

PRESIDENT'S NOTEBOOK NO. 9 Summer 2009

In this issue:

- ~ Building is Big for Business and Arts
- ~ LUTV Goes Worldwide
- ~ Record Fundraising from Development
- ~ New Leaders Join Administration
- ~ Distinguished Professors Welcomed
- ~ Enrollment Busting Out All Over
- ~ St. Louis Rams Christen New Turf
- ~ Belleville Day College Debuts
- ~ Panamanian Reunion Highlight of Trip
- ~ Science Charter School Partners with LU
- ~ Wireless Expansion across Campus
- ~ One Blessing of Being Old

Busy-ness is Our Business

As is our custom, the University has been in high gear all summer. Each warm season, we not only marshal our supra-normal energies and try to schedule and complete myriad preparations for the fall terms but also strive to make extraordinary progress along the perpetual series of campus improvements.

If you haven't been to the St. Charles campus in awhile, I think you will be pleased to observe the ongoing construction of a secondary set of masonry gates for the campus, located at the intersection of First Capitol and Kingshighway. When finished, these beautiful brick, stone, and iron structures are certain to impress campus residents and visitors for the next couple of centuries.

The Harmon Hall expansion project, which will increase the building's usable space from 30,000 square feet to 59,000 square feet, has reached its "discernable form" stage of construction. The new addition is under roof and on schedule for a spring 2011 grand opening. The south-facing façade (on the Roemer side) will be transformed into a classically beautiful exterior that will visually unite the old Harmon section with the more aesthetically pleasing architecture of the new addition. That improvement

required removal of some large trees growing near the building. Our School of Business and Entrepreneurship is slated to occupy the upgraded building. When that relocation occurs, our Center for International and Global Studies likely will be moved to the Memorial Arts Building. Stay tuned!

'Tis the Year of the Arts. Lindenwood has leased what used to be the NAPA auto parts store on First Capitol Drive and built within it four classrooms, a gallery, and three faculty offices. "Studio West," as the structure is called, will be our Studio Arts Center now that Harmon Hall is scheduled to house the Center for Business and Entrepreneurship.

Meanwhile, our beloved but scruffy "Studio East," which is adjacent to Studio West, is undergoing a long-overdue refurbishment, which should be mostly complete no later than January. Additionally, we will be setting up our large kiln on the grounds of Studio East. With the tremendous functional and cosmetic improvements in these two buildings, Lindenwood's Studio Arts students and professors will have one of the most up-to-date and well equipped facilities in the region. We owe John Troy and his Arts faculty a round of applause for providing the conceptual plans and expert suggestions for these physical plant upgrades.

FLASH - - LU Higher Education Television Goes Worldwide!

I know this announcement appeared on our Web page recently, but I would not want anyone to overlook either the notice or the colossal significance of this cyber-advancement at Lindenwood. It is worth repeating: *Our LUTV high definition television studio is now using video streaming over the Internet to send more than 30 programs anywhere in the world where a viewer has access to a broadband Internet connection.* [In fact, I am watching LUTV as I work on this edition of *Notebook*.]

Students, prospective students, parents, alums, friends, VIPs, and fellow educators will now be able to benefit from Lindenwood's impressive listing of shows by clicking on http://lindenwood.granicus.com/MediaPlayer.php?publish_id=3 or browsing to Lindenwood's site and clicking on the icon in the lower right-hand corner of the screen. Although our LUTV bulletin screens presently do not have any audio when viewed over the Internet, all of the scheduled Web-transmitted shows appear to have both video and audio. Therefore, whatever our Communications students and professors produce – a quiz show, news, a sports contest, or an in-depth interview – can be tuned in by opening the Lindenwood Web page. The educational and promotional opportunities that can stem from this amazing capability are nearly limitless.

Our station will still be viewable on Charter Communications channel 989 and Florissant City Television channel 10. It is also available on channel 99 of the AT&T U-verse system.

Congratulations to our TV and Video professors and students! They are doing some amazing things.

Finances and Fundraising.

Lindenwood's 2009 Fiscal Year ended on June 30, and it was another robust interval in all respects. First, I am very pleased to report that the University remains debt-free, and we expect that healthy financial state to continue through the present fiscal year and beyond. As long as we remain unencumbered, we will be able to self-determine our future directions in an optimal way, continuously improve along all dimensions, keep our tuition rates competitive, and persist in our insistence the student's development and education remain our highest priorities.

Second, our Office of Institutional Advancement, headed by Vice President Lucy Morros, reported that we set an all-time record fundraising total of approximately \$4.4

million. This is the first time that gifts to the University have accrued to more than \$4 million in one year. Our IA staff is due both Kudos and admiration.

Third, our *Future of Business* campaign, which is being conducted to help underwrite the Harmon Hall expansion project, is proceeding at a blazing pace. Already *every member* of our Board of Directors has contributed to or made a pledge to help underwrite the campaign, and, at this early date, we have received nearly \$700 thousand of the \$3 million needed to complete the fund drive. Please accept my personal appreciation for the pledges and gifts that a large number of you have committed to help make this historic educational structure possible.

New Leaders Join Lindenwood's Administrative Ranks

I am pleased to announce the recent hiring of two admirably experienced top-shelf administrative officers who will be helping us in major ways to further improve the quality of our services.

Following a brief leave to help launch a fledgling communications company, Julie Beard has returned to serve the University in a somewhat new fashion: She is now Lindenwood's Director of Executive Communications, which means that she is in charge of quality assurance for all of Lindenwood's official transmittals, contracts, manuals, and other administrative documents. She will also develop devices and methodologies for improving internal and external administrative communications and procedures as well as general information flow and feedback at the University. Many of you know that Julie was a very popular and adept assistant professor of communications here for several years and that she was pivotal in the startup of the *Lindenwood Legacy* and the Journalism degree program. Her office is in the executive suite of Roemer Hall. We certainly are glad to have someone of her talent and ambition back on the LU team.

Jerry Bladdick, who was Lindenwood's Director of Admissions (both day and evening) during part of the mid 1990s, is now Vice President for our Belleville Campus. He is the chief administrative officer at the Belleville branch, which means he is in charge of all personnel, operations, and programs there. Most recently Jerry had served as Associate Vice President of Graduate, Adult, and Continuing Education at Fontbonne University. Before that, he was Mid-Atlantic Regional Vice President of the Apollo Group, Inc. (University of Phoenix). Jerry has a stellar record in higher-education administration, and we expect our Belleville programs - the new Day College, in particular - to take flight in response to his exceptional leadership.

That we can attract leaders of Julie's and Jerry's caliber makes a significant statement about the health and promise of our institution. I trust that you will welcome them to our University family and fully support and cooperate with their efforts.

New Professors

We have brought in 16 new faculty members for the upcoming academic year. Our students will be delighted to know that these scholars have distinguished resumes, as you will see when we distribute this summer's edition of *New Lindenwood Faculty Members*. All of these new hires either have earned the highest degrees in their respective fields or will attain that distinction by the end of the summer. The percent of our total corps of full-time professors with terminal degrees is approaching 70%.

Enrollments

We have surpassed the projected number of residential students for this fall and could have more than 3700 students living on campus even after the no-shows and early departures are taken into account. Our residential facilities are full. We still have room for about 75-100 daytime commuters, however. So please keep the great referrals coming.

As a result of several additional retention initiatives we have implemented over the past couple of years, 7 in 10 freshmen are returning from last fall. Overall, nearly 8 of 10 students who were here last September (excepting those who just graduated) will be back with us this fall. Considering all of the impactful demographic variables that govern our student population and the well-known hyper-mobility of bargain-shopping students in the St. Louis area, these retention figures are fairly good. Through daily interactions with students, every member of our campus community contributes to our commendable progress in student retention. So please feel proud of these improvements.

Our accelerated evening program (LCIE) continues to show growth each term. That student population grew about 16.5% this summer quarter (even after the normal early-attrition shakedown) when compared to summer quarter 2008.

Athletics Notes

Harlan C. Hunter Stadium has new artificial turf, in addition to a substantially formed and well drained new substrate to support the playing surface. The normally fleet-footed Lions should rocket across the goal line even more impressively this fall. Artificial playing turf must be replaced at least once a decade but is much easier and less expensive to maintain than natural turf. Oh, did I mention how it will boost the alacrity of motion on the field?

This Friday **the St. Louis Rams** will initiate the new surface in an intra-squad scrimmage scheduled to start at 6:30 p.m. Admission is free, and food and beverages will be available for purchase. I hope you will bring your family and friends to this unique sporting event and spend an enjoyable midsummer evening with the Lindenwood family. We can begin gearing up psychologically for Lindenwood's forthcoming football season as the Rams warm up for theirs.

Update on Belleville

Our nascent Day College at the Belleville Campus is ready to commence its historic first term this month. We have 60 students in the inaugural class and expect to enroll a few more before classes start. Several of these students are also soccer or volleyball athletes, members of the Lindenwood Lynx teams that we have initiated at the campus. What's more, we actually will have a few residential students, who will live just a quarter mile away from the campus at the Econo Lodge. V-P Jerry Bladdick brokered an excellent arrangement with the Lodge, which will provide comfortable and exceptionally affordable accommodations for our residents.

We will be offering classes in Business, Criminal justice, and Communications as well as several general education classes. Books have been ordered and instructors contracted. Presently 21 course sections are scheduled.

The following staff members are largely responsible for the successful recruiting effort that resulted in this charter class:

- Lacey Levin, Associate Director of Day Admissions
- Melissa Shreve, Admissions & Financial Aid Counselor
- Dan Hogan, Admissions Counselor and Head Men's & Women's Soccer Coach
- Veronica Kirkpatrick, Admissions Counselor and Head Women's Volleyball Coach

These officers have done a marvelous job of assembling a substantial and viable seminal student population for a brand new college, starting from a zero base just a few months ago. It will be a pleasure to watch the new day school grow and develop its unique campus culture over the next few years. I have a feeling that it will not be too long before Lindenwood converts one of the beautiful old buildings on the West Main Street campus to an inviting and functional student center.

We have prepared for our first soccer season at Belleville by constructing a soccer field, which will be complete with a sophisticated sprinkler system, seats, and a scoreboard. If you are in the West Main Street area of Belleville, be sure to stop by to take a look around. I predict you will be amazed.

Uplifting and Upcoming

At this active and dynamic University, there are always too many exciting developments to keep track of, let alone note in a brief newsletter. However, I feel compelled to convey a sample of the great moments we are living at today's LU:

The Panama Connection

Ray Scupin and Ryan Guffey, who are running our new **Center for International and Global Studies**, accompanied me to Panama late in July. Our Panamanian staff, Margie Pierce and Carlos Martinez, had the whole week excellently planned, which enabled us to conduct a considerable amount of business in that short interval. We met with IFARHU, the government backed organization that provides the higher-education loans that make it possible for its young adults to pursue their degrees. We also formally renewed partnership understandings with the University of Panama and Universidad Catolica Santa Maria La Antigua. On Wednesday evening we met with several dozen prospective students and their parents. The highlight of the sojourn, however, was the first ever alumni reunion that Lindenwood has held for its Panamanian students. The event was attended not only by 52 of our alums and several Panamanian officials but also Mrs. **Dora Boyd de Perez Balladares**, our 1997 Baccalaureate speaker, who stopped by to greet all. (She is as brilliant and personable as ever.)

LU to Sponsor Charter School

Lindenwood will sponsor (technically, "authorize") a charter school in St. Louis. At the request of Mayor Francis Slay, and with the approval of the Lindenwood Board of Directors, we have agreed to sponsor the Gateway Academy of Science, which will

open its doors on Utah Avenue in August of 2010. This commitment will obligate Lindenwood to oversee and ensure assessment of the school's implementation of its mission. It is a way through which we can share our educational expertise in a socioeconomically valuable fashion – in short, a means of further honoring our obligation to society and the greater good. We hope that our relationship with the school will also provide additional opportunities for the University to contribute to the enhancement of mathematics and science education in the K-12 sector. Gateway will start as a middle school and advance each year toward a mature configuration in which it will deliver premier math and science learning opportunities in grades 6-12. The school will have about 125 students in its first year and will reach a maximum size of 600-700 students. Gateway will be run by Concept Schools, which is headquartered in Des Plaines, IL, and has 18 schools in Ohio and Illinois. Dr. Rocky Streb of our School of Education will be Lindenwood's overseer and liaison with the Gateway Academy.

Wireless Capability Expanded at LU

Any of you working at the St. Charles Campus this summer probably have noticed the energetic cyber-guy activity in Young Hall, Roemer, Butler Library, and the Spellmann Campus Center. Our wireless communications business partners conducted an analysis of our wireless Internet needs and developed an installation plan, which we have started to carry out. Of course, we have had wireless connectivity at the Library and the Spellmann Center for some time. Now we will be extending that service to other areas of campus and eventually will afford our students Web accessibility in most classroom spaces and adjoining study areas.

One Blessing of Being Old (An Editorial)

Most people dread growing old. In youth, many of us implicitly held to the irrational conviction that we would live forever but never seriously age. However, I, for one, am thankful that I am old enough to have had a childhood in an era when

- sunshine caused happiness, not melanoma,

- hotdogs were not carcinogens,
- tugging on someone's pigtails was not sexual harassment,
- school did not start before summer was over,
- most people's kids had intelligence in merely the average range,
- adults in one's neighborhood were trusted, not feared,
- parents existed for their children rather than vice versa,
- and faith and commitment were sealed with eyes rather than prenuptial papers.

A Thank-You

I would wager that you are as excited as I am about the fall term on the horizon. How invigorating it is when the students converge on the University with the fresh sense of purpose and anticipation that only the opening of a new school year can evoke. I appreciate all that you do to make this University student-serving and effective. Please let me know how we can enable your work to be even more productive and satisfying.

