

Kim Christison Theatre Endowment Naming Opportunities

Last year, Snow College announced an endowment project is to raise \$100,000 to support scholarships for future Theatre Arts students and to also honor. The objective of the endowment project is to raise funds to support scholarships for future theatre arts students. This important development effort will allow us to honor Dr. Christison for his more than 35 years of dedicated service at Snow College. This recognition also includes naming the theatre stage in Dr. Christison's honor.

Dr. Christison taught theatre and directed over 75 plays and musicals during his tenure with the College. His personal acting credits include appearances with the Pioneer Theatre Company in Salt Lake City, the Old Lyric Repertory Company in Logan, Utah State Theatre, and the Lagoon Opera House. He received "Outstanding Teacher" awards on three occasions, including the prestigious Madsen Master Teacher Award. Dr. Christison also developed the first online fine arts course to be delivered electronically from a Utah institution of higher education and received an Award of Merit in Technology Delivered Instruction from the Utah System of Higher Education in 2004.

This fundraising effort to honor Dr. Christison is volunteer-driven. A special endowment committee has been established to lead the fundraising initiative. Members of the committee include: Shauna Brand, '95; Jeb Branin, '90; Roxanne Smith, '86; and Sara Woodhouse, '90. The committee has plans for several activities this year.

For the 2015-16 season, theatre patrons can choose to add one dollar to each ticket price to support theatre student scholarships. In an effort to increase visibility for the fundraising effort, we have initiated some activities to let patrons know that they can support scholarships for students. This season, we are also publicizing the fundraising effort on a panel in the program. We also have a table setup in the lobby each night of a production. Alpha Deltas staff the table at the beginning and the end of the production and display information about the endowment fundraising effort and the need for scholarships. There is also a donation jar on the table for cash donations.

The Advancement Office would like to propose that the Board of Trustees approve naming the main theatre stage in honor of Dr. Kim Christison dedicated service in the Snow College Theatre program. The Fine Arts Division supports this proposal and believes the naming will help elevate the visibility of the fundraising effort. In addition to naming the stage, we would also like the Board of Trustees to approve seat-naming opportunities for the theatre. As part of the fundraising effort for the endowment, we would like to offer theatre patrons and friends an opportunity to have seats in the theatre named for a specified donation amount. There are 537 seats in the theatre that can be named as part of the fundraising effort. For example, if we named every seat for \$100, we could raise \$53,700. The actual amounts will likely be three contribution levels based upon the location of the seats. The most popular seats go for \$500. Seats in the next group could go for \$250, and the next group could go for \$100. The more modest contribution levels will allow donors with fewer resources to participate in the fundraising effort.