



**REPORT TO THE BOARD OF TRUSTEES
January 2007**

(Distributed to the Campus Community – January 25, 2007)

**David L. Parkyn
President**

On behalf of the students, faculty and staff of North Park University I begin this report by wishing for each of you a joyous new year!

January places us mid-way through the academic year. Much has been taught and much has been learned—in our classrooms and beyond. And, there is much more to be taught and much more to be learned. To date, however, it has been a very successful school year. I am most grateful for the dedication of our students to learning, and the dedication of our faculty and staff to the University's educational mission. And collectively we are grateful to you as members of the Board of Trustees for your dedication to North Park University as well.

You will also note that for the Winter Meeting the Board-at-large will not receive individual reports from each of the vice presidents. Since we are in the middle of the academic year, and have neither beginning- nor end-of-year information to provide we have chosen to combine our various reports into this single document. What follows, therefore, comes both from me and my administrative colleagues. Of course, as there is information relevant to specific committee assignments, this material is being provided with the agenda for the respective group.

HIGHLIGHTS OF THE FALL SEMESTER

- On the weekend of November 10-12 we gathered together as a University community to celebrate my inauguration as North Park's 9th president. It was a joyous occasion because we used it as an opportunity to "celebrate North Park." And celebrate we did! Many of you, along with university friends of long years, and colleagues from my previous academic appointments, gathered on campus for the events of the weekend. I am honored and humbled by the trust you have placed in me, and by your commitment to work with me and pray with me toward the best for the future of North Park University.

- Linda and I have enjoyed attending a wide array of concerts and recitals sponsored by the School of Music. Among these have been the premiere of a composition by Rollo Dilworth written for the Presidential Inauguration, and the annual Rejoice concert to celebrate the advent and Christmas seasons.
- We opened two new buildings—the Helwig Recreation Center as a venue for physical fitness and recreation, and Sawyer Court as the newest addition to our student residential facilities.
- Throughout the fall semester our athletic teams were faithful in practice and competitive in their contests. Of special note is the third consecutive CCIW conference championship by the Viking's men's soccer team (along with an invitation to the national playoffs). Throughout the season, individual student athletes were also recognized on a conference and national basis for their performance. In addition, in early January Jack Surridge, director of athletics and women's basketball coach, reached the 500th win of his coaching career.
- Linda and I opened the President's Residence (which we also consider our new home!) to a large number of visitors throughout the semester. During our first semester in residence, we intentionally chose to limit these gatherings to members of the University community. The gatherings included receptions for several work/office units, four late-afternoon gatherings for faculty members, breakfast with the admissions staff, lunch with staff members in physical plant, lunch with staff in student development, dessert with resident assistants, dessert with neighborhood seminary students and spouses, and gatherings with students from the two classes Linda taught this semester. This list doesn't include the dinner in October with the Board of Trustees nor several events over the presidential inauguration weekend. Throughout, we have enjoyed hosting these many guests in our home, and we are most grateful for the wonderful assistance provided by members of our dining services staff.
- The intellectual life of campus was enhanced by presentations from several campus-wide lecturers. Some of these visits were part of the Campus Theme Program, others were sponsored by academic departments, and still others were brought to campus through one or more of the university's program centers. Presenters have included Dr. Mahmoud Ayoub, Dr. Rosemary Ruether, Mr. David Batstone, Rev. Jim Wallis, Father Gustavo Gutierrez, and many others.
- Chapel programs in both the University and the Seminary have been strong this year, augmented by an active *collegelife* program on Sunday evenings, a large number of service and volunteer activities each week,

and several winter break service trips to places as diverse as New Orleans and Thailand.

NEW AND CONTINUING INITIATIVES

- A committee has moved forward the search for a new director of the Axelson Center. We expect an appointment to be announced in the very near future.
- During the fall semester the faculty began a conversation regarding the Dialogue Program. This program has been in place for several years, and this discussion will serve as a means for faculty evaluation of this part of our General Education curriculum and potentially lead to modifications to and enhancement of the courses and the structure of this program. The discussion will continue through at least the spring semester.
- The University Council has met monthly, with a significant continuing agenda item being discussion based on an abbreviated edition of Jim Collins' book, *Good to Great*, with attention to application of the principles from his research as applied to social service organizations.
- During the spring semester the campus community will have several opportunities to begin discussions on NPU@125. The outcome of these discussions will inform the development of a new strategic plan for the University.
- I have appointed two task forces to give attention to pressing issues on campus. The first will review our existing policies on faculty tenure and promotion. The second will address concerns related to practices connected with the hiring, professional development, and tenuring of faculty members, with special attention to our support for women and faculty of color in these processes. The task forces are to complete their work by the end of the spring semester. We will apprise the Board, as well as the campus community, of the outcome of this work in due time.
- Out-of-class student care and support continues to be an important part of our educational program. We have seen a dramatic increase in the need for intervention and treatment of students. The Wellness Committee, under the direction of Andrea Nevels, provides leadership to this work with the goal of assisting students in establishing healthy lifestyle patterns. The majority of student needs are related to depression and/or anxiety, alcohol abuse, eating disorders, sexual identity, and sexual abuse. The Counseling Center also works with individual students who present particular needs. During the spring semester the counseling staff actively worked with 35 undergraduate and seminary students.

- During the Fall Semester the Residence Life Office initiated “Health and Safety” inspections in which an RD and RA completed a walkthrough of every on campus room, apartment, and house in an attempt to look for maintenance concerns and health issues. We plan for this practice to continue and we expect to complete inspections at least once each semester.
- Internships continue to be attractive alternative learning venues for our students. These are coordinated through both the Center for Career Planning and the School of Business and Non-Profit Management. During the Fall Semester 34 students completed internships and 92 students have applied for Spring Semester internships.
- A working group has been formed to examine future use of University-owned real estate at the northwest corner of Kedzie and Foster Avenues (the old bookstore property). Several of our local alums with particular expertise have graciously volunteered their time to assist in this evaluation. Colin Kihnke, a downtown developer (www.cmkdev.com) with excellent relationships with the City planning department, brings substantial real estate development experience to the table. To date, we have researched zoning issues, met with our zoning attorney for input, initiated research on both the retail and residential environments in the general areas around the university. During the last week of January we will meet with representatives from Loyola University who have undertaken projects somewhat akin to the challenge that we face to see how they proceeded. Our goal is to determine the highest and best use for the property and then to create a brief RFP or information flyer about the site with which various proposals from interested developers can be solicited.
- A special investment subcommittee (of the Board’s Finance Committee) will meet on January 18th to initiate a review of how to optimize the management of the institution’s investment assets (e.g., the endowment). It is anticipated that this review will examine alternative methodologies with a view to streamline decision-making processes and to achieve competitive returns given our size of investment assets. We will start with a comprehensive review of managed assets by our current investment advisors and then determine a course of action for the future. It is anticipated that regular, quarterly meetings of an investment subcommittee will be initiated to continue the oversight of these assets. This will bring more focused attention to this task while freeing-up time in the regular Finance Committee meetings for other pressing financial issues.
- We continue to work hard this year on advancing the Annual Fund. The end of the tax year is an important time in this process. Near the end of

the calendar year we received a large number of gift envelopes which still have to be processed (as of this writing) to give any real indication of progress. We anticipate that calendar year-end gifts will continue to arrive until about January 15. The early reports indicate we are slightly ahead of last year in the Annual Fund. This is very good news owing to the fact that last year we had three large unrestricted estate gifts included in the numbers and this year there are no such gifts.

- Personnel in the development office continue to give attention to several important concerns including the following:
 - The number of lost (address unknown) alumni (approximately 1/3 of our living alumni are in this “lost” group)
 - Constituent management—the number of contacts with alumni and friends throughout the year, especially with the high number of lost alumni
 - Continued meaningful contact with donors
 - The continuing, and increasing, tendency of donors to want to designate their gifts
 - Tendency of donors to have higher accountability expectations for any non-profit to which they donate

- In cooperation with the Alumni Office Linda and I will assume an active travel schedule during the coming months in an effort to be introduced to our alumni and friends around the country. In addition to events of various sizes on campus and around Chicago, activities are planned in various regional centers across the nation. Plans include visits and events in the following regions:
 - Winter: Michigan, Minnesota, California, Oregon, Washington, and Colorado
 - Spring: Florida, Ohio, Kansas, Nebraska, Wisconsin, Northern Chicago Suburbs, and Western Chicago Suburbs
 - Summer: Massachusetts, Connecticut, New York, Northwest Chicago Suburbs, and Southwest Chicago Suburbs

- Enrollment numbers for both the spring semester of this academic year and the fall semester of the coming academic year are constantly changing. The two tables presented below, however, provide a good snapshot of our current standing. Both show very positive numbers. Three pieces of these data are especially important:
 - The number of new and transfer students for the spring semester is strong.
 - The percentage of students eligible to pre-register for the spring semester who have actually registered is higher than last year.
 - The number applications for Fall 2007 is 21% higher than a year ago.

Pre-Registration Report (for Spring Semester 2007)

New Students	1/5/06	1/6/07
First-Year Students	4	3
Transfer Students	36	53
Exchange Students	26	16
Special Students	0	4
TOTAL Pre-Registered	66	76
TOTAL Deposited	76	86
% of Deposited Pre-Registered	87%	88%
Returning Students		
	12/14/05	12/15/06
Total Pre-Registered	1285	1524
Eligible to Return	1551	1633
% of Eligible Pre-Registered	89%	93%

Admissions Report (for Fall Semester 2007)

	January 06	January 07	Change
<i>First-Year Students</i>			
Inquiry Pool	14,359	10,822	(25%)
Applications	573	692	21%
Accepted	324	341	5%
Deposited	35	17	(51%)
<i>Transfer Students</i>			
Inquiry Pool	745	901	21%
Applications	73	80	10%
Accepted	14	21	50%
Deposited	4	2	(50%)

- Our winter integrated direct marketing campaign is underway. Advertisements this year are designed around the concept of what makes North Park University “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. Please watch for the following components throughout the Chicago area in January, February and March of 2007:
 - Radio advertisements (both 30-second pre-recorded and 60-second live-read spots) on WGN-AM 720 beginning 1/8/07.
 - Billboards at the following locations as early as 1/1/07:
 - Dan Ryan Expressway (I-90/94) @ Milwaukee (visible on your left when traveling southeast)

- Northwest Tollway (I-90) near O'Hare (west of Wolf Road; visible on your left when traveling east)
 - Edens Expressway (I-94) near Foster Avenue exit (visible on your left when traveling west on I-94)
 - Overpass spanning Peterson Avenue west of Pulaski (visible when traveling west)
 - Overpass spanning Peterson Avenue at Ravenswood (visible when traveling west)
- Posters on CTA buses and interior cards on CTA El cars beginning 1/1/07.

All other NPU advertising during this time period will take on a similar look and feel, including print ads (magazines, newspapers) and web site design.

- In mid-January we are announcing the Virginia E. Hahn Memorial Scholarship program. The scholarship will be used to attract high quality students who intend to teach history at the high school or university level, in keeping with the intent of the donor. This scholarship will be structured around a competition event similar to the Trustee Award weekends. The endowment will fund all NPU financial aid awarded to the selected students as well as \$4500 in scholarship money. With existing funds we will be able to select approximately six new students per year to be named Hahn Scholars.
- We are presently working with the School of Music to establish a structure within which to award scholarships specifically designed for students with interest in, and high quality ability in, music performance.
- Effective January 1 salary/wages for each full-time employee (faculty and staff) were increased by 3.5%. In addition, an aggregate increase of over 1% was used to provide increases for promotions and exceptional performance. While these increases will certainly be well-received by our employees, we are also aware that our salary levels are modest; attention will need to be directed to this concern in the University's forthcoming strategic plan.

MAJOR ITEMS FOR BOARD DELIBERATION AND/OR ACTION

- We will build on and continue the discussion initiated during the October Board meeting based on the theme, NPU@125. Each committee will be asked to discuss several questions; some of these will be unique to the specific committee while others will be common to all committees. Board input in this discussion will inform the University's forthcoming strategic plan. (In addition, the campus community will engage in similar discussions during the spring semester to complement the deliberation by the Board.)
- The Board will begin discussion on how best to move forward with plans for new and renovated facilities to meet continuing space needs on campus.

- As the Board is aware, there is some concern on campus (and I share the concern) regarding senior administrative structures. I have discussed this need with my senior administrative team and with selective individuals on the Board. I have prepared a proposal in this regard and will seek the counsel of the Executive Committee of the Board. We will also discuss it in Executive Session with the full Board. Subsequently, I will present the proposal to the University Council, the Undergraduate/Graduate Faculty Meeting, and the Seminary Faculty Meeting for comment.
- There will of course be other matters of more routine business. These will come to the Board through the respective committees.

Along with my senior administrative colleagues and the faculty representatives, I look forward to this meeting of the Board. Should you require additional information on any of the topics discussed above, or others of interest to you, please be in contact with me at your convenience.

May God's caring hand be upon you as your travel to the campus, and may God's guiding spirit be with us as we gather.