

THE MORLEY SEGAL AND EDITH WHITFIELD SEASHORE FELLOWSHIP FUND IN THE SCHOOL OF PUBLIC AFFAIRS AT AMERICAN UNIVERSITY

The School of Public Affairs at American University is pleased to announce the reestablishment of the Morley Segal and Edith Whitfield Seashore Fellowship Fund. This fund was developed in recognition and appreciation of AU/NTL founders Morley Segal and Edith Seashore to benefit students of the AU/NTL master's program in organization development. Specifically, the fellowship fund provides scholarship support to its recipients and assists with costs related to educational expenses.

The goal is to raise a minimum of \$50,000 for the endowed fund. With a \$50,000 fund endowment, approximately \$2,500 will be awarded annually to AU/NTL students. With each \$25,000 increase to the fund, an additional \$1,250 will be available.

The generosity of donors will create this lasting legacy in recognition of AU/NTL founders and benefit future generations of AU/NTL students. Please consider making a gift to this special campaign. **If your gift of \$2,500 or more (up to \$25,000) is received before April 2005, the School of Public Affairs will match your donation—dollar for dollar—to assist with the fund's growth.**

*AU/NTL Program founders, >>
Morley Segal and Edith
Whitfield Seashore*



THE AU/NTL PROGRAM—A TRADITION OF UNIVERSITY-BASED EDUCATION AND EXPERIENTIAL LEARNING

"The AU/NTL Program is life-changing because you learn to focus on clients' issues and work in human dynamics. The Segal Seashore fellowship fund is important to the program because many promising students, especially those from the nonprofit sector, need support. The fund will allow for an investment in these students."

—Ka Flewellen, SPA/MSOD 2000,
AU/NTL graduate

If it hadn't been for a blizzard in Nebraska, the AU/NTL master's program in organization development might not exist. On a winter's day in 1978, Edie Seashore and Morley Segal had just finished facilitating a training program at Northwestern Bell and were at the Omaha airport waiting for their flight home. At the time, Ms. Seashore was the president of the National Training Laboratories (NTL) Institute for Applied Behavioral Science, a nonprofit organization, and Professor Segal was on the public administration faculty at the School of Public Affairs (SPA). With their flight delayed, Seashore and Segal had abundant time to brainstorm. The result was a model program to train people as organization development practitioners, based on a partnership between SPA and NTL.

Within two years, in 1980, the first cohort of students had been accepted and Class One had begun. Nearly 25 years and more than 1,000 graduates later, Class 50 started in June 2004. Today, AU/NTL class cohorts average 18 to 26 students and new classes start twice a year, in January and June. Students complete the 13-course, 39-credit curriculum in 25 months. For the most part, classes meet one weekend a month, from Friday to Sunday. Students travel from all over the United States and abroad to participate in what, for many, are life-changing experiences that enable them to master the concepts of organization development and build their capacity to facilitate the improvement of organizations.

If you have any questions about the fund or the matching gift program, please contact Jenine Rabin, director of development, at 202-885-3968 or rabin@american.edu.

<< *Members of AU/NTL Class 46 celebrate the end of their program*

Make a gift to the Morley

Segal and Edith Whitfield

Seashore Fellowship Fund in the

School of Public Affairs at American University and make a difference in the lives of AU/NTL students.



Please complete this form and send it to American University, School of Public Affairs, Office of Development, 4400 Massachusetts Avenue NW, Washington, DC 20016-8022.

- Please accept my one-time gift of \$_____.
- I have enclosed a check made payable to American University.
- I wish to use my credit card:
- Visa MasterCard Discover American Express

Card Number _____

Expiration Date _____

Signature _____

OR

I pledge a total of \$_____, payable in equal amounts of \$_____ over the next three years. I understand that the School of Public Affairs will send me pledge reminders each November (beginning November of 2004) until the pledge is complete.

AND/OR

I am interested in including the Morley Segal and Edith Whitfield Seashore Fellowship Fund in my estate plans. Please contact me.

(OVER)



DONOR INFORMATION

Full Name

Full Address

Phone and E-mail

PRESIDENT'S CIRCLE MEMBERSHIP LEVELS

President's Circle members are donors who contribute \$1,000 or more within one fiscal year. Members are invited to attend a special President's Circle recognition dinner held every fall, along with other events throughout the year.

Benjamin Harrison Associates	\$25,000 or more
William McKinley Associates	\$10,000-\$24,999
Theodore Roosevelt Associates	\$5,000-\$9,999
Herbert C. Hoover Associates	\$2,500-\$4,999
John F. Kennedy Associates	\$1,000-\$2,499

Membership is extended on an annual basis for gifts received between May 1 and April 30, including matching gifts. Lifetime membership is awarded for gifts of \$100,000 or more. All gifts are tax deductible to the extent allowed by the law.



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FELLOWSHIP FUND
AU/NTL PROGRAM
School of Public Affairs
4400 Massachusetts Avenue, NW
Washington, DC 20016-8022

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IN THE
SCHOOL OF PUBLIC AFFAIRS
AT
AMERICAN UNIVERSITY
WASHINGTON, D.C.

Sustaining a Legacy for the
AU/NTL Program

