

PRESIDENT'S NOTEBOOK NO. 16 Summer 2012

When early resident-student check-in is winding down and Session III of our daytime summer school is finished, we know it is just a matter of days before many of our fall-sport student athletes, then our first-year students, and then the rest of our day population will return for another year of collegiate studies (and concomitant experiences). I hope you have had a chance to take a couple of breaths at some point since commencement.

Speaking of early check-in, Housing Director Michelle Giessman tells me that she anticipates that the annual advance group of residents will number about 1300 when all of them are tallied. We expect a total of 3800 to 3850 residents this fall, and another 100 or so “commuter plus” students, who would be residents if we had enough beds to accommodate them. We are anticipating 1200-1300 regular daytime commuters as well. In short, we will be full and jammed for parking space and lunchtime seating again this semester.

It is hard not to become intoxicated by the excitement of the “return to college” phenomenon that happens at this time each year.

Student Population Trends

Total Number of Day Students for the Fall Semester: The tally of our day undergraduates will top 5,000 on the St. Charles campus in the upcoming semester. Their Belleville counterparts will number between 725 and 750, up from just over 500 last fall.

Summer Quarter Trends: Enrollments for Summer Quarter 2012 (LCIE) increased only about 1 percent compared to last summer. That outcome is not bad, but even better are the growth ratios for new students. New undergraduate enrollments in LCIE were up by 1.5 percent, and the formerly slumping new graduate-student ratio jumped by 5.43 percent. It appears that the challenge will be to increase student retention in LCIE, so that the overall year-to-year growth percent will advance a few percentage points.

Other Summer School Enrollment Patterns: Traditional undergraduate daytime headcounts were up by 7 percent this summer, 3 percent at the St. Charles Campus and 53 percent at the Belleville Campus.

Graduate school headcounts dropped by 6 percent overall when comparing the 2012 summer term to that of 2011, with the greatest drop

occurring in Graduate Teacher Education. MBA numbers were essentially steady relative to last summer.

Financial Health of the University

Our revenues for Fiscal 2012 (July 1, 2011, through June 30, 2012,) grew by 2.6% compared to Fiscal 2011. Total revenues grew from \$158,668,459 in FY 2011 to \$162,804,559 in FY 2012. Lindenwood remains financially healthy and debt free.

Owing to the chronic, capricious narcissism of the stock market, the University's endowment remains at about the same level as it reached last year – \$118,000,000 – on a good day. There likely are better years ahead for Wall Street. In the meantime, we do not and will not need to depend on our endowment for operational cash. I believe we all appreciate that fact.

Congratulations Corner

Brains and Agility are Complementary: The ancient Greek ideal of the scholar-athlete is alive and well at Lindenwood.

Accolades are due our women's basketball team and their coaches. We just received official word that the team has been recognized for its superior academic performance. The Women's Basketball Coaches Association named Lindenwood's team as one of the Top 25 Honor Roll teams in NCAA Division II women's sports. Our young ladies ranked 7th in the national listing, with a team GPA of 3.567. Coaches Tony Francis and Melanie Schmidt should be quite proud. Good work!

Not to be upstaged, Lindenwood's Women's Swimming and Diving team achieved Scholar All American status for the spring semester of 2012, an honor accorded by the College Swimming Coaches Association of America. High praise goes to coaches Jon Lau and Kyle Friesenhan and the team members.

Congratulations, Lady Lions. You have our attention and admiration! As well, you have set the pace for all of our intercollegiate sports.

LU-Belleville Knocked Higher Ed's Athletic Socks Off: The athletics program at our Belleville campus launched itself from the starting blocks just three years ago as a member of the United States Collegiate Athletic Association (USCAA). During the 2012-13 academic year, the

college will sponsor 22 intercollegiate sports, a very notable addition being football. (In fact, the Lindenwood Lynx football team will host its first game – against Avila University – in the nationally known and colorful Lynx Arena on Saturday, September 1.) Incredibly, *our LU-Belleville athletics program was the 2011-12 recipient of the Directors' Cup Award* in recognition of being the best program in the USCAA! Please join me in congratulating VP Jerry Bladdick, Athletics Director Scott Spinner, Associate Athletics Director Annie Ewing, and all of the staff, coaches, and student-athletes at our eastside campus. We are extremely proud of all that is being accomplished there.

And There's More: LU-Belleville already has outgrown the USCAA and has been accepted into membership in the National Association of Intercollegiate Athletics (NAIA). This advancement was based on the recommendation of a team of NAIA evaluators that assessed the academic, physical, fiscal, organizational, and athletic readiness of the Belleville campus to be admitted to membership. As a participant in that evaluative trial, I can only say that no program could have been better prepared for the scrutiny than was our Belleville group. Kudos – again – for the fine work being done by everyone behind the good story unfolding there.

Scholars' Corner

The University's top-notch serial scholarly works, the *Arrow Rock* (Spencer Hurst, Faculty Advisor), the *Confluence* (Jeff Smith, Editor), and *The Lindenwood Review* (Beth Mead, Editor), came out in July, and each appears get even better, if that is possible, with every new edition.

Several of our professors in the School of Business and Entrepreneurship recently reported additional successes in their particular fields of teaching and scholarship:

- Former Assistant Professor of Business Fletcher Glancy and Associate Professor of Education Susan Isenberg coauthored “Media Selection for Online Learner-Centered Education,” a work that received the *Best Theoretical Paper* award at the European, Mediterranean, and Middle East Conference on Information Systems (Munich, Germany). This is the second consecutive year that Drs. Glancy and Isenberg received this recognition.
- Recently, Dr. Peter Onyia's research paper titled “Peer assessments of GPW: Infusing fairness into students' assessments of peer contributions,” was accepted for publication in the journal, *Research in Higher Education Journal*.

- Dr. Shelly Daly coauthored, with LU graduate student Tsgot Ganbold, a case study titled “International Expansion: A Case Study of Mongolia’s Dairy Market,” which has been accepted for publication in the *Journal of Business Case Studies*. The *Journal* has also accepted three other cases authored or coauthored by Dr. Daly.
- Working with Zane Swanson of the University of Central Oklahoma, Dr. Robert Singer, Associate Professor of Accounting at LU, coauthored “ Goodwill Impairment: A Comparative Country Analysis,” which was accepted for publication in *Academy of Accounting and Financial Studies Journal (AAFSJ)*.

Congratulations to our scholar-teachers in the School of Business and Entrepreneurship for enriching Lindenwood’s learning environment as they advance knowledge in their respective disciplines!

There are many other excellent projects being conducted by our professors and students – too many to cover in this edition alone. Others will be cited in future *Notebooks*.

Note on an Academic Initiative

To provide higher education in an emerging and increasingly important area, Lindenwood is starting a program in Chinese Studies. Our new BA degree in this discipline “is designed for individuals who wish to practice as professionals in Chinese speaking industries or regions and/or those who wish to teach Mandarin Chinese in a K-12 education setting,” and requires 45 semester hours of prescribed coursework.

The Chinese Studies Department, chaired by Dr. Ryan Guffey, is in the School of Humanities. Dr. Brian Arendt was recently hired to teach several of the courses in the department. He earned his PhD in Modern Asian History from Georgetown University.

Cheers for the School of Humanities for bringing this historically timely and significant curriculum to our campus.

Lindenwood Alumnus Makes History

It is not unusual but always noteworthy when one of our alumni excels in his or her field. I am proud to report that 2007 MFA graduate (and now LU adjunct professor) Marty Linson received the 2012 Gold Medal for his Olympics Art sculpture. The honor was awarded by the International Olympics Committee and, according to a Kay Quinn

special on KSDK Television, was the first gold medal to be won in this Summer Olympics.

Congratulations, Marty. Your *alma mater* is extremely proud.

Decennial HLC Self-Study Underway

Every 10 years, Lindenwood and other accredited Midwestern universities undergo a comprehensive evaluation of the quality and viability of their academic, financial, and functional health by the Higher Learning Commission, which is headquartered in Chicago. Our turn is coming up in the fall of 2013, and we are in very good shape for the scrutiny that will be applied. However, between now and then, we must prepare a gargantuan Institutional Self-Study to document our character, health, and effectiveness in all areas of operation. University Provost (or Chief Academic Officer) Jann Weitzel is in charge of leading the preparation of our self-study. She will need everyone's participation and sincere assistance, because this is a University-wide project. We will be examined and assessed along the following dimensions, which the HLC calls its Criteria:

1. Criterion One: Mission and Integrity
2. Criterion Two: Preparing for the Future

3. Criterion Three: Student Learning and Effective Teaching
4. Criterion Four: Acquisition, Discovery, and Application of Knowledge
5. Criterion Five: Engagement and Service

The self-study we put together in 2003 required more than a thousand hours of personnel time. I am counting on everyone to pitch in to help Dr. Weitzel with this interesting and gratifying but demanding experience. It will make us an even better university.

Physical Plant Progress

Student-Athlete Support Center: The beautiful, towering Student-Athlete Center at Hunter Stadium is nearing completion somewhat ahead of schedule, thanks to the exceptionally mild winter weather of 2011-12. It could be ready for use by the end of September and almost certainly will spew fired-up football Lions from its exits on Homecoming day.

Lindenwood Town Center: The project's developer, the Don and Ed Schnuck Company (DESCO), has received several approvals from the City of St. Charles and continues to make progress on preparations for

breaking ground on what will be one of the most beautiful and appreciated shopping plazas in town. There is no doubt that it will provide a “Campus Town” for our students and employees and expand the growing partnership between the University and the contiguous neighborhoods.

You have noticed the razing of dozens of old buildings on the site. Next you will see machinery moving utilities to make room for the various businesses and services that will comprise what will be called “The University Commons” (instead of “The Lindenwood Town Center”). Simultaneously or shortly thereafter, the plat will be re-graded in preparation for the construction of streets, stores, and parking lots. We also expect a new St. Charles Post Office to be built on the property.

The whole project will be exciting to watch. Its effect on the University and the City will be gratifying in many ways.

Roemer Renovation: I am happy to report that the Roemer Hall window replacement project is finally complete, and the new visual ports look quite attractive. Further, the better glass is in place just in the nick of time, because, while we were installing the more efficient windows, we were also having Roemer fitted with whole-building air

conditioning. The new windows should help preserve the cooled air more effectively than the old ones would have. What's more, students and professors will no longer have to overcome the distractions of loud window units, outside noise blasting through open windows, or paper being blown about by floor fans. Do I hear a collective cheer?

Reality Check

I once remarked at a Lindenwood faculty meeting that I am often the last person to learn what I have said. Recently, in the aftermath of a vigorous campus-wide conversation spurred by some aggressive reporting by our *Legacy* newspaper, I began seeing a perseverative cyberspace post claiming that the President of Lindenwood found “less than 1% of the articles” in that publication to be “true.”

That struck me as a very unconventional form of mathematics – let's call it complementary (not complimentary) arithmetic – because in the life of the *Legacy*, I have found only one article (published in the spring of 2012) to be substantially questionable, and I publicly identified the piece and described the material reasons that we were not able to accept its principal claims without additional evidence.

If we (a) assume that in its life of five years or so the *Legacy* has published at least 500 “articles” and (b) note that I questioned the essential accuracy of only one of them, then it is fair to presume I had no problem with the basic “validity” of at least $(499 \times 100)/500$, or 99.8%, of the pieces the newspaper has published since its inception.

A “greater than 99%” approval rating – the mathematical complement of “less than 1% – isn’t too shabby! More importantly, it squares with reality. As student newspapers go, our *Legacy* is among the best I have seen in my 40+ years in higher education. I have yet to encounter one that is perfect.

Still a Great College to Work For

Thank you once again for telling the *Chronicle of Higher Education* that Lindenwood is a great postsecondary education environment in which to work. For the fourth time in the past five years, your responses to the survey conducted by *ModernThink* qualified the University for inclusion in the select group of institutions that are very well regarded by their faculty and staff. As has been the case in our other recognition years, you gave Lindenwood the highest marks on **Collaborative Governance**

and **Confidence in Senior Leadership**. What can we say, except thank you *for what you do* to make this a great place to work.

A Personal Note of Appreciation to the Lindenwood Community

I was overwhelmed with gratitude when so many of you conveyed your sympathies after my father died rather suddenly in April. Now I want to express my deep appreciation of the comforting words, cards, and flowers you sent following my mother's completely unexpected demise in June. Both parents loved this University and always thoroughly enjoyed visiting the campus, especially for our large ceremonies.

The passing of the second parent often leads to revelations, and I have to say that mine have been mostly heartwarming. In sorting through my parents' belongings, for example, we discovered that my realist father, who had been a mechanic (millwright) for Republic Steel through most of his working years, actually was quite the romantic poet (in the nontechnical meaning of "romantic"). Across their 67 years of marriage, he had created a series of love poems written to my mother, and many of them were artfully constructed, spiced with a little humor, and touching.

I am not sure if my mother was a romantic, but she did have a way with words, more as a philosopher than a poet. According to her hospice nurse, when she had had enough of the process of disengaging, she awoke for just a moment to proclaim her disposition. She said, “Oh, fiddle!”

Thank you all for the wonderful support in these late summer days.

In Closing

I wish you a cooler end to a scorching summer, and I look forward to sharing the joy of this University with you as we again team up to further the education and development of our students in 2012-13.

JDE
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August 8,