

REPORT
of the
PRESIDENT OF THE COLLEGE
to the
BOARD OF DIRECTORS
of
LINDENWOOD COLLEGE

March 2, 1962

It is a pleasure to make this report to the Board of Directors of Lindenwood College.

STUDENT PERFORMANCE

The number of students who were placed on probation at the end of the first semester was disappointing. While the ability of the entering class as indicated by test scores was one of the best we have had, a larger percentage of them were placed on probation than has been common in the last few years. The number winning a place on the Dean's Honor Roll was encouraging, but it should also be pointed out that there is no high correlation between low test scores and inadequate performance. The problem seems to be that of motivation rather than that of limited ability.

LANGUAGE LABORATORY

The language laboratory which was authorized at the last meeting of the Board is being installed. The examination of a number of proposals was accompanied by inquiries of colleges who had used the proposed installations, and on the basis of their recommendations and the Language Department's study of the proposals, the order was given to Dictaphone. Installation was guaranteed within 60 days, and the Library Club Room has been selected as the appropriate place for this laboratory. The furniture there will be used in the recreation room in Irwin Hall, a room which badly needs new furnishings, and in the new Admissions Office.

COMPUTER COURSE AT McDONNELL AIRCRAFT CORPORATION

Mrs. James A. Reed (Nell Quinlan), of Kansas City, an alumna and a member of the Lindenwood College Board of Directors, has made it possible for the College to offer, through the Mathematics Department, "Introduction to Digital Computer Programming with Applications" beginning the second semester of this year. Mrs. Reed feels that "the opportunities in this field are unlimited". The College considers the course to be especially significant in meeting the needs of our students in today's business world and is very grateful for Mrs. Reed's interest and support.

The new course is a specialized computer course using electronic facilities and personnel available at McDonnell Aircraft Corporation. The maximum enrollment was fifteen, with a prerequisite of three semesters of calculus.

The instructor is Mr. Fred W. Seubert, B.A., Mathematics and Physics, Washington University, M.S., Mathematics, University of Illinois, who is now connected with the automation center at McDonnell. He is assisted by Mr. Verlan Zapotocky, B.S., Mathematics, Southern Illinois University. In addition, there are three staff members of the digital operating personnel on duty during the laboratory sessions. Instruction will include use of the IBM 7090 and Fortran, automatic programming based on formula translation.

Linear algebra, vector analysis, numerical analysis, complex variable, and number theory are new courses being planned by the Mathematics Department for the coming years to take care of the varying programs of entering freshmen and to enrich the program for mathematics majors.

Professor William R. Scott, from the University of Kansas, visited the campus on January 9, 1962, as a member of the Consultant Bureau sponsored by the Committee on the Undergraduate Program in Mathematics. He discussed with the members of the staff and the Dean of the College the present program and

and the reorganization and development of an enriched program that will be put into effect in September, 1962.

On April 9 and 10, Professor Saunders MacLane, from the Department of Mathematics, University of Chicago, will be on the Lindenwood campus. He is a visiting lecturer in mathematics sponsored by the Mathematical Association of America with the financial support of the National Science Foundation.

LIBRARY BOOK LIST

The library book list which we discussed at the last meeting of the Board has been prepared by members of the faculty. Copy of the list of books we feel we need to add to the library, other than those being currently published, is attached.

ADDITION TO EASTLICK HALL

Mr. Wright was asked to estimate the cost of an additional room and garage to Eastlick Hall approved at the last meeting of the Board. Action had been approved to provide a ceiling of \$6,000 for this addition. Mr. Wright estimates that a \$7,000 ceiling would be a fairer figure. He proposed to do the work on a cost plus basis.

PROSPECTIVE ENROLLMENT

Mr. Gifford's leadership in the Admissions Office deserves definite commendation. The work under his direction is emphasizing counseling, as well as recruiting, and is, we believe, highly successful. We are running 30% to 35% higher than last year on the enrollment of new students.

INCREASE IN RATES FOR 1963-64

Since the catalog published last September is a basis for enrollment for students for the year 1962-63, no increase in rates is proposed for the coming year. It does seem wise to us to increase the rate for 1963-64 to increase our income from students and to show respect for ourselves in competition with similar institutions charging more than we are now charging. We believe it will be good public relations, as well as good business to increase the rates.

Below is a list of small colleges showing their costs for 1961-62, and 1962-63 in some cases. It will be noticed that in 1961-62 only one other college than Lindenwood charged less than \$2,000, and the same is true for 1962-63. It will also be noticed that in 1962-63 most of these institutions have made increases, and it is to be expected that many will again increase their rates for 1963-63.

College Costs

<u>College</u>	<u>Location</u>	<u>1961-1962</u>	<u>1962-1963</u>
Beliot College	Beliot, Wisconsin	\$2,100	
Bennington College	Bennington, Vt.	2,950	
Bryn Mawr College	Bryn Mawr, Pa.	2,455	
Carleton College	Northfield, Minn.	2,100	\$2,250
Chatham College	Pittsburgh, Pa.	2,290	
Colorado Women's College	Denver, Colo.	2,200	2,225
Denison University	Granville, Ohio	2,070	2,070
Elmira College	Elmira, N. Y.	2,135	
Franklin & Marshall College	Lancaster, Pa.	2,200	
Grinnell College	Grinnell, Iowa	2,075	2,210
Hobart College	Geneva, N. Y.	2,230	
Hollins College	Hollins College, Va.	2,330	2,600
Kenyon College	Gambier, Ohio	2,130	
Knox College	Galesburg, Ill.	2,200	2,350
Lake Erie College	Painesville, Ohio	2,200	2,200
Lake Forest College	Lake Forest, Ill.	2,000	2,160
Lawrence College	Appleton, Wisconsin	2,000	
Lindenwood College	St. Charles, Mo.	1,800	1,800
Macalester College	St. Paul, Minn.	1,500	1,640

College Costs (Continued)

MacMurray College	Jacksonville, Ill.	1,850	2,100
Mary Baldwin College	Staunton, Va.	2,000	
Mills College	Oakland, Calif.	2,300	
Mount Holyoke College	S. Hadley, Mass.	2,500	
Northwestern Univ.	Evanston, Ill.	2,163	
Oberlin College	Oberlin, Ohio	2,030	
Pembroke College	Providence, R. I.	2,300	
Principia College	Elsah, Ill.	2,446	
Randolph-Macon Woman's Col.	Lynchburg, Va.	2,150	
Sarah Lawrence College	Bronxville, N. Y.	2,810	
Skidmore College	Saratoga Springs, N. Y.	2,350	
Smith College	Northampton, Mass.	2,512	
Swarthmore College	Swarthmore, Pa.	2,300	
Sweet Briar College	Sweet Briar, Va.	2,400	
Washington University	St. Louis, Mo.	2,000	
Wellesley College	Wellesley, Mass.	2,500	
Western College for Women	Oxford, Ohio	2,200	2,200
Wheaton College	Norton, Mass.	2,500	2,650

LONG RANGE PLANNING COMMITTEE

The sub-committee of the Long Range Planning Committee consisting of faculty and administrative representatives has been analyzing our constituency and our holding power. While the size of the Senior Class in the last few years is much larger than it has been, much of this increase has been due to juniors coming in as transfer students from other institutions. The highest percentage of freshmen remaining to graduate in the last ten years has been 22%.

Scholastic aptitude tests given to the present Lindenwood Freshmen show that in verbal scores our students range from 263 to 751, and in mathematical scores from 260 to 617. In verbal scores the mean is 474, and the median 470; in mathematical scores the mean is 464 and the median 460. Since the average of all college freshmen in this country is about 440, and the average of freshmen entering colleges which require College Board examinations

is about 490, we conclude that we have in our present Freshman class an average group of students with some students above and some below the middle range of college students.

The results of the Graduate Record tests given recently to our present Senior class show the B.A. students to be slightly above the national average and the B.S. students to be slightly below the national average.

Studies of the grade-point averages of the students who drop out (including those who enroll elsewhere) show that we hold a somewhat higher proportion of the students who make a grade point average of 3.0 or better in the first semester of the Freshman year than we do of students who make lower grades. 36% of those who made 3.51 to 4.0 in the first semester remained to graduate, while only 17% of those between 2.0 and 2.50, and 13% below 2.0 stayed to graduate. A study of Alpha Lambda Delta students shows that 35% of them stay through graduation. It is quite possible that we make a greater effort to keep these students; if so, we might be able to keep more of those in the average grade ranges.

A statistical summary of the reasons given in the Alpha Lambda Delta replies for deciding to leave Lindenwood is significant:

- 17 because of lack of opportunity for casual dating
- 17 because of desire for sorority experience
- 12 because of lack of weekend social life
- 9 because of desire to be nearer home
- 6 because of dislike of a women's college
- 5 because of finances
- 4 because of one-man departments
- 3 to be married.

The list of institutions to which more than one member of Alpha Lambda Delta transferred is as follows:

- 8 - Oklahoma
- 4 - Kansas U.
- 3 - Missouri U.
- 3 - Texas U.
- 3 - Southern Methodist
- 3 - Nebraska
- 2 - U. of Tennessee

Implications of the data presented above are:

1. We are enrolling large classes of freshman students, whose average ability lies somewhere above the average of all college and university freshmen, and below the average of those admitted to institutions requiring College Board examinations.
2. We have a wide range of abilities in our student body though the range is less wide than in many universities.
3. We have a serious problem in holding students. We hold a somewhat higher proportion of our abler students than of those of the average and below average academic ability.
4. We lose large numbers of students at the end of the freshman year, and considerable numbers at the end of the sophomore year. We depend for our upper division enrollment on transfer students more largely than most institutions do.
5. We lose students chiefly to state universities.
6. Among those who transfer, reasons given include the isolation of the campus from men, the lack of a coeducational atmosphere, the lack of sororities, the cost of education here and travel to Lindenwood in comparison with state universities, preference for larger institutions, the larger departments and wider range of courses in larger institutions, and the isolated character of the Lindenwood campus.

The pattern of higher education in the Middle West, now and in the future, provides the background for our thinking. State and private universities, strong coeducational colleges enrolling from one to two thousand students, and junior colleges for women located near institutions enrolling men, or a woman's college for one year are preferred by young women in the income brackets from which Lindenwood draws its students. Our real competition is from state universities. Why do we find them competitive? Men are usually in a majority in these

universities; large departments are offered in all fields; campus life is exciting; fraternities and sororities are available; lower costs of tuition make possible larger expenditures in other areas; the young people of the home state are there; costs of travel are not as high when the institution is within the state of residence.

The experience of Lindenwood College indicates that our kind of college requires salesmanship to bring freshmen to the campus; the data before us suggest that to seek strong junior and senior classes here is to go against the mid-western pattern.

The next steps to be taken as recommended by this sub-committee are:

1. That the Admissions Office arrange terminal interviews with students who transfer to other institutions, and prepare a report after these interviews are concluded this spring; and also that an analysis be made of the reasons for enrollment at Lindenwood in so far as these can be determined in the light of our admissions program during this academic year.
2. That Mr. Gifford secure information from the Admissions Counselors of Lindenwood College concerning the present reputation of the College as they find it among High School Counselors and prospective students and their parents, and the outlook for the enrollment program of the college as they see it.
3. To the Curriculum Study Committee, and the Educational Policies Committee, that particular attention be given to our lower division courses. This does not mean that the attractiveness of the upper division courses is irrelevant to our holding power.
4. That while Miss Lichliter reports that the limit has been reached in our social program in terms of opportunities for casual dating, further study of the social program, and of what is needed if it is to be made more attractive to our students.
5. To the Admissions Committee, and the Admissions Office, that as the number of applications for admission to the College increases, the minimum level of test scores required be raised.

The above recommendations concern short-range steps that may be possible within the present institutional pattern. Long-range planning requires an examination of the pattern itself, an inquiry into the educational needs of women in coming years, and decision concerning the kind of institution in St. Charles which will make the greatest contribution to the future.

DEVELOPMENT PROGRAM

During the fall the President of the College has called on a number of foundations to discover areas of interest of the foundation and to acquaint its executive officer with our overall program.

A specific request for the financing of a study of the curriculum which has been undertaken by the faculty has been submitted to The Danforth Foundation. We are in process of preparing a general statement of purpose as a liberal arts college and as a college for women to submit to the Ford Foundation. A request for the purchase of library books is being submitted to a third foundation, and a request for aid on scholarship grants is being submitted to the Reader's Digest Foundation.

We hope to have a visit from a member of the staff of the Educational Facilities Foundation this spring. He has indicated his willingness to help us, if he can, in planning the science building.

A copy of a letter which has been mailed to corporation executives in St. Louis, and signed by the President of the Board, the Chairman of the Finance Committee, and the President of the College, is given below:

"The Mount Holyoke College advertisement which appeared in Fortune, October, 1961, poses a direct question to corporate managers: 'Is Education for Women Your Blind Spot?' We hope you will read the enclosed reprint and consider how important it is that corporate capital support be given to colleges for women.

"For more than a century Lindenwood College has emphasized the value of a liberal education for women. Educated women become the teachers in the homes, the churches, the schools, and the colleges. The professions (science, medicine, law) are turning to them as the nation's unused potential to meet manpower needs. To a constantly increasing degree, women are assuming positions of responsibility in the world of business.

"Lindenwood College is now engaged in a development program to provide the means for enlarging its student population and for further enriching the educational opportunities of its students. This program will be presented to business as an opportunity for capital investment.

"Because of the growing importance of educated women in business, and because of the kind and quality of education we afford our students, we hope that you will welcome the factual material that will be presented to you later concerning the work and programs of this historic and successful college. We believe this institution merits your support."

Mr. Doenges is preparing follow-up information concerning the role of women in business and professional life, and the specific planning of the college for the future.

We have received a few replies - one with a gift and one from a large corporation in St. Louis inviting us to send further material.

Mr. Doenges' office is also preparing now to send out a letter to friends of the college in the hope of securing \$200,000 in annual gifts. Favorable responses to this program will enable us to implement much of our development program in the next two years.

PROPOSED CHANGE IN THE CALENDAR

At the last meeting of the Board we discussed the possibility of operating for three terms or for two and one-half terms. In examining the scheduling of courses, we have felt that two terms of 15 weeks and one term of 8 weeks would enable us to provide a more satisfactory schedule than the tri-semester could provide. We have, therefore, discussed this possible calendar with both the faculty and the students and find enthusiasm for it in both quarters. The obvious advantages are:

1. Fuller use of the facilities we have.
2. Increased income in a single fiscal year from students.
3. The possibility of enabling students to graduate in three calendar years, thus being ready to enter graduate school earlier or to complete undergraduate education at an earlier date before marriage.

The presence of 29 mothers in our student body whose children are now in school provides evidence that this last argument is a good one.

The difficulties in establishing the new program are involved in those of scheduling in order to avoid having a new entering class in the second semester of any given year. We believe these difficulties can be met and the Registrar is scheduling all the courses we are now giving with that in mind.

A disadvantage from the standpoint of our potential patrons will be the fact that while the total cost of the undergraduate education will be slightly less than if carried over four years, it would be more than the expenditure now required in any one calendar year. This can be met by recommending to the patrons the use of Tuition Plan, Inc., which would enable them to spread the cost over a 60 month period and the Tuition Plan, Inc. would pay the College the total within the years of the student's residence.

We feel that it is not possible to add this 8 week term in the year 1962-63 as a part of the annual cost already announced in the catalog, but hope that it may be possible to offer it as an option for 1963-64 and thereafter to be included as a part of the annual program described in the catalog.

RELIGION-IN-LIFE WEEK

Leaders for Religion-in-Life Week made a deep impression upon the student body and we believe it was a very fine week for us. Visiting speakers were:

The Reverend Hubert C. Noble, D.D., General Director, Commission on Higher Education, National Council of the Churches of Christ in the U.S.A.

Miss Margaret Flory, Secretary for Student World Relations, Commission on Ecumenical Mission and Relations, United Presbyterian Church in the U.S.A.

The Reverend Harold Blake Walker, D.D., Minister of the First United Presbyterian Church, Evanston, Illinois.

Members of the staff assisted by conducting question and answer periods in the dormitories in the evenings.

USE OF TELEVISION IN HIGHER EDUCATION

The President of the College attended a conference sponsored by the Ford Foundation in Austin, Texas, recently. Twenty-six institutions who had been involved in the Ford Foundation grants for the released time of teachers were represented at the meeting. The discussions centered about the effectiveness of this medium of instruction, the acceptability of it on the part of the faculty and students, and the cost. It was an exceedingly stimulating two and one-half days.

For the small colleges interested in the use of this medium, the cost seems to be prohibitive unless the program is carried on in cooperation with other institutions.

THE CHURCH AND THE COLLEGE

The Synod of Missouri has set up a committee as described to the Board at our last meeting for consideration of standards and needs of the several colleges related to it. Dean Mackenzie represented Lindenwood College at this meeting.

The Board of Christian Education is in the process of studying ways of implementing the official statement of the General Assembly on "The Church and Higher Education". The President of the College attended the first

meeting of the committee planning this program. A small committee is to be charged with the responsibility of collecting information concerning the standards and programs of the colleges related to the church, and the Christian penetration within these institutions. Faculties are encouraged to study the official statement in regard to their institutional responsibilities.

RECOMMENDATIONS

The Faculty recommends that the honorary degree of Doctor of Laws be conferred at commencement on Arno Haack, Dean of Students at Washington University, and on Pauline Frederick, who is to be our commencement speaker.

It is recommended that the appointment of Glenn Thomas, as Editor of the College Bulletin, be approved, the cost for his services to be initiated at the rate of \$2,000 for the year. (The College issues 4 or 5 bulletins each year - 4 when we have a viewbook in addition to the catalog.) Mr. Thomas would not have responsibility for the catalog or viewbook. He will also release some news stories to newspapers.

The Administration joins the Finance Committee in recommending that the budget for the coming year provide \$410,000 for the salaries of teaching members of the staff for two semesters. This would enable us to have a schedule for ranks within the following ranges:

Professor	\$7,500 - 10,000
Associate Professor	6,200 - 8,500
Assistant Professor	5,700 - 7,000
Instructor	5,000 - 6,000

It is recommended that the Administration be authorized to secure proposals for the refurnishing of student rooms in Niccolls Hall, for the refurnishing of the second floor classrooms and offices, and the main floor classrooms in Roemer Hall, and an estimated cost for floor covering on the second floor

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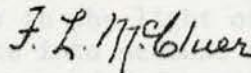
corridor of Roemer Hall, these proposals to be placed before the Buildings and Grounds Committee before the spring meeting.

It is recommended that we participate in Tuition Plan, Inc. which enables this corporation to take over the Distributed Payment Plan accounts without charge to the College.

The Administration of the College joins the Buildings and Grounds Committee in recommending that an office be placed between the present Admissions Office and Room 114, this office to be used by the Assistant to the Director of Admissions so that the Director of Admissions may have conferences in his office, this office to cost not more than \$4,000.

The Administration also joins the Buildings and Grounds Committee in recommending that the ceiling cost for the suggested addition to Eastlick Hall be fixed at \$7,000.

Respectfully submitted,



F. L. McCluer
President of the College