessible main entrance lift = \$65,000
3. Energy efficient airlock vestibule for main entrance = \$20,000

Total funding needed = \$110,000



Sustainably-harvested bamboo dining room floor.



Golden Anamosa limestone stairway installation

Zimmerman Drive – completion

Our new Visitors Center (see p. 4) truly warrants a refurbishment of the portion of Zimmerman Drive from B Street to the Men's Dome parking lot. Zimmerman Drive is a major campus thoroughfare. Hundreds of people drive this route daily, including most of our visitors arriving on campus for the first time.

Through the generous help of Bruce and Annamaria Currivan, the western portion from Hwy 1 was recently refurbished and is in fine shape. The eastern section, servicing the

new Visitors Center, Women's Dome, Dome Market, and Frats, needs repaving.

Funding needed = \$150,000*

Verrill Hall & Hildenbrand Hall – Parking Lot

Through generous donations over the last few years, MUM has invested over \$2 million renovating these two important buildings. Verrill Hall is primarily a classroom facility for our

Computer Professionals Program and Hildenbrand Hall is a residence hall for our women students. Both buildings are now in excellent condition. However the parking lot connecting the two buildings on the north end, which serves hundreds of commuters and residents, needs repaving.

Funding needed = \$100,000*

**Note: It is good to do these projects now, while the cost of asphalt is low.*



Zimmerman Drive - highlighted in red.



Hildenbrand Hall

New Sidewalks & Outdoor Lighting

In our efforts to maintain high standards of campus safety and comfort, great progress has been made in the last two years. But there are still key areas that need attention:

1. Repair the sidewalk from the Dreier Administrative Center to the Argiro Student Center.
2. Build a new sidewalk to connect the student residence halls on the north campus to the Argiro Student Center and the main campus.
3. Install new or refurbished lighting in several dark areas on campus.

Funding needed = \$108,000

Swimming Pool

From late Spring to early Fall, the pool is used continuously by students, faculty, staff, and families — and indeed the whole community. If it is to continue to operate next summer, repairs are needed.

1. Repairs to the pool and pool deck, and landscaping for efficient drainage = \$60,000
2. Repairs to the pool house roof and pump room ceiling = \$10,000

Funding needed = \$70,000



Thank You

For Your Generous Support

