

REPORT OF THE  
PRESIDENT OF THE COLLEGE  
TO THE  
BOARD OF DIRECTORS  
OF  
LINDENWOOD COLLEGE

October 19, 1956

It is a pleasure to make this report to the Board of Directors at the beginning of the school year.

ENROLLMENT

Lindenwood College opened the year with 491 students. This is an increase of 35% over the enrollment last year, which is the largest percentage increase of which we have heard. The colleges in Missouri with comparable increases are Westminster with 22% and William Jewell with 16% increase. In general, the increase in the area seems to be less than 10%. At the University of Missouri the increase is 5%.

An encouraging feature of the increase at Lindenwood is the fact that 61.5% of last year's students eligible to return are included in this year's student body. This is the highest percentage return of old students of which we have a record at the college. Our total enrollment at the beginning of the year was two students short of the highest enrollment in the history of the college. Included in the new students are 23 transfer students who transferred largely from junior colleges. This too is an encouraging development.

FACULTY

At our first faculty meeting since the opening of the year we listened to a thoughtful and brilliant address from Dr. Alice Parker, who again this summer was a visiting lecturer in England under the sponsorship of the British-American Associates.

New members of the teaching staff are:

Betty Barbee, B.S., Indiana University; M.S., University of Wisconsin; Department of Physical Education.

Walter M. Beattie, Jr., B.S., United States Merchant Marine Academy; B.A., Rutgers University; M.A., University of Chicago; Department of Sociology.

Judith Glover, A.B., Lindenwood College; Graduate work, Chicago Art Institute; Department of Art.

The Reverend Robert L. McLeod, Jr., A.B., Davidson College; B.D., Louisville Presbyterian Seminary; Graduate work, Edinburgh University; D.D., Maryville College; Department of Religion.

Dorothy Schneider, A.B., and M.A., Washington University; Department of English.

#### CHAPEL BUILDING

Progress on the chapel building has been very satisfactory since late summer. There was some delay during the summer months on the construction of the roof due to a strike which did not involve workmen on this particular project.

The building was struck by lightning during a storm early the morning of September 15. Due to the prompt action of the St. Charles Fire Department the damage done was relatively slight. The insurance company has approved the claim for \$248.87.

The Treasurer's report, as of September 27, 1956, of the Lindenwood College and St. Charles Presbyterian Church Corporation is as follows:

#### Receipts:

St. Charles Presbyterian Church	\$74,744.77	
Lindenwood College	69,929.66	
Lindenwood Female College	230,378.02	
Lindenwood Female College (advance for funds campaign expense)	10,000.00	
Miscellaneous	73.13	\$385,125.58

Disbursements:

Campaign for funds	\$24,439.66	
Lindenwood Female College (repay advance for fund campaign expense)	10,000.00	
Lindenwood Female College (to apply on cash advance for construction)	1,980.17	
Building Contractor	310,493.82	
Architect	26,040.48	
Treasurer's Bond	312.50	
Building Insurance	1,048.80	
Street and Site improvement	1,283.56	
Fuel Oil	666.59	
Sewers and Manholes	919.74	
Engineering Service (Heating survey and test drilling)	420.51	
Treasurer's Supplies	10.40	
Secretary's Supplies	18.50	
Corner Stone Laying Ceremony and Ground Dedication expense	113.92	
Sign (labor and material)	66.05	
Building committee expense	71.72	<u>\$377,886.42</u>
		\$ 7,239.16
Reserve for outstanding check		<u>12.69</u>
Cash balance		<u>* 7,251.85</u>

The unpaid amount due on pledges secured by the St. Charles Presbyterian Church is \$95,407.13, and the unpaid amount due on pledges secured by Lindenwood College is \$56,673.27, making a total due on pledges of \$152,080.40.

The summary of the status of the account with the architect and contractor is:

	Contract or Estimate	Paid to Date	Balance (Estimated)
Robert R. Wright, Building Contractor	\$458,288.00	\$310,493.82	\$148,000.00
P. John Hoener, Architect	29,000.00	26,040.48	3,000.00
Furniture and Furnishings (estimated)	<u>36,000.00</u>	<u>-----</u>	<u>36,000.00</u>
	\$523,288.00	\$336,534.30	\$187,000.00
		Cash on hand	<u>7,000.00</u>
Additional cash required (est.)			\$180,000.00

These matters have been presented to the Finance Committee of the Board of Directors of Lindenwood College and, of course, discussed with the members of the Board of the Lindenwood College and St. Charles Presbyterian Church Corporation. The Finance Committee is making a recommendation to the Board.

#### MISSOURI COLLEGE JOINT FUND COMMITTEE, INC.

We are nearing the end of the first year with a full-time Executive Secretary of the Missouri College Joint Fund Committee. The Executive Secretary, Dr. Eugene R. Page, maintains his office at Lindenwood College and has, we believe, been doing excellent work.

The report of the Executive Secretary is being mailed directly to members of the Boards of the several colleges in the organization.

The fourteen college presidents spent five days in St. Louis visiting various corporations and will do the same thing in Kansas City in November.

Our results to date are more than twice what they were on a corresponding date last year. We believe that we have this program on a sound basis and that it will result in increased gifts to the private colleges from business.

#### ALUMNAE ACTIVITIES

The Founders' Day program included a play given by the students on Friday night, a dinner prior to the play with the visiting alumnae and members of the senior class, a special convocation with an address by Nila Magidoff on Saturday morning, at which convocation an honorary degree was conferred on Mrs. George Cellhorn, of St. Louis. She was introduced in a moving and appropriate citation by Mrs. Stockstrom, of the Board of Directors of the College.

Last June the President and Mrs. McCluer attended alumnae club meetings in Little Rock, Fort Worth, Dallas, San Antonio, and Houston. The Lindenwood movie was shown and in addition to a report of college activities, the importance of annual giving on the part of alumnae was stressed. The Alumnae Secretary, Mrs. Bryant, attended a similar meeting of our alumnae club in Los Angeles.

The Alumnae Association has endorsed annual giving on the part of alumnae and we are seeking through the alumnae office to have the invitation to gifts come from the alumnae of various classes, as well as from the College itself.

#### NEW CURRICULA

The religious education curriculum adopted several years ago has attracted an increased number of students this year. As these students move into the upper classes, courses in religious education which have not been demanded will be offered. Laboratory work in these classes will be done in the Sunday School in the new church building. We have eleven students in the freshman class who have elected this major and have indicated their desire to take a degree at Lindenwood College. Others may elect the major before the end of the sophomore year. It appears likely that this department will be one of the leading departments in holding students through the senior year.

Several years ago we were authorized to work out a program of cooperation with a nursing school, enabling a student to take her freshman and senior years at Lindenwood and three years in a nursing school, such a program leading to a R.N. certificate and a Bachelor of Science degree.

We were unsuccessful at that time in completing an arrangement with St. Luke's Hospital, but did this summer complete such an arrangement with Deaconess Hospital so that students looking forward to a nursing career may win a college degree and a nursing certificate in a five year period.

PUBLIC RELATIONS SURVEY

Attached to this report is a copy of the public relations survey made by the Dudley L. Parsons Company, of New York, as one of the college surveys the company made for our Board of Christian Education last year. Mr. Staples, who made the survey, talked with members of the Board, faculty and administrative officers of the college, and a number of businessmen in St. Charles and some school men. The survey was paid for by the Board of Christian Education in the Presbyterian Church, U.S.A.

Attention is directed to the enumeration of assets found on page 4 and to the public relations problems listed on the bottom of page 4. The recommendations for strengthening alumnae relations are being carried out. Indeed, some of them were being carried out before the survey was made.

The recommendations included in the report for the establishment of a long range development program are worthy of consideration.

We have been studying some of the problems suggested at the top of page 13. As is indicated in the early part of this report, we now have an enrollment comparable to the largest enrollment the College has know. Our present staff is four full-time people short of the teaching staff which the College had in 1945-46.

Should we hold the same percentage of our present student body as we did this year and secure a freshmen enrollment comparable to that we have this year, we would have an enrollment next year of 560 students.

We are now using every desk in our biology laboratory every hour of the week and have the staff of this department taking all the work that can reasonably be expected to carry. Space is not so much a feature in History of Civilization, a course that is required in the freshman or sophomore year, but we should probably have to have an additional teacher in this department.

A small increase in enrollment which would not involve a substantial increase in the size of the teaching staff would be of financial advantage to the college and could be absorbed without changing the character of the college community.

I think our first consideration should be the maintenance of an exceedingly high quality of instruction in a compact community such as we now have.

With reference to the need for securing further gifts to the college the two sentences at the top of page 15 seem to me to be well considered: "We do not believe that this is the time for a concentrated campaign; the last one has never been successfully completed. However, it certainly is time to seek out potential sources of capital gifts well in advance of any announcement."

It might be added that it is time also to emphasize annual giving from local friends as well as from alumnae.

It does not appear to me that for the consideration of these problems and the definition of a policy in regard to enrollment in the years ahead it is necessary to employ a development officer as is recommended in the report.

#### REHABILITATION OF DORMITORIES

Under the action of the Board authorizing certain rehabilitation of the housing, we have remodeled and installed new fixtures in all the bathrooms in Ayres, redecorated the rooms and the parlor in Ayres, remodeled and installed new fixtures in the bathrooms in Sibley, repapered some of the rooms and the corridors in Sibley, redecorated and replaced some of the furniture in five rooms in the President's home, and redecorated and refurnished the Office of Admissions. We have also provided new furniture and furnishings in Ayres and Sibley, and in parts of Butler, Irwin, and Nicolls. We have also redecorated the dining room and installed an acoustical tile ceiling and new draperies. The steps in Roemer Hall have been covered with rubber treads.

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The total appropriation to cover these expenses was \$133,300, and it is estimated that we have now spent \$126,600.

The last of the new furniture for Ayres and Sibley was delivered last week, the late delivery being due to a five week strike this summer. The students have shown a fine spirit in living out of suitcases on top of card tables.

#### RECOMMENDATIONS

It is recommended that the following faculty appointments be approved:

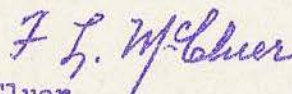
Betty Barbee, as an Assistant Professor in the Department of Physical Education, at a salary of \$4,500.

Judith Glover, as an Instructor in the Department of Art, at a salary of \$3,600.

Dorothy Schneider, as an Instructor in the Department of English, at a salary of \$4,000, plus a share in the income from the Ford Foundation grant.

It is recommended that a committee of the Board be appointed to work with the President of the College and a committee of the faculty to make recommendations concerning the number of students to be housed on the campus, and the maximum number of students to be enrolled, and any other matters growing out of the public relations survey.

Respectfully submitted,



F. L. McCluer  
President