

From: Porter, John R. <jporter@lindenwood.edu>
Sent: Friday, January 28, 2022 10:42 AM
Subject: Friday Message from the President

Colleagues and friends,

I was recently reminiscing and want to share how glad Beverly and I are to be part of Lindenwood. After being in a position for two and half years, you'd think that the excitement would have dissipated. I can tell you that is not the case. Every day, we see a university with great people and resources. Thank you for all you do!

Value = Growth

Early in the development of our 5-year strategic plan, I shared that growth for the university starts with value. My perspective is that prospective students are interested in 4 things: value, cost, relevance, and flexibility. There has to be value in a degree—students want good paying jobs when graduating. Cost—has to be affordable which means a strong return on investment. Relevance—a degree has value in the marketplace. Flexibility—students want to be able to choose a modality that meets their needs. We are on the right path and I am proud that we are driving value.

Near Term Projects

There are 3 projects we are currently investigating. The first is the movement of the Barnes and Noble bookstore to Spellmann. We are receiving bids on re-architecting the current space where OASIS is located. Moving to Spellmann would drive our brand and increase sales. The second project is refreshing our student recreation center in Evans Commons. The flooring needs to be replaced and the equipment is outdated. Improving this space directly impacts and improves the student experience. The third project would move the President's Office across the hall from the current location. This would shift office spaces in the LARC and improve access to resources for students. The Esports team, previously occupying the space under consideration, was built a new arena in Spellmann, which is outstanding. If you haven't had a chance to see the new Esports arena, check it out!

CDI

We brought in Emily Pitts as our Chief Diversity Officer and wanted to increase functionality and ease of access to our Center for Diversity & Inclusion by moving it to Spellmann. Please take time to visit the CDI—you'll be impressed. Save February 22 for our ribbon cutting ceremony!

This Week

I started meeting with my direct reports for a mid-year check on their individual and team goals. It's a great reminder to review our goals and ensure we're on track, or an opportunity to adjust. We held our Lindenwood University President's Council (LUPC) quarterly call on Tuesday, where we discussed progress on our strategic plan, current financial outlook, and key projects. I had a great meeting with a potential donor on Wednesday, in which I introduced our plan and needs of the university. On Thursday, I presented to an outside group which was a chance to share our message and let folks know that we're looking for partnerships.

I want to end this note with how I started—you're our most valued resource! Thank you for all you do—you make a difference. Please let me or my office know how we can help you...until next week.

Sincerely,

John

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