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Subject: President's Notebook No. 14 Fall 2011
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PRESIDENT'S NOTEBOOK NO. 14 Fall 2011

As the fall terms wind down, signaling the onset of our greatest holiday period, there is much to enjoy and appreciate at this exhilarating University. The items in this newsletter will address just a few of the many bright developments at Lindenwood.

Student Population Trends: a Sequel

In the last *Notebook*, it was stated that for *12-month academic year* September 2009 through August 2010 we served a grand total of 17,351 students, and that, for the same interval in 2010-11, we would likely register a drop in unduplicated head count into the mid-16,000s range. Actually, the 2010-11 total was 17,309 – no significant change from the previous year – despite a number of demographic, market, and economic situations that were

expected to reduce our total attendance. I believe this resiliency reflects the character of the institution, and I thank all members of this academic community for the essential part everyone played in student recruitment and retention last year. Let's keep moving forward with the marvelously student-focused system we have engineered!

Looking toward Winter and Spring

My Request to Everyone: Strong enrollments are the key to Lindenwood's health and programmatic progress because we do not rely on government subsidies or significant draws from the University's endowment reserves. Since normal attrition and graduation patterns will take several hundred students from our population at the end of this month, it is our immediate challenge to bring in new charges to replace those who are departing.

The fact is that Lindenwood depends on every member of our community to bring us new student leads.

Accordingly, I am asking you to think of the University when you talk to and celebrate with friends and family

over the holidays. If you meet or hear of any prospective student for any of our programs, please jot down the name, telephone number (or e-mail), academic program of interest, and whether the student will be a daytime or evening enrollee; then simply e-mail the information to Dean Joe Parisi (jparisi@lindenwood.edu) for day programs or Dean Brett Barger (bbarger@lindenwood.edu) for evening programs. We will take it from there and send you a sincere thank-you for the referral.

I cannot overemphasize how important it is for every one of us to participate in the recruitment and re-recruitment of students. Regular campus-wide support of this part of our operations is the only way the University can remain financially healthy and independent.

J-Term Will Amaze: Our J-Term has drawn mixed reviews since its reinstatement about a decade and a half ago. Most student reports have been quite positive, but some faculty members believe the term is too brief to accommodate standard college courses – particularly general education classes. For that reason, as well as to

stimulate more intrinsic interest in the J-Term experience, we have encouraged our professors to develop innovative and experimental offerings for that brief inter-session. The faculty's creative responses to that challenge have been extraordinary. Now students can select from an impressive array of special topics and special interest courses, ranging from "Entertainment Marketing" to "First Responders." Congratulations to our resourceful scholars and their fortunate students.

The J-Term is a perfect example of what we mean by the statement, "It's about the students." The term is free for any undergraduate day student who attends full time both fall and spring, and it is intended to enrich the student's college experience while enabling him or her to accelerate progress toward the degree.

Another goal of the J-Term is to provide our faculty members with an opportunity to express and further develop their special professional interests in the context of an innovative learning experience that engages the students' natural curiosity and need to know.

Scholars' Corner

Lindenwood's "scholarship of pedagogy" approach to intellectual life on campus aims to further invigorate the academic climate of the University by making active pursuit of new knowledge and perspectives a pervasive part of our higher learning environment. Our scholar-teachers demonstrate this ideal through their professional projects and publications, in addition to embedding their new learning in their classroom lectures and discussions. A few examples of such notable achievements follow.

CIGS Fulfilling Its Global Mission: Our Center for International and Global Studies (CIGS), which is led by Drs. Ray Scupin and Ryan Guffey, is committed to fostering a progressive and productive International Students and Scholars program. It also offers both an undergraduate and a graduate curriculum in International and Global Studies.

What many do not realize, however, is that CIGS also

produces a far-reaching, highly regarded biannual journal, the *Journal of International and Global Studies*, which the University publishes as an online serial. Professors Ray Scupin, Ryan Guffey, and Joe Cernik serve as editors of this excellent resource, which has the goal of redressing “the fragmentation of specialization within the international academy by emphasizing broad interdisciplinary approaches to the comprehension of globalization in all of its many different forms and implications for different regions of the world.” CIGS just published its November 2011 issue – the fifth in the series – which teems with challenging essays and reviews on ramifications of the rapid globalization of everything in the 21st century. Congratulations to our collegiate scholars at Lindenwood’s CIGS.

You will find the *Journal* at <http://www.lindenwood.edu/jigs/> .

Regional Journal Receives Recognition:

Lindenwood’s School of Humanities publishes a twice-yearly regional studies journal, *The Confluence*, which is

edited by Dr. Jeffrey Smith, Professor of History. If you have browsed through any of its excellent issues, you know it is one of the most visually appealing, interesting, and clearly written scholarly journals ever generated. If the conspicuous quality of *The Confluence* was not enough, Jeff now has yet another reason to be proud: The Missouri Humanities Council has notified us that it has chosen Dr. Smith for its **Distinguished Achievement in Literature** award. Congratulations to Jeff for his extraordinary success in intellectual creation and literary work. Great praise is also due all of the educationally astute authors of the journal's content, which is a prime example of scholarship aimed at the enlightenment of readers from all sectors of the community.

Prolific Professors: You have read the adage that “Those who can . . . do. Those who can't . . . teach.” (George Bernard Shaw could never understand why educated people focused on impractical ideas.) I rather like the notion that “Those who can . . . can teach even better.” Superbly informed and engaged faculty members engender a more exciting and content-rich classroom experience.

To document certain facts that our various accreditors expect to be available when their evaluators visit our campus, Dr. Jann Weitzel, Vice President for Academic Affairs, keeps a running (Or is that “organic”?) list of our professors’ scholarly accomplishments. She has reported that from January 2010 to January 2011, our proficient teaching faculty also produced 116 publications, 104 scholarly presentations, and dozens of works in art, music, theatre, fashion, and cinema.

I just thought the Lindenwood community should be made aware of the phenomenal talent and intellectual fecundity of our professors, as well as the value-added implications that this scholarship has for the enrichment of our students’ learning.

Christmas Walk a Phenom Worth Perpetuating

Staff members Michelle Giessman and Christie Rodgers refused to allow the campus to remain dark this holiday

season. When our students said they would not have time to produce the annual Christmas Walk because end-of-term academic obligations were too pressing, Michelle, Christie, and a host of other members of the Lindenwood staff picked up the ball and flew with it. The result was one of the smoothest and most enjoyable Christmas Walk occasions ever implemented. As you probably have noticed, feedback from both the Lindenwood family and the surrounding community has been effervescent.

Kudos to Michelle, Christie, and everyone else at the functional center of that great effort, which was planned and choreographed with the unusual combination of record speed and record quality! I think we all agree that the Walk is a tradition worth keeping. I'm a believer. How about you?

Christmas Warm at the Wood

This year's Christmas party for the faculty and staff was

great fun, and I was so pleased to see most of you there. The event is for enjoyment and seasonal celebration, but it is also intended to express in a warm, social way how much your service to Lindenwood is noticed and appreciated. Again, let me say thank you for participating in that event and for all of the wonderful things you do for this University and her students.

As you probably heard announced at the party, next year's special holiday celebration is scheduled for December 1, and it will be held at the Columns, which is even closer to the St. Charles Campus. We love the Lindenwood Club, but alas, we have outgrown it! The new space will be very conducive to another great festivity, with room to frolic.

The More We Communicate, the Less I Do

At last my *Notebooks* are becoming shorter. It is not that there is less to be conveyed. Indeed, we initiate more projects and achieve more advancements each year than

we did the previous year. Rather, it is that our internal communications are so much more numerous and effective than when I started sending you this newsletter many years ago. Every office at Lindenwood deserves credit for the expansion and improvement in our dissemination of information. Neither my ego nor my typing musculature is unhappy with the progress we have made in that regard. Special thanks go to Julie Beard, Scott Queen, our vice presidents, our Faculty Council, and many other University managers who have worked persistently and intelligently to effect continuous improvement in campus communications.

In that same spirit, I want to wish you and yours an exceptionally joyous holiday season and a happy New Year.

JDE

December 12, 2011