

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

October 24, 1952

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

ENROLLMENT

Three hundred and twenty-five (325) students and twenty-three (23) special music students are in college at this time. One hundred and eighty-four (184) students are members of the freshman class. It is a good class and the students are undertaking their college work in good spirit in spite of the fact that one of the freshmen disappeared from campus after a week of college and was not found until ten days later. She was found living a block from her home in Wichita, Kansas, with her husband with whom she had eloped.

Fifty-one percent (51%) of these freshmen were in the first quarter of their high school classes. Within the student body are twenty-five daughters of teachers and five daughters of ministers. Many religious groups are represented but the predominant ones are Methodists, Presbyterians, Episcopalians, and Baptists.

A week of orientation was arranged for entering students during which faculty and upperclass counselors sought to prepare the students for wise registration, successful study, and happy community life.

The enrollment in the freshman class represents a twelve percent (12%) increase over the freshman enrollment last year. The total increase was 5.17% over that of last fall. This is a disappointment to us both because facilities of the college will enable us to handle effectively a larger enrollment and because our budget had

been based on the assumption that we would maintain during the summer the percentage increase which was projected on the basis of enrollments last May at which point we had a twenty percent (20%) increase over the corresponding date of the previous year.

We do not have final figures for the nation but it appears that there will be a decrease in the total number of students enrolled in colleges and universities again this year. Last year the over-all decrease in the nation was almost twelve percent (12%) and it is estimated that it will be five percent (5%) this year. Complete data are not available but in the association of colleges in the upper Mississippi Valley, consisting of Carleton, Ripon, Knox, Monmouth, Cornell, Grinnell, etc., Coe is the only one to show an increase, all the rest having a decrease in enrollment. At the University of Missouri the decrease is seven percent (7%). Of the four four-year colleges for women in our neighborhood, Lindenwood is the only one that shows any increase. Milwaukee-Downer reports a decrease, Rockford a decrease of five percent (5%), and MacMurray a decrease of eight percent (8%). Among the junior colleges for women in the area, Monticello and Stephens report decreases, and Christian and William Woods report increases. We are nevertheless disappointed with the results for the year and are making strenuous efforts to secure more satisfactory results another year.

#### STUDENT LIFE

Students seem to be undertaking their class work seriously and the leadership on the campus for the most part has been unusually good. The Student Christian Association has arranged for meetings of some discussion groups in homes in St. Charles among staff members and friends of the college.

The new Social Director appointed last spring is Miss Dorothy Matthews, of Sikeston, Missouri. The students are enthusiastic about the work which she is doing. The first free week-end of the year she had more than three hundred men

from Westminster, Rolla, Washington University, and the University of Missouri on campus. They came Saturday afternoon in time for a street supper, and after supper they participated in a square dance in the gymnasium, or the usual social dancing in Cobb's Hall, and then had a marshmallow roast beside a bonfire at 11:00 in the evening. The following week-end about fifty students went to Rolla for a dance and one hundred to Westminster where they were entertained at the fraternity houses. The next week-end a similar migration to the University of Missouri for the S.M.U. game and dates in the evening attracted many of our students. Miss Matthews has something planned for every week-end up to the middle of January, which is just prior to examinations. We hope that the work which she is doing which has been so happily received by the students will help us hold those who leave us because there are not sufficient men around.

#### PUBLIC RELATIONS

Mrs. Donald Bryant, Director of Public Relations and Alumnae Secretary, has, I believe, been doing extraordinarily fine work. New alumnae clubs have been organized and a few of them are actively working to help us enroll new students. For the first time since I have been at the college, clubs at a distance sent representatives to our Founders' Day program.

Our Enrollment Counselors report that the stories that Mrs. Bryant has sent to newspapers throughout the area that we serve have been printed in large numbers and have been attracting attention. For the second time within one year the St. Louis Post-Dispatch has carried a full page in the rotogravure section of the Sunday paper about Lindenwood. The newspapers in Oklahoma City, Dallas, Fort Worth, Omaha, and Nashville are among those who have carried pictures of the entering freshmen from the area with stories about Lindenwood.

The concert program this year will include three alumnae guests. One is a pianist, one is a vocalist, and one is a dancer with her own dance group. You will receive notice of the dates of our programs and it is hoped that some members of the Board will be present, especially for the programs to be given by our alumnae.

Last week there was held on the campus a one day workshop for counselors of high school seniors who are planning to go to college. Dr. E. R. Page was the featured speaker in the morning and panel discussions followed a tour of the campus in the afternoon. The tour was conducted by senior students. Those present for the conference, which was described as a great success, included a half dozen patrons of John Burroughs and representatives of the admissions staffs of several colleges.

The Founders' Day program on October 16 was attended by a large number of alumnae who were here for the convocation at 11:00, for luncheon, for the pilgrimage to the cemetery, and for the reception in honor of Dean Nickell at the President's home in the afternoon, Dr. Clarke, President of the Board, was present to participate in the convocation. Dean Nickell delivered the principal address, a copy of which will be mailed to you. Dr. Parker spoke briefly at the cemetery.

#### FOOD SERVICE

With the retirement of Miss Foster last spring, we were faced with the problem of securing a new dietitian or making some provision for the maintenance of food service. We made an effort during the spring months and early summer months to find a satisfactory person and finally entered into a contract with Crotty Bros., a food service company serving dining rooms and cafeterias for business organizations and college. The company sent Mr. Carl House, who has been director of the food service in two college dining rooms and was recently at a women's college in Washington, to be Director of Food Service at Lindenwood. He is doing good work. There has been an unusual amount of favorable comment on the food from students and staff members. Mr. House is doing a splendid job of buying and so far we are living within the budget for the dining room.

FACULTY

In spite of the loss of two very strong persons in Dean Eunice Roberts and Miss Elisabeth Watts, I believe we have the strongest faculty this year that we have had in the college during this administration.

Dean Roberts has been replaced by Dean Paulena Nickell, about whom I have written you. Dr. Theodore A. Gill, whom we have been trying to employ for two years, has accepted appointment as Chairman of the Department of Religion and will begin his work in January. Miss Mildred Fischer, who succeeds Miss Watts as head of the Art Department, is an artist of wide reputation and a successful teacher. Miss Sophie Payne Alston, who comes to the Home Economics Department, gives promise of being able to make this department what it ought to be in a women's college.

Dr. Alice Parker is working over-time to take care of such academic counseling of students as is needed until Dean Nickell takes up her residence at the college. Dr. Parker's work as Acting Dean is being done well and, of course, she is doing more work than she could undertake permanently with her teaching. Dr. Parker has recently been awarded a Winifred Cullis Lecture-Fellowship by British-American Associates for a lecture tour in England next year. She will leave in the summer and should the Board approve a leave for her will not be present during the fall semester.

Miss Alice Linnemann, Lindenwood emeritus professor of art and first head of the Art Department at Lindenwood and who served at one time as Acting President, died on September 27 and was buried in the St. Charles cemetery.

RELATIONS WITH THE CHURCH

Our Board of Christian Education has asked us to indicate needs of the college in the way of remodeling buildings or new buildings that we should like to have in the next five years. I have suggested to them that we need a chapel at an approximate cost of \$500,000, remodeling of some of the older dormitories at an approximate cost of \$300,000, enlargement of the gymnasium and a new swimming pool

at an approximate cost of \$150,000.

It is reported that the gifts to the work of the Board of Christian Education have shown some increase to date. Our fall meeting of the Board will be held in November and the President of the college will attend this meeting.

St. Louis Presbytery held its September meeting at Lindenwood College. The St. Louis Presbytery, along with the other Presbyteries of our Synod, voted approval of the request of the church related colleges for gifts from the churches amounting to \$1.00 a member in addition to the regular benevolent budget of the churches. With the approval of each Presbytery, this program is being taken up with the churches directly by the four Presbyterian colleges in the State. Any gifts received as a result of this effort will be divided equally among these institutions.

At the last meeting of Synod it was voted to extend for a year the time in which Lindenwood College might make its campaign for funds for a new chapel building. This campaign, you will remember, was approved a year ago but it seemed unwise to launch the campaign at that time. Many of the churches feel that the Capital Funds Drive by General Assembly will be concluded by January 1 and any time after that we can organize and launch our effort. Lindenwood is the only church related college in Missouri without a separate chapel building and one of the few Presbyterian colleges in America without a chapel.

Synod also approved our request for an Advisory Board, as each member of the Board has been notified, electing the following members to the Advisory Board and leaving the responsibility for filling the other seven places to the President of the Board and the President of the College:

Term of Office 1952-57 - Mrs. James A. Reed  
Mrs. James T. Robison

Term of Office 1953-58 - Mrs. Horton Watkins

COOPERATIVE APPEAL TO CORPORATIONS AND BUSINESS ORGANIZATIONS

The Missouri College Joint Fund Committee has approved Articles of Agreement drawn up by Mr. Thomas H. Cobbs as a basis for incorporation. The Articles of Agreement are now being signed by members of the Board of each college and by the College Presidents and the petition for incorporation will be filed as soon as these signatures are in hand.

In the meantime, at a meeting of the Presidents of the eleven colleges cooperating it was voted to employ Mr. Horace A. Demarest, who has recently completed a campaign for Culver-Stockton College, as Executive Secretary of this committee. He is to give his full time to solicitation of business organizations and corporations in behalf of the Missouri College Joint Fund Committee. A budget of \$24,000 for the year has been drawn up and this effort is to be continued until February 1 at which time we are to decide whether or not to continue it. The proportionate share of each institution for the effort to that date will be between \$500 and \$600 in case no money at all is raised.

BUDGET

Attached are some proposed revisions of the 1952-53 budget. These revisions grow out of the change in income due to the enrollment and some suggested reductions in expenditures in various items as a result of this decrease in income.

The change in the budget item on faculty salaries includes the salary of the new Professor of Religion for one-half year, and the salary of the additional teacher in the secretarial courses authorized by action of the Board last May.

There may be some additional income the second semester from new students. A few new students are now enrolled for the second semester and we hope to secure others but we have included no estimate of this in the proposed revisions.

Total income from the operation of the college and from endowment as we have estimated it will be \$66,435 less than the estimate made last spring and the total disbursements will be \$3,558 less than was estimated last spring. This would leave us a loss for the year of \$20,561 after we have used all of the income from the operation of the college and all of the income from the endowment. We have been over the budget carefully and feel that an attempt to wipe out this loss by chipping away at expenditures necessary to the effectiveness of our work or to the protection of our property would be unwise. It seems clear that the only way in which we can operate the college within the total income for three hundred and twenty-five students is to make a cut in personnel and a corresponding limitation of course offerings.

Attached too are some figures taken from the annual audits showing the gain or loss for the last ten years. This figure shows that from 1942-43 through 1949-50 the college had gained \$585,273 and that in 1950-51 and 1951-52 it had sustained a loss of \$121,614. These figures also show a great increase in the costs of operating the college from 1942-43 to 1948-49, <sup>and</sup> a sharp reduction in operating costs in 1949-50. These increases in costs have been due in a large part to the increase in the costs of the payroll and in the increase in the costs of maintenance. The faculty salaries, for example, amounted to \$91,847 in 1942-43 and went up to \$187,647 in 1950-51. There was a reduction in the total expenditure for faculty salaries in 1951-52 as a result of reduction in staff due to our lowered enrollment.

The College Survey Committee employed by our Board of Christian Education has set up certain financial principles, as they call them, by which they judge the colleges. They are:

1. Income from tuition should be expended for instructional expenses. By instructional expense, they mean faculty salaries and instructional expenses. Our faculty salaries and instructional expenses this year will amount to \$187,754, which is about \$1,000 more than we are taking in from student fees (if we figure tuition at \$600 which is the figure the auditor suggested last year when we made our report to the Board of Christian Education).



2. The second principle is that educational and general expense, exclusive of instructional expense, should be financed by income from endowment and gifts for operating expenses.
3. Auxiliary enterprises such as the dining room, the bookstore, and the tea room should be operated on a non-profit basis carrying all expenses applicable thereto.

Other principles are: (4) faculty-student ratio should be at least as low as 1 to 20, (5) faculty salaries should equal the median salary paid in the area, (6) all scholarships should be financed from endowment funds or gifts for scholarship purposes.

The committee estimates that 15% of the income of the college should come in annually from gifts. Not many of our Presbyterian colleges have that kind of support but most of them have a larger percentage of income in gifts than Lindenwood is now securing. Everywhere I go I find Lindenwood is respected and among Presbyterians there is great good will for it. Presbyterians are proud of their colleges but there are more Presbyterian young men and women in tax supported institutions than in Presbyterian colleges. Presbyterians believe in Christian education but they are not now investing generously in their colleges which are providing higher education that is Christian. Perhaps a more strenuous appeal should be made from the colleges themselves or from ministers in our churches.

#### RECOMMENDATIONS

It is recommended that the following appointments to the staff be approved:

Paulena Nickell, Dean of the College, at \$6,700 annually and meals in the college dining room.

Sophie Payne Alston, Professor and Chairman of the Department of Home Economics, \$4,000 annually.

Dora C. Arney, Instructor in the Department of Physical Education, \$2,800 annually.

Charlotte Clutterbuck, Assistant Professor and Chairman of the Department of Secretarial Science, \$3,800 annually.

Mildred Fischer, Associate Professor and Chairman of the Department of Art, \$4,000 annually.

Theodore A. Gill, Professor of Religion and Dean of Chapel, \$5,000 annually and living quarters.

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Rosetta Palmer, Instructor in the Department of Secretarial Science, \$3,000 annually.

Dorothy Matthews, Director of Social Activities, \$1,350 annually.

Shirley Anderson, Enrollment Counselor in Oklahoma and Kansas, \$3,000 annually.

It is recommended that the administration prepare a program for the use of students who apply for grants-in-aid to work for these grants in the dining room.

It is recommended that the honor scholarships be reduced to \$100 in value.

It is recommended that a careful study of the faculty personnel be submitted to the Faculty Committee of the Board in order to determine if the number on the staff should be reduced for 1953-54.


It is recommended that Dr. Alice Parker be given a leave without salary for the first semester of 1953-54 in order that she may accept the travel lectureship in England which has been offered her.

It is recommended that Dr. Alice Parker be paid \$500 in January for her extra work as Acting Dean this fall.

It is recommended that if a campaign for a chapel is to be pressed this spring, a committee of the Board be set up immediately to work with the President of the college in organizing the campaign.

It is recommended that the members of the Board and the President of the college make an effort in a quiet campaign to secure gifts to cover the estimated loss for the year's operations.

Respectfully submitted,



F. L. McCluer, President  
Lindenwood College

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Encs.