

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

June 21, 1962

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

COMMENCEMENT

The commencement exercises were held on Saturday, May 26. Seventy-five seniors, the largest in the history of the College, were honored at these exercises. Pauline Frederick delivered an eloquent, thought provoking address. The Reverend Dr. William A. Morrison, General Secretary of the Board of Christian Education of the United Presbyterian Church in the U.S.A., delivered the baccalaureate sermon Friday evening, May 25. Following baccalaureate there was a reception for seniors and their guests in Fellowship Hall.

PARENTS' WEEKEND

Parents' Weekend was observed May 4-6. Students presented Somerset Maugham's play "The Circle" Friday evening. Saturday morning students took their parents to meet their teachers and the administrative officers of the College in their offices. Open house was held in several departments of the College and many of them had interesting displays available. Luncheon for the fathers and men of the staff was held in Fellowship Hall, and for the mothers and the women members of the staff in the College dining room. A horse show was presented in the afternoon followed by open houses in the

dormitories and an Hawaiian Luau on the hill west of Niccolls and Cobbs in the evening. A worship service was held at the Lindenwood College Chapel Sunday morning with the Dean of the Chapel as the preacher.

The students themselves suggested that we make this a weekend to acquaint the parents with the College rather than a weekend of entertainment.

#### NATIONAL CHRISTIAN COLLEGE SUNDAY

On National Christian College Sunday the Dean of the Chapel and the President of the College were guest preachers in pulpits in the St. Louis area and approximately forty students participated in church services.

#### HONORS DAY

President Richard D. Weigle, of St. John's College, Annapolis, Maryland, was our speaker at the Honors Day program, May 3. Students who had won scholastic honors were recognized on this day.

While Dr. Weigle was here, we talked with him about the possibility of locating a second St. John's College on the 80 acres of our campus, and gave him an opportunity to meet members of the staff and to become acquainted with our facilities. He indicated that if we wished to pursue this matter, it should be presented to the fall meeting of his Board in 1962.

#### ALUMNAE ACTIVITY

The members of the Alumnae Council spent two days at the College recently. They planned the program for Alumnae Weekend in the fall, made plans to solicit alumnae for the Alice Parker Memorial Chair, and discussed the budget for alumnae activities. The Council has been successful in organizing clubs in Houston and Cleveland. Under the leadership of Mrs. K. K. Barton and

Mrs. Ander K. Orr we hope to secure larger alumnae support for the College this year.

#### ENROLLMENT PROSPECTS

Mr. Gerald Gifford, Director of Admissions, has proved to be an exceedingly valuable addition to the college staff. Although this is not a year in which there will be a substantial increase in the number of high school graduates, at this time our enrollment is well ahead of that in past years. Mr. Gifford has high standards for admission and we have turned down a great many more students than we have in past years. It appears that we shall have our dormitories filled for next fall.

#### CURRICULUM STUDY

During the year there has been a curriculum restudy program. In connection with our planning for the future, with the approval of the Long Range Planning Committee a faculty committee under the leadership of Dean Mackenzie is making a restudy of the curriculum in light of our purposes and current needs. The purpose of the study is not to "tinker" with the curriculum but to reconstruct it. All members of the faculty have been brought into the discussions. It is hoped that the study may be completed in two years. Explanation of this study is contained in the application to The Danforth Foundation for financial aid, copy of which was attached to the March report to the Board.

The Foundation has declined to approve a grant for this purpose, but commended the College for making the study. They regard it as the type of thing which a college should do for itself and have expressed interest in the future development of Lindenwood.

DEVELOPMENT PROGRAM

We feel that the literature and other mailings prepared by Mr. Doenges' office have set forth clearly and emphasized the needs of the College.

Response to solicitation made through the mail and in visits made by Mr. Doenges and the President of the College have not at this point been great.

Total gifts received during the fiscal year for capital funds amount to \$17,018.17. Slightly more than 50% of this amount was received from members of the Board. Gifts to operating funds, including the support from the Board of Christian Education and the Synod of Missouri, total \$72,301.44. Gifts placed in reserve total \$6,630.27. \$3,761.00 of this amount is held in the reserve to be paid for the furniture in McCluer Hall, and the balance is distributed in several memorial funds which will be capital assets.

The most urgent need of the College is for a laboratory building. This matter has been given priority by the Long Range Planning Committee and by the Board of Directors. It will be difficult to over-estimate the urgency of this need. If we do not have a start on a laboratory building within a short time, we shall be handicapped greatly in attracting good students interested in the natural sciences. A copy of the petition made to the Monsanto Chemical Company, which is attached to this report, will justify the above statement.

Further emphasis of this need is seen in the enrollment for the coming year. Students take beginning <sup>biology</sup> biography in the freshman or ~~sophomore~~ years.

The increase in the number of returning sophomores who were not able to take this course in the freshman year leaves us with but fifty places for freshmen in this course next fall. The course is given in eight sections. There are but 24 desks available at any one time, and with the present staff

we are unable to give the course in beginning biology to more than 200 students. We are seeking every way we can to provide additional help, but we must have an adequate laboratory building in the very near future.

The installation of the language laboratory was completed a month before the close of college, and it has proved to be a great asset to the Modern Language Department, and will be of great use in the years to come. It was not provided from development funds, but it was one of the needs the Long Range Planning Committee emphasized.

We have a special petition before the Kellogg Foundation for the library and hope that \$10,000 will be received for the purchase of additional books.

A petition similar to that presented to Monsanto Chemical Company will be presented to other foundations this month.

The following is a memorandum from Mr. Doenges to members of the Board of Directors and the Advisory Board concerning procedures we hope the Board will follow in helping with solicitation of funds:

"Lindenwood College is seeking capital gift support from 630 selected business organizations in the St. Louis Metropolitan area. To excite their interest in Lindenwood, we have prepared 3 mailings and sent them to the executives of these 630 organizations, using auto-typed personal letters addressed to the executive heads together with specially prepared material for enclosures. These 3 mailings including enclosures are a part of this report. A compilation of the 630 business enterprises and the executives addressed is enclosed for the use of members of the Board.

"In these days when industrial financial support offers the chief hope for our colleges, that 'most significant bridge' between

industry and the colleges - the board of directors - must assume a role and a major responsibility. A member of our board can interpret to his fellow businessman the needs of this College and the ways in which business and industry can meet these needs. Our well informed board members can speak with conviction words similar to those used by a trustee of Yale when he said 'American business has a direct obligation to support the independent and privately endowed colleges and universities of this country to the limit of its financial ability and legal authority; and that unless it recognizes and meets this obligation it is not properly protecting the long-range interest of its stockholders, its employees, and its customers.' For more than 100 years Lindenwood has been a part of the educational resources of the St. Louis Metropolitan area, and during these years has been linked rather closely with St. Louis; and all of this time the College has served the St. Louis area effectively. Of the 32 graduates entering the teaching profession this coming fall, 17 are employed in the St. Louis area.

"We are not going to be very successful in our hunt for capital gifts simply by mailing out 3 letters. Each of these prospect names must be cultivated by calls setting forth the quality and the work of the College and tying in the responsibility of business to assist in financing higher education.

"Some of these business enterprises have developed charitable trust plans which permit the taking of maximum tax reductions in the good years of the business and accumulating tax-free funds for charitable and educational purposes so that giving to these causes can be leveled off for the lean years as well as the good ones. The most influential

people with these corporations are usually businessmen, board members of the university or college, urging action on the sponsored cause. Millions of dollars in total have been given to the universities in St. Louis by business concerns shown on our list, and with the right approaches we can be reasonably successful in raising a substantial amount through their corporate giving. Our board members can be specially effective in our corporate fund-raising work because they have better connections with officers and directors of corporations and with persons of wealth than anyone else associated with the College. Our board members are in an effective position to give assurance to the donor that the funds and affairs of the College are wisely managed.

"We call on our board members to help in the following ways:

"Our board members, with the personal connections, contacts, friendships, business and other relations with many of the companies and officers listed, can be helpful in suggesting how some of these prospects should be approached. Our board members should be the vital link between the prospect and the Lindenwood College development program, and through participation will play an important role. The way the 'door will be opened' to a discussion of Lindenwood College - its needs and support - will spell the success of the effort. The stature of the board members and their introduction (by personal or letter contact) will develop much needed interest in Lindenwood.

"The strategy is to avoid a 'no' and to build up and sustain interest in the Lindenwood story long enough for the prospect to become fully informed as to the college - its work, its needs,

and its future. It is in the area of building up and sustaining the interest that our board members can play important roles. Their personal contact and introduction will help to sustain interest and to create the desire to investigate. Substantial gifts are only made when the prospect has completely sold himself. In all such cases the donor wanted to be associated with the program. In reviewing the list, when the prospect's name 'rings a bell' (through personal connections, contacts, friendships, business associations and other relationships), the board member should suggest how such prospect should be handled.

Some suggested approaches:

1. Directly by board member.
2. Arrange appointments by letter or by phone preparing the way for Dr. McCluer or Mr. Doenges to call on the prospect.
3. Preliminary calls to be made by Dr. McCluer or Mr. Doenges using the board member's name in order to get the 'foot in the door'. Generally this is not enough of an introduction and when used, the member must be prepared to help actively on the follow through.
4. Either Dr. McCluer or Mr. Doenges will be prepared to accompany the board member on calls.
5. When the member writes introductory letters to be mailed in advance of calls by Dr. McCluer or Mr. Doenges and prefers college stationery for a better tie-in, the



College is prepared to type suggested letters for the member's signature and mailing.

"To merit corporate gifts, active personal participation by the board members is necessary to command attention and interest. While our effort is not a 'crash' program, it is important that each prospect be solicited as quickly as possible or we shall lose the influence of the literature with which the prospect has been supplied. It is important that each prospect be considered a challenge. In order to be successful on this program, Lindenwood must present its strongest appeal for interest and participation through influential working leadership by its board members to the listed prospects able and disposed to give.

"We want you to:

- a. Check carefully the attached list.
- b. Check off the names in which you are interested, and/or want to contact.
- c. Enlarge on background information for our files. In most cases our information consists of the name of the executive head, the corporate name, and the business address. Any additional background information will be helpful for our files and our future development program.
- d. Suggest approaches to the checked prospects.
- e. What can Dr. McCluer and Mr. Doenges do to help you?
- f. Indicate your preference to make the approach directly.

"The list fastened in the black cover is for your records. The stapled one is for the purpose of making notations and returning to the College. This will enable us to check back with you if other board members are interested in the same name. When this happens, those interested will be contacted to determine strategy."

INCREASE IN RATES FOR 1963-64

A comparison of the rates being charged by Lindenwood College with those being charged by similar institutions was submitted to the Board at the March meeting and is repeated below:

<u>College</u>	<u>Location</u>	<u>1961-1962</u>	<u>1962-63</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
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.	2,153	
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

We have discussed this matter repeatedly with the Long Range Planning Committee and with the administrative officers of the College. They all believe that it would be good business and good public relations to increase the base rate to \$2,000 plus \$32.00 student activity fee for 1963-64. This would increase the income by \$128,000. This would enable us to increase our grants-in-aid so that we would not eliminate the students who cannot pay the full amount, and have an added income for additional expenditures of at least \$100,000.

We also discussed the possibility of increasing the tuition for day students from \$460.00 to \$700.00. This would be substantially less than we are charging resident students and substantially less than other institutions are charging day students for tuition.

#### THE STATEMENT ON THE CHURCH AND THE COLLEGE

The statement on the Church and the College, approved at General Assembly in May, 1961, has been the subject of discussion and study among the Presbyterian related colleges. The Synod of Missouri has set up a special committee to study this report and to review the work of the Presbyterian Colleges in Missouri.

The Presidents of Lafayette College, Hastings College and Lindenwood College have been appointed by the Nexus Committee, of the Presbyterian College Union, to draw up a Set of Standards to be presented to the

Counseling Committee of the Division of Higher Education of the Board of Christian Education in October with the hope that a brief Set of Standards may be submitted to General Assembly next year.

#### RECOMMENDATIONS

It is recommended that the following new appointments to the faculty, subject to approval of the Faculty Committee, be approved:

Walker Edwards, Associate Professor in the Division of Social Sciences, at an annual salary of \$7,500.00. A.B., University of Denver; A.M., Stanford University; graduate study towards Ph.D., University of Colorado.

C. R. Keizer, Professor and Chairman of the Department of Chemistry, at an annual salary of \$10,000.00. A.B., Hope College; M.S., Ph.D., University of Illinois. To replace Dr. Helen Bedon.

John B. Little, Professor and Chairman of the Department of Music, at an annual salary of \$9,000.00. B.Mus., Southern Methodist University; M.M., and graduate work on Ph.D. at Eastman School of Music. To replace Dr. Kenneth Kincheloe.

Nancy Turner Richardson, Instructor in the Department to English, at an annual salary of \$5,600.00. A.B., Wellesley College; thesis pending for M.A. degree in English Literature from Washington University. To replace Mrs. Phyllis Rice.

Peter L. Simpson, Assistant Professor in the Department of English, at an annual salary of \$6,000.00. B.S., M.A., St. Louis University. To replace Mrs. Mary Christianson.

The Administration joins the Finance Committee of the Board in recommending adoption of the proposed budget.

The Administration joins in the recommendations of the Buildings and Grounds Committee and the Committee on Dormitories.

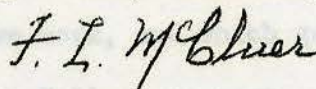
The College has not been in a position to set up a program providing for leaves of absence, or what is commonly known as a "Sabbatical leave plan".

It is recommended that we announce to the faculty in the year 1964-65 we shall

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include in the operating income a sum equal to one-half of that of a professor who may be granted a leave, plus \$1,000 to be granted to a member of the faculty over 60, the beneficiaries of these grants to be recommended by the Dean and the President in accordance with the provisions of the policy presented for consideration last year. Copy of that policy is attached to this report.

Respectfully submitted,



F. L. McCLUER  
President of the College

Encs.

1. Purpose. The purpose of the sabbatical leave is to provide the faculty member with an opportunity to engage in study, travel, and rest without those pressures which accompany his regular teaching responsibilities. The leave of absence is not to be viewed primarily as a reward for having served a period of time at the College, although it is granted as a consequence of such service. Rather, it is an opportunity to refresh one's self intellectually and spiritually so bring one's self up-to-date through reading and study in areas where the daily pressures of the classroom have not permitted systematic and sustained attack on this personal problem of the academic and to initiate or complete a piece of scholarly work consonant to one's professional interests or otherwise to seek professional stimulation. It provides the opportunity to renew one's self so that he may return to the College refreshed and better able to contribute to the maintenance of a vigorous intellectual climate on the campus.

Although a plan for leaves of absence with pay should not be considered a luxury, it should be recognized that such leaves are expensive and that they place additional demands on the relatively limited funds available for the