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THE INTERNAL NEWS PROVIDER FOR FACULTY, STAFF AND ADMINISTRATION

March 18, 1996 . Retention is a People Business . Faculty and Staff Out and About . Thank You . Calendar

RETENTION IS A PEOPLE BUSINESS

What an incredible opportunity we have here at Missouri Baptist College to shape the hearts and minds of those students who attend this institution. It should be our goal to challenge students academically, to engage them spiritually, and assist in the development of their character. What an awesome task!

It has been exciting the last four years for me to see many first time freshmen develop into quality men and women who are now seniors. In the future many of these students will have a great impact on society. However, what if these students do not finish their education at MBC? Some will transfer, some will leave school for personal or financial problems, and a few will drop out of school for no apparent reason. These students will likely miss a very important part of their education process.

These are the very reasons why retention should be an important part of the education process on campus. Retention is not confined to the retention officer, but must encompass all of campus life. To maintain enrollment on any campus and to identify and develop students and alumni; competent, caring faculty and staff; and con-

cerned, aware administrators.

First, enrollment is dependent upon satisfied students and alumni. They are an institutions best recruiters. This satisfaction is developed in the classroom and within the student life of the campus. Satisfaction depends on caring faculty and staff whose mission is to reach individual students and have a positive impact on their lives. Administrators who promote good teaching and who recognize the importance of the relationship between teacher and the student help keep these students at MBC.

It is important that we are reminded that we are in the "people business". It is the people who make a difference in whether or not a student stays here at MBC. It is people on campus... teachers, advisors, staff members, those who come face to face with students each day who provide the positive growth experiences for students. If we want to create a staying environment on campus it is imperative that we have a mission, a burning desire, to help students become all that they can become.

Frequently, as I show high school students the campus we are greeted by enthusiastic

faculty, staff, and students. This personal touch along with our Christian emphasis is what sets MBC apart from the competitors - often it is what closes the sale.

Recent retention surveys indicate that we are headed in the right direction. The retention rate for first time freshmen from Fall 1994 to Fall 1995 was 73%. This figure is up from 65% one year earlier. However, the most exciting news is that 90% of first time freshmen from this past Fall returned for the Spring semester! We are making a positive difference here at MBC.

Retention makes good sense. Ask any weary Admissions Counselor and they will tell you it is much easier to keep a student than it is to find a new one. It is also much more cost effective, and healthier for the bottom line.

In keeping with the Spirit of Excellence on the following page is a poem given to Ginger and me by the late Virginia Field who always demonstrated in her own life that the students are the most important part of any campus.

Keith Ross
Associate Director of
Admissions/Chaplain/
Retention Director

The Student

The Student is the most important person in the school. The Student is not dependent upon us . . . We are dependent on him.

The Student is not an interruption of our work . . . He is the purpose of it.

The Student is not the outsider in our business . . . He is our business.

The Student is a person and not a statistic.

He has feelings, emotions, and desires.

We are here to guide, direct, and challenge the student.

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FACULTY/STAFF OUT AND ABOUT

Ed Fliss and Tom Puhse, faculty co-advisors for the MBC Biology Club led the club's first ever outing on Saturday, March 2nd. Five club members and faculty met at the St. Louis Science Center for a morning of exhibit viewing and a learning experience in the logistics of event organization. Other outings are currently being planned.

Keith Ross and Dave Rice attended a Noel Levitz Seminar on Enrollment Management in Chicago on February 14th.

Dr. Vansantha Wilfred has been selected for inclusion in the fourth edition of *Who's*

Who Among America's Teachers, 1996. She was nominated by former student Regina M. Covington.

Gloria Vertrees, Keith Ross, Dave Rice, and Kathleen McCaffrey attended the Articulation and Transfer Conference at the Lodge of the Four Seasons on March 4-5.

Biology faculty members Tom Puhse and Ed Fliss were judges at the McGrath Elementary School Science Fair on the afternoon of March 6th. The student's displays were interesting and well presented. Part-time biology member Libby Rayhel was one of the Fair's organizers.

David Wilch spoke at the Jewel Baptist Church on Jan 8th, the Kingshighway Baptist Church on Jan. 21st, and the Warrenton Baptist Church on March 10th. Students share their gifts and testimony and conduct evening services at these church (Students participants have been Brad Laubinger, Corrin Roach, Jane Ngatia-Kenya, Will Grapperhause, Irina Shalaban-Larvia). David regularly works as part of the worship team for the Living Waters Community Church. He was part of the Inglo Ministries for Hydromat Inc. on February 10th.

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Thank You to Faculty, Staff and Students

I would like to thank all of you for your beautiful floral gift and for your prayers and concern. I am so blessed to know my sons are in a place where they are cared for and loved. God has provided for our every need. May His Blessings be poured out on your campus.

- Patricia Brawner

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CALENDAR FOR THE WEEK

18 May/Summer Textbook Requests DUE

19 11:00 a.m. Residence Hall Dedication

21 Chapel - Pam Reynolds, Phoenix Textile Corporation

23 11:00 a.m. Baseball - Hamline University HOME

23 MBC Forum with Dick Cheney at the Ritz-Carlton Hotel (Reservations should be made immediately, reserved seating only)

28 - 30 Spring Musical *Brigadoon* - Get your tickets early.