

Lindenwood College
President's Report
to the
Board of Directors
February 17, 1987

In the Spring of 1983, a few months after I began my service as President of this historic college, this Board adopted a mission statement that, among other things, reaffirmed Lindenwood's commitment to being the best liberal arts college possible. Today this Board is being asked to revise that mission statement. The revised mission statement is in direct response to a request from our accrediting body, the North Central Association, that we include in our mission statement specific language indicating our equally strong commitment to quality and innovative educational programs for the non-traditional student.

For Lindenwood to succeed in the future we must have strength in both areas. Our traditional-aged, largely daytime student population, must be increased numerically while maintaining a student population of high academic potential. At the same time, our varied programs for adult students must continue to be characterized by the sound educational innovation for which Lindenwood has become well known.

In a time when college costs are soaring, Lindenwood can, through careful management of its resources, offer outstanding opportunities for private higher education at a cost below the national average. We must position ourselves to reach the student, traditional or non-traditional, who wants the individualized, value-oriented, academically strong college experience for which Lindenwood is noted.

To achieve this goal, it is necessary that the items on today's agenda be dealt with in a positive manner.

Lindenwood's mission and image must be sharpened. There is a need for a college like Lindenwood that conscientiously delivers educational experiences that are molded to fit the individual needs of its students. This mission must be sharpened by curriculum offerings that are responsive to changing educational needs. Only by continuing to be truly innovative can our college project an attractive image that is based on substance.

Lindenwood's enrollments must be increased. In many academic program areas we are operating at far less than optimum for our facilities and educational philosophy. We must recruit more new students and improve our retention rates in all areas.

Lindenwood's management must be improved. The proposed

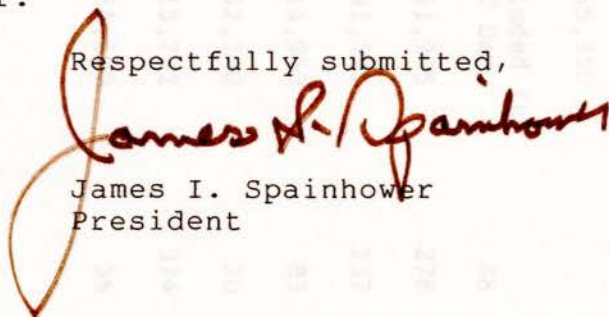
Loaned Executive Program presents the college's management an excellent opportunity to receive considerable outside expertise to help it manage our limited resources in the most effective and efficient manner possible.

Lindenwood's facilities must be improved. Solid plans must be laid, both programmatically and architecturally, to assure the development of a campus, buildings and streets that continue to meet our academic needs and that convey readily the kind of college we are.

Lindenwood's fund raising must be improved. We've done a good job in recent years of increasing gifts to the college. Ray Harmon's magnificent gift of \$100,000 and David Wilhelm's gift of architectural services points out what is possible when the challenge of what Lindenwood College can become captures individual financial commitment. To inspire others to join in this growing financial support of this grand old college is worthy of this Board's united commitment.

I look forward to working with this Board, our alumni, our Board of Overseers, our faculty and staff, and our students in pursuit of these objectives. The preservation, improvement, and expansion of the kind of education students receive at a small college like Lindenwood is essential to the maintenance of a healthy society. Let us approach what we do in behalf of Lindenwood full of confidence that ours is a worthy labor.

Respectfully submitted,



James I. Spainhower
President