

From: Porter, John R. <jporter@lindenwood.edu>
Sent: Friday, March 04, 2022 4:01 PM
Subject: Friday Message from the President

Colleagues and friends,

It is hard to believe that another Friday is upon us—it's been a busy week. I was able to take advantage of Free Lunch Fridays today and had the opportunity to eat with several colleagues. It reminded me of how important our campus community is.

DI Momentum

The publicity from our DI announcement has been unprecedented for Lindenwood. An outside firm monetizes the organic advertising we received from the DI announcement and their last report showed more than 230 articles/TV coverage items. This firm estimated that our free publicity had a value of about \$1M! Let's keep the momentum going!

Projects Update

An update on the relocation of our Barnes and Noble bookstore. We have completed renderings and are doing studies on the management of the bookstore. We believe the bookstore relocation will drive a 50% increase in sales, but above all, give greater access to our students. We are hoping to start the build out in the next few months.

Campus Tours

Beverly and I had opportunity to speak with potential new students at a Saturday session two weekends ago. We believe that once a student visits campus, the odds go up tremendously on them enrolling. When you see tours happening, please acknowledge these students and parents—a hello and smile goes a long way!

This Week

While traveling this week, I was asked what my focus is for Lindenwood. It's two things: 1. Enrollment growth, and 2. Fundraising. At this point in my tenure at Lindenwood, there is nothing more important than these two items. The week after Spring Break, I will be in Florida visiting alumni and potential donors. As of right now, we have 10 meetings set up in 4 cities.

We are embarking on Spring Break and I know that students are looking forward to taking the week to refresh. Beverly and I will also be taking some time off so I will not be sending an email next week. I wish everyone a great weekend with family and friends.

Sincerely,

John

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