



MONTHLY PRESIDENTIAL UPDATE TO THE COMMUNITY
October 25, 2018

Dear Campus Community,

I will remember the events of Inauguration Week with great pride, from the thought-provoking conversations with Sister Helen Prejean, to the discussions during our distinguished Presidential Panel with President Parham and Dr. Stout, to the deeply meaningful Installation ceremony, which was followed by the talented performances of our Arcadia students, faculty, staff, and alumni. I was humbled to be among so many dedicated and supportive members of the Arcadia community.

However, the inauguration is not about me. The Presidency is not about me. It is about Arcadia. We must ask ourselves what each of us will contribute to help Arcadia reach its full potential. No doubt, I must deliver on exemplary leadership, governance, and management, but it will take all of us to provide a transformative experience for our students.

Dr. Doreen Loury led the inauguration attendees in a powerful chant, “We’ve got your back.” It was a special moment, and I am energized to work hard for the Arcadia community. I hope we can extend the chant to, “We’ve got Arcadia’s back.”

IMPACT OF INAUGURATION (point-in-time Oct. 17)

Arcadia hosted hundreds of guests throughout the week from the higher education, government officials, corporate, and regional communities, and I could not be more proud at how the University presented itself. The week was a truly unifying experience for the University community, and helped to advance Arcadia’s brand and assist in fundraising efforts. While we will have a complete and comprehensive picture of just how impactful the week was, early reports include the following:

Press and Media

Total impressions reached across social media topped **389K+**, including **60K** in video and story views, and **271.3K** reached on Facebook alone, including the highest response for an event in Arcadia’s history (**11.2K RSVPs**). Twitter, Instagram, and Snapchat reached **100K+** with high engagement rates. The customized filter created for Inauguration on Snapchat **was impressive, with 18,948** filter views and **900+** average views (per story). Inauguration news has appeared in more than 200 outlets, including

in [Montgomery Media](#) (Glenside News, Times Chronicle), the [Intelligencer](#), [Philadelphia Business Journal](#), [Boston Herald](#), and [Telemundo](#) (Albuquerque, NM).

Fundraising

To date in FY19, a total of \$1,295,053 has been raised, reflecting \$143,619 in cash from vendors and other donors in honor of the president, as well as \$600,000 from trustees in cash and commitments to this and other causes important to the president.

Website

New videos and images of the Installation Ceremony, celebration, and the events of Inauguration Week will be placed on our website arcadia.edu/inauguration as well as released across Arcadia's social media platforms. A compilation video highlighting inauguration will be available next week.

BOARD OF TRUSTEES MEETINGS

The first Board of Trustees meeting of the academic year was extremely insightful and productive. The meeting included two presentations:

Athletic Director Brian Granata presented *Arcadia Athletics 2.0 - Embracing an Athletics for All Model*. This presentation overviewed the possibility of bringing high-impact, innovative sports to Arcadia, including Men's and Women's Ice Hockey, Men's and Women's Indoor/Outdoor Track and Field, eSports, and Club Sports.

President Nair presented *Austerity to Prosperity: Six-Step Strategic Finance Model*, which reviewed the current crisis that threatens higher education's future and the unique challenges facing Arcadia. The Board of Trustees contributed to the discussion by participating in break-out sessions to explore high-impact opportunities in areas such as academic program prioritization, asset monetization, global internship/social entrepreneurship, and efforts to improve recruitment, retention, and the student experience.

The meeting also resulted in the approval of the following key items, among others:

- Based upon the recommendation of the Finance and Infrastructure Committee, the Board approved the Operating Budget for the fiscal year 2018-2019 with the requirement that the administration present a five-year budget plan at the February 2019 Finance and Infrastructure Committee meeting;
- Based upon the recommendation of the Audit Committee, the Board accepted both the Audited Financial Statements of the University and the Audited Statement of Institutional Assistance Grant Revenues, Expenditures, and Changes in Net Assets for fiscal year-end May 31, 2018;
- Based upon the recommendations of the Academic Affairs Committee, the Board approved Andrea Crivelli-Kovach, Ph.D., and Richard A. Wertime, Ph.D., as emeriti faculty members of Arcadia University in special recognition and sincere appreciation of their dedication and distinguished service.

MIDDLE STATES VISIT

The Middle States Self-Study process is proceeding along the timeline established in the Self-Study Design. On Oct. 15, Keith Taylor, President of Gannon University and Chair of the Middle States Evaluation Team, was on campus for a preliminary visit. During that visit, he met with various campus groups, including Trustees Madsen, Auritt, and Krug and the President's and Provost's Cabinets. He provided feedback on our most recent draft of the Self-Study report. The Arcadia Self-Study Co-Chairs Drs. Nancy Rosoff and Jonathan Shandell are reviewing and revising the draft report. The final Self-Study report is due in January 2019. The Evaluation Team visit is scheduled for February 24-27.

UKNIGHTED WEBSITE UPDATED WITH PRESIDENTIAL INITIATIVES

I am pleased to report that the arcadia.edu/UKnighted web page has been updated with key information on presidential initiatives and includes access to the Presidential and University goals and objectives for academics, learning environments, academic advising, financials, recruitment, advancement, branding, global initiatives, student success, organizational culture, and other key objectives.

The web page also includes unit evaluation summaries for the offices of University Advancement, University Relations, and General Counsel. These assessments will guide each unit as they identify priorities, build high-impact strategies, and help form a readiness assessment for the strategic planning process we are about to begin.

Please be sure to log-in to MyArcadia to view the evaluation summaries. As mentioned in previous updates, the evaluation process will continue with:

Enrollment Management/Student Affairs	Fall 2018
Academic Affairs	Spring 2019
The College of Global Studies	Summer 2019
Finance and Administration	Summer/Fall 2019

LEADERSHIP UPDATES

Cabinet Retreat

On Oct. 29, President's Cabinet will participate in a retreat to work toward developing the team's dynamics. Cabinet will work toward a common ground in shared goals and priorities, work through conflict, and engage in frank conversations to unite a unit.

Presidential Appointments

After a review of unit evaluations and internal searches, I am pleased to announce the following presidential appointments: **April Wanser**, who has served for the last four months as an interim placement, will fill the role of Executive Assistant to the President. Both the Vice President for Marketing and Communications and General Counsel

positions will serve on the President's Cabinet. **Margaret Callahan, Esq.**, has been appointed to the position of General Counsel. Since June, Margie has served as interim General Counsel, successfully filling the role as the primary point person for the University on all legal and policy matters. As General Counsel, Margie will provide, manage, and coordinate all legal services for the University and continue to serve as the Secretary of the Corporation. **Laura Baldwin, M.B.A.**, will continue to lead the University Relations team and establish a distinctive brand message as an outcome of the strategic planning process as Vice President for Marketing and Communications. Also, Laura will serve as a liaison to the President in an interim project management role until May 2019. She will work collaboratively with the President's Office to assess its process and relation to University units, as well as work across the University to develop a management process for presidential priorities and strategic initiatives.

ENROLLMENT MANAGEMENT

The September and October undergraduate Open Houses were very successful this year. In September, we welcomed 390 students with 1,061 total visitors, as compared to 332 students with 930 total visitors in September of 2017, and 327 students with 900 total visitors in 2016. At this fall's event, 139 students submitted applications, as compared to 119 in September 2017, and 92 at the September 2016 Open House.

The October Open House this past Sunday was very well attended, with 1,085 total visitors and 392 students yielding 146 applications (the highest number of applications at an October Open House in 10 years). This compared to 909 total visitors with 326 students yielding 123 applications in October of 2017, and 835 total visitors with 311 students yielding 95 applications in 2016.

Our work has only just begun. Thank you for your continued commitment to Arcadia University.

Sincerely,

Ajay Nair, Ph.D.
President

EXTERNAL PRESIDENTIAL ENGAGEMENT

Higher Education Roundtable—Washington, DC, Senator Bob Casey
Cheltenham Township Board of Commissioners
Ken Andrews, MAC Executive Director, Middle Atlantic Conferences
Valerie Smith, President of Swarthmore College
American Graduate School (AGS) Paris, France

Dr. Marseille, Superintendent and Dr. Tamara Thomas Smith, Assistant Superintendent,
Cheltenham School District
Mónica Byrne-Jiménez and William Slotnik, Community Training & Assistance Center
The Heinz Endowments