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# The American College Campus

The American College

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## THE AMERICAN COLLEGE CAMPUS

Total campus occupies approx. 45 acres

Various properties, which make up the present day American College campus, were purchased in bits and pieces beginning in 1959:

1959	McIlvain Property; 10 acres
1961	Flagg Estate and Mansion; 10 acres
1964	Vauclain Property (McCahan Hall); 9 acres McIlvain Property (Myrick Carriage House); 2 1/4 acres
1966	Seiler Property (Dechert Hall); 4 acres
1972	Wistar Property; 7 acres

## SPECIAL AWARDS TO AMERICAN COLLEGE

### Huebner Hall

Carefully placed to preserve trees

Award of The Pennsylvania Horticultural Society for the best planted campus over 10 acres

Trees marked with common name and Latin name

Original trees from Flagg Estate

Trees planted by classes

Provide horticulture study area as well as preserved open space enjoyment

### Foundation Hall

American Institute of Architects Honor Award to Mitchell/Giurgola Assoc. Architects; Achievement of Excellence in architectural design, February 12, 1974

## SPECIAL EDUCATIONAL OPPORTUNITIES

### Zimmerman Adult Learning Laboratory

Proposed in 1968 and dedicated in 1973

Concerned with strengthening the efficiency and effectiveness of the learning process for adults

### Roger Hull Foundation for Creative Leadership

Dr. Edward de Bono -- International authority on creative thinking

### William T. Beadles Lectureship Fund

Peter Drucker -- Management

Frank Newman -- Education

### Faculty Program of Creative Excellence Seminars

### Henry Farmer Fund

Established to provide scholarship funds to be awarded to worthy individuals from the fields of business, education and government

### McCahan Foundation

Research into the nature, problems, and issues pertaining to economic security mechanisms

### Research Library

Open to the public during regular hours

### Graduate School

Master of Science in Financial Services -- permission to grant degree received in 1975

First mentioned by committee headed by Charles J. Zimmerman in 1962 (p. 321)

## EARLY INSURANCE EDUCATION

- in 1885 case was presented for the addition of life insurance in university curriculum
- Dr. Huebner publicly suggested national education program and certification for life underwriters in 1914
- life insurance courses were offered for service men in Europe by Frank Jones after the armistice in 1918

## FOUNDING OF AMERICAN COLLEGE

- creation formally approved January, 1927
- first matter for discussion by incorporating directors was name of degree: Chartered Life Underwriter was chosen

## SOLOMON S. HUEBNER & DAVID McCAHAN

- both played major role in growth of College
- as dean and assistant dean they made remarkable team; decisions helped to shape American College policies (i.e. no honorary degrees)

### Offices

- first office at Logan Hall of University of Pennsylvania
- in 1931 rented two small rooms in office building near to Logan Hall
- added full-time secretary

## CLU RECOGNITION

- idea was adopted to wear key for visible public recognition
- based thoughts on traditions of Phi Beta Kappa and Harvard School of Business Administration, both having identifying keys

## EXAMINATIONS

### First Exams

- given in June and December, 1928
- fifteen candidates passed December exam bringing total number of CLUs to 36 for first year

June, 1929

--exam given before air conditioning causing minor problems for candidates

--experience of Robert G. Richards (p. 107)

Examination Questions

--first questions prepared by Dr. Huebner

--1928 Executive Committee of Board decided to formalize exam procedure

--questions were written in standard exam books and prepared by a five man Examination Board

## CANDIDATES

Women

--active in program from beginning

Educational Background

--prerequisites were high school diploma or its experience equivalent and age of over 21

--over 70% of men and women taking first exams were college graduates, many with advanced degrees

Trust Officers

--became interested in CLU recognition causing much discussion about honoring other than life insurance people

## STUDY MATERIALS

Guides

--books were suggested for students by College officials, but materials were not limited to this list

--College never published books

--present day guides are produced in form of Cassette Review Program

## OPEN UNIVERSITY MODE

--College has operated in "open university" style for over 50 years

--officials felt teaching and examination program could be conducted better through other colleges and universities across the country

--had initial trouble with being licensed by authorities in Washington because of non-traditional operation

## ALUMNI ASSOCIATION

--four objectives were formed for Association concentrating on educational and professional aims of College (p. 127)

--in 1940 became known as American Society of Chartered Life Underwriters

## REFERENCE LIBRARY

--established in 1937

--1974-75 operation: 12,00 volumes  
537 periodicals  
computer catalogs for both books and periodicals  
2,000 microforms (microfilm & microfiche)  
approx. 100 films  
2,500 audiocassettes  
300 videocassettes

## MANAGEMENT COURSES

--interest in academic preparation for management developed

--sixth examination in management was approved by directors in 1930

--first exam given in 1933, and there were 23 successful candidates

--three courses in management are presently offered

## GROWTH OF COLLEGE

### National

-39 states, District of Columbia, and Hawaii were represented in 1934

--courses given in about 600 colleges and universities today

--program allows individuals to be measured uniformly in any section of the country

### International

--by 1934 there were CLUs representing China, India and Japan

--foreign insurance interests are very interested in College

--courses offered now in about 63 countries

NOTES FROM BRIEF HISTORY OF BRYN MAWR

(REFERENCE LUDINGTON LIBRARY)

Railroad

Columbia Railroad became Pennsylvania Railroad (p. 30)

Paoli Local 1832 most famous commuter train in history  
Red in color, they were nick named "fireflies" and averaged  
four miles an hour

Name "Main Line" (p. 31)

Abraham Lincoln funeral train stopped in Bryn Mawr to put on ice  
and water (p. 31)

Connestoga Mill (on site of the Rose and Crown)

First recorded license for a tavern granted to Peter Evans in 1765, and  
it was located on site of present Connestoga Mill (p. 42)

Roads

Old Lancaster Road is one of the oldest and most historical in the  
United States (now Connestoga Road)

Laid out in 1687

Only Old Gulph Road -- laid out by William Penn -- is slightly older

Bryn Mawr (Humphreysville)

Was the name of the plantation of Rowland Ellis

John Humphrey was uncle of Rowland Ellis

Town first called Humphreysville

Education

First school on Cooperstown Road, 1797 (p. 66)

Bryn Mawr became center of education: Bryn Mawr Hospital School of Nursing  
Bryn Mawr College -- Orthodox Quakers  
Baldwin School -- 1888 non sectarian  
\*Mary F. Lycett (Mrs. Curwen's School)  
\*Kirk School

\*Wright School

\* no longer active

President Woodrow Wilson among first professors at Bryn Mawr and his house still stands on New Gulph Road

#### EDUCATORS AS TRUSTEES

Dr. S.S. Huebner (p. 111)

Among educator's on Board of Trustees, 1975-76: (p. 338)

Dr. Dan Magill -- Chairman, Department of Insurance, Wharton School

Dr. Harris Wofford -- President, Bryn Mawr College

Dr. Clarence Wofford -- President, Catholic University

Dr. John Fey -- Former President of University of Montana & University  
of Vermont

Dr. Sidney Marland -- President of College Examination Board



## Architectural Highlights of The American College

Mitchell/Giurgola, A.I.A., is the architectural firm responsible for the design of the major buildings of the American College as well as the master plan for the development of the campus.

The firm is internationally recognized for their elegance and sophistication of design. Two of the buildings on the American College's campus, Huebner Hall and MDRT Foundation Hall, have received awards for design excellence from the American Institute of Architects.

In addition to their work for the College, Mitchell/Giurgola has completed other award-winning designs for the Parliament Buildings in Canberra, Australia, and the Volvo headquarters in Sweden. The Liberty Bell Pavilion is among the many Philadelphia buildings designed by the firm.

### Huebner Hall - 1961

Placed along a ridge that dominates the site, and positioned to eliminate the need to destroy any trees, Huebner Hall (named for the founder of the College, Solomon S. Huebner) commands extensive views.

The structural system is an integration of cast-in-place, precast and precast/pretensional concrete components, cellular steel flooring, masonry cavity walls, and dual-functioning inside/outside concrete window walls. The College's administrative and financial offices, computer center, and Archives are housed here, and the headquarters of the American Society of CLU & ChFC are located on the second floor.

### Myrick Pavilion - 1965

This was originally the carriage house on the estate upon which Huebner Hall is built. The architects retained the original walls of locally quarried stone, wrapping glass walls around them to provide substantial and handsome interior partitions at minimum cost. A kitchen area was constructed on one side and the loft area became a caretaker's quarters. Note also the interesting use of chain instead of the more traditional rainspouts. Originally restored by Mitchell/Giurgola as the College's first dining hall, it was modified in 1981 to accommodate auxiliary offices for the American Society of CLU & ChFC.

### Reese Lake - 1968

The architects designed a focal point for the restored pond area which includes a bas-relief of its benefactor, Joseph H. Reese, by renowned sculptor Edward Fenno Hoffmann III. Nearby is the tranquil setting of the Woodland Garden, a gift of Mr. & Mrs. Joseph E. Boettner.

### MDRT Foundation Hall - 1972

Here, Mitchell/Giurgola once again took advantage of a hillside setting to nestle a five-story building into the site to create an aesthetically pleasing structure in a residential area. The architects expressed their concept of a partnership with the elements by using natural materials--grey granite, baked clay tiles, and large windows to reflect the wooded environment.

The building was designed to make use of advanced technology for education and includes a TV studio. It houses the Vane B. Lucas Memorial Library, the office of the president, the Oral History Center, offices of the dean and faculty of the Huebner School and the Graduate School of Financial Sciences, and other executive and administrative offices.

### Davis W. Gregg Hall - 1981

Throughout its history, the American College has recognized the importance of continuing education and graduate education, and the Gregg Educational Conference Center was designed to provide residency rooms for these programs. An art gallery was incorporated into the central floor corridors for aesthetics and maximum use of space. Glass brick was used in the fire towers to provide light and conserve energy. Consistent with their earlier buildings on campus, the architects took advantage of a hillside to site the building naturally into the landscape.

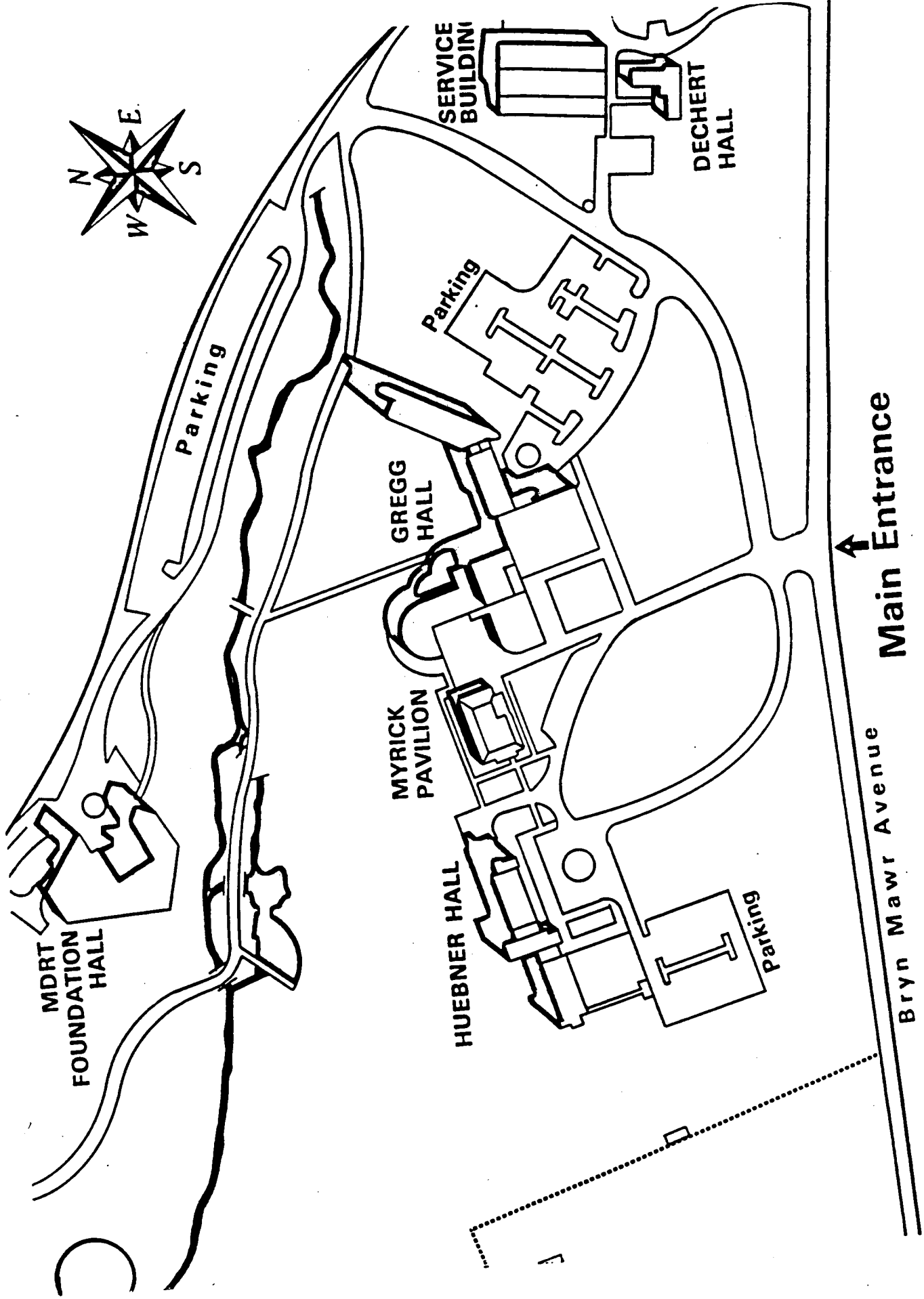
Gregg Hall contains three distinct areas: a residence wing with 50 fully appointed sleeping rooms, each with private bath; a central core devoted to classrooms, meeting rooms, faculty offices, and a 250-seat auditorium; and a spacious dining room, commons, and reception/front desk facility. The building is staffed 24 hours a day and is normally open to the public from 8:30 a.m. to 6 p.m. Mondays through Fridays.

Architectural Awards

Huebner Hall	Best building of the decade (1960s)
MDRT Foundation Hall	American Institute of Architects Gold Medal for design concept, 1972
	Governor's Award to architects Mitchell/ Giurgola, 1980
Horticulture	Pennsylvania Horticultural Society and Greater Philadelphia Chamber of Commerce Landscape Horticulture Award for investment in planting and tree maintenance, 1974

For further reading, please see:

Mitchell/Giurgola, Architects - New York: Rizzoli, 1985



MDRT  
FOUNDATION  
HALL

Parking

GREGG  
HALL

MYRICK  
PAVILION

HUEBNER HALL

Parking

SERVICE  
BUILDING

DECHERT  
HALL

Parking

↑  
Main Entrance

Bryn Mawr Avenue

**Chronology - Evolution of the  
Bryn Mawr Campus of The American College**

- 1957      A property search was begun for a possible move to the suburbs from the College's original location on the campus of the University of Pennsylvania
- A special committee made a report to the Board of Trustees which evaluated the options of acquiring (1) property or an existing building in Center City or (2) an old estate or grounds in the western suburbs
- The College's original proposal to purchase the Denny property in St. Davids was unsuccessful
- 1959      The college purchased 11.15 acres at 266 Bryn Mawr Avenue
- 1960      Construction begun of Huebner Hall, designed by the youthful architectural firm of Mitchell/Giurgola (one of their first projects)
- Grounds were developed under direction of Harry Wood (horticultural consultant for Swarthmore College, who had worked on the estate when it was owned by Stanley Flagg)
- 1961      Staff moves into Huebner Hall; dedication of building held in June
- 1963      Nearby carriage house and one acre acquired; 50-foot easement granted to give access to Vauclain Road
- 1964      Board of Trustees approved Mitchell/Giurgola plans for conversion of carriage house to dining/conference facilities and quarters for custodian; renamed Myrick Pavilion and dedicated in 1965
- 1966      College approved agreement for Mitchell/Giurgola to develop long-range plan for development of campus
- 1967      Seiler property (four acres land, two buildings) acquired; the Georgian manor house, renamed Dechert Hall, converted to offices

- 1967/68 West basement of Huebner Hall renovated to provide educational offices for Institute of CPCU, which leased space on campus until 1973 when they purchased their own property in Malvern
- 1968 Dedication of Reese Lake  
Adult Learning Research Laboratory facility approved by Board
- 1969-70 Mitchell/Giurgola drawings presented for Research Laboratory (now known as MDRT Foundation Hall); construction begun in June 1970 and completed in 1972
- 1972 College acquired seven acres of Wister property (future site of Gregg Hall)
- 1973 New road constructed across top of campus
- 1977 Board approved purchase of just over nine acres of the Carter property, adjacent to College, for future use
- 1978 McCahan Hall renovated to provide additional space for Communications and Development offices  
Construction begun on General Services Building to accommodate print shop, mailroom, and storage areas; completed in 1979
- 1979 Construction begun on Gregg Hall (then known as Graduate Studies Center); completed and dedicated in 1981
- 1985 College acquired the remainder of the Carter property (acreage and main house) for future use

May 1988

## THE CAMPUS

(It is assumed that this explanation will be presented while you are walking from Huebner to Foundation or vica versa. Point out shrubberies and high-lighted trees).

This campus has been home to The American College since 1961 when we moved from the University City area of Philadelphia to Bryn Mawr. Consisting today of 35 acres, the original purchase in 1959 was the ten acres surrounding Huebner Hall. Between 1963 and 1972 additional parcels of land were acquired, and several contained structures which have been adapted to College purposes. The old carriage house became Myrick Pavillion, a dining and meeting facility named for Julian Myrick; McCahan House, honoring David McCahan, house the mail center; and Dechert Hall, the lovely Georgian style brick building at the north end of the campus which houses admissions and records.

The trees include both fine older specimen trees and young specimen trees planted since the College moved here.

Among the more notable older trees are the following: at the top of the hill between Huebner and Myrick a European Linden Tree, thought to be the largest of its kind in the country; to the right of Huebner just below the top of the hill two American Breeches; just below the Linden Tree a Copper Beech; below the Copper Beech at the junction of the roadway and the footpath to Myrick a very large Tulip Poplar about halfway down the hill below Huebner two of our most unusual trees, Meta Sequoias, commonly known as Redwoods, a gift of Robert Dechert. There are many other interesting, unusual trees on campus. Most are marked by bronze plaques and are noted on the horticultural guide which you can obtain from the receptionist in either Foundation or Huebner Hall.

Young trees have been planted ever since we moved to Bryn Mawr. Some are specially dedicated to present and past leaders of the College. One is the Oriental Scholar Tree, located beside the path which leads from the Ground level of Foundation Hall, which is planted in the soil of 50 states.

The majority are Class Trees, a tradition begun in 1961. Each class of graduating CLUs from 1928 through 1976 has raised funds and donated a special tree to honor its class. There are 24 such trees and all are identified by bronze plaques and marked in a horticultural guide.

## REESE LAKE

A pond has always existed here but it was enlarged and landscaped by the College and named to honor Joseph Reese, former secretary and trustee of the College.

WOODLAND GARDEN (located across the footbridge at the bottom of the path to Myrick Pavillion).

The Woodland Garden was donated by a former Trustee, Joseph E. Boettner, and his wife. It includes several thousand spring bulbs, azaleas, dogwoods and a beautiful collection of other trees and shrubs.

## HUEBNER HALL

Named for the founder of the College, Huebner Hall was constructed in 1960 and was originally known as the American Center for Insurance Education because it housed not only the College and the American Society of CLU but several organizations concerned with property and casualty insurance. These organizations soon moved to their own facilities as the College's needs for space grew.

Huebner Hall is the center for all administrative activities of the College. In the west wing are the financial operations including general accounting, development accounting and study materials distribution. In the east wing are the offices of Charles S. DiLullo, Vice President for Administration and Treasurer, plus such department as Personnel, Property Management, Production, and Administrative Services.

Right off the reception area/lobby is the American College Archives Room which houses a very interesting collection of College memorabilia including Dr. Huebner's beautiful ivory collection.

## Lower Level

On the lower level are located our in-house print shop, computer center and our correspondence or Mag Card center.

## Second Floor

The national headquarters of the American Society of CLU is located on the second floor. Many people are confused about the difference between the American College and the American Society. The American College is a non-profit educational institution, whereas the American Society is a dues-paying professional organization for CLUs. People who complete the College's CLU program successfully are eligible to join the American Society of CLU but because membership is elective, it is not considered an alumni group.

Over 36,000 CLU designations have been awarded since the College was founded in 1927, and active membership in the American Society of CLU is about 24,000. The Society functions through some 225 local chapters across the nation in carrying out its basic objectives: promoting public recognition of CLU, and encouraging others to attain the CLU designation.