

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

May 18, 1951

I am happy to submit this report on the work at Lindenwood College this year.

STUDENT ACHIEVEMENT

From the standpoint of student achievement in campus activities and in the classroom, this has been an extraordinarily satisfying year. The record as reported to you at the end of the first semester appears to be maintained during the second semester.

The college newspaper, "Linden Bark", which is put out under a plan of rotating the editorship, has received an All American Award by the Missouri College Newspaper Association.

The water pageant put on by the students in swimming and participated in by approximately fifteen students was an outstanding performance. The show was repeated so that many would have an opportunity to see it.

The choir enjoyed a successful tour and is regarded on the campus as one of the best choirs we have had in recent years. The recent vesper concert by the choir and by the orchestra was a musical achievement of great merit.

Monika Deinhardt, a student from Germany, who has been studying piano since her childhood gave her first public recital at Lindenwood this spring. Dr. Thomas, head of the Music Department, says, "She played with great confidence and authority. Technically she has grown in skill and power. She played with much poise, always presenting the music in character with it's original style;

namely classic, romantic, or modern as the music was so classified. Her tone was always musical, never harsh or hard. There was wide tonal variety, depth of expression and poetic feeling. When brilliance was called for, it was there; when delicacy was in order, it, too, was present. It was an extraordinary demonstration of artistic performance. A teacher entrusted with the development of pupils is a fraud and deceiver when he falsely encourages a student. He is also untrue to his responsibilities if he fails to declare his true evaluation of exceptional gifts when they are made evident. Monika's gift from God is far beyond talent. It is the five talents mentioned in Matthew, chapter 25, verse 15."

Students who are majoring in music have appeared in recitals on Tuesday afternoons throughout the year.

Students in home economics have presented three fashion shows, one in St. Louis in cooperation with Stephens, Washington University, and Carnegie Tech. First place for an original design was won by a Lindenwood student.

Students in the Art Department have conducted classes in art for elementary school children. The public school system regards their service as a great contribution to the public schools and it has been a helpful experience for our students.

One of our students, Joan Kirchherr, who was one of Lindenwood's representatives in the Washington Semester program was cited by the director of the program for her outstanding achievement in her special project.

A junior student majoring in radio work was elected to be regional representative of the Intercollegiate Broadcasting System in the central states area.

Under the sponsorship of the St. Louis Junior Chamber of Commerce a contest was held to select a candidate from Missouri who would appear at Atlantic City in the "Miss America" contest late this summer. It is a talent and personality contest. Miss Carol Romann, a junior at Lindenwood College, was named "Miss Missouri" and will represent the State at Atlantic City. There will be fifteen substantial scholarship awards won in the final contest. As a result of winning the State contest, many opportunities have been opened to Miss Romann, including a television program in which she appeared with Mr. Harry Farberman, of the St. Louis Symphony Orchestra.

The group of students from other countries have made at least fifty appearances before church and community groups and service clubs during the year. They have been accompanied on these trips by Mrs. McCluer, or Dean Roberts, or some member of the faculty.

The Student Christian Association was active throughout the year and contributed significantly to the religious life of the community. Again this year four seniors were selected by the faculty to lead our regular worship services on Wednesday mornings. Each of them gave us a very fine service.

Work in the Department of Speech and Dramatics has been one of the strong features of the college program since Mr. Douglas Hume was added to the staff four years ago. This year, however, the students in dramatics seem to have reached a peak in their achievement under his direction. The week-end on which the parents of the students were invited to the campus a play entitled "The Whirlwind Passeth", written by a member of the senior class, Helen Parks, and directed by another member of that class, Dorothy Hall, was presented in Roemer Auditorium. The play and the interpretation of it by the students was of

professional quality. Other plays produced during the year under the direction of Miss Joy Hellwig, a junior, and Miss Carol Greer, a senior, were also noteworthy.

Students who graduate with honor at Lindenwood are required to complete work of special projects to be approved by an Honors Council. Some of them have been described by visitors as being equivalent to masters' theses. This year we had an unusually large number of seniors who became candidates for graduation with honor and completed honors projects of real merit. The candidates for honors and the subjects of their study are:

Margherita Baker (Senior)

A study of the effects of various phyto-hormones on the fission rate of peremecium.
Under the supervision of Mr. Grundhauser

Jennifer Sullivan (Senior)

A study of the effects of dyes on the growth of tumors in mice.
Under the supervision of Mr. Grundhauser.

Betty Jack Littleton (Senior)

A critical study of poetry, poetics, and principally, the writing of a book of poems.
Under the supervision of Dr. Elizabeth Dawson

Patricia Underwood (Senior)

Double project.

1. A study of the concept of liberty.
2. A critical study of the short story and the writing of five to ten short stories.

Under the supervision of Dr. Clevenger and Dr. Sibley

Mary Ella Bemis (Senior)

Some problems in the foreign investment of United States private capital in the contemporary world situation.
Under the supervision of Dr. Moore.

Kathryn Lewellen (Junior)

A study of zirconium phosphate, a coagulant in the analysis of colloidal solutions of proteins.
Under the supervision of Miss Lear.

Nancy Starzl (Junior)

A problem involving the investigation of the relationship of water content to the survival of bacteria subjected to ultra-rapid cooling.
Under the supervision of Mr. Grundhauser.

Six of the seniors will go on for graduate or professional study.

The President of the class, Patricia Underwood, has been admitted to the Law School of Cornell University, and Jennifer Sullivan has been admitted to the Graduate School of the University of Minnesota, the Department of Anatomy, and has been awarded a \$1,000 fellowship by the University.

Among the significant conferences on the campus initiated by the students was that sponsored by the International Relations Club which was attended by delegates from a dozen other institutions.

These achievements which have been pointed out are made against the background of the best average marks for the entire student body of which we have a record at the college. Some students have not done their best but, on the whole, at a time when students generally are restless and on many campuses not keeping performance up to former standards, the achievement of the student body at Lindenwood is a source of pride for all of us who are at work at the college.

In accepting responsibilities for student government, the leadership of the student body has also made the year an exceptionally good one. They are now discussing in the Student Council and among the students an extension of the Honor System and an extension of student government in the dormitories.

FACULTY

The achievement of the students is, of course, in some measure a reflection of the skillful service of the faculty. Faculty morale has been good. The faculty meetings throughout the year have been of constructive help to the work of the college. They meet twice each month and one meeting is devoted to discussion of some academic problem or college policy or to the work of a department. The other meeting in the month is a business meeting. At the professional meeting, subjects discussed have been "The Place of Religion in a Church Related College", "Ways of Implementing the Fundamental Purpose of the College as a Christian Institution", "Purposes of the Department of Biology and Relationship of the Courses in the Curriculum to these Basic Purposes", etc.

Members of the faculty have been active in cooperation with their colleagues throughout the nation. Miss Nelson, of the Department of Secretarial Science, is a member of the commission to evaluate the work of this field in the St. Louis public schools. Miss Boyer is Chairman of the Radio Division of the State Teachers' Association. Dr. Alice Parker is retiring as President of the State Division of the American Association of University Women after two years of service and Dr. Sibley is retiring as Secretary of this group this spring. At the Conference on the Teaching of Humanities in St. Louis, Dean Roberts was a member of one of the panels and Miss Watts, Chairman of the Department of Art, chaired one of the meetings and addressed the group. Miss Hankins and Dr. Hayes had other responsibilities at this conference. Mrs. Croft planned and directed a Marriage Conference which was of great significance for our students and for others who came from nearby colleges. Miss Boyer's Radio Clinic again won the praise of professional radio men in the area. Dr. J. B. Moore,

of the Department of Economics, has had an article prepared during the year accepted for publication, and three members of the faculty have pursued research projects during the year.

The Educational Policies Committee of the faculty is meeting frequently. It is now studying degree requirements of Lindenwood as compared with degree requirements of other colleges and curriculum offerings now included in our program.

Dean Roberts was elected as a member of the Board of the American Association of Academic Deans and will serve on this Board for a period of three years. Dr. Conover has given a course at the Couples Club of Second Presbyterian Church and has been active in the affairs of the St. Louis Presbytery and also in the men's activities of the local Presbyterian church.

Members of the staff have been increasingly interested in participation in the life of the community and the church work of the community although it seems to me that we may expect larger participation in the future.

PUBLIC RELATIONS

The college has received a great deal more newspaper publicity this year than in previous years of this administration. One bulletin board at the college is filled with news items from the St. Louis press much of the time, and stories of individual student achievement have been sent to the students' home papers throughout the year. The Marriage Conference and campus scenes in color have attracted full pages in metropolitan papers in St. Louis and Des Moines. Publicity remains, however, a genuine problem for the college since the director of our news service is a part-time employee.

We believe relations with patrons have been good. A great many of them were present for our Parents' Day program consisting of a play, May Day program, and a worship service Sunday, May 6, at which the President of our Board of Directors delivered the sermon. It was a powerful sermon and was a lasting service to those who heard it. We received a great many requests for copies of it and with Dr. Clarke's permission, we shall print the sermon in a forthcoming issue of the Lindenwood Bulletin.

Letters have gone to everyone of our graduates and to everyone of our alumnae clubs in asking their aid in enrolling new students. A club in Indianapolis has been reactivated, as has a club in Tulsa. A few clubs have regular meetings and show a great deal of interest. Others meet only when someone comes from the college and brings the program. St. Louis, Kansas City, and Los Angeles clubs make contributions in the form of scholarships. The response to the spring roll call has been disappointing but we believe that persisting in the effort to get former students of the college in the habit of making an annual gift to the college will yield results.

The interest of churches has been sought through letters from the President's office and through contacts with men's and women's organizations in the churches by various members of the staff. Students and staff members have accepted many invitations to appear before church groups.

ENROLLMENT

Our enrollment fell off 14.3% last fall. We had 303 students on October 1. The second semester we had a further reduction which was not overcome by new students, leaving us a net of 284. For the current year this decrease presents a serious financial problem since it means that in making our budget for the year we have over-estimated our income.

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The possibility that we shall have difficulty in increasing our enrollment within the immediate future is perhaps even a more serious problem. There are 800,000 fewer young people between the ages of 18 and 21 in the country today than there were in 1949 and there will be close to 900,000 fewer next year. This decrease in the number of prospective college and university students coupled with early marriages brought on by the war situation and with inflation poses a serious problem for the private colleges. The careful study of this problem over a six year period made by Dr. Potthoff, of the University of Illinois, is probably representative of the area from which we draw our students. You will be supplied with a copy of this report later with some comments.

Analysis of this situation has been presented in the Bulletin in an effort to secure from the friends of Lindenwood throughout the country the help that will enable us to bring our enrollment up even when the trend is downward. We have received some active help from alumnae and from a few churches. Generally speaking, however, contact with most of our prospective students is initiated by the college and its Office of Admissions.

This is not a situation which frightens us but one which should lead to persistent effort to get our constituencies in the churches and among the alumnae to give us greater help. About one out of every twelve Presbyterian college students in a college or university is found in a Presbyterian college in spite of the fact that the Presbyterians have strong institutions scattered over the country.

Mr. McMurry is, I believe, doing an excellent job of directing our admissions effort. He is keeping in close touch with his Enrollment Counselors in the field and is also maintaining contact with students who have already made application in the hope that we will not have the cancellations we have been

having in other years. We have more freshmen enrolled now than we had last year at this time and slightly fewer upper classmen although the percentage of upper classmen (43.6%) who have rooms reserved for next year is somewhat higher than it was last year (33.6%). We are encouraged to hear that the conversation among students in the dormitories is that they are going to return to Lindenwood rather than "Where shall I go?"

Mr. McMurry feels that we should have a more attractive, and probably a more expensive, viewbook and that we ought to supplement our enrollment efforts with departmental bulletins. This will not be possible under the budget that is being proposed unless a substantial reduction is made in the number of pages in the viewbook.

Mr. McMurry believes, and I share his opinion, that we shall have slightly more than 300 students on campus next fall but we realize it is difficult to make a prediction that this will be the case when the trend seems to be for reduced enrollments again next year.

FINANCIAL SUPPORT

There is evidence that there is a growing interest of Presbyterians over the country in the problem of their colleges. We are able to budget, on the basis of action already taken by the Board of Christian Education of the Presbyterian Church, U.S.A., almost three times as much support from this Board as we have been receiving, our portion for next year amounting to \$8,116.

This year we have received a few gifts from Presbyterians apart from that which came to us through the Board of Christian Education. It may very well be that by spirited effort on our part we can secure substantial increase in gifts from individual friends. There is a feeling, however, among the constituency of Lindenwood College that the college endowment is adequate. Dr. Robert M.

Hutchins, of the University of Chicago, concluded a letter that he recently wrote to alumni with a quotation from Seneca, "Our forefathers have done much but they have not finished anything." Our friends need to realize the truth of this statement.

The college is better established than most of the small colleges of America and there probably are only three or four in the Presbyterian connection that are as strong financially as Lindenwood, but if we are to meet the challenge that is before us as a Christian college, we must find further financial support.

The alumni gifts to operations to privately supported church related colleges have grown rapidly since 1940 in many institutions. Our own program of appeal to alumnae has recently been inaugurated and response has been somewhat disappointing. It would seem to be wise to complete an organization which will make greater use of the alumnae chapters and of the graduating classes in soliciting contributions of their friends to the Alumnae Fund.

We probably should not be discouraged by the size and number of gifts received to date since this is just the third year in which the alumnae have supported such gifts. So far this year 130 alumnae have responded to a letter of the President of the Alumnae Association asking for contributions to the Alumnae Fund. Total contributions of these gifts amount to \$1,439.00

The church related colleges of Missouri are making an appeal to corporations for the support of church related colleges which we hope will bring an early response and an increasing support. At a dinner to be held in St. Louis on May 28 and which is to be sponsored by Mr. Howard I. Young, Mr. Paul B. Jamison, and Mr. Clark Hungerford, I shall present the claims of these institutions for the support of corporations, and later in the year a similar meeting will be held in Kansas City. Each of you will receive a copy of the literature to be left with the guests at this dinner.

Some of the comments about the difficult times for private colleges which are before us for the next couple of years seem to me to be a little frantic. This is not a time for us to lose faith in these institutions and to be panicky about the future. Rather it is a time when we should make careful examination of our own academic program, and our plant operations, and effect at once all economies which do not impair the program of the college. We may be strengthened by this self-examination.

It is a time too to place the claims of this type of education before our own constituency and before the American people. At Lindenwood we must see to it that the excellence of the work done in the classroom and the dedication of the community to the Christian way of life may reveal the vital necessity of the continued prosperity of our institution and the enlargement of its service.

We have not yet received the copies of the report of the visitor who examined the college for the Survey Committee of the Presbyterian Board of Christian Education. We have received a confidential statement attached to the report on Westminster College which deals with the situation in Missouri.

Excerpts from that statement which are significant for us follow:

"While at Westminster the surveyor explored the possibility of a coordinate college located at Lindenwood. In my opinion, barring extreme enrollment losses, this couldn't be brought about. The new Library, the traditions at Westminster, and administrative and faculty opposition, plus community opposition would be stumbling blocks, however, extreme difficulties in keeping the college doors open could of course change attitudes considerably.....

"The problem of four Presbyterian Colleges in Missouri still presents a problem. Lindenwood looks to be in good shape; Westminster because of its wide spread drawing power (comparatively) has long run possibilities but an immediate crisis. Missouri Valley has gotten a new lease on life via the American Humanities Foundation gifts, plus adding potential financial strength via the influence of H. Roe Bartle as President of the Board of Trustees and his efforts, plus those of a financially strong board of trustees in interesting potential givers in Missouri Valley. Possibility of joint Presbyterian-Episcopalian support of Missouri Valley could be considered. Park College has not as yet been visited.....

"The three Missouri Colleges visited stack up about this way when ranked 1, 2, 3, on various criteria:

	<u>Lindenwood</u>	<u>Westminster</u>	<u>Mo. Valley</u>
Potential Clientele	2	1	3
Financial Strength	1	2.5	2.5
Faculty	1.5	1.5	3
Curriculum	1.5	1.5	3
Student Personnel Services	1	2	3
Library	1	3	2
Administration	1	2	3
Religious Influence	1	2.5	2.5
Immediate Survival	1	3	2
Long Term Survival	1	2	3
Location	1	2.5	2.5
Plant Facilities	1	3	2
Total	<u>14.0</u>	<u>26.5</u>	<u>31.5</u>

"General overall rating 1) Lindenwood 2) Westminster 3) Missouri Valley. This is a rough appraisal to date - perhaps something will be uncovered on the Missouri situation after the Park visit."

BUDGETARY PROBLEM

In making up the proposed budget for the coming year we have effected a reduction in expenditures by releasing one part-time teacher and four full-time teachers. We believe that this reduction in the staff will not seriously curtail the offerings of the college with the reduced enrollment. We have also reduced the number of employees in the dining room and kitchen.

On the basis of our last monthly statement, copy of which goes to each member of the Finance Committee soon after the 15th of each month, the Business Manager estimates that at the end of the year we shall be over in the budget in the following indicated amounts:

1. The Dining Room Operation will be over \$10,000. This expenditure beyond the budget is the result of increased food costs occurring during the year and of increase in wages for the employees in the dining room authorized by Board action during the year. The increase in wages amounts to about \$800.

2. Plant Operation. It appears likely that we shall go beyond the budget about \$500. This item includes a miscellany of services in the maintenance of furnishings and fixtures. Increase in costs of supplies and of cleaning services accounts for the additional expenditure.
3. Health Center. It appears that the excess expenditure in the Health Center will amount to about \$800. This is due to the increase in wages of two house maids and to the increased costs of drugs and medicines purchased.
4. Heat, Power, Water and Gas. It appears that this expense will be \$4,000 beyond the budget due to the fact that the winter has made it necessary to purchase more coal than usual, to a 20¢ per ton increase in the cost of coal during the year under a standard coal contract, and perhaps a slight degree to the stock piling of coal in anticipation of a picket line.
5. Office Expense will be \$1,500 beyond the budget. The excess expenditure occurs in the Admissions Office and the Business Office and is due to printing expenses beyond that which we had last year and to a \$250 increase in the audit charge over the estimate made when we were making the budget. The excess printing is in part due to the change of Directors of Admissions so that we had several extra sets of forms printed during the year. This overage will be partially off set by an inventory in some items. For example, we have Purchase Order forms enough to last two and one-half years having bought them in a quantity which greatly reduced the cost per copy.

6. Publications. An excess of \$2,500 is expected. In the accounting which has been set up in the Business Office and which is followed by the auditor, we have paid for some of our publications such as the catalog and viewbook in the fiscal year following the actual printing of the literature. The theory is that these are used for the year in which the students come. I should like to get on a current basis both of the sake of sound practice in budget making and reasonable dispatch in the handling of accounts.
7. Scholarships will be over about \$2,000. This is probably the result of the fact that some parents have been assured of a definite amount of help including work. Sometimes the student's schedule makes it impossible for her to get in the amount of work we have included in the self-help budget and if definite promise has been made to parents, scholarship grants which include self-help will be increased. There will be more than a corresponding saving in expenditures for student work.

On the Board account the equipment will be over by \$3,500. The additional expenditure for this item has been authorized by Board action. It involves a trade-in of the President's car on a new car and the purchase of a new car for the Director of Admissions.

There will also be an expenditure of \$1,500 for Social Security.

This was authorized by special action of the Board.

Other expenditures authorized by special action of the Board during the year were:

1. Increase in wages of the grounds crew.

2. Remodeling and furnishing of the Home Management House. The remodeling work is proceeding but we shall probably not incur the expense of the furnishings until the next fiscal year.
3. Mrs. Hatch and Mr. Harris were employed as Enrollment Counselors and Mr. McMurry as Director of Admissions at specified salaries. Apparently we shall not go over on the promotion account in spite of the employment of the additional counselors and we shall not go over in administrative salaries although for the year Mr. McMurry's salary will be at the rate of \$2,200 more than Mr. Keel's had been. The fact that this does not put us over in administrative salaries is due to the fact that we are unable to secure a second secretary in the Admissions Office and the higher rate in the salary of the Director of Admissions is only for part of the year. We are still short one secretary in the Admissions Office and the Dean is now without a full-time secretary. It has become increasingly difficult to secure competent secretarial aid at the salaries we have been paying.
4. Another expenditure authorized by the Board is the purchase of safety lights and fire extinguishers for Cobbs Hall at the cost of \$212.

Another item that appears to be over the budget cost is the item for group insurance. Our dividend for this which will be paid at the end of the year is expected to bring this cost to the budgeted amount.

On some of the items in the budget we shall close the year without spending the amount carried in the budget. In the Board account, we shall be under in the item of Educational Equipment by \$1,000 and in the item of Building Repair and Maintenance \$500.

In the operating account, we shall be under in the General Expense item by \$500 and Instructional Expense by \$1,000 and in Student Assistants by \$3,000.

This means that it is indicated that our total expenditures for the year will be about \$20,000 more than we had budgeted.

Expenditures in excess of the estimates in the original budget adopted and income likely to be considerably less than the estimated income will leave us with a substantial deficit at the end of the year.

RECOMMENDATIONS

It is recommended that an honorary degree of doctor of laws be conferred on Dr. Elise Strang L'Esperance. Dr. L'Esperance has been on the faculty at Cornell University Medical School. She has served as a director of the Strang Cancer Prevention Clinics and has been on the staff of Memorial Hospital and New York Infirmary since 1937.

It is recommended that the President of the Board appoint a committee to plan a campaign for capital funds.

It is recommended that the committee which has been dealing with the problem of publicity and public relations be continued.

It is recommended that the administration be authorized to bring to the Board a recommendation concerning the use of some of the appropriations for grants-in-aids and scholarships as loans.

It is recommended that Miss Kathryn Hankins, who is retiring at the end of this year and who has served as a member of the faculty for thirty-one years, be made Professor Emeritus of Classical Languages.

May 18, 1951

Miss Mabel Holt, Head Resident of Niccolls Hall, is leaving the employ of the college. It is recommended that we continue to pay \$48.00 on her retirement insurance for one year after she leaves.

This report is respectfully submitted with my thanks for your cooperation and support at a time of some difficulty and great challenge.

Yours sincerely,

Dr. William D. Armstrong
Head, Home Activities, Teachers &
Administrative Training House Building
204 West Street
St. Louis 1, Missouri

F. L. McCluer

FLM:MY

As promised, I am pleased to write and furnish you with a list of items included in the Buildings and Grounds Committee report, which was approved at last Monday at the meeting of the Board of Directors of Lindenwood College. These items are as follows:

1. Repair and replace brick wall south wing	\$1000.00
2. Repair, seal and refinish gymnasium floor	500.00
3. Re-painting porch of Agard and Butler Halls	500.00
4. Butler Hall - exterior painting	200.00
5. Lodge - exterior painting	400.00
6. Complete makeover of Business Manager's office	120.00
7. Paint, refinish and make special repairs to Kathick Hall	500.00
Total	\$2700.00

Trusting that I am furnishing you with the desired information in this instance, and with kind personal wishes,
I am,

Sincerely yours,

Arthur S. Sordahl