

From: Porter, John R. <jporter@lindenwood.edu>
Sent: Friday, March 25, 2022 8:39 AM
Subject: Friday Message from the President

Colleagues and friends,

Happy Friday! It's great to be back after spending last week with alumni and donors. Below are some thoughts from the week.

Wiley Contract Renegotiation

Most of our online programs come through our partner, Wiley. We had roughly a 48% revenue split based on student enrollment in our contract. We spent the last eight months negotiating a new Wiley contract, and on Monday, we signed a new contract reducing the contract period by four years! We should put roughly \$26M in our pocket versus Wiley's, based on student projections. Great news for Lindenwood!

5 Year Strategic Plan

We continue to drive our five-year strategic plan. I've included a refresher from our website on the plan: *Our goal is to redesign the University around the needs and expectations of today's learners. Three words describe our approach: Adapt, Build, and Engage. We will **adapt** what we're doing to meet learner needs and expectations, **build** what's missing, and **engage** their hearts to strengthen our relationships.* I encourage everyone to personalize **adapt, build, and engage** in the work you do as part of our team.

Retention/Persistence

One key area of focus for the University is retention/persistence. Last year, we had 1,183 new students at Lindenwood—the highest in 7 years! However, our rate of retaining students has been lower than we would like. We must all work together to make students our number one priority and ensure every experience for them is positive. Let's focus on this as we look at the second half of the semester.

This Week

Last Saturday, I went to four athletic events and couldn't be prouder of our teams and coaches. This week, I visited academic buildings to see our faculty in action. Our faculty are knowledgeable, caring, and engaged with our students— a mark of excellence for us! Yesterday, I met with several board members to catch them up on our YTD budget, fall enrollment, DI transition, and building back our core business. Last night was capped off with a great event at the Enterprise Center recognizing our men's ice hockey national ACHA championship title, and announcing men's ice hockey transition to D1.

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

Reminder—Giving Week ends tomorrow. We have raised \$29,650 toward our goal of \$100,000. Thank you to those who have participated!

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President

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