Occasional Campus Communiqué David L. Parkyn, President



January 25, 2007

The outcome of our work with students is often hard to measure. Sometimes we can see students maturing during their years with us. And of course we can measure their progress in mastering course content. But it is difficult to know the full impact of our education in each student's life.

And what of the essence of our institutional mission? How do we know that an education at North Park University actually "prepares students for lives of significance and service?" This is hard to measure.

Yet from time to time we are surprised with seemingly spontaneous testimonies to the outcome of education at NPU. And here is one.

This morning when I entered the office, the first thing I did was read the mail Charlene had placed on my desk from the night before. And with this pack of mail, one letter stands out. It comes from someone I've never met. In fact, I think it comes from someone who until very recently had never heard of North Park University. Yet this "stranger," who lives in Kingston, Pennsylvania, gives witness to the success of the education we provide.

I just returned from a week of working as a volunteer with Habitat for Humanity in Biloxi, Mississippi. The week's experience was greatly enhanced by the presence of students from your university. They were enthusiastic and committed workers, always willing to take on any task assigned.

I know that few of them had any construction experience, but they were eager learners and I'm sure they felt a sense of accomplishment as they surveyed the three houses we'd framed by Friday.

North Park University was well represented by these young people and their willingness to share their talents to help improve the lives of others.

Is a president allowed to be proud? If so, today I am the proud president of North Park University because our students recognize that learning is most noble when used to benefit others. This small group of students defined what is significant and offered their time in service to those in need.

You have educated them well. Whether we stand in front of a classroom, oversee programs in residence halls, counsel students in our office, make sure the computers run, coach the ball team, shovel snow from the sidewalks, recruit students, write press releases, or pray in chapel, we educate...toward significance...toward service.

Board of Trustee Meeting – Our trustees gathered on campus this past weekend for their winter meeting. Attendance was high, reflecting the commitment and interest our trustees have in the University.

Trustees participated in several events outside of the normal meeting schedule. These included visits to several classes on Friday morning, a visit to Park North and Sawyer Court as the University's two newest student residences, and a reception with staff from admissions and financial aid, and student life. All three of these activities were well-received. Though the schedule of activities will vary from one meeting to the next, we will include the afternoon reception (with different invited guests from the campus) as a standard feature of the schedule.

Items from the business meeting include the following:

- At the committee level the Board engaged further discussion on NPU@125 with attention to the University's core institutional identity—Christian, urban, and multicultural.
- An Investment Subcommittee met in session for several hours on Thursday and Friday, giving attention to investment policies and practices for the University endowment funds.
- A revised meeting schedule was approved. During 2007-2008 the Board will meet in October, February, and May. The spring meeting will be on Thursday and Friday proceeding the undergraduate and graduate commencement weekend. This will allow members of the Board to greet graduating seniors as well as make it possible for some to remain on campus for the baccalaureate service and perhaps commencement.

- The Board awarded emeritus status to several recently retired faculty members.
 These include:
 - Jill Wettersten
 - Vernon Wettersten
 - Joan Zetterlund
 - Calvin Katter
 - o Sonia Bodi
 - Louise Hedstrom
 - The Board of Trustees also affirmed the promotion of two faculty members—Diana Hernandez-Azcoitia and Michael P. Avramovich—to the rank of Full Professor.
 - Graduate program tuition rates for 07-08 were confirmed. (A full listing is available from Carl Balsam.)
 - While in Executive Session the Board commented on the proposed structure for the senior administrative team.

Along with this issue of the *Occasional Communiqué* I am distributing a copy of my written report to the Board which provided background information on the meeting for the trustees.

EADING WITH WITS – I am pleased to note that 52 employees from the campus have volunteered to participate in the WITS-sponsored program at the Hibbard School. Members of this group will spend one hour each week reading to young students who live in the Albany Park neighborhood but come from around the world.

This volunteer project takes the University mission—preparing lives for significance and service—to yet a new dimension. The full cost of this program to the University has been covered by a gift from Bruce and Joan Bickner.



New Director – I'm pleased to announce that Rich Johnson, who has served this year as the Interim Director of University Ministries, has been confirmed to this position on a continuing basis.

SPRING SEMESTER ENROLLMENT – The student count is not official until the fourth Monday of the semester. Nonetheless, we can confirm that enrollment for the spring is strong. We will provide a full report once the figures are confirmed.

RESTRUCTURING – Conversations continue through the early part of next week on the proposed restructuring of the senior administrative team. Faculty and staff members are invited to send comments to me. I expect to complete revisions to this proposal in the next few days.

Guided Discussion of NPU@125 – One of the activities planned for this semester is a series of sessions for faculty and staff members to respond to questions regarding the future direction of the University. More information on these sessions will be provided next week. In anticipation, you might want to begin to consider what you think should characterize NPU in 2016 when we celebrate the 125th anniversary of the school's founding.

SPEAKING WITH THE PRESS – NPU benefits from media coverage, which builds prestige and increases visibility for the University's reputation, events, and personnel. Please let the Office of External Relations know what is happening in your area/department and share interesting stories about students, faculty, and programs. External Relations regularly broadcasts information of this nature to local Chicago and program-specific media via press releases, pitch letters, and phone calls.

University personnel are encouraged to participate in media interviews whenever appropriate. Always alert the Office of External Relations via Nicole Daniels (x5519 or ndaniels@northpark.edu) of media inquiries

and/or interviews as soon as the initial contact is received. This will allow the University to offer maximum information and assistance to reporters, as well as monitor all University coverage in a comprehensive manner.

RAVEL – During the fall semester I stayed close by. I was new to NPU and new to Chicago. I needed to get to know the people of this place, the streets of this town, and the sidewalks of this campus.

Now a new semester has come, and I need to be off to other places. My travel plans are fairly extensive through February and part of March. The places I'll go and the people I'll see all tie to NPU. Alumni/ae and parents seem to want to "meet the new president." So I'll oblige them, and perhaps make a few friends for myself along the way!

Many of my trips are planned to overlap with events and gatherings which have been put together by the alumni office. My schedule for the next five weeks includes the following visits:

- Jan 25-29 Minnesota
- Feb 1-5 Southern California
- Feb 5-8 Midwinter Meeting in Denver
- Feb 11 Princeton, IL
- Feb 15-19 Seattle, WA
- Feb 19-22 Portland, OR
- Feb 22-26 Northern California

OCAL MARKETING CAMPAIGN – Our winter integrated direct marketing campaign is underway. Advertisements this year are designed around the concept of what makes NPU "outstanding" to the various faces that make up our campus community. Print advertising will feature a series of student faces with quotes about why they chose North Park, while radio advertising will feature voices expressing the same sentiments.

Radio advertisements (EGN-AM 720) began on January 8; several new billboards will be completed very soon; and posters will be located on CTA buses and El cars.