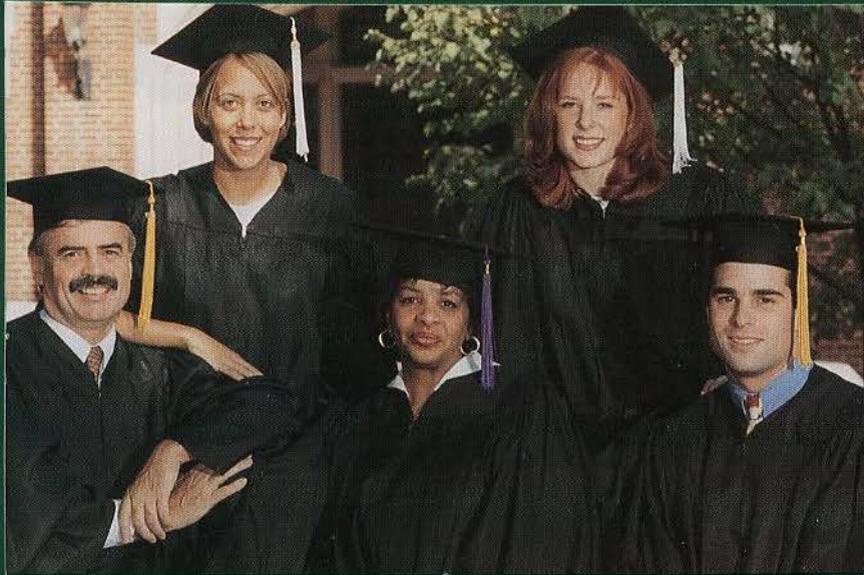


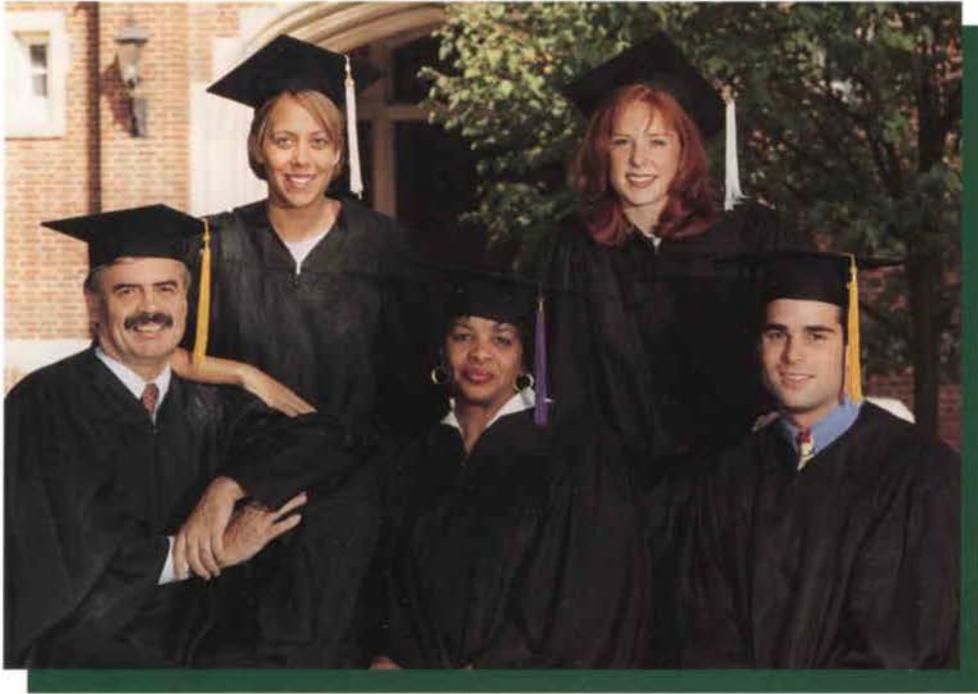
# THE LEADER IN SUCCESS



LINDENWOOD UNIVERSITY ANNUAL REPORT  
1997



# 1997 PRESIDENT'S REPORT



## **Lindenwood succeeds because its students succeed...**

At Lindenwood University, students aren't just enrolled and tossed aside. They are nurtured. They are challenged. They work. They study. They learn.

They graduate and go on to lead meaningful and productive lives.

The evidence of this success is Lindenwood's top retention, placement and graduation rates, along with our status as the fastest-growing four-year college or university in Missouri. Students want to become involved with Lindenwood University...The Leader in Success!

# TENFOLD IN TEN YEARS!

## Lindenwood poised to set growth milestone

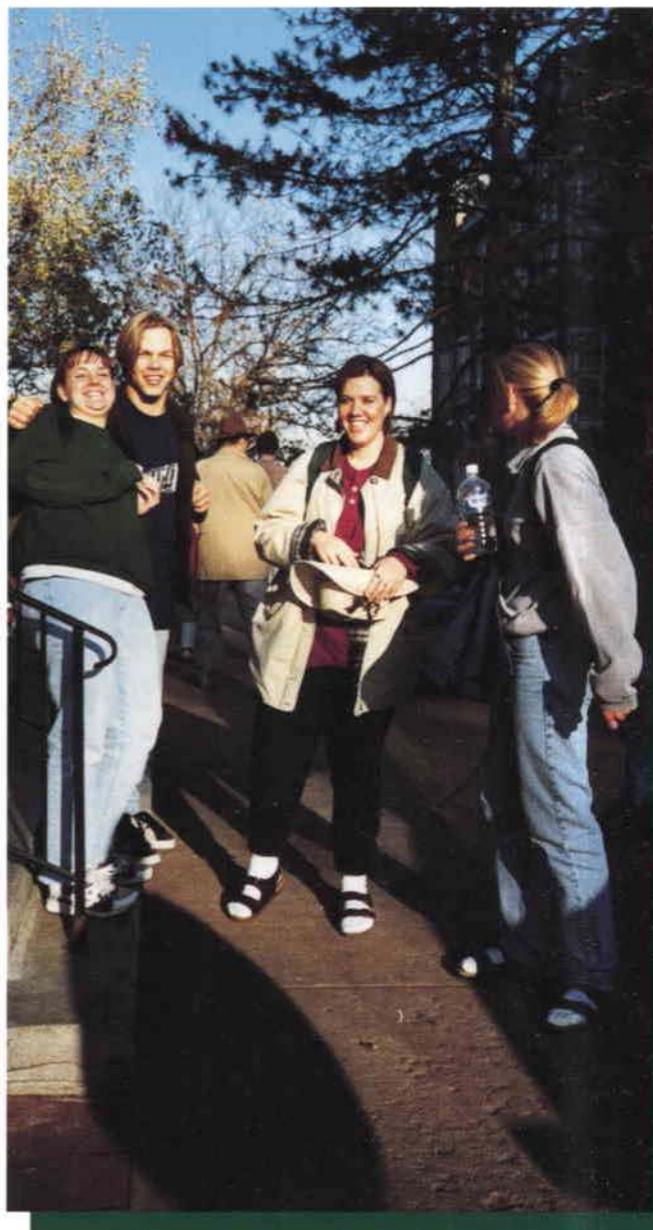
Sometime in 1998 or 1999, Lindenwood University will likely surpass the 8,000 mark in enrollment, achieving a goal President Dennis Spellmann set when he arrived at Lindenwood in 1989.

With just 800 students, Lindenwood launched a campaign of excellence that hasn't waned. And the community, the state and the country have responded. Students are flocking to Lindenwood like never before.

Last year, Lindenwood's 17.9 percent growth rate was the highest among all Missouri's four-year colleges and universities, according to a report by the Missouri Coordinating Board for Higher Education. This year, President Spellmann said the growth rate appears to be slightly less overall, but tops 18 percent in residential students.

Lindenwood's residential student growth rate has been phenomenal. The university's housing office reports 1,500 residential students for the 1997-98 school year.

The influx of residential students has university officials redoubling their efforts to expedite plans for construction of new dormitories and a new cafeteria and student center on campus.



# MESSAGE FROM THE PRESIDENT

Dear Friends,

The year 1997 produced many blessings at Lindenwood University. We are thankful for each and every one of them and proud of this fine institution, its top-quality faculty and its wonderful students.

As we look to the future, we will continue to treasure our independence and rely on our commitment to the values and principles that have made Lindenwood great. Isn't it wonderful that in this day of confusion and mixed values, this institution is a choice for those who want the best education possible, firmly rooted in morals, a strong work ethic and solid values?



This annual report is filled with good news about Lindenwood, documenting progress, quality and accomplishment. It is full of Lindenwood pride, chronicling success and describing the good fortune of today and the promises of tomorrow.

The most accurate barometer of Lindenwood's success, though, is how well our graduates do in the open market. We continue to hear stories from employers who talk not only of individuals who are armed with a first-class education, but of entrepreneurial, enterprising people with the confidence and independence that comes only from this unique Lindenwood experience.

There is much work to be done. We must remain steadfast in our battle against the government's intrusion into higher education. And we also must continue to improve this campus and all its programs to remain on the cutting edge of quality and competition.

Your ongoing support will keep Lindenwood strong and independent, and make the L.U. experience a valuable one for the students of tomorrow.

Sincerely,

A handwritten signature in black ink, reading "Dennis Spellmann". The signature is written in a cursive, flowing style.

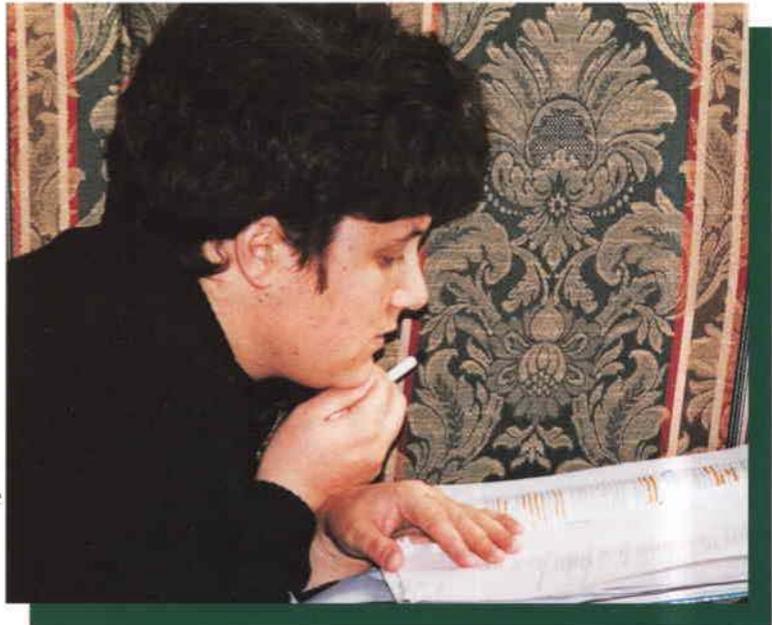
Dennis Spellmann  
President

# NATIONAL RECOGNITION

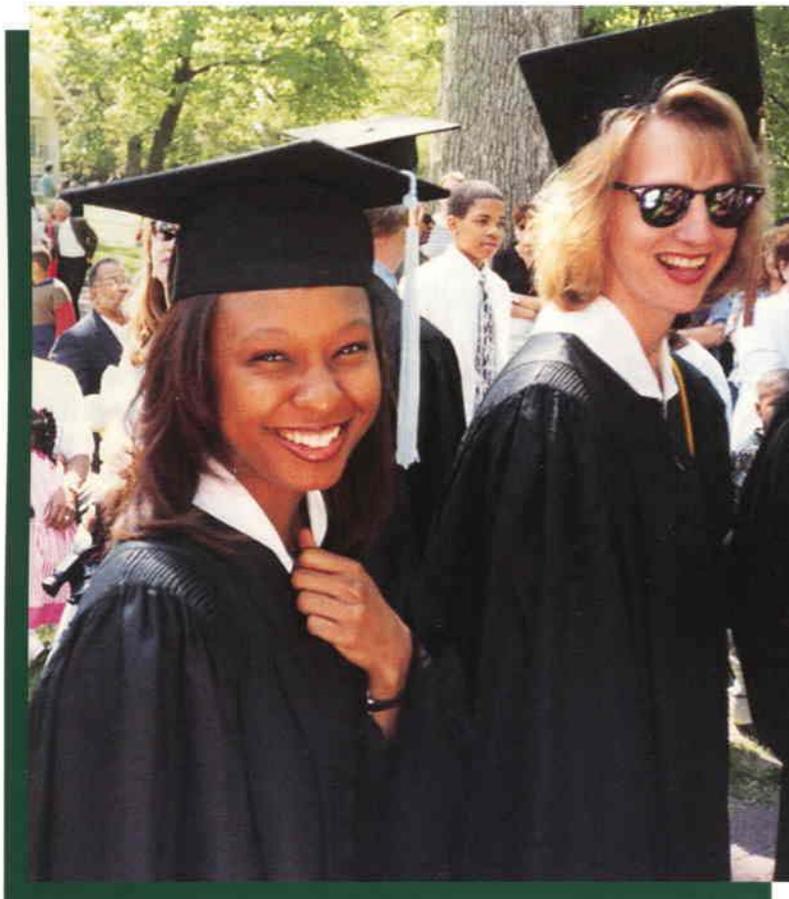
## Lindenwood tops in retention and graduation rates

One of the best ways to evaluate a college or a university is reviewing the number of students it can attract and enroll. But another more direct measure is the percentage of students who remain at that institution. In this category, Lindenwood boasts one of the highest rankings in the country.

Lindenwood University has been ranked 5th in the nation in persistence rate, or how many students remain at the institution from their freshman to sophomore year.



## 'Our students are doing quite well'



The ranking is based on a study done by the Mortensen Research Group in Iowa City, Iowa, which conducted comparative studies of about 1,100 four-year colleges and universities in the nation.

The study, based on ACT scores, ranked Lindenwood No. 5 in the country, demonstrating our dedication to nurturing students individually.

Of course, the ultimate direct measure of how well colleges and universities are serving their students is their ability to attract and retain students from admission through graduation. The study also ranked the nation's colleges and universities on graduation rate. Again based on average ACT score, this most significant measure placed Lindenwood 8th in the country.

"Our students are doing quite well," said Lindenwood President Dennis Spellmann. "The proof is this national recognition. We're very proud of them."

# INTRODUCING...

# LINDENWOOD UNIVERSITY

This summer marked an important occurrence in Lindenwood history with our name change from Lindenwood College to Lindenwood University.

The decision was not made lightly, given our 171-year-tradition. But while we are ever-conscious of our roots, we are also forward-thinking and dedicated to doing the right thing for our students. We are absolutely convinced the name change to Lindenwood University is the right move.

Our development department surveyed 1,200 alumni and friends early in the summer and found overwhelmingly positive support for the name change.

As we explained to those surveyed, Lindenwood's success is due in large part to a commitment to values as the institution adapts to an ever-changing environment. This name change is one of those adaptations. It reflects our growth and expansion and allows us to maintain our liberal arts focus while keeping a firm grip on the values that have enabled us to succeed.

The name change to Lindenwood University gives added value to a Lindenwood degree...in

a world where the term "university" has a growing perception of the highest level of academic training and success. This helps distinguish Lindenwood from the vo-tech

institutions and the community colleges. It also helps us as we recruit students locally, nationally and abroad. Becoming Lindenwood University has absolutely no effect on our accreditation status or our mission, nor will it make Lindenwood start "acting larger" and lose its small institution atmosphere.



The term "university" better reflects what we have become: undergraduate, graduate, professional and international. It is important to remember Lindenwood remains a college at the core, with all the elements of a university wrapped around it.

We are very excited about the name change, and the students have reacted positively. The new Lindenwood University signs are going up, the "LU" spirit wear is selling rapidly, and the "LU" chant already has become a mainstay at all of the home games.

Generally, there is a new electricity around the campus as our first fall term with the new name comes to a close.

**Our historic Lindenwood College gates will remain untouched.**

We are grateful for the support of alumni, friends and the community as we implemented the

name change. And for those who expressed concern about any change to our beautiful old gates, the historic "Lindenwood College" gates will remain untouched. That is carved in stone!

# HIGHLIGHTS

Find another college or university in the country that can match Lindenwood's level of success!

<u>Comparison</u>	<u>1989</u>	<u>1997</u>
Student Enrollment	1,225	7,400
Residential Students	230	1,500
Residence Hall Capacity	300	1,500
Staff	369	98
Full-time Faculty	40	134
Salary Level	3rd Quartile	1st Quartile
Classroom Utilization	65%	96%
Endowment	\$600,000	\$11.2 million
Placement	?	98%*
Acreage	108 acres	268 acres
Parking Spaces	350	1,322
Financial Condition		

\*98% of the students who participated in Lindenwood's TAP placement program.

# THE LEADER IN SUCCESS! HERE'S WHY...

## No academic bureaucracy

Lindenwood University is run like a successful business. Decisions are made. Things get done quickly. Projects move along at a brisk pace. Students are the ultimate winners!

## Fiscally responsible

Lindenwood is nearly debt-free...this is an accomplishment not many institutions can boast. We receive no federal or state subsidies. We are market-driven.

## Teaching excellence

Our faculty is free from the constraints of tenure, free to develop and create. Faculty members seek to nurture students and go far beyond mere information delivery. They care!

## This isn't a party school

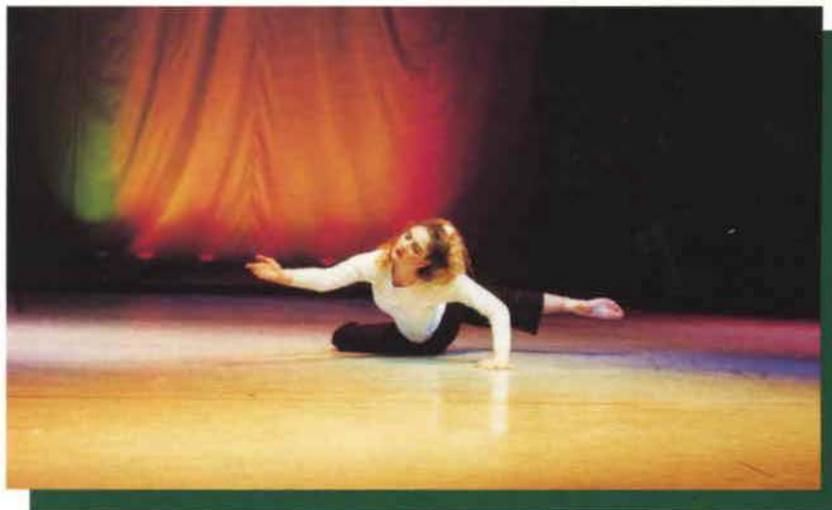
There are strict rules at Lindenwood, and they are enforced rigorously. Alcohol and drugs are forbidden, and we have single-sex dorms and a rigid visitation policy.

## Our graduates work

Ninety-eight percent of the students who have participated in our Talent Accomplishment Program go to graduate school or get a professional job within nine months of graduation!



*President Spellmann with baccalaureate speaker Dora Boyd de Perez Balladares, First Lady of Panama, and commencement speaker Ozzie Smith, longtime Cardinals shortstop.*



*Lindenwood's dance program continues to thrive, and to accommodate the growth, a major was added this year.*

# A YEAR OF PARTNERSHIP, GOOD WILL, GROWTH, SUCCESS



## Sacred Music Institute off, running

Sibley Chapel was the site of the kickoff of Lindenwood's new Sacred Music Institute, created to help fulfill the growing need for music professionals and volunteers to sustain existing church music programs.

## Lindenwood now 268 acres

As part of Lindenwood's expansion plans, the university purchased 12 acres of property in the area of First Capitol Drive and West Clay, looking ahead to future construction.

## Endowment growth

Lindenwood's endowment has increased to \$11.2 million and is headed toward a goal of \$20 million by the year 2000.

## New sites

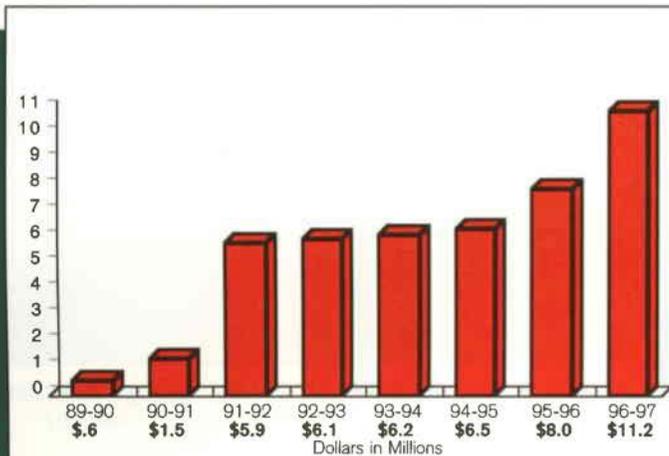
In the past year, Lindenwood has expanded into western St. Charles County and South St. Louis County, with classes being offered at GTE in Wentzville and St. Anthony's Medical Center in South St. Louis County.

## Big Brothers/Big Sisters

Lindenwood became the only college or university in the nation to run a human service agency by opening the St. Charles County office for Big Brothers/Big Sisters. The agency is run completely by students in the American Humanics Department from offices in Butler Hall.

## Old Newsboys Day

Students spent numerous community service hours volunteering on Old Newsboys Day, selling special editions of the Suburban Journals to benefit children's charities.



**Lindenwood Endowment Growth**



## International Access

The Lindenwood influence continues to reach around the world, as our international program continues to grow steadily every year. In 1996-97, there were 161 students from 24 countries attending Lindenwood University's undergraduate and graduate degree programs. The Latin American connection, developed last summer by President Spellmann and Assistant Professor of Spanish Richard Kotch, continues to thrive. In addition, our link to Taiwan remains strong thanks to the efforts of Dr. Nathan Ku, a visiting professor who is an internationally acclaimed expert on Chinese folk opera. He is making appearances throughout the community to share his incredible knowledge of Eastern and Western theatre. Dr. Ku has served as director for the National Taiwan College of the Arts and has headed several troupes on tours promoting international cultural exchange.

## Balboa Award

The Order of Balboa Award, Panama's highest civilian honor, was presented this past summer to Lindenwood President Dennis Spellmann. The award is for diplomacy and statesmanship and is given to very few people. It is even more rarely awarded to a non-Panamanian. The honor was bestowed upon President Spellmann to recognize Lindenwood's efforts to open its doors to Panama's best and brightest young leaders. In 1997, Lindenwood had 54 students from Panama.



## Volunteer 5 awards

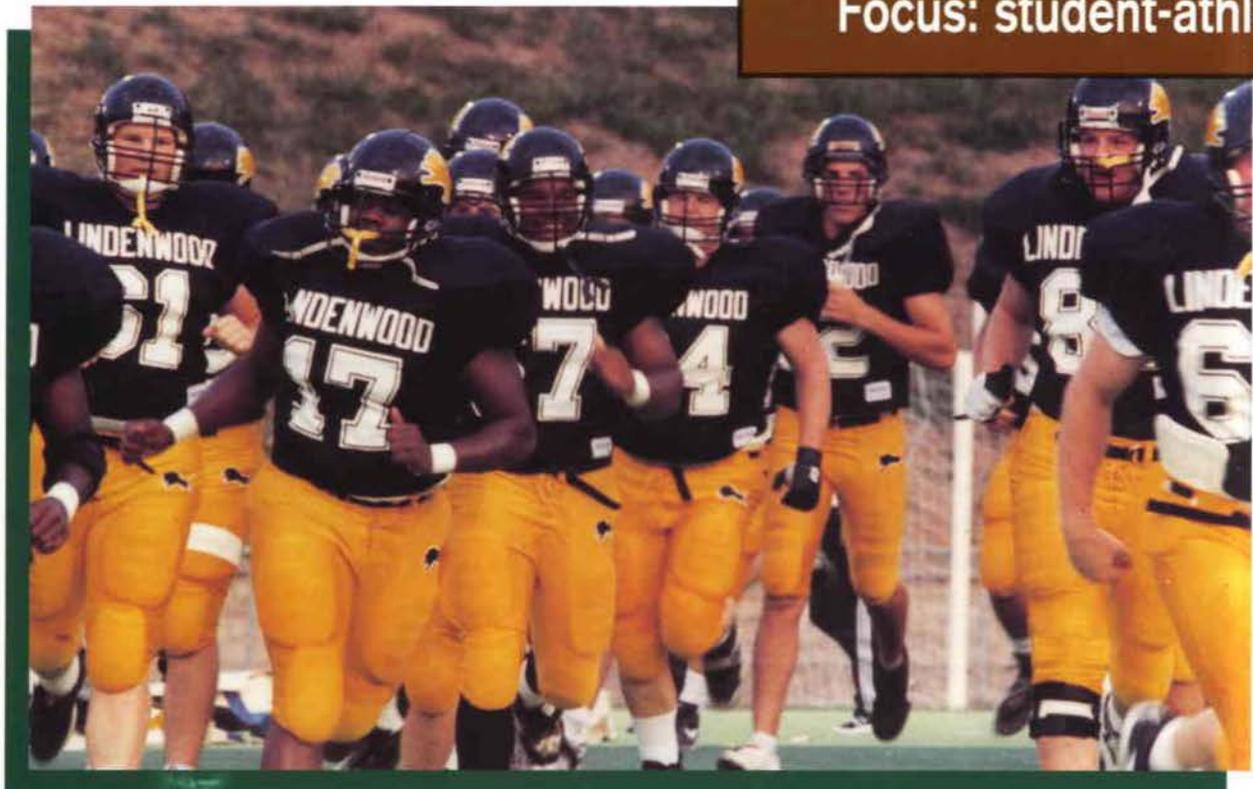
In the fall, Lindenwood hosted the prestigious Volunteer 5 awards banquet. The main floor of the Hyland Performance Arena was transformed into a set for the KSDK broadcast that annually recognizes the St. Louis area's top volunteers. This year's show was particularly special for Lindenwood, since one of the five volunteers recognized for service to the community was our own Board Chairman, Ray Harmon. At right, he receives his award from NewsChannel 5's Deanne Lane. An estimated 400 people attended the event, including 150 students who used the show as a classroom project.

## TAP Program

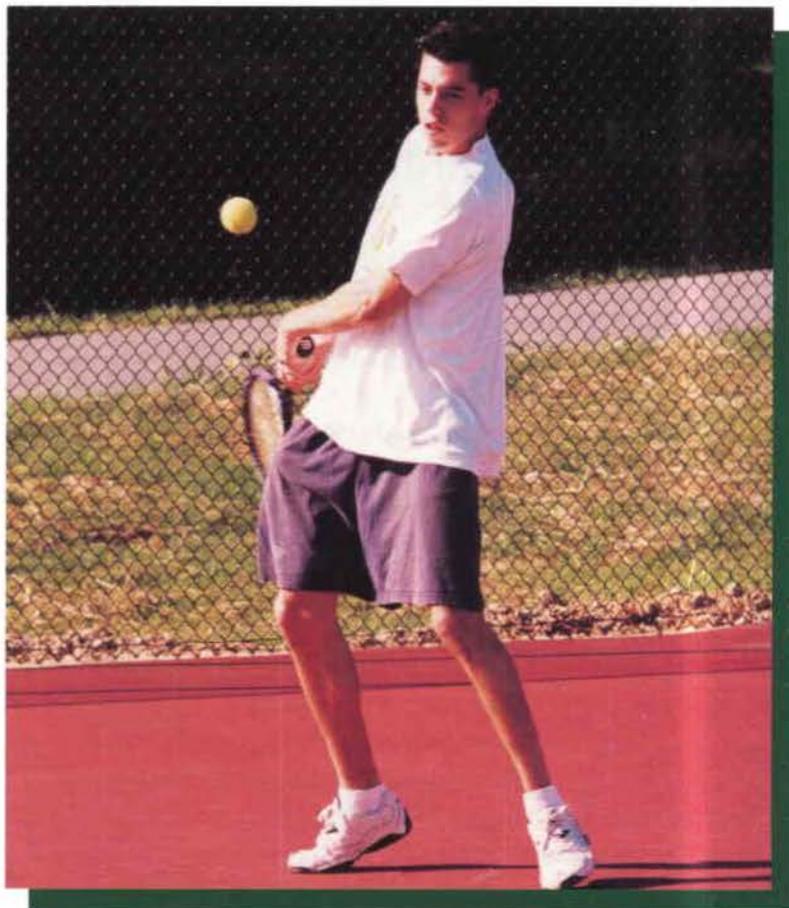
This marks the fifth year of success for Lindenwood's innovative Talent Accomplishment Program. Under this program, the student selects a career in consultation with counselors, taking into consideration career interests, skills and talents the student already possesses. These accomplishments are recorded on a "Talent Transcript," which complements the student's academic transcript. All talent transcripts are bound in Lindenwood's annual TAP catalogue, which is distributed to hundreds of prospective employers by the Career Development Office. This past year, 98 percent of the students who took part in the TAP program were placed in jobs or graduate school within 90 days of graduation.

# ATHLETICS

Focus: student-athletes



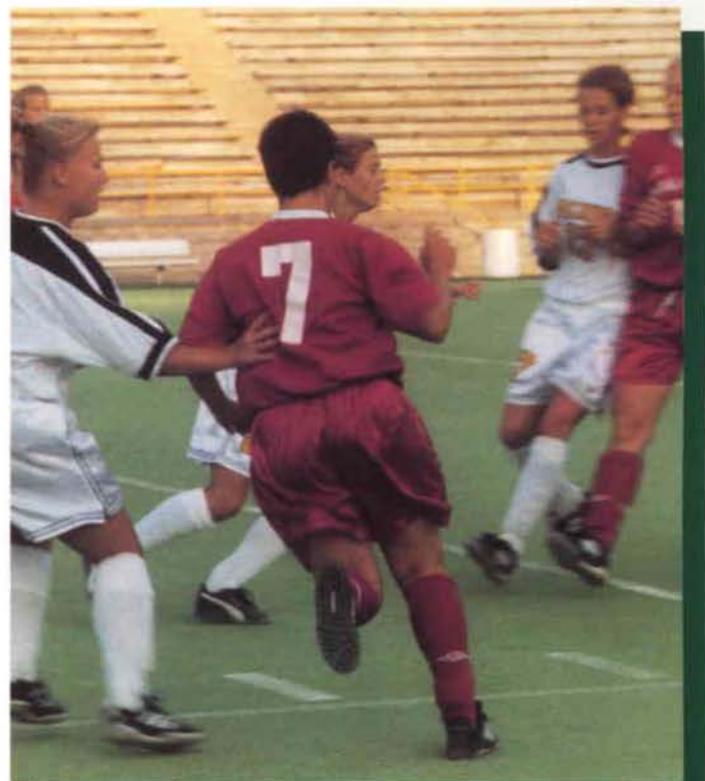
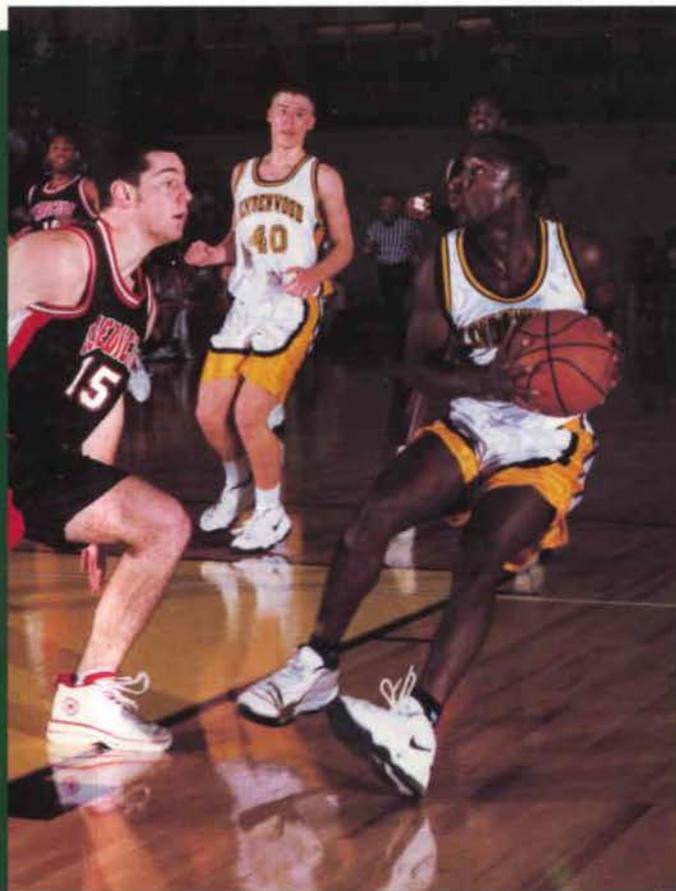
Lindenwood significantly improved athletic facilities and programs in 1997, starting a new tennis program for men and women and giving Lindenwood 19 intercollegiate sports. A new tennis complex was built next to the Performance Arena, and another major construction project brought new practice fields to the football and soccer programs. Additionally, new turf and laser leveling improved the baseball field and improvements were made in the track complex. All this was done, according to President Spellmann, as an investment in Lindenwood's student-athletes.



## Mind, Body and soul



With each competitive year, Lindenwood is establishing itself more and more profoundly as an athletic presence in the region. In sports like soccer and wrestling, Lindenwood has made its name known on the national level, and others, like baseball, volleyball and football, are seeing an increasing level of success each season. More important, however, is athletics' role in the development of our students. Athletics play an integral part in educating the whole person – mind, body and soul. The evidence of Lindenwood's athletic success is not only in the win-loss records of its teams, but in its growing athletic honor roll and the successful lives Lindenwood's students lead after graduation.



## A grand celebration



Sportscaster Bob Costas, at left, led a star-studded cast November 7 at the Lindenwood Gala Celebration and Tribute to Robert F. Hyland. The event, chaired by Ted Wetterau, raised more than \$260,000 to retire all debt on the \$10 million arena. Besides Costas, other head table guests were Dan Dierdorf and Jim While, right, Charles Osgood, Anne Keefe and Jack Buck. Below, Osgood and Lindenwood Board Chairman Ray Harmon "burn the note" on the arena's debt. They are flanked by President Spellmann and Ed Watkins on the right, and Keefe, board member John Hammond and White.



# PROOF IS THE PERFORMANCE

## Outstanding growth, activity in divisions

### Fine & Performing Arts

- The theatre department presented 19 productions, from musicals to comedies, dramas and dance concerts.
- Ensemble Orientalia of Taipei entertained a crowd of 500 on April 1 at the Cultural Center, performing traditional Gong and Drum Music of Taiwan.
- Art majors were busy with on-campus shows in Hendren Gallery and the Cultural Center and off-campus shows throughout the area.
- The new Sacred Music Institute was off and running with classes at the Cultural Center and Harmon Hall and recitals in the newly-renovated Sibley Chapel.

### Communications

- A video editing suite and several cameras were added for student use, as well as a digital audio editing station for the campus radio station, KCLC.
- The traditional communications program was redesigned so that all communications majors now have seven career paths to choose from, rather than three.

### Education

- Undergraduate and graduate programs in education are the fastest-growing programs at Lindenwood.
- More than 135 seniors performed their student teaching in schools across the state.
- Graduate classes are offered to more than 775 professional teachers in several locations in the metropolitan area.

### Humanities

- A record 497 new students enrolled in the College Community Living classes, leading to increased student success and higher retention rates for freshmen.
- New courses in French, religion history and English were added, as well as a religion major.

### Sciences

- A bachelor's degree in social work was added, as well as degree options in both mathematics and psychology.
- Exploration of pre-engineering articulation agreements began; along with the addition of a concentration in biochemistry for chemistry majors.
- Two new student organizations were launched: the Pre-Health Club and the Pi Gamma Mu Honor Society.
- A state-of-the-art geology lab was added in Young Hall.

### Management

- Our accounting students continue to experience success on the Uniform CPA Exam. Tim Schodroski finished seventh in the state on the November exam.
- A large group of advisory boards comprised of leading business professionals actively provide internships, placement opportunities and advice on curriculum development, forging a bridge between the academic and business worlds.
- Lindenwood became home to the first Institute of Management Accountants (IMA) student chapter in the metro area.

### The Lindenwood College for Individualized Education (LCIE)

- Cited as a national model for programs serving adult learners, LCIE continues to grow rapidly. The innovative accelerated program has had continuous enrollment growth over its 21-year history.
- More than 100 businesses and professional organizations are represented by employees who are students in the LCIE program.
- Current on-site programs are offered at Olin Corporation, GTE Corporation, Bi-State Development Agency and St. Anthony's Medical Center.

# Lindenwood University

## Statement of Financial Position

### Year ended June 30, 1997

	Unrestricted net assets	Temporarily restricted net assets	Permanently restricted net assets	<u>Total</u>
<b>Assets:</b>				
Cash and Cash Equivalents	\$ 3,736,420	12,828		3,749,248
Inventories	137,604			137,604
Prepaid Expenses	58,517			58,517
Contributions Receivable	449,474			449,474
Accounts Receivable, less allowance for uncollectibles of 415,000	1,836,101			1,836,101
Student loans Receivable	155,000	1,332,324		1,487,324
Property, plant, and equipment, less depreciation of 15,421,736	24,938,280			24,938,280
Funds held in trust by others		128,588	5,454,726	5,583,314
Long-term investments	<u>9,576,117</u>	<u>28,200</u>	<u>2,350,858</u>	<u>11,955,175</u>
<b>Total assets</b>	40,887,513	1,501,940	7,805,584	50,195,037
<b>Liabilities and net assets:</b>				
Liabilities				
Accounts Payable and accrued expenses	64,311			64,311
Employee Compensation	404,330			404,330
Deferred Revenue	886,312			886,312
Funds held in custody for others	14,453			14,453
Refundable U.S. Government Student Loans		<u>1,345,152</u>		<u>1,345,152</u>
<b>Total liabilities</b>	1,369,406	1,345,152		2,714,558
<b>Net assets</b>	<u>39,518,107</u>	<u>156,788</u>	<u>7,805,584</u>	<u>47,480,479</u>
<b>Total liabilities and net assets:</b>	<b>\$ 40,887,513</b>	<b>1,501,940</b>	<b>7,805,584</b>	<b>50,195,037</b>

# LINDENWOOD UNIVERSITY

## STATEMENT OF ACTIVITIES

### YEAR ENDED JUNE 30, 1997

	Unrestricted net assets	Temporarily restricted net assets	Permanently restricted net assets	Total
<b>Revenues, gains, and other support:</b>				
Student Tuition and Fees	\$ 29,811,903			29,811,903
Auxiliary-room and board	6,286,111			6,286,111
Institutional scholarship allowance	<u>(13,608,403)</u>			<u>(13,608,403)</u>
Net student tuition and fees	22,489,611			22,489,611
Auxiliary - other	1,618,347			1,618,347
Contributions	1,225,576		651,879	1,877,455
Investment Income	861,110			861,110
Net gain on investments	168,708		286,338	455,046
Federal Grants	258,715			258,715
other	<u>117,670</u>			<u>117,670</u>
<b>Total revenues and gains</b>	26,739,737		938,217	27,677,954
<b>Net assets released from restrictions-satisfaction of time restriction</b>	<u>49913</u>	<u>(49913)</u>		
<b>Total revenues, gains, and other support</b>	<u>26,789,650</u>	<u>(49,913)</u>	<u>938,217</u>	<u>27,677,954</u>
<b>Expenses and Losses:</b>				
Instructional and library	7,942,964			7,942,964
Student Services	3,744,569			3,744,569
Institutional Support	3,007,012			3,007,012
Auxiliary-room and board	3,058,879			3,058,879
Auxiliary-other	<u>1,138,242</u>			<u>1,138,242</u>
<b>Total expenses and losses</b>	<u>18,891,666</u>			<u>18,891,666</u>
<b>Increase (decrease) in net assets</b>	7,897,984	(49,913)	938,217	8,786,288
<b>Net assets:</b>				
<b>Beginning of the year</b>	<u>31,620,123</u>	<u>206,701</u>	<u>6,867,367</u>	<u>38,694,191</u>
<b>End of the year</b>	<u>\$ 39,518,107</u>	<u>156,788</u>	<u>7,805,584</u>	<u>47,480,479</u>

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