

the Lindenwoods

ALUMNI NEWS

THE LINDENWOOD COLLEGES

SPRING, 1980

LETTER FROM THE PRESIDENT

Dear Friends:

Lindenwood continues to make progress toward its goal of reorganization. We are a long way from being solvent and a long way from solving all our problems. Please take time to read the financial plan which is in another part of this bulletin. It explains the programs we hope to follow for the next several months to correct our immediate problems.

I hope to persuade the alumni and friends of Lindenwood that we now have a program which will assure that their contributions will be used economically and efficiently to meet the needs of the students and staff and to continue the great work of Lindenwood. We are achieving a position wherein our funds are properly accounted for and judiciously expended to meet the obligations of our college.

A careful evaluation of our alumni indicates that the majority are interested in the success of the college and are willing to help toward that end. It has been a number of years since the college has made a planned appeal to its alumni. We have located more than 10,000 alumni. It is reasonable to expect contributions from you in the next year that will average about \$75 per person. (This is 30% lower than that which is normally expected from liberal arts colleges such as Lindenwood.) We are aware that not everyone will give

\$75; we are aware that not everyone will give; but we also have pledges from a number of our graduates who indicate that they will be happy to make contributions several times \$75.

I hope that between now and October 1, 1980 we will have received cash contributions and pledges from alumni and friends of at least \$750,000. Your demonstration of interest in this program will do more to continue the life of Lindenwood than perhaps any other factor except sound management.

You will be hearing from us individually and collectively. We plan to organize our solicitation program in three areas - geographic location, class of graduation, and area of academic interest.

I believe that this is so important that I plan to assume responsibility for the general direction of the program, and Terrie Rollings will coordinate it. We are both being assisted by outstanding experts in fund raising who have agreed to contribute their time.

Your help is needed now.

Sincerely,
Robert Johns
President

LINDENWOOD ALUM NAMED FTC COMMISSIONER

Patricia Price Bailey, a 1959 graduate of Lindenwood, was sworn in October 29, 1979, as the nation's 57th Federal Trade Commissioner filling the spot left vacant by the resignation of Elizabeth Dole.

Patsy, a Ft. Smith, Arkansas native, was sworn in by US Court of Appeals Judge Patricia Wald. Her term is scheduled to expire September 26, 1980, at which time she will be eligible for reappointment to a full seven year term.

Prior to taking her new post, Patsy served on the general counsel staff at the Merit System Protection Board. Before that she worked for the Department of Justice as a special assistant to the Attorney General and was also with the Office of the Counsel to the President.

Her career began in 1960 with the State Department, followed by six years with the Agency for International Development and one year as an advisor to former Representative Bradford Morse (R - Mass).

She received her law degree from The American University Law School in May, 1976. A resident of the District of Columbia, she is married to Douglas Bailey, a political consultant, and is the mother of two children.

Patsy has chosen as one of her attorney advisors, Jim Hamill, the son of alumni and board member of Lindenwood, Barbara Hamill.



Photo courtesy of Broadcasting Magazine

**SUMMARY OF LONG RANGE
FINANCIAL PLAN**

Lindenwood's financial considerations for the next two years are based on five fundamental concerns:

1. Increase enrollment and the revenue generated thereby.
2. Adjusted pricing for student fees, tuition, services, and sales.
3. Direct fund raising from individuals, alumni, corporations and government grants.
4. Conservation and savings generated by new management procedures.
5. Refinancing of long term and short term debt.

Each is considered in succession:

1. Beginning Fall Term 1979 the full-time day enrollment at Lindenwood was 477. The Evening College had an enrollment of 476, and Lindenwood Four's individual study program had an enrollment of 203. Specific targets have been identified for each of these for the Fall of 1980. They are:

- a. Full-Time day enrollment 850.
- b. Evening College enrollment 550.
- c. Lindenwood Four enrollment 250.

In order to achieve this, highly qualified, thoroughly experienced recruiters have been employed in the Admissions Department totaling eight individuals concentrating in the area of 150 miles of St. Charles but also recruiting in a total of 22 states. As of January 1, 1980 enrollment applications for the Fall of 1980 are twice as great as they were a year ago.

2. Lindenwood's procedures for establishing prices for tuition, fees, services, etc. have been carefully reviewed and replanned on the basis of financial requirements of the college, economic trends of the country, and the ability of students and parents to pay. The adjusted prices compared to last year follow.

Tuition and Fees

Tuition	Present 1979-1980	Effective June 1, 1980
Full-time (12-16 hours)	\$2,975	\$3,400
Overload (over 16 hours)	85	100
Activity Fee	75	110
Health Fee (resident students)	30	50
Part-time:		
Day	85/s.h.	100/s.h.
Evening	70/s.h.	75/s.h.
		(up to and including 9 s.h.)
		100/s.h. (over 9 s.h.)
LC IV		
undergraduate	99/s.h.	100/s.h.
graduate	110/s.h.	110/s.h.
MA Ed./MBA	110/s.h.	110/s.h.
Room and Board		
Room - Parker, McCluer, Cobbs	600-1000	900-1300
Other dormitories	600 1000	800-1200
Board	\$1225	\$1600
Course Fees		
Lab	\$ 5-15	\$ 25
Studio	10-35	50
Travel	as needed	as needed
Riding Instruction	115-175	300
Stable Rental	125	165
Practice Teaching	100	125
Music	45-90	90-180 (1-2 s.h.)
Graduation	30-35	35
Practicum/Critical Life Evaluation	(30+7) -40	40 per hour
Application fee (for admission)	15	25

Registration Fees

Late Fee \$ 25
Course Change 10

Considering the desired enrollment target along with new prices we should produce \$4,495,000 in tuition and fee revenue in 1980-81 as compared to \$3,050,000 in 1979-80.

In addition to this auxiliary enterprises and services such as the student center, food service, bookstore, and residence halls have been put on an agency account program and required to produce net reserves after operations. It is anticipated that food service will make a net reserve of 15% from \$400,000 in sales, the bookstore will make 18% on \$200,000 in sales; the residence halls will make a net reserve of 8% on \$300,000 in sales; and the student center will make 5% on \$100,000 in sales.

3. Coordination and planning for the fund raising program is being established in four components.

- a. Certain individuals of wealth have been identified and contracts are being made to establish short term as well as terminal giving programs. It is hoped that this will produce a minimum of \$250,000 before May 31, 1981.
- b. A direct appeal both personal and through locally prepared media is being made to alumni. (This program has not been undertaken at Lindenwood before.) A very modest target of \$750,000 is expected to be achieved before May 31, 1981.
- c. Qualified personnel have been employed both on a full-time and consulting basis to prepare grant requests to foundations and to contact area corporate interests for gifts and grants particularly for scholarships, faculty development and facility rehabilitation. It is hoped that this can produce \$500,000 before May 31, 1981.
- d. Experienced, trained personnel have been employed to devote full time to the preparation of requests for and the pursuit of a wide variety of grants from government agencies. A part-time individual has been located in Washington to pursue these interests and strong contacts for political support have been established with the United States Senators and United States Congressmen from this area. Lindenwood is also fortunate to have a number of highly placed alumni in key administrative positions in the capital. This should produce about \$850,000 by May 31, 1981.

Cont. from preceding page...

4. In reorganizing the management procedures at Lindenwood a program of fund accounting has been instituted. This is accompanied by a system of pre-audits for all purchasing procedures, accompanied by competitive bidding on items over \$500.00. A new program of student cost accounting to establish the unit cost of instruction is being implemented. These procedures will be applied to a two year budget cycle for which specific pre-funded accounts are established. Deficit spending is precluded under this procedure. Administrative staff has been reduced by about 20% in the last four months and, where prudent, administrators are being assigned to part-time teaching positions. These changes in procedures should constitute an annual savings in the vicinity of \$350,000.

5. The unfortunate situation of borrowing at short term at high rates of interest must take high priority in the financial planning at Lindenwood. We are developing for presentation to a number of financial agencies and insurance companies a program for refinancing through mortgaging individual and separate entities of the college. With this program we expect to reduce current obligations of approximately \$2,000,000 at prime rate to similar obligations at about 8% interest.

It is also hoped that other extended mortgages can be consolidated, perhaps extended over a longer period of time and interest rates reduced by about three points.

Robert Johns
President



LC's NEW BOARD MEMBER

Mr. K. Dane Brooksher was elected as a new board member of The Lindenwood Colleges on January 29, 1980.

He was previously Managing Partner of the St. Louis office of Peat, Marwick, Mitchell & Co. Presently he is a Partner in charge of Human Resources and a member of the Firm's Operating Commit-

tee. Mr. Brooksher is also a trustee and secretary of the Peat, Marwick, Mitchell Foundation.

A resident of Greenwich, Connecticut, he is married and has one daughter and two sons. He attended the College of William and Mary in Williamsburg, Virginia.

CLUB NOTES

Eaters Restaurant, 300 West Camelback.
For more information or reservations call Barbara Stribling 274-6692 or Virginia Ross 933-1955.

The Phoenix Alumnae Club hosted a brunch for President and Mrs. Johns, January 12, 1980 in the Adams Hotel, Phoenix, Arizona.

The next meeting will be a luncheon, March 15, 1980, 12:00 at the Beef

ALUMNI: Don't forget the Alumni Trip to Amsterdam, Holland, September 20-28, 1980.

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Editor: Terrie Rollings
Design: Donna Stevenson-Noack

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IN MEMORIAM

Dr. Homer Clevenger, a member of the Lindenwood faculty for 27 years, died December 14, 1979 in Clinton, Missouri. During his tenure from 1941 until his retirement in 1968, Dr. Clevenger served as chairman of the History and Political Science Department. He also served as Vice-President and Dean from 1965-1967, and he was Mayor of St. Charles from 1945-1951.

CLASS NOTES

1947 Sally Chapman was featured on the NBC Real People Christmas Show, December 19. Sally has a Santa Claus factory in the Kansas City area.

1959 Martha Hall Collins has been elected Lieutenant Governor for the state of Kentucky.

1967 Amy Dickgiesser Gormley of Amarillo, Texas was the only woman presenter at the Texas-Jalisco International American Studies Conference. The conference is a cultural and educational program between Texas and the Mexican state of Jalisco.

1968 Carol Lenke Michael has been named to Who's Who Among Students in American Junior Colleges from Elgin Community College, Elgin, Illinois.

1973 Joellen Schulz has been promoted to Associate Merchandise Manager in Macy's White Plains, New York store.

1974 Nancy C. Brown has been made Director of the Citizenship Educators Clearing House, St. Louis, Missouri.

1978 Jan R. Kniffen has been appointed manager for sales administration for the Shippers Car Line Division of ACF Industries, Inc. in St. Charles, Missouri.

1978 Lisa Myers is working in the Savings Administration Department of Financial Federation, Inc., Los Angeles, California.

1978 Ruth MCCOY Meyers received a MA in English from St. Louis University, January 1980.

ROBERTS- FROM LINDENWOOD to CITY HALL

Michael Roberts, a 1971 Lindenwood alumnus, is making a name for himself in St. Louis City politics. Roberts, a graduate of the St. Louis University Law School, was elected 19th Ward alderman in 1977. He was at that time, the youngest alderman ever elected in St. Louis. Two years later his younger brother, Steven, was elected alderman from the 20th Ward, thus creating the first ever aldermanic brother team. For these activities and others, (Michael and his brother also run a business consulting firm, Roberts-Roberts & Associates, Inc.) Michael earned national attention in an article in *Ebony Magazine*.

Michael is married to the former Jeanne Gore, and they are the parents of twins, Jeanne and Michael.

MARRIAGES

1975 Nancy Morgan to Gary Rogers, August 18, 1979

1978 Karen Joann Hyde to Glenn Sundberg, July 14, 1979

BIRTHS

1959 Ferol FINCH Lawler, a daughter, Sheridan Ferol, August 13, 1979

1967 Vickie SMITH Tarleton, a daughter, Catherine, December 3, 1979

1969 Eileen LONGERAN Baron, a daughter, Alexandria, October 20, 1979

1974 Helen MILFORD Weaver, '75, and Robert Weaver, '74, a son, Colin, November 8, 1979

1976 Robert Steven Meier, a son, Steven, November 15, 1979

DEATHS

1911 Faye KURRE Prill

1917 Lottie ROBERTS Newcomer

1920 Bertha YATES Seeger, May 18, 1979

1925 Mary Sue Guthrie August 26, 1979

1928 Mildred MCCLAIN Scott, January 6, 1980

1930 Elaine Crabb, 1979

1937 Virginia JAEGER Ortwein

1939 Helen SHEPHARD Updike, July 9, 1979

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St. Charles, Missouri 63301

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