

REPORT OF THE PRESIDENT
TO THE BOARDS OF
THE LINDENWOOD COLLEGES

January 21, 1974

I have enjoyed the work as Interim President of The Lindenwood Colleges, and am happy to give you this brief report of some of the most significant things that have been taking place.

STATUS OF THE PRESIDENTIAL SEARCH

Three candidates - Dr. Earl J. Reeves, Director of Urban Studies at the University of Tulsa, Dr. Craven E. Williams, Vice President of Mary Baldwin College, and Dr. Samuel H. Magill, Executive Associate of the Association of American Colleges - have been on campus for interviews by members of the consulting committees.

Dr. D. Campbell Wyckoff, Professor of Christian Education at Princeton Theological Seminary, will be on campus this week. Dr. Wyckoff says that he would like to come for interviews without commitment on his part to be a candidate. (He has had no administrative or fund raising experience.)

Dr. Lyle E. Boyles, presently Assistant Superintendent of Schools for Certified Personnel, Curriculum and Public Affairs, of the Fort Zumwalt School District, and formerly Executive Vice President and Dean of Faculties at Missouri Western College, lives in St. Charles, has had a conference with President McCluer, and a schedule of interviews will be set up for him within the next few weeks.

President McCluer has seen two other men - George F. Chapman and George S. Reuter - but no interviews are being set up.

Others who have been written but have said they do not wish to be candidates are:

Leslie H. Fishel, Jr., President of Heidelberg College
Theodore A. Gill, Professor, John Jay College, and formerly
Dean of Chapel at Lindenwood
Clifford E. Hutton, Vice President for Student Affairs,
University of Tulsa
William L. Kolb, Provost, Beloit College
Joan B. Melvin, Dean, Wellesley College
Helen A. Padykula, Professor of Biology, Wellesley College
John E. Visser, President, Kansas State Teachers College

Others who have been written:

Edwin G. Egle, Jr., Academic Vice President and Professor
of Mathematics, St. Louis University
Frederick Gieb, Sociologist, Colby College
William B. Huntley, Westminster College
Gale E. Myers, Dean of Trinity University and formerly
President of Monticello College

Brooke Sloss, Westminster College
 Richard Timmins, President, Huron College
 Larry Ter Molen, Executive Director of Development,
 Southern Methodist University

CURRENT CAMPAIGNS AND FUNDS

Long Range Planning

The various divisions in the college are continuing their attempt to define this mission and define the mission of the college as a whole. After this information is available, it will be much easier for us to approach foundations and major donors with a concise and clear picture of what our college is about. Putting the mission of our college down in writing is a formidable task, but it can hopefully be accomplished before the end of the school year.

The Student Advisory Committee for Development met once the month of October and once the month of November. In the October meeting, the committee reviewed the plans for the coming Parents' Campaign and made some suggestions. In the November meeting, the committee agreed to send the second letter to the parents out under the signature of the committee members. Some of the members of the committee also indicated an interest in helping the admissions people during the Christmas vacation.

The Planning and Resources Committee of the Board met in November. The committee heard from Mr. Smith on the present activities of the Office of Development and he presented a sketch of the opportunities in the area of estate planning. The committee recommended that a similar presentation on estate planning possibilities be presented to the full board at its January meeting by Mr. Smith.

Current Campaigns

The Parents' Fund Campaign, which was launched on October 19, 1973, has met with outstanding success this year. Up to this date, two mailings have been sent out and the total amount of dollars received is approximately \$8,200. One more mailing is to be sent in mid-January. The total compares to last year's total of approximately \$2,400, which means a substantial increase in giving over last year.

The Parents' Council, which was set up to function in a role similar to that of the Student Advisory Committee for Development, has met with limited success. Many of the parents who live in areas far from the college indicated an interest in serving on the committee, but feared that they would be unable to attend the meetings. The parents contacted in the immediate St. Charles-St. Louis area did not indicate an interest in serving on the committee, with the exception of one or two.

The annual campaign for the colleges was begun in late November. The initial mailing came out in two forms. One was directed toward the women graduates of Lindenwood and the other toward the men graduates of Lindenwood II. For the women, the first mailing included a brochure describing the needs of the college and the goals of the campaign, accompanied by a matching gift list, listing all the companies in the United States which match gifts of their employees, and a return envelope. Also included was a letter to the alumnae from Folsta Bailey Gibbons, the Vice President of the Alumnae Association and the Chairman of the Annual Giving Committee, who urged the alumnae to support their alma mater. The mailing directed toward men

included a letter from Dean Patrick Delaney, and a matching gift list plus a return envelope. Our goal for this year's campaign is \$75,000. We had hoped to secure some major matching gifts but, to date, we have been unable to do so. We also hope to increase the percentage of alumni who give to our annual campaign. In the past, this percentage has been approximately 4% to 5% of the alumni. To January 15, 1974 we have received just \$5,660 (186 donors) toward this annual campaign, but prior to this date we had received from alumni an additional \$2,700. A second mailing is being sent in mid-January, followed by two further mailings in the spring.

Conferences

On November 12 and 13, Mr. Smith attended a Newkirk conference in Chicago on deferred giving. The purpose of the conference was to review the most recent tax rulings pertaining to deferred gifts to charitable organizations and to give participants advice on setting up a program designed to encourage deferred giving.

December 3 through December 7, Mr. Smith attended a week long training seminar in Indianapolis, sponsored by the Newkirk people, which was designed to train development people to set up and administer a program of estate planning consultation. Included in the week long course were some actual presentations to Newkirk staff and a review of the basic terms and facts involved in estate planning. In addition, Mr. Smith has enrolled in the 20-week course with the Newkirk people designed to cover all aspects of estate planning. This course should be completed by him in mid-February.

On December 10 and 11 Mr. Smith attended an advanced seminar in deferred giving held in Fort Lauderdale, Florida. This seminar was designed to cover the specific problems and fine points which may be associated with tax regulations as they pertain to major gifts to charitable institutions. The conference was conducted by Mathies and Bucklin, two of the major consultants in the country on deferred giving.

Grants

Mr. Smith is continuing to work with various faculty members to try to encourage them to formulate projects suitable for outside funding. To date no specific proposal has been submitted, although Miss Janice Jackson has formulated a proposal which is presently being reviewed by the administration. None of the other faculty members with whom Mr. Smith has been working has as yet been able to complete a proposal in writing.

Estate Planning

Mr. Smith feels that after attending the last two seminars in December he has been well trained in the area of estate planning and is ready to launch an in-depth program in estate planning consultation at Lindenwood. It is hoped that such a program will prove beneficial both to the alumni and friends of Lindenwood and Lindenwood itself. The basic thrust of the estate planning consultation will be to make the alumni and friends of the college aware of the various tax incentives available to people who intend to make charitable gifts. Mr. Smith will be able to show these alumni and friends of the college exactly what will happen to their estates as they presently have provided and what could happen to their estates through careful estate planning. The comparison should be an eye-opener to all those not well-versed in the internal revenue tax consequences. He will give you more information about this later.

Gift Income

Total gift income for operating purposes for 1973-74 through January 15, 1974, amounted to \$60,597.59.

Total gift income for capital purposes for 1973-74 through January 15, 1974 amounted to \$83,844.

Total gift income through January 15, 1974 amounted to \$144,442. This compares to a total of \$85,844 for the same period in 1972-73.

ADMISSIONS

Mr. Edwin A. Gorsky has been appointed Director of Admissions. We have had had some difficulty in finding a well qualified leader for this position but believe we have now solved our problem. It is a real pleasure to present him to the Boards. We have great confidence in him and in his program. He will be helped by the Key Persons Program which has been developed by Dean Barnett and will be reported to you by Dean Barnett.

Earlier we sought names of prospective students from alumni and received an excellent response from them in giving us names of eligible students for the coming year. We have not yet secured a great number of applications from these prospects although the number of applications coming in the last few weeks in more encouraging than it had been.

Mrs. McCluer and I joined Susan Schroeder, our representative in Texas, Oklahoma, and Arkansas, in meeting with prospective students, their parents, and high school counselors in Little Rock, Fort Smith, and Oklahoma City, in November. Some of our alumni joined us and since then some of them have joined our Key Persons Program. We expect to do the same thing in Texas in February.

EVENING COLLEGE

The enrollment in the Evening College continues to increase. During the Fall Term this year there were 700 students enrolled, compared with 302 during the Fall Term last year. The total contribution to The Colleges from the Evening College for the 1972-73 year was \$21,056. This year it is estimated it will be \$102,830.

MISSOURI COLLEGES FUND

I enjoyed working the Dr. Berg in bringing up to date the time each college spends in soliciting for the Missouri Colleges Fund. I met with the Board of the Missouri Colleges Fund about a week later at which time we approved a recommendation that each college whose administration fails to put in the required amount of time soliciting be charged \$1,000 for each day not spent in such solicitation.

This group of colleges is securing approximately \$500,000 a year and it is hoping to secure \$1,000,000 to be divided among the several member colleges within the next three or four years.

SALARY INCREASES

Dr. Berg, Dr. Barnett, and President McCluer have met several times with a faculty committee in regard to salary increases for the coming year. There has been general agreement that, if possible, we should seek a cost of living increase for faculty and staff. Final decision on this will probably have to be delayed until we are further along with planning for next year and know what the enrollment will be.

SESQUICENTENNIAL CELEBRATION - 1977

The President of the Alumnae Association of Linderwood College, Marie Robb, has informed me that Nancy Orr is chairman of plans for the Sesquicentennial Celebration in 1977. I talked with Mrs. Orr about this while in Arkansas and while we have no specific plans to put before the Board at this time, I feel we should encourage them to submit plans for this celebration.

RECOMMENDATIONS:

It is recommended:

1. That the honorary degree of Doctor of Laws be conferred upon Dale Purcell, President of Westminster College.
2. That the honorary degree of Doctor of Laws be conferred upon Dan Rather, of CBS, who will be the commencement speaker.
3. That the honorary degree of Doctor of Humanities be conferred on Ross A. Jelkyl, the donor of the renovated auditorium in Roemer Hall, now known as the Ross A. Jelkyl Center for the Performing Arts.

These three men have been recommended for honorary degrees by the faculty committee on honorary degrees, but recommend that only two degrees be given.

Respectfully submitted,

F. L. McCluer
President