

Update on North Park Next

Dear North Park colleagues,

Earlier this week, an inclusive cross-campus working group of 46 North Parkers — comprising faculty and staff, deans, the President and senior team, and the Chair of the Board of Trustees — collaborated in a two-day online workshop hosted by Gray Associates, North Park's nationally acclaimed higher education consulting and data-gathering firm.

The workshop team was populated with forward-thinking, solutions oriented, constructive participants who devoted two full days of their time and creative energy to this important effort. The collaborative workshop was a significant milestone in our long and distinguished history — marking a strong start to the journey to create our future together through strategic planning in **North Park Next**.

Reviewing our stated objectives for the Phase I workshop, I am delighted to say that our goals were clearly met. We examined a breadth and depth of internal and external data at a level never before undertaken at North Park University — seeking to accomplish two specific objectives:

1. Identify initial potential strategic academic program opportunities for enrollment, and
2. review data regarding our current student demographics and enrollments, course selections, financial aid distributions and financial metrics of existing programs.

On Tuesday, we studied a massive data base measuring more than 1,400 individual academic programs offered in America — examining student demand, employment opportunities and the level of competition with other schools in a 40-mile radius and nationally. We did this in order to identify new potential programs North Park might launch that would be relevant to students, responsive to employers' needs, consistent with our mission — and viable sources of new net revenue. We identified 45 possible new academic programs and prioritized five or six to begin with, for further study.

On Wednesday, we examined data about our own 79 existing academic programs, reviewing their enrollments, revenues and expenses to the university. In small groups, we scored our programs and put each of them into one of four groups: programs with opportunities for **growth**; programs to **sustain** as they are; programs that require a specific **fix**; and programs that require further **assessment**.

The Team

My thanks to two individuals who were central to the data gathering effort for North Park, Aaron Schoof (Senior Director of Data and Administrative Services) and Anne McCullah (Director of Finance/Comptroller). The leadership and efforts expended by Aaron and Annie made the workshop possible and we are very grateful.

Finally, we are grateful to the participants in this week's workshop, who prayed together for the University we love, and who worked for it in an atmosphere of mutual trust and forward-thinking collaboration, focusing on the welfare of the university as a whole. **It was a big WIN for North Park!**

- Liza Ann Acosta (University Dean)
- Joe Alulis (faculty: HASS, Politics/Government)
- Nancy Arnesen (faculty: HASS, English)
- Kristine Aronsson (Sciences Advisor)

- David Bennett (faculty: Sciences, Psychology)
- Chad Eric Bergman (faculty: SMAT, Theatre)
- John Born (Athletic Director; faculty: SBNM)
- Dennis Bricault (faculty: Spanish, Curriculum & Instruction Chair; Assessment)
- Michelle Clifton-Soderstrom (NPTS faculty: Professor of Theology & Ethics; Interim Dean of Faculty)
- Ron Dooley (faculty: HAAS, English; Core Curriculum Director)
- Linda Duncan (Dean, SNHS)
- Mark Gavoor (faculty: SBNM)
- Helen Hawkins (faculty: SMAT; Faculty Senate President)
- Ann Hicks (Dean, SBNM)
- Daniel White Hodge (faculty: HASS, Communications)
- Al Kamienski (faculty: SBNM)
- Trevor James (faculty/Associate Dean: SPS)
- Aaron Kaestner (faculty: Sciences, Math)
- Dennis King (Student Engagement: Director of Student Success)
- Andrew Lundgren (faculty: SNHS, Athletic Training)
- Katie Maier-O'Shea (faculty: Library; Dean, Technology)
- Brady Martinson (Director of Undergraduate Enrollment)
- Annie McCullah (Director of Finance/Comptroller)
- Linda McDonald (faculty: Sciences, Physics/Engineering)
- Lisa Ncube (Director of Institutional Effectiveness)
- Becky Nelson (Dean, SOE)
- Alex Macias (Director of Seminary Academic Programming)
- Kelly Potteiger (faculty: SNHS, Exercise Science)
- Susan Rabe (CAS/HASS, Associate Dean)
- Rebecca Ryan (Interim Dean, SMAT)
- Aaron Schoof (Senior Director of Data and Administrative Services)
- Lori Scrementi (Dean, SPS)
- Sumie Song (Director of Global Education/International Office)
- Ted Zervas (faculty: SOE)
- President's Cabinet: Craig Johnson, Provost; David Kersten, Vice President for Church Relations and Dean of Seminary; Andrea Nevels, Vice President for Student Engagement; Anthony Scola, Vice President for Enrollment Management and Marketing; Scott Stenmark, Vice President for Finance and Administration and CFO; Ingrid Tenglin, Assistant Vice President for Human Resources; Melissa Vélez-Luce, Executive Director of Operations and Interim Vice President for Advancement; Jon Heintzelman, Senior Advancement Advisor and Consultant to the President; Hunt Helm, Senior Consultant, Marketing and Communications.
- David Otfinoski (Chair, Board of Trustees)

With respect,

Mary K. Surridge, President