



# LOUISIANA COLLEGE

PREPARING GRADUATES ♦ TRANSFORMING LIVES

## PRESIDENT'S REPORT

SPRING 2020

The President's Report provides a retrospective look at the progress Louisiana College has made academically, spiritually, and financially during the last year. The President's Report would hardly be possible without the team that are not only followers, but are leaders in their own right. Some of our best ideas have come from the team, and I am blessed to lead them. As I sometimes say, "No single one of us is smarter than the rest of us."

You will read of our achievements, but a careful read reveals the synergy we share. God has assembled a superior team to help me lead Louisiana College through some tough times and on to countless victories. The greatest victories are the students who come to faith in Christ and are discipled by the administration, faculty, staff, and other students. Ultimately, all of this is God's doing, and we give Him the glory.

Keep Pressing On!

Rick Brewer, PhD, MBA  
President and CEO  
Professor of Management  
Louisiana College



## COVID-19 SUMMARY OF ACTIONS:

- LC leaders, students, and other friends submitted written and video devotional thoughts for our 40 Days of Hope and Encouragement ministry. These were shared via social media daily during the pandemic.
- Established weekly online Chapel Service and an email address for prayer requests, enabling students to share their needs in confidence.
- Postponed May 9 Commencement to August 8.
- On March 30 launched Campus.Health, a 24/7, FREE, on-demand service for medical advice or immediate therapy.
- Rolled out Center for Online Innovation and Development, enabling 100 percent online learning.
- Adjusted hours for the Student Success Center, Writing Center, and Library while emphasizing online access.

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## ACADEMICS

Received from the U.S. Dept. of Education a \$2.2M Title III grant that provided funding to expand/improve online education, create a Faculty Development Center, hire a Director of Online Education, an Instructional Designer, and a Faculty Technical Support person.

The 2018 Louisiana Board of Regents Fact Book said LC leads the state with the largest number of teachers alternatively prepared who earned highly effective ratings in both professional practice and student growth outcomes during 2014–2017.

Louisiana Department of Education deemed Louisiana College a “Choice Course Provider” for high school dual enrollment courses. Launched innovative 3+1 Advanced Education Degree, offering a bachelor’s degree in three years and a master’s in the fourth.

Established the Presidents Leadership Award, which provides \$6,000 annually to students who have demonstrated Christian character, leadership abilities, and academic acumen.

Submitted grant proposals/letters of inquiry seeking approximately \$8.3M.

Fall Faculty Workshop 2019 featured Dr. David Dockery speaking on “*A Christian Worldview and the Mission of Christian Higher Education*.”

Signed Memoranda of Understanding with: New Orleans Baptist Theological Seminary; Louisiana Community and Technical College System, Southwest Louisiana Community Colleges, and Liverpool Hope University (UK).

Convergence Media students competed in the 2020 Southeast Journalism Conference, earning two 2nd place awards, one 3rd place, and one 9th place from among nearly 300 students from

31 colleges and universities. The Wildcat Debate team competed in the 12th Annual Eddy Shell Invitational, taking 2nd place from among 60 competitors.

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## FAITH INTEGRATION

Hosted Evangelism Seminars led by Vice President for Advancement Dr. Jerry Pipes and Adjunct Professor Dr. Keith Manuel, Evangelism/Church Growth Director for the Louisiana Baptist Convention. Equipped staff and coaches with principles for integrating the Christian faith into college life.

Published the fifth edition of Faith Matters with contributions from Mr. Tim Roper, Dr. Juan Castro, Dr. Natalie Maxey, Dr. Daniel Moore, Dr. Christine Reese, and Dr. Jeannie Gauthier.

Chapel Speakers preached through 1 Peter. BCM Director Thomas Worsham organized weekly, student led small groups to study Master/Teacher booklet on 1 Peter written by faculty.

Hosted our Christ, Church, and Culture (C3) Conference last fall titled “*Evangelizing Millennials*.” The spring C3 discussed: “*What is the Real Issue with Social Justice?*”

The Jenkins Center for Evangelism and Missions sponsored Fall and Spring Campus Awakenings, led by Dr. Don Wilton, pastor, FBC Spartanburg, SC; and by Dr. John Fream, pastor, Cypress Baptist Church, Cypress, LA, respectively. BCM Mission projects included ministry at the Bridge Church in Covington, LA, and the CENLA Food Bank in Alexandria, LA. Also provided funds in support of the LBC’s E4 Preaching Conference at FBC Pineville.

Dr. Brewer keynoted CENLA Life March campus launch. Hundreds of campus and community members gathered to march from campus to downtown Alexandria.

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## BUSINESS AFFAIRS

Phase 1 of residence hall renovations began in Summer 2019. Tudor Hall (\$3.7M) and English Village (\$1.9M) are underway. This summer, Phase 2 includes Cottingham and Church Halls. In 2019, the air handler was replaced (\$210K) in Cavanaugh Hall with Cavanaugh Hall Campaign funds. The upper roof over the H.O. West gymnasium was completed this Fall (\$110K).

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## ADVANCEMENT

Established the Wildcat Club to help support Athletics operations budget and enhance the college experience of our student-athletes. Launched the LC Athletic Facilities Campaign Task Force led by notable student-athlete alumni and friends of the College, with the goal of raising the funds for long overdue upgrades to athletic facilities.

Alumnus Don Hill underwrote the cost of remodeling and equipping a new Computer Science classroom. Aug. 26-30 marked a week of generosity. LC received more than \$300K in gifts. Board of Visitors now has 195 members, whose gifts total almost \$231,000.

Alumni group meetings held in DFW Metroplex, Baton Rouge, Ark-LA-Tex, Lafayette, Lake Charles, Houston, Monroe, College Station, and CENLA.

Total Gifts to the College since August 1, 2019: \$4,109,041.56.

## ADMISSIONS/ENROLLMENT

Total undergraduate retention Fall '18 to Spring '19, 94%; Fall '19 to Spring '20, 88%.

Increased number of CENLA high schools participating in District Rally: from 21 to 28. Hosted Future Business Leaders of America Leadership Conference and larger FBLA Conference with more than 375 students high school students attending.

Conducted 3-week recruitment trip to the Thailand, Malaysia, Indonesia, Philippines, and Taiwan. Partnering with Haven of Hope Academy in Dar es Salaam, Tanzania, and schools in Southeast Asia. Approved by the Louisiana Board of Regents to offer dual enrollment courses. Provided dual enrollment for Tioga High School students for Fall '19 and Spring '20 with an agreement for more students in the future. Hired 3 new admissions counselors.

Personalized campus visits by prospective students continue to be popular.

### TOPS:

- Increase of TOPS (20+) by 18% since 2016
- Increase of TOPS Performance (23+) by 28% since 2016
- Increase of TOPS Honor (27+) by 14% since 2016
- Overall increase of total TOPS recipients by 20% since 2016



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## ATHLETICS

Employed Louisiana College student-athlete alumnus Andrew Maddox as head football coach. Baseball Coach Mike Byrnes earned his 400th career win at the beginning of the 2020 season.

Dean's List for Athletes end of year reports for 2016-2017, 2017-2018, and 2018-2019 show steady increase in cumulative GPA among 361 student-athletes:

- 2016-2017 - 2.782 cumulative grade point average (all sports) 366 student-athletes
- 2017-2018 - 2.813 cumulative grade point average (all sports) 443 student-athletes
- 2018-2019 - 2.962 cumulative grade point average (all sports) 361 student-athletes
  - five teams at 3.0 or better for the academic year
  - 20 softball student-athletes, with 3.5 GPA, earned National Fastpitch Coaches Association Academic All-American honors this season.

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## COMMUNICATIONS/ MARKETING

Launched multi-city digital billboard ad campaign touting some of Louisiana College's most innovative scholarships and degrees. Designed/placed ads for Jimmie Davis Scholarship in 30 newspapers statewide. Leveraged social media platforms to advance LC initiatives and news. Designed/placed ads in newspapers and the Baptist Message. Maintained weekly submissions to Louisiana Baptist Convention e-blast, and sent bi-monthly e-blasts to alumni and friends of LC. Assisted the President and other campus personnel with media contacts and appearances on television and radio. Worked with campus leaders and LC Graphics Dept. to ensure proper messaging, branding, and content.

## INFORMATION TECHNOLOGY

The Title III grant increases web bandwidth through signed agreement with Louisiana Optical Network via 10GB capable fiber and equipment to serve the campus. New Learning Management System, Canvas, delivers premiere online course offerings. Updating entire campus wireless network to provide the latest technology to students, faculty, and staff.

Moving to a cloud environment LC's Enterprise Resource Planning System to deliver seamless and reliable digital platform to conduct day-to-day business.

Partnering with Slate – a Customer Relations Management System – to move student application processes online and to serve as the Alumni Advancement Management System, thus consolidating and streamlining the life-cycle process from incoming students to alumni.

**“Education that instructs  
the mind and does not  
deepen the soul is not  
true learning.”**

**- Rick Brewer, PhD**