

## University Signs Deal for Shortcode

Lindenwood University has partnered with TextCaster INTERACTIVE to create a system that will make it possible for admissions counselors to interact with prospective students through text messages.

High school students will be able to actively seek information about Lindenwood by texting "GO2LU" along with their first and last names to the shortcode 74574.

The University will soon be including the contact information on posters and printed materials in local schools. The system will make it possible for admissions counselors to respond to inquiries and establish dialogue with students in a whole new way.

"Lindenwood University Day Admissions strives to utilize cutting edge recruitment strategies," said Joe Parisi, Dean of Day Admissions. "Through the interactive TextCaster system we can begin using a method of communication that many prospective students are already dependent upon."

The system will supplement, not replace, Lindenwood's existing recruitment strategies.

"We pride ourselves on utilizing the most up-to-date methodologies the market offers in finding the right candidates, but we refuse to lose the human element of finding new prospective students," Parisi said. "We never want to lose the human resource framework that accompanies our large and collaborative referral system."



Lindenwood's TextCaster Team: Sara Wiedman, Joe Parisi, Rachel Wilmes, Kristen Revis

## Did You Know?

**Did you know that two of the more preeminent people in the field of sociology served as faculty at Lindenwood? For several years during the 1940s, Luther and Jessie Bernard taught at Lindenwood before moving on to Penn State. Luther is considered one of the founders of modern sociology, while Jessie was noted for her work in feminist studies. The Bernards wrote numerous books which are still being used today.**

## LU Among Region's Top MBA and Private Schools by *Ingram's*

Lindenwood University was ranked among the top MBA programs and private schools in Missouri and Kansas in the January edition of *Ingram's*, the Kansas City-based business magazine.

According to the magazine's listing, Lindenwood's MBA program was ranked second among schools in the two states, finishing behind Webster University and ahead of Washington University. Rankings were based on fall 2009 enrollment in the MBA program and, in the case of a tie, number of MBAs awarded. Lindenwood's MBA was ranked second in the magazine's listing last year as well.

Additionally, Lindenwood was ranked sixth among private colleges and universities in Missouri and Kansas, based on undergraduate enrollment in the fall 2009 semester. Lindenwood was ranked sixth on the *Ingram's* list year as well.

"This is excellent recognition for Lindenwood," said President James D. Evans. "It is always good to see how favorably Lindenwood compares to other colleges and universities in the region."

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## Reading Advisory Council Brings New Ideas

The Lindenwood University School of Education has formed a new Reading Advisory Council designed to promote effective literary practices among schools in the region. Members exchanged ideas and discussed the group's mission during the council's inaugural meeting on Jan. 21 in the Spellmann Campus Center.



Members of Lindenwood's new Reading Advisory Council.

"The Dean of the School of Education, key Lindenwood professors, reading specialists, and administrators from nine local school districts were present," said Professor Rebecca Panagos, Ph.D. "It was amazing to witness the synergy that resulted from the combined enthusiasm, vigor, leadership, expertise and capabilities in the room."

The council will work to define ways in which Lindenwood can facilitate networking and idea sharing among school districts; how the University can help better prepare elementary, middle, high school and remedial reading teachers; and the potential ways technology can be used to develop a new infrastructure between Lindenwood and other schools.

"Out of this partnership we can learn from one another, improve the preparation of our future teachers, and create new pathways for professional development in the participating districts," Panagos said. "Our vision is to produce a future society of skilled, literate learners who are prepared to meet all the demands of the 21st century."

The council also will provide input for a proposal regarding the introduction of an Education Specialist: K-12 Literacy Studies program at Lindenwood. The possibility of developing a Curriculum and Instruction: Literacy Studies doctoral program also will be explored.