



McGREGOR
President's Report to the Board
September 28, 2001

Re-Engineering the Organization

A major organizational change was made within the institution this year. The Student and Alumni Services (SAS) division was created. The division is comprised of the following existing departments: Admissions, Registrar, and Alumni Relations. (In the next month, Financial Aid and Student Accounts will move within the building to the SAS area, completing the one-stop, serving students from "cradle to grave"). In the creation, several personnel changes were made and admissions officers were replaced with recruiters. The new division is still in transition, but the preliminary results around the combined effort and aggressive focus on recruitment have been positive.

The Weekend College gave up their Program Administrator in favor of the new SAS division adding recruitment efforts to their program, a great leap of faith. This paid off with a larger new student population than has been seen in the past few years.

Marketing/Recruitment

In an aggressive two-month push with two new recruiters, several on campus information sessions, press releases, and WYSO spots, we delivered the enrollment numbers for McGregor. We were very conservative in our advertising, spending less than \$5,000 compared with \$80,000 last year. For winter and spring, we are going to spend more, working with an advertising agency-Flynn, Sabatino, and Day-to help us refine the process in targeting the McGregor demographic/psychographics in our region.

Faculty support in recruitment was evident in several programs, especially in Conflict Resolution, which has not entered a new cohort this large since the first years of its inception. SAS and CR faculty are currently interviewing candidates for next fall.

We lost the Asst. Dir. of Admissions, who recruited for the distance programs, in the middle of fall recruitment and delivered 6 more students than she predicted was possible in IMA. To be candid, this departure was acceptable to us and we needed that position to be filled with more proactive individual. Although, the IMA came in under goal, this was done in the SAS Co-Director/Registrar's "spare" time. A new recruiter was hired to replace her and begins October 1. The new person comes with years of experience in the

program. The winter goal has been set higher as a result. Winter entry applications are also being processed now.

Because of the State of Ohio's new requirements, all of our education licensure programs are new. They have more credits, are more expensive and more complicated than when we offered certification programs. The University of Dayton and Wright State (direct competitors) have much lower tuition and yet, we have been able to maintain a competitive market position. We are moving to make these offerings even more attractive by moving the licenses to master's degrees, much more quickly than the other institutions can move (hopefully by January). This will greatly increase our marketability.

Development

Last October, Sean Creighton was hired and began working on establishing a development program for the McGregor campus. After laying the groundwork and the initial success last year, we have set aggressive development goals in 2001-2002. Our goal of \$155,000 is comprised of restricted (30%) and unrestricted (70%) contributions and will be achieved through grants, an annual alumni campaign, and a major fund-raising event aimed at the Dayton business community. In addition, we are cultivating several alumni, who will be approached for major gifts.

The Renaissance Fund has a goal of \$45,000. To accomplish this, the campaign will begin in mid-October. Last year, the campaign began in December and we raised \$36,000, 44% over budgeted goal. In addition to a letter appeal, a telemarketing component is being added. With the same strong support from our alumni, McGregor employees, and Antioch Trustees, we are confident we will meet the goal. In particular, we have been cultivating our alumni.

We have created the Lifelong Learning Scholarship to increase the appeal for giving to McGregor. Our goal is \$25,000. One of our alum is being cultivated for a major gift and has already expressed that he intends to contribute. The amount of his gift has not been determined.

In addition, we have created the Teacher Technology Scholarships, with a goal of \$25,000. Funds are being raised from several sources. We have received support from the Greater Dayton IT Alliance, committed to raise funds for the scholarships. We recently applied for a grant of \$7,500 to the Frank M. Tait Foundation in Dayton. In addition, we are submitting a proposal to Leonard Nimoy and the Coke Foundation.

A fund-raising event is being planned for February that is a one-day workshop. The content area has not been finalized. We anticipate generating \$10,000.

We have a special fund-raising event, the *Executive Spelling Bee*, planned that appeals to the Dayton business community: The event will be held on April 30, 2002 at the Loft Theatre in downtown Dayton. Our goal is to generate \$60,000 in sponsorship and contributions. A special events committee began working on the event in July. This is a lofty goal and we will feel more confident about meeting it once we secure sponsorships for the event. Partnering in the planning is the *Dayton Business Journal*.

We will continue to explore additional grant opportunities to expand our efforts.



See our web page for alumni services and activities:
<http://www.mcgregor.edu/alumni.html>

Program Development

As noted above, a great deal of work is going into transitioning the education programs from certification to licensure. Due to the reputation of our Education Department, we have been approached by the Western Governor's University (WGU) to be the primary provider of Alternative Licensure online.



WGU was established under the collaboration of eighteen western governors, with each state initially required to provide \$100,000 to participate. If we partner with WGU, we will provide courses/programs to them that they will market and use under their institutional name. We receive a percent of the income; they do all the marketing. We can use any distance learning platform we want; therefore, since we are already ramped up for WebCT, there are no changes needed. We also own the course for our own dissemination under the Antioch banner. This is win-win.

From the WGU web site:

Western Governors University offers a totally new way of looking at higher education. We're a new type of university centered around you, the student.

What makes WGU so different and exciting is that we know that not everyone who wants a college degree or courses can live on, or near, the campus of their choice. We offer distance learning courses from dozens of colleges, universities, and corporations across the United States (and soon the world!). Courses offered through WGU (you'll find them in the Catalog) will come to you, wherever you are, not the other way around. These courses

use both high-tech and low-tech ways -- from the Internet to satellite to the Postal Service -- to provide you with real options.

Through WGU, you will also be able to earn degrees by focusing only on the skills and knowledge areas that you need. We call this "competency-based education", since it is not based on the number of credits you may have accumulated. We won't make you relearn what you already know. You can count skills and knowledge you've gained at other universities, on the job, or just through life, toward your WGU degree.

The Graduate Management Program, Community College Track

This program will be presented through the ULC as a new track within the management program to begin in the fall of 2002. To date, I have had discussions with the local community college (Sinclair Community College) whose president is interested in us establishing a continuing education or certificate program for all forty of his department chairs. We have the Vice President for Academic Affairs and a Sinclair Board member on our Board of Visitors.

We are marketing this program through the leading organization in the country for community college innovation:



From the web site, at www.league.org

The League is an international organization dedicated to catalyzing the potential of the community college movement. We host conferences and institutes, develop Web resources, conduct research, produce publications, provide services, and lead projects and initiatives with our member colleges, corporate partners, and other agencies in our continuing efforts to make a positive difference for students and communities.

There are nineteen members (including Sinclair and Barbara's former school in Rochester) and over one thousand alliance/associate members. Conferences attract between 2500-4000 attendees. We are a sponsoring member for an extremely discounted rate and therefore have a booth presence at these meetings to promote our programs.

All program are constantly self-examining and looking at changes; this report only features a few.

Community Relations and Special Projects

Board of Visitors

The Board is very strong with representatives from business, non-profit organizations, schools and Sinclair Community College. It includes alums and