

PRESIDENT'S REPORT

Enrollment-Spring Quarter Spring quarter enrollment figures showed a 14% increase over the comparable figures a year ago. This followed increases of 13% for the Fall Semester/Fall Quarter and 18% for the Spring Semester/Winter Quarter. Specific enrollment figures by category are as follows:

	1988	1989	Change	
Evening (undergraduate)	142	151	+9	+6%
LCIE (undergraduate)	169	268	+99	+59%
LCIE (graduate)	100	150	+50	+50%
MH/WP (undergraduate)	30	19	-11	-37%
MBA	318	313	-5	-2%
Other	<u>88</u>	<u>68</u>	<u>-20</u>	<u>-23%</u>
Total	847	969	+122	+14%

Tuition Income Total tuition income to date is \$6,639,049. This is an increase of \$1,376,672 over the total tuition revenue for 1987-88 -- an increase of 26%. Tuition revenue for the Summer Session, budgeted for \$133,000, will boost this increase further.

Admissions Projections - Fall Semester Sheryl Mack, Director of Admissions for the day college, has provided me with the following status report as of May 23, 1989:

	Resident Student
Signed Enrollment and Financial Aid Packages (Committee)	138
Enrollment and Financial Aid Packages Out-to be signed in 3 weeks	159
New Applications-without Enrollment and Financial Aid Agreements	103
	Commuter Student
Signed Enrollment and Financial Aid Packages (Committed)	63
Enrollment and Financial Aid Packages Out-to be signed in 3 weeks	28
New Applications-without Enrollment and Financial Aid Agreements	5

Retention - Fall Semester Currently, 315 returning students have early registered for the Fall Semester. This figure is broken down as follows:

Residential Students	-	172
Commuter Students	-	129
Part-time Students	-	14
		<u>315</u>

Thus, 301 full-time students have indicated their intention of returning by early registering. The number of returning full-time students in the fall of 1988 was 258.

Development Efforts Total giving for unrestricted purposes totaled \$318,391 as of April 30, 1989. The comparable figure last year was \$388,134. Thus, our overall performance this year is approximately 82% of last year's fund raising efforts at the same date. Projecting this out to the end of the fiscal year, we should raise approximately \$580,000 for current operations, compared to \$709,000 last year.

There are several reasons for this decline. First, there has been a significant amount of negative publicity about the college and concerns about its long-term viability. Second, there has been a significant reduction in the staff of the development operation. At the present time, only one full-time professional staff person and one full-time support individual have been in the development/alumni/public relations areas at Lindenwood for more than a year. Finally, we have been instructed not to aggressively pursue our fund raising efforts in certain areas, particularly in the corporate area in St. Louis and businesses in St. Charles.

Our alumni phonathon has been proceeding as planned, although staffing problems have hampered its effectiveness somewhat. The 1988-89 Phonathon Goal is \$190,000. To date (May 23, 1989) \$162,979 has been pledged. This represents 85.7% of the goal. Last year, a total of \$137,556 was pledged during the phonathon, so we already have exceeded that figure by more than \$25,000 with another month of phoning remaining. It is clear that many alumni have responded positively to requests for an increased financial commitment to the college.

We presently have 25 active members of the Board of Directors. Eight of them have made a pledge and met that commitment. An additional six Board members have made a pledge, but have not yet completed payment. The remaining eleven Board members have not yet made their pledge. Total pledges for current operations from the fourteen Board members are \$142,000.

If we are to meet our projection of \$580,000, we must raise approximately \$260,000 in May and June. (Last year, we raised \$320,000 during those two months.) We anticipate that these funds will come from the following sources:

\$70,000	Outstanding Board pledges
\$50,000	Alumni phonathon payments
\$50,000	Southwestern Bell
\$50,000	Monsanto (renewal)
\$40,000	Other
<u>\$260,000</u>	

Letter of Credit As reported to you earlier, a letter of credit in the amount of \$250,000, issued by Commerce Bank, has been provided to the Department of Education to ensure the college's continued participation in the student financial assistance program.

Commencement The Commencement exercises went smoothly this year. The weather cooperated and degrees were conferred on 584 students. Approximately half of those attended the ceremony.

Respectfully submitted,



Daniel N. Keck
Interim President