

From: Porter, John R. <jporter@lindenwood.edu>
Sent: Friday, March 18, 2022 10:32 AM
Subject: Friday Message from the President

Colleagues and friends,

Happy Friday! Last week, Beverly and I were fortunate enough to take a vacation and spend time with family. Below are some top-of-mind items to share that have been my focus since returning.

Our Focus - Do, Drop, Defer

The leadership team reviewed all the projects we are working on as a university which totaled nearly 70. As a team, we agreed that we cannot focus on this many projects at once and assessed whether we should “do” the project, “defer” the project, or “drop” the project. **We must remain focused on our core business which is growing our institution and to continue to drive our strategic plan.** We will focus on the items that move us toward our 4 outcomes as a university. I would ask that you assess your work and potentially take some things off your plate that may not move the ball forward regarding our outcomes.

The Ideal Team Player

We studied the book *The Ideal Team Player* and incorporated the virtues of hungry, humble, and smart into our performance and our hiring metrics. I don't want us to lose sight of these virtues as I believe they differentiate us. Please consider how you can apply these to your daily work.

Giving Week and Fundraising

[Giving Week](#) kicks off Wednesday with a goal to raise \$100,000 for Lindenwood's Day of Giving on March 25. We encourage everyone to make a gift, large or small, to the area of campus that you connect with the most. And, our fundraising efforts are paying off and making a difference for our students! We received a planned gift from Dr. Yu Chen Lin, a 1954 alumna who graduated with a double major in chemistry and biology. Her generous estate gift of \$850,000 will establish the Yu Chen Lin endowed scholarship supporting students in the College of Science, Technology, and Health. In addition, as of December we have over 818 new donors who made their first gift to Lindenwood, that is a 110% increase in new donors over the previous year!

DI Transition

About a year ago, we laid out a path for our men's ice hockey team to go DI sometime in the future. After recent discussions, we have decided to add men's ice hockey to our upcoming plans so that we are completing all DI transitions in parallel. We plan on making a formal announcement Thursday, March 24 at the Lindenwood Night with the Blues. What a great venue to announce DI hockey! We still have [tickets available](#) for the game—hope to see you there!

This Week

We stayed in Florida this week, upon returning from vacation, to meet with donors and alums. Orrie's team met us down here – we have had individual meetings and connected with groups of alumni/donors— a total of 8 meetings. Folks are very excited about what we're doing, and our future and I believe our meetings are starting to pay off.

Have a great Friday and weekend—the best is yet to come!

Sincerely,

John

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