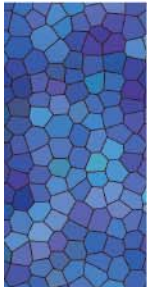


August 21, 2012 | Community Day

Making the case
— for a —
Messiah College
— education —



Dr. Kim S. Phipps, President

see anew

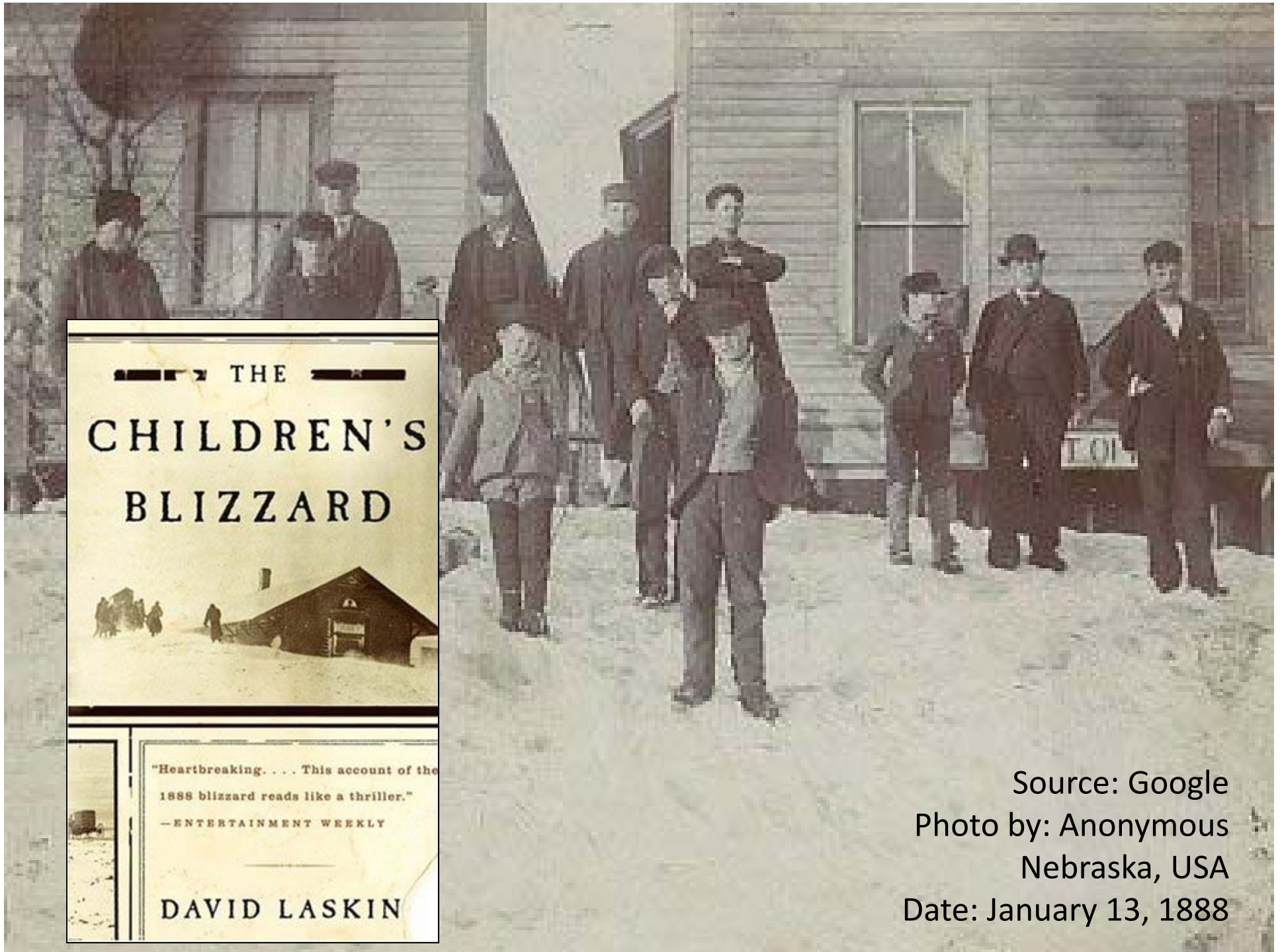





Source: *Library of Congress: Prairie Settlement Nebraska Photographs and Family Letters, 1862-1912*



Source: Google/Snowstorms Throughout History
Photo by: Unknown
January 13, 1888



THE
**CHILDREN'S
 BLIZZARD**



"Heartbreaking. . . This account of the
 1888 blizzard reads like a thriller."
 — ENTERTAINMENT WEEKLY

DAVID LASKIN

Source: Google
 Photo by: Anonymous
 Nebraska, USA
 Date: January 13, 1888

The Washington Post

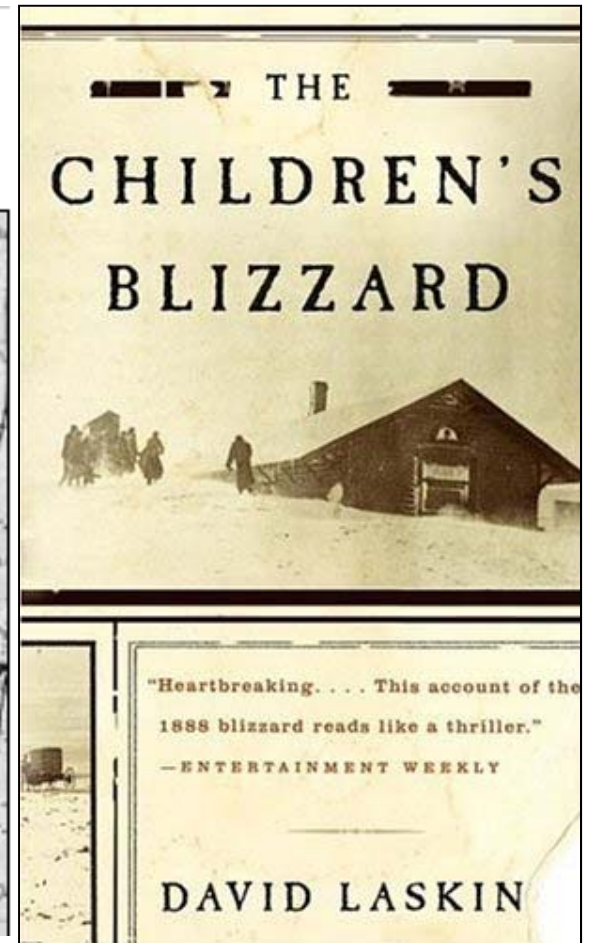
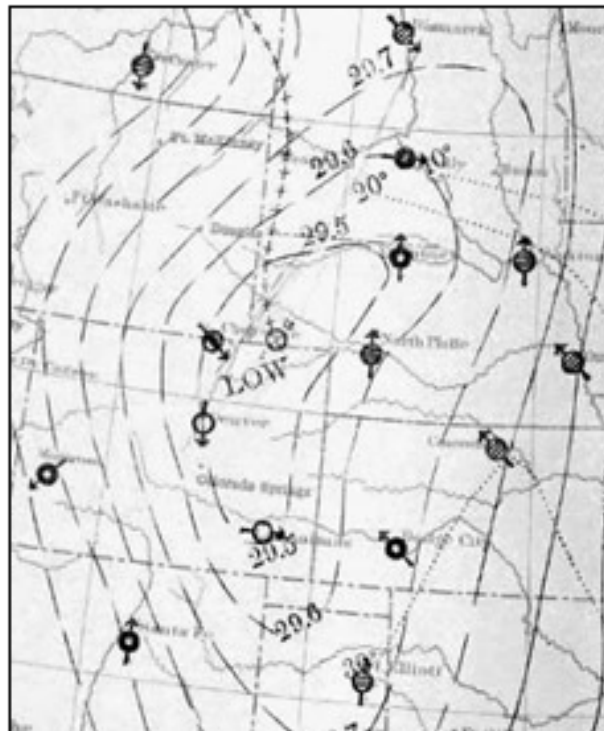
Posted at 10:45 AM ET, 01/14/2011

Freak, deadly storm: Children's Blizzard of 1888

By Steve Tracton

This week marks the anniversary of what's probably one of the most ferocious and deadly blizzards in this country which, perchance, you've never heard about. On the morning of January 12, 1888, a blizzard swept down suddenly on the unsuspecting inhabitants on the prairies of the upper Midwest (especially portions of Nebraska and South Dakota) with unprecedented ferocity.

One moment the air was clear, calm, with spring-like warmth. Then, in a period of just a few minutes the sky darkened and temperatures dropped



Urban Omnibus, March 11, 2012

The Blizzard of 1888 – and what it means for mass transit

by Cassim Shepard
March 11th, 2010

[archives](#), [bus](#), [history](#), [transit](#)

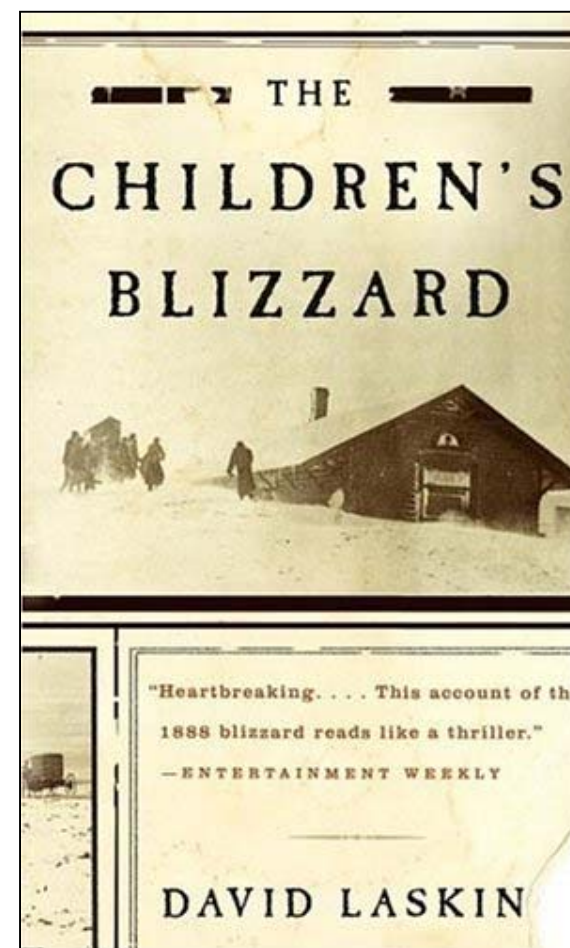
[share it](#)
[print it](#)

0

IN A BLIZZARD'S GRASP

*THE WORST STORM THE CITY
HAS EVER KNOWN.*

**BUSINESS AND TRAVEL COMPLETELY
SUSPENDED.**





The Learning Network

Teaching & Learning With The New York Times

April 30, 2012, 6:03 AM

How Necessary Is a College Education?

By SHANNON DOYNE

Attaining a college degree is a milestone many people dream about — and expect to achieve. But with the rising cost of tuition and high unemployment rates for recent graduates, is college a necessity or a luxury?

January 26, 2012, 3:03 PM

Sharp Drop in State Funding for Higher Education

By DANIEL E. SLOTNIK



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NEWS POLITICS

AlterNet / By s.e. smith

42 COMMENTS

ARTICLE TOOLS

Disposable Professors? How the Labor Crisis Threatens Higher Education

Adjunct faculty and grad students across America have had enough of service cuts and low wages. Should we expect an "Adjunct Spring"?

Home > Opinion > Economic Intelligence > *Why the Education Bubble Will Be Worse Than the Housing Bubble*

Why the Education Bubble Will Be Worse Than the Housing Bubble

By [ANTONY DAVIES](#), [JAMES R. HARRIGAN](#)

June 12, 2012 | [RSS Feed](#) | [Print](#)



Graduating in debt

The New York Times

Business Day

Search All NYTimes.com

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REA

A Generation Hobbled by the Soaring Cost of College



Photographs by Ruth Fremson/The New York Times and Ty William Wright for The New York Times

Taking on debt has become a central part of the college experience for many students.

By **ANDREW MARTIN** and **ANDREW W. LEHREN**

Published: May 12, 2012 | 1441 Comments

NOTE: No data
available for
North Dakota



© 2012 MCT

Source: The Project on Student Debt
Graphic: Melina Yingling



Making the Case for a Messiah College Education

1. Identify the formidable challenges confronting Messiah College
2. Affirm the strength and vitality of our identity and mission, which is essential to meeting these challenges
3. Suggest several tangible steps that we will take to proactively respond to changes in higher education.

Making the Case for a Messiah College Education



Call to Action

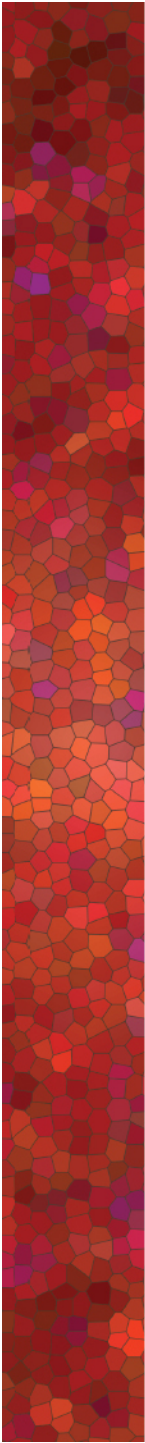


Making the Case for a Messiah College Education



Call to Action





The Formidable Challenges Facing Higher Education

1. Rising Costs

“In the midst of the most significant global economic crisis in more than 80 years, higher education faces an acute crisis of resources, organization and legitimization... Public tolerance is withering for increasing tuition as legislative appropriations shrink and student debt continues to grow.”

Richard Guarasci
President of Wagner College

The Formidable Challenges Facing Higher Education

1. Rising Costs

The screenshot shows the FAFSA4caster website. At the top, there is a navigation bar with icons for Home, About Us, Student Aid on the Web, PIN Site, Contact Us, and Browse Help. The main content area is titled "FAFSA4caster" and contains the following text: "FAFSA4caster will help you understand your options for paying for college. Provide some basic information and we'll estimate your eligibility for federal student aid. Your estimate will be shown in the College Cost Worksheet where you can also provide estimated amounts of other student aid and savings that can go towards your college education. Go ahead and get started now! If you need help for a question, read the help and hints on the right." Below this text is a "Student Information" section with a dropdown menu for "Are you a U.S. citizen?" and a "SUBMIT" button. To the right of the main content is a "Help and Hints" sidebar with the heading "Are you a U.S. citizen?" and a list of bullet points: "Select U.S. citizen (or U.S. national) if you are a U.S. citizen or U.S. national." and "Select Eligible noncitizen if you are: • A U.S. permanent resident, with a Permanent Resident Card (I-551), or a Conditional permanent resident (I-551C) • Other eligible noncitizen with an Arrival-Departure Record (I-94) from the Department of Homeland Security". At the bottom of the page, there is a footer that reads "Site Last Updated: Sunday, August 5, 2012".

“Only one-in-five Americans now believe that college is affordable for most people.”

2011 Pew Research Study

Making the Case for a Messiah College Education

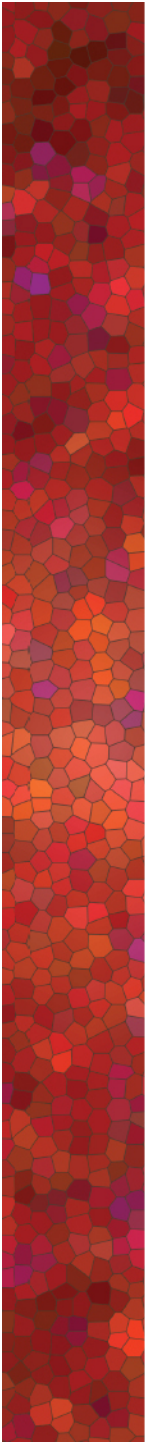
Declining Household Income



The New York Times

Published October 9, 2011

Analysis of Current Population Survey data
by Gordon W. Green Jr. and John F. Coder, Sentier Research



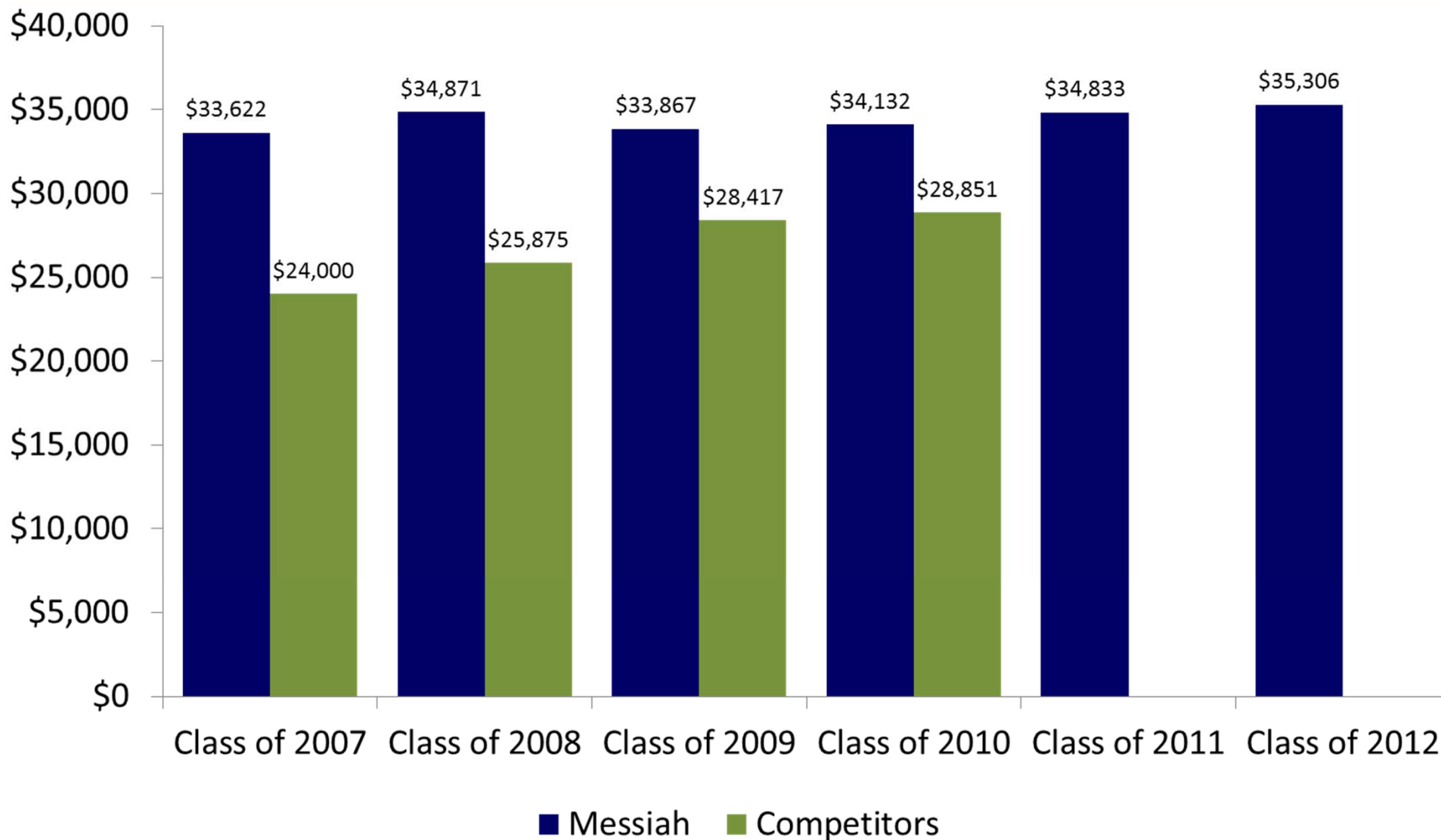
The Formidable Challenges Facing Higher Education

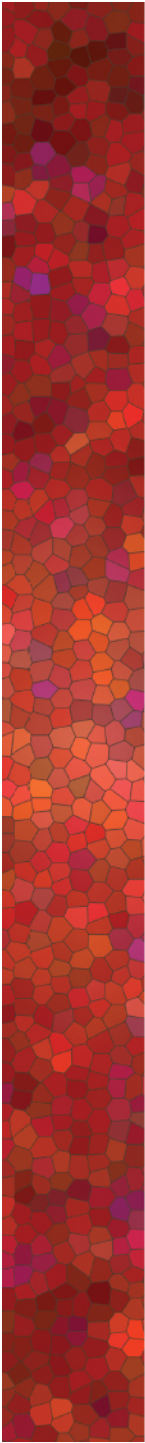
1. Rising Costs

*“...charges at private colleges and universities in constant dollars, have risen to nearly \$39,000 in 2011 – increasing **70% since 1990**”*

Trends in College Pricing
College Board

Student Debt





The Formidable Challenges Facing Higher Education

Messiah College's Response:

1. Implemented conservative tuition increases for the past three years.
2. Current fundraising campaign has raised more than 9 million new dollars for endowed student scholarships (goal of 10 million dollars).
3. Increased our financial aid expenditures by \$8.5 million from 2009 to the current academic year.

The Formidable Challenges Facing Higher Education

	8/17/2012			8/17/2011		
First Year Students	Fall 2012	% to Goal	Goal	Fall 2011	% to Final	Final
Inquiries	29,269	101%	29,000	27,470	100%	27,470
Applications	3,152	100%	3,150	3,161	100%	3,162
Acceptances	2,021	95%	2,125	2,031	100%	2,032
Deposits	718	99%	725	705	102%	694
Transfers						
Applications	312	98%	320	327	100%	327
Acceptances	158	90%	175	148	97%	152
Deposits	76	80%	95	79	95%	83

The Formidable Challenges Facing Higher Education

With 2804 undergraduates and more than 200 graduate students, we are on track to exceed fall headcount goals.

Retention rate has remained above 83% for the last 6 years!

Fall 2011 retention rate was 87.3% - highest rate in the past 8 years!

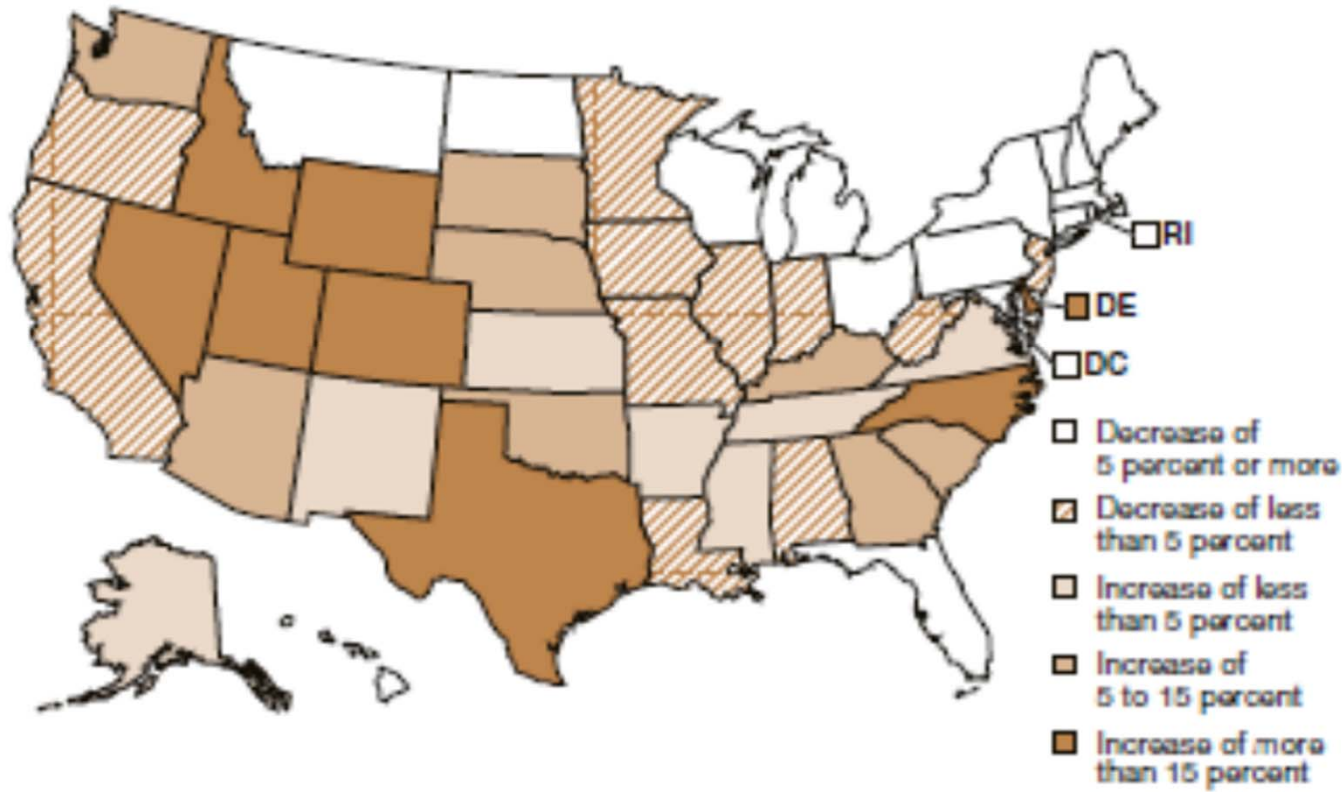


The Formidable Challenges Facing Higher Education

2. Demographic Changes

STATE AND REGIONAL (PUBLIC SCHOOL DATA)

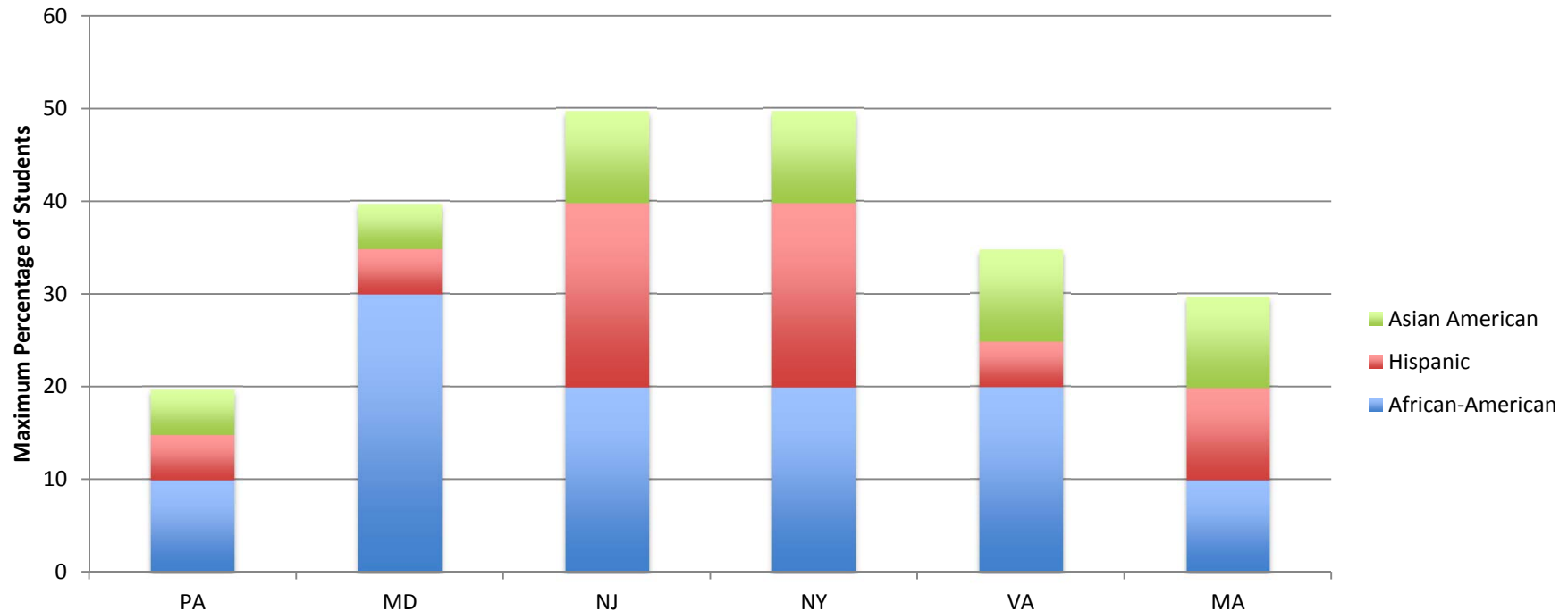
Figure 8. Projected percentage change in the number of public high school graduates, by state: School years 2007–08 through 2020–21



William J. Hussar and Tabitha M. Bailey

Projections of Education Statistics to 2020, Rep., Sept. 2011.

Maximum Percentage of Under-Represented Students in Higher Education by State in 2007



Top Messiah College Feeder States

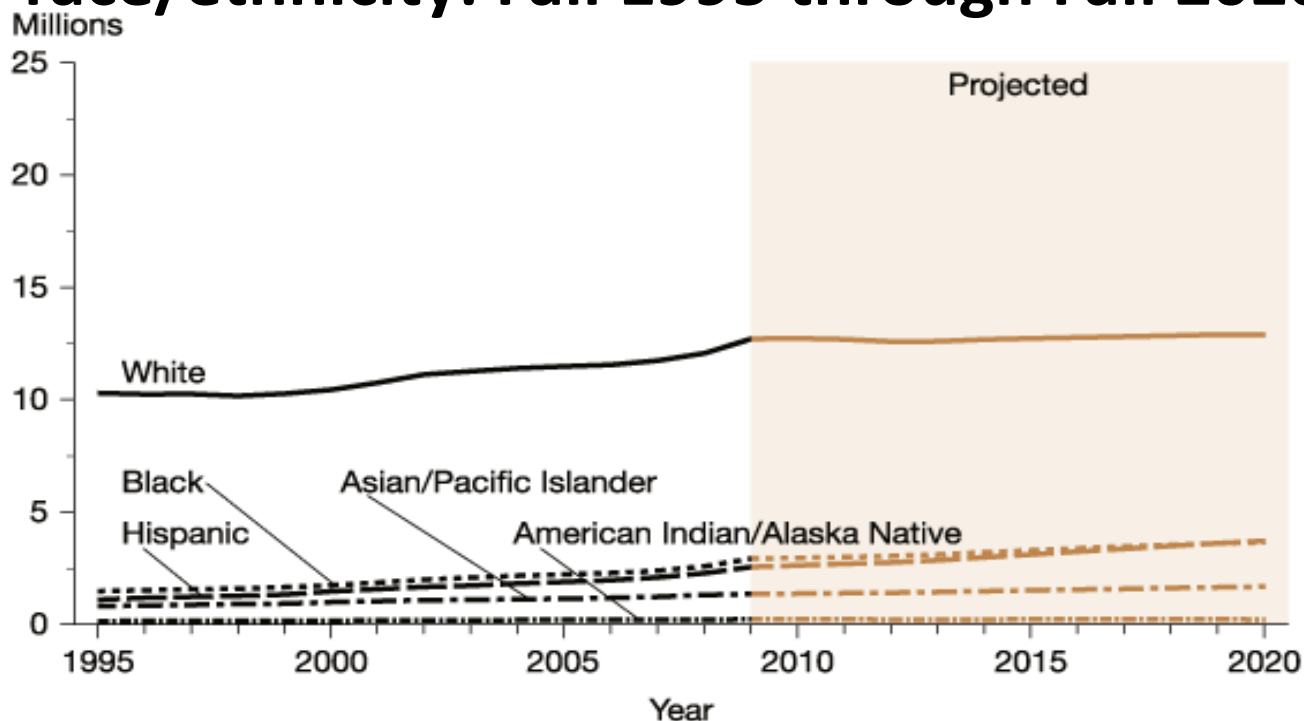
U.S. Department of Education, National Center for Education Statistics,
Integrated Postsecondary Education Data Systems (IPEDS), Fall Enrollment Survey

Dr. Kim S. Phipps, President

see anew



Actual and projected numbers for enrollment in all postsecondary degree-granting institutions, by race/ethnicity: Fall 1995 through Fall 2020



SOURCE: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System, "Fall Enrollment Survey" (IPEDS-EF:95-99).

The number of students who are black or Asian/Pacific will increase by 25 percent. The most remarkable growth will happen among the Hispanic student population, which will soar by 46 percent.

The Formidable Challenges Facing Higher Education

2. Demographic Changes



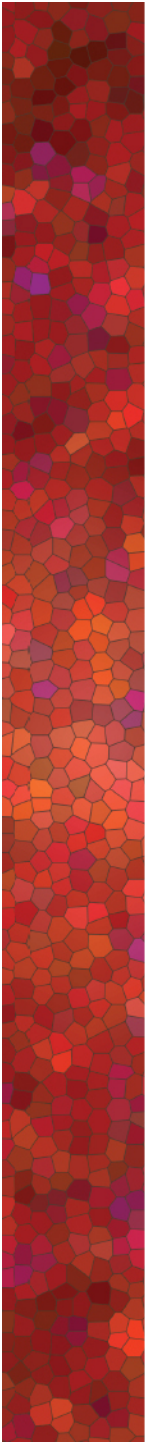
The Formidable Challenges Facing Higher Education

2. Demographic Changes



Resident Directors introducing themselves to 2012-13 Resident Assistants as Olympians!





The Formidable Challenges Facing Higher Education

3. Technological Innovation and Online Learning

“Today, the Internet is democratizing people’s access to knowledge and enabling learning to take place far more conveniently in a variety of contexts, locations, and times.”

Michael Horn
Author



Global

Yes, MOOC is the higher education game changer

Simon Marginson

Free Massive Open Online Courseware – MOOC – is less than a year old but it is already clear **this will be the game changer in higher education.** Right now it is reverberating through the world's universities like a tectonic shock. The crucial innovation was not free courseware, but online grading with certification.

Dr. Kim S. Phipps, President

see anew

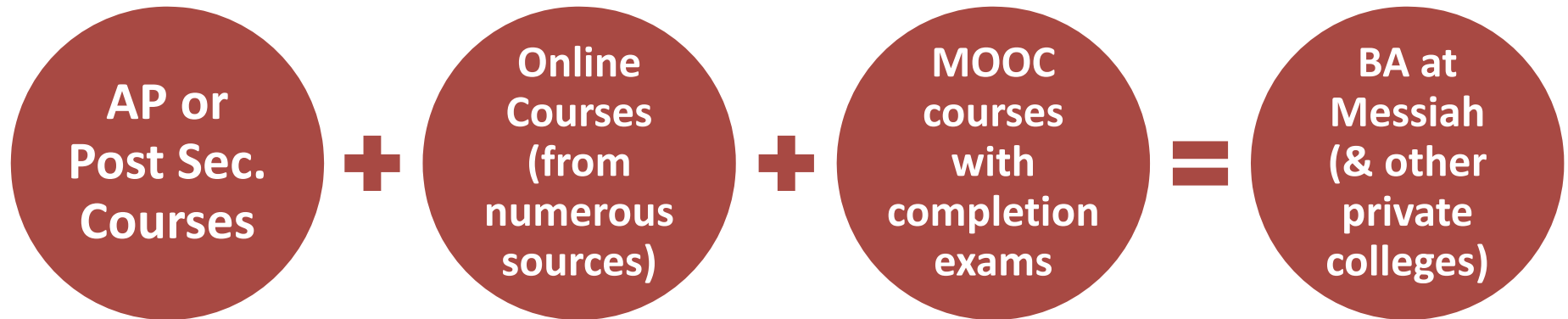


The Formidable Challenges Facing Higher Education

3. Technological Innovation and Online Learning



Is this the future of Baccalaureate Education?



- Likely impact – students enroll for two-three years, rather than four.
- Flexibility of transferring credits will be the key to enrolling students.

Dr. Kim S. Phipps, President

Making the Case for Messiah College's *Vitality and Significance*



New Exercise Physiology Lab

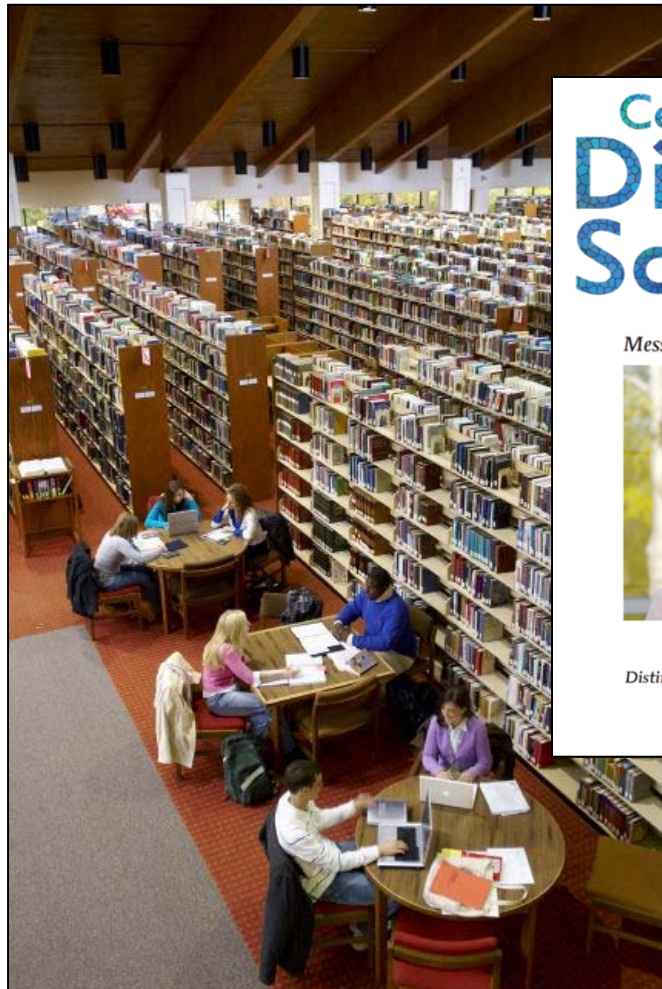
see anew



The Value of an Education that Pairs Strong Christian Conviction with Serious Academic Inquiry




The Value of an Education that Pairs Strong Christian Conviction with Serious Academic Inquiry




Celebrating
**Distinctive
Scholarship**

Messiah College is proud to congratulate



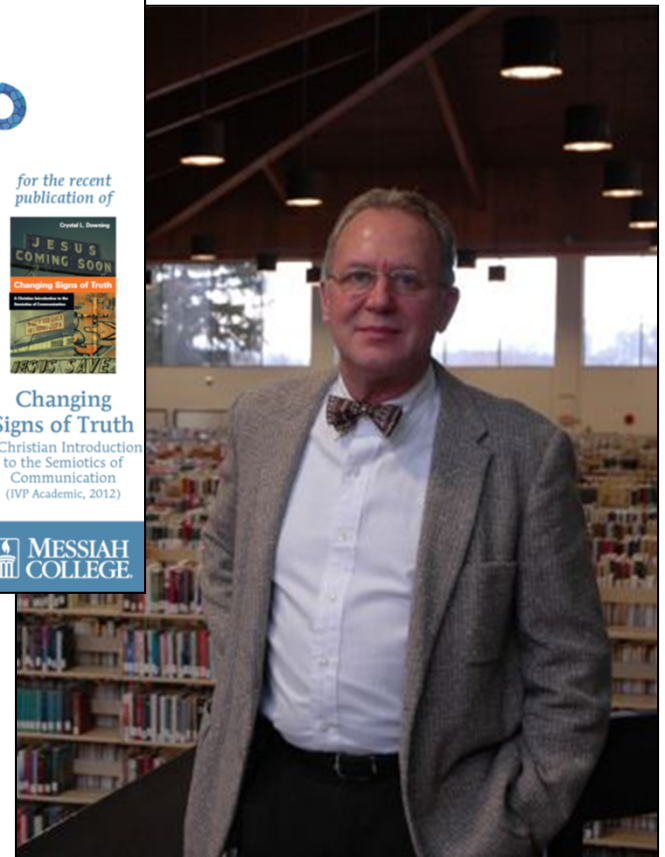

Crystal Downing
Distinguished professor of English and film studies

for the recent
publication of



**Changing
Signs of Truth**
A Christian Introduction
to the Semiotics of
Communication
(IVP Academic, 2012)

see anew



The Value of an Education that Pairs Strong Christian Conviction with Serious Academic Inquiry

Navigate a field of ideas

Students at Messiah College learn from some of the nation's leading authors, scholars and Christian thought-leaders in the humanities and liberal arts.



Robin Collins, Ph.D.

Professor of philosophy

Recognized as a national research fellow by The Center for Christian Thought at Biola University for its 2012-2013 theme, "Neuroscience and the Soul"



John Fea, Ph.D.

Associate professor of American history

Selected as one of three national finalists for the George Washington Book Prize for "Was America Founded as a Christian Nation?," a book that received the ForeWord 2011 Gold Medal Book of the Year (religion)



David Pettegrew, Ph.D.

Associate professor of history

Received a Loeb Classical Library Foundation Fellowship (Harvard University) to research his classical work, "The Isthmus of Corinth: Crossroads of the Roman Mediterranean"

Visit us for an Open House:

- Monday, Oct. 8, 2012
(Columbus Day)
- Saturday, Oct. 27, 2012
- Monday, Nov. 12, 2012
(Veterans Day)
- Monday, Feb. 18, 2013
(Presidents Day)
- Saturday, April 13, 2013

messiah.edu
admiss@messiah.edu
800.233.4220
Grantham, Pa.

see anew



The Value of an Education that Pairs Strong Christian Conviction with Serious Academic Inquiry



*Robin Collins
Professor and Chair of
the Department of
Philosophy*



*Anita Voelker
Associate Professor
of Education*



The Value of an Education Infused with the Liberal Arts

Many employers recognize that the 21st Century requires liberal and applied arts and sciences because of the volume and complexity of the information our brains are asked to process.



The Value of an Education Infused with the Liberal Arts

“More than one of the CEO's present mentioned ‘the value of accepting and engaging ambiguity as a skill that a liberal arts education especially instills. This is useful in making your way in the workplace a flexibility of mind and imagination ...

The Value of an Education Infused with the Liberal Arts

...that enables more creative problem solving, more openness to understanding various audiences and co-workers, more willingness to not be frustrated by the intractability of a problem.”



Dr. Peter Powers
Dean of the School of Humanities

The Value of an Education Infused with the Liberal Arts



Millennial Branding
Navigating You To Future Success

Posted on May 14, 2012
by Dan Schwabel

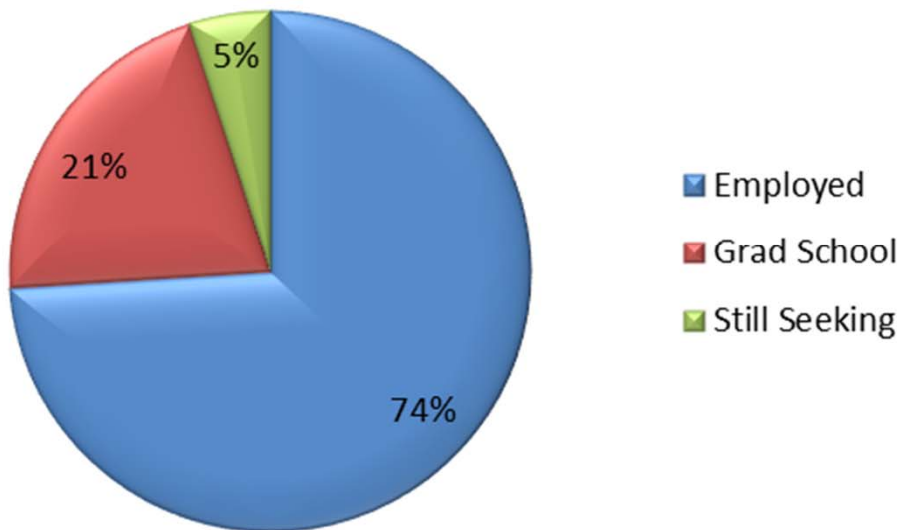
Highlights from the Student Employment Gap study:

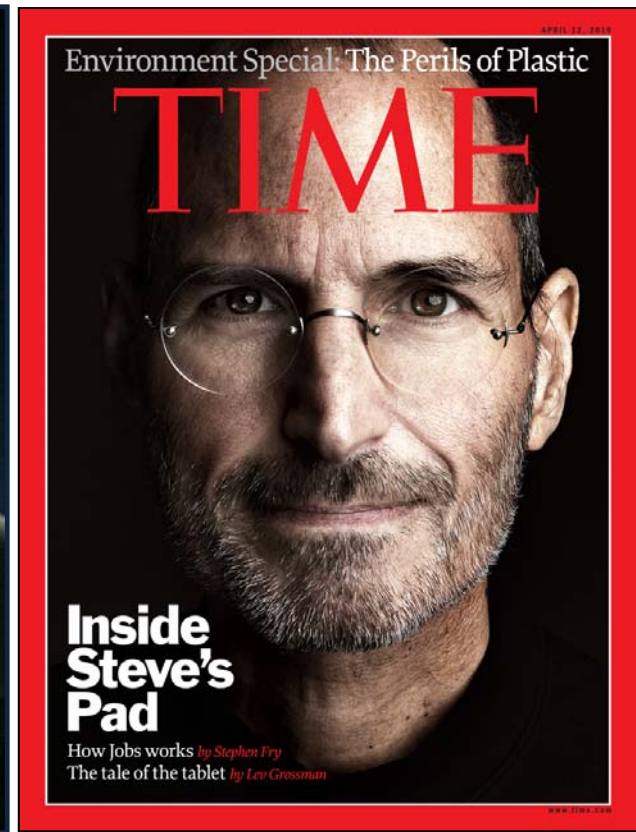
- **The types of students who are landing jobs.** 34% of companies are recruiting engineering and computer information systems majors and **30% are recruiting liberal arts majors.**

The Value of an Education Infused with the Liberal Arts

EMPLOYMENT INFORMATION

95% of the Class of 2011 survey respondents (49%) were employed or enrolled in a graduate or professional program within 6 to 9 months after graduation.





Published April 12, 2010

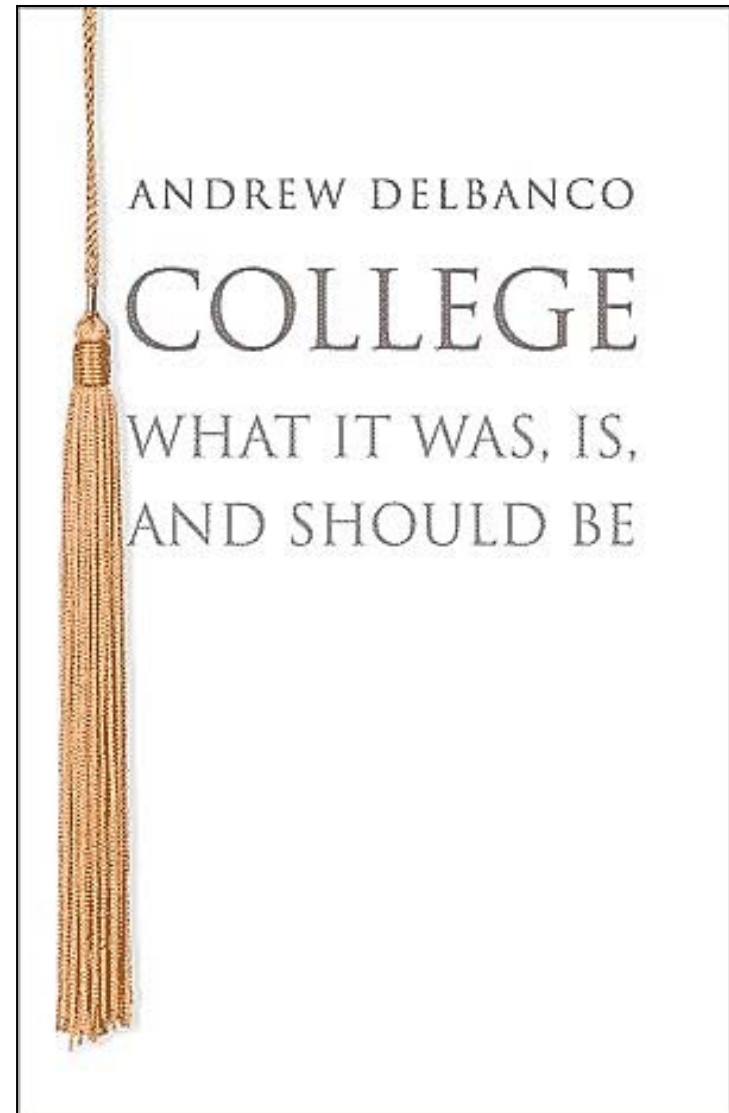
“There were greater technologists...and certainly better designers and artists. But no one else in our era could better fire wire together poetry and processors in a way that jolted innovation.”

Walter Issacson, Harvard Business Review

The Value of an Education for the Common Good



Andrew Delbanco
Director of American Studies
Columbia University





The Value of an Education for the Common Good

“Educating for the common good...is about more than the formal curriculum, more than taking or teaching courses...It’s about how those values are lived....”



The Value of an Education for the Common Good

*“The common good requires
community...it’s a way of life.
Community demands engagement.
Taking responsibility. Being of
service.”*

Martin Kaplan
Norman Lear Professor of Entertainment, Media and Society
University of Southern California

The Value of an Education for the Common Good



The Value of a Global Perspective and Worldwide Opportunities



The Value of a Global Perspective and Worldwide Opportunities



The Value of a Global Perspective and Worldwide Opportunities

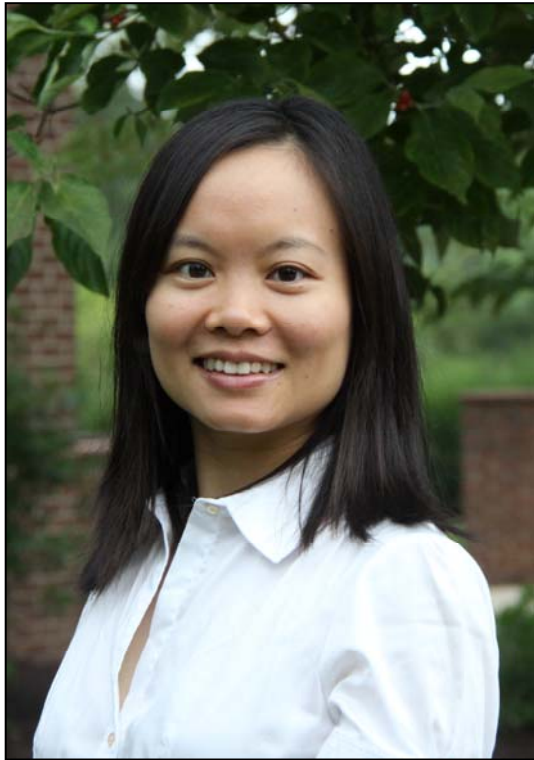


2011-2012 Amigo Program
Mentors and Mentees

The Value of a Global Perspective and Worldwide Opportunities



The Value of a Global Perspective and Worldwide Opportunities



Lijuan (Stella) Ye
Assistant Professor/ Chinese
Program Advisor

“students with a global perspective are confident, open-minded and know how to interact with people.”



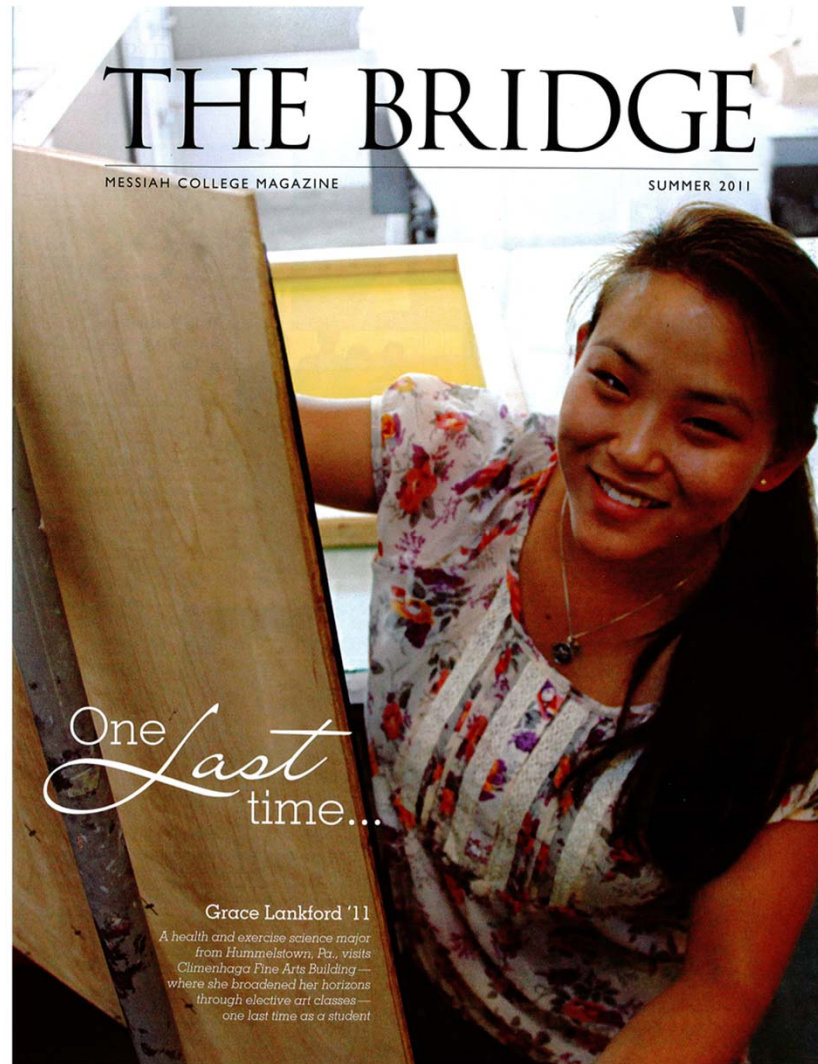
The Value of an Education that Promotes *Service, Leadership and Reconciliation*

Brand Promise Statement

“Messiah College graduates direct their talents toward meaningful careers and redemptive lives, carrying a well-practiced spirit of reconciliation into our fractured world, building bridges of understanding and peace.”

The Value of an Education that Promotes *Service, Leadership and Reconciliation*

Messiah
College
alumni
effectively
tell the
story!



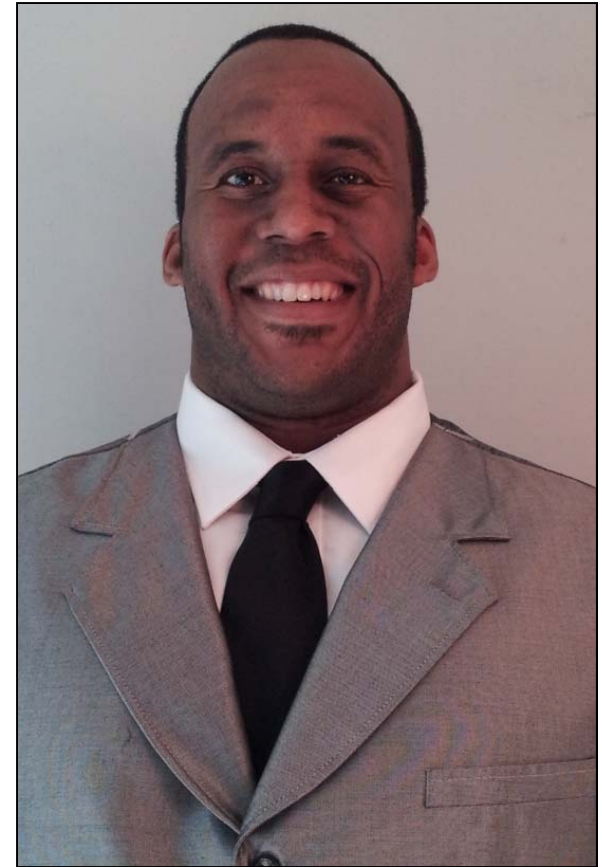
The Value of an Education that Promotes *Service, Leadership and Reconciliation*



Jenny Gallagher-Blom
'02 Communications



Dennis Hoover
'90 Politics



Justin Foster
'12 Counseling



Call to Action



**STRATEGIC
PLANNING**

Messiah College
Second Century Plan
2012-2016

Image Source: <http://www.motorpix.com>

Dr. Kim S. Phipps, President

see anew





Call to Action

Vision statement:

By 2020, Messiah College will be the first choice among undergraduate and graduate students from the eastern United States who desire a Christian higher education characterized by educational excellence and a commitment to gracious Christianity.

Our Vision



Dr. Kim S. Phipps, President

see anew



The Second Century Plan

Preliminary draft of strategic themes and goals for 2012-2016

— Themes —

1

*Strategic
Communication*

Messiah College is committed to enhancing its institutional profile on the east coast through enhanced strategic communication of the College's mission and institutional distinctives including recognition of the significant accomplishments of its community members.



Themes

1

Strategic
Communication

The screenshot displays the Messiah College website with the following elements:

- Header:** Messiah College logo and the slogan "see anew". Below the slogan is the tagline: "SHARPENING INTELLECT DEEPENING CHRISTIAN FAITH INSPIRING ACTION".
- Navigation Menu (Left):**
 - Future Students
 - Parents & Families
 - Alumni
 - Community
 - Current Students
 - Graduate Programs
 - Three-Year Degree Options
 - Service Learning
 - Study Abroad
 - Online College Magazine
 - Library
 - Campus Map
 - Job Openings
- Main Content Area:**
 - Featured Image:** A group of soccer players in yellow and red gear. Text overlay: "hospitality for the whole person".
 - Feature Article:**
 - Headline:** "FEATURE: Success defined by purpose and pursuit for Messiah College soccer teams"
 - Text:** "For followers of Messiah College soccer, success is as mysterious as it is impressive. 'It is a unique, yet fulfilling moment to look down at your chest and see the [...]"
 - Image:** A smaller photo of soccer players celebrating.
 - Link:** ">> ARCHIVES"
 - Latest News:**
 - Headline:** "Washington Monthly ranks Messiah College sixth in the nation for service and community engagement"
- Right Sidebar:**
 - Social media icons for Pinterest, Facebook, Twitter, and YouTube.
 - Buttons: "APPLY NOW", "SCHEDULE A VISIT", "REQUEST INFO", "REFER A STUDENT", "MC SOCIAL MEDIA".
 - Logos: "GREEN@MESSIAH" and "MEMBER Council for Christian Colleges & Universities".
 - Section: AT A GLANCE**
 - Image:** Graduates in caps and gowns.
 - Text:** "95% of 2011 grads are employed or are in graduate programs 6-9"

Themes

1

Strategic
Communication



The image shows a screenshot of the Facebook page for Messiah College. At the top, there is a navigation bar with the Facebook logo and login fields for 'Email or Phone' and 'Password'. Below this is a large banner image featuring a collage of students and the text 'Messiah College is on Facebook. To connect with Messiah College, sign up for Facebook today.' with 'Sign Up' and 'Log In' buttons. The profile picture is the Messiah College logo with the text 'see anew'. The page name is 'Messiah College' with a 'Like' button and statistics: '4,616 likes · 158 talking about this · 755 were here'. The bio states: 'Education Messiah College is a nationally ranked Christian college of the liberal and applied arts and sciences located near the state capital of Harrisburg, Pa. www.messiah.edu'. There are also social media icons for Twitter and YouTube.



The image shows the Twitter profile for Messiah College. The header includes the profile picture (Messiah College logo with 'see anew'), the name 'Messiah College', the handle '@messiahcollege', and the location 'Near Harrisburg, PA, USA' with a link to 'http://www.messiah.edu'. To the right, it says 'follow us on twitter' with the Twitter logo. Below the header is a navigation menu with 'Tweets', 'Following', 'Followers', and 'Favorites'. The main content area shows a tweet from 'Messiah College @messiahcollege' that reads: 'RT @bydanielvictor: Intern! We need one for @nytimes social media. bit.ly/A5zYc5 // Sounds like a good opp for a Messiah student!' with an 'Expand' link.



The image shows the Pinterest profile for Messiah College. At the top, there is a search bar, the Pinterest logo, and navigation links for 'Add', 'About', and 'Messiah'. The profile picture is the Messiah College logo with 'see anew'. The name is 'Messiah College' and the bio reads: 'Messiah College is a nationally ranked private Christian college with a student body of nearly 3,000 undergraduate and graduate students located in Grantham, Pa., just 12 miles from Harrisburg.' Below the bio are social media icons and the location 'Near Harrisburg, PA, USA'. On the right side, there is a 'Repins from' section listing three users: 'Jean Cho', 'Hannah Powell', and 'Mitzi Brammer'.

Themes

1

Strategic
Communication

Messiah graduates have become Rhodes, Fulbright, Carnegie and Truman scholars.



MESSIAH COLLEGE



see anew



Study abroad
in more than **40**
countries

see anew



MESSIAH COLLEGE



#4
Best Regional College
in the North

—U.S. News & World Report

see anew

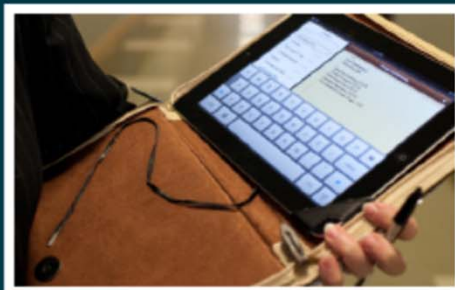


MESSIAH COLLEGE

2

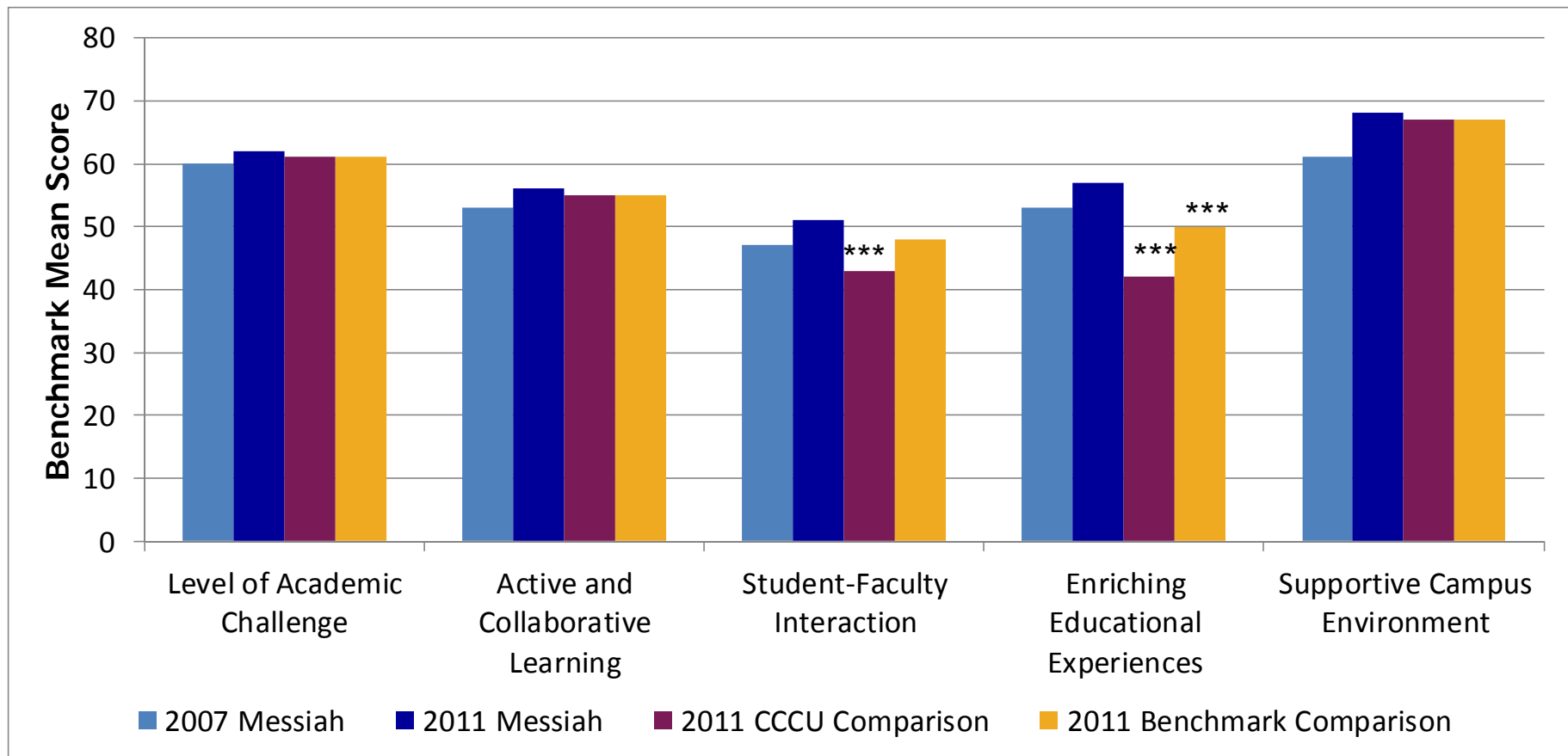
Educational Excellence

Messiah College will seek to provide a Christian living and learning environment through an increasingly integrated academic and co-curricular experience, emphasize faith learning integration with attention to experiential learning, strategic assessment, teaching excellence and a new mix of academic programs.



NSSE 2007 & 2011 Messiah College & 2011 Comparison Institution Results

- Mean scores for seniors in each of the five NSSE Benchmarks for Effective Educational Practice





2

*Educational
Excellence*



2

Educational Excellence



MASTER'S *in* COUNSELING



PURSUE YOUR GOALS. LIVE YOUR LIFE.
Messiah College graduate programs make it possible.
New class sessions begin every eight weeks
[Start Dates](#) | [Preferred Application Dates](#)

With a program and faculty reflecting Messiah's commitment to and reputation for academic excellence, Messiah College's nationally accredited M.A. in counseling prepares you to work in a variety of professional settings.

- **Three specialized tracks:** clinical mental health counseling; marriage, couple, and family counseling; or school counseling.
- **All program tracks are nationally accredited by CACREP**
- **Certificate of Advanced Graduate Studies in Counseling** is available to those who need to meet the new PA licensing requirements.
- **Program completion time frames ranging from two to six years** —select the one that's right for you.
- **Flexible, affordable, and convenient** with the

Featured News



[The Council for Accreditation of Counseling and Related Educational Programs](#) (CACREP) has granted accreditation to all three tracks of Messiah College's M.A. in Counseling program.



3

*Global
Engagement*

Messiah College will effectively prepare students to lead and serve a complex 21st century society by encouraging the development of diverse and global perspectives.



Theme #3: Global Engagement



Theme #3: Global Engagement

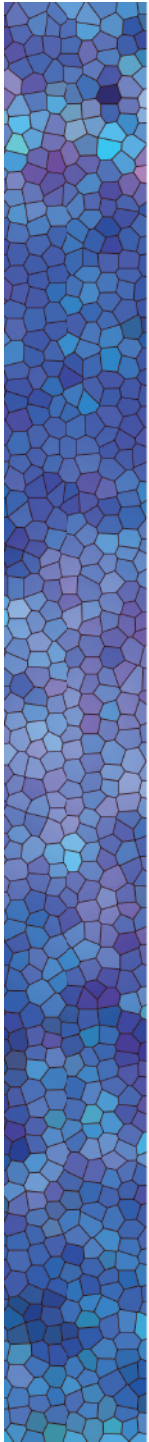


4

Financial Vitality

Messiah College will successfully respond to the changing higher education landscape by effectively managing enrollment growth, reviewing program effectiveness, increasing student demand, enhancing non-student generated revenue streams and implementing strategic managerial data-gathering to guide decision making.





Centennial Campaign

Concludes December 31, 2012

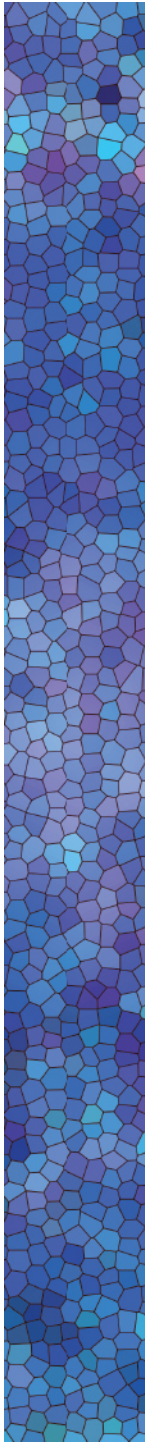
Goal - \$40 million

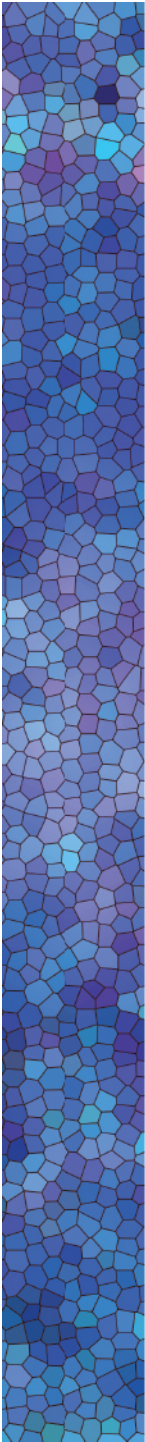
Funds raised – \$43 million

In June, we surpassed the \$600,000
fundraising goal for NEH grant!

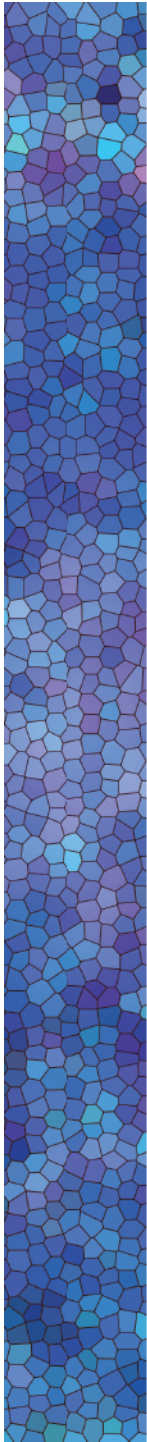
Calvin and Janet High Center for Worship and Performing Arts

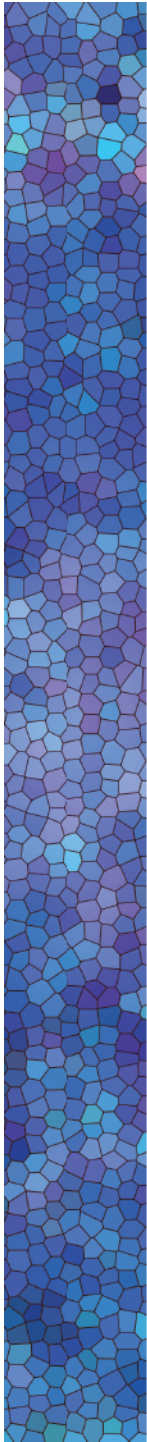






In this current educational climate, we also need to solidify our commitment to the hope and promise of our Christ-centered mission and identity.





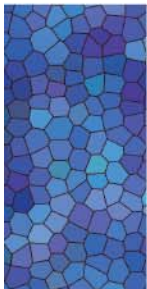


Call to Action

Vision statement:

By 2020, Messiah College will be the first choice among undergraduate and graduate students from the eastern United States who desire a Christian higher education characterized by educational excellence and a commitment to gracious Christianity.

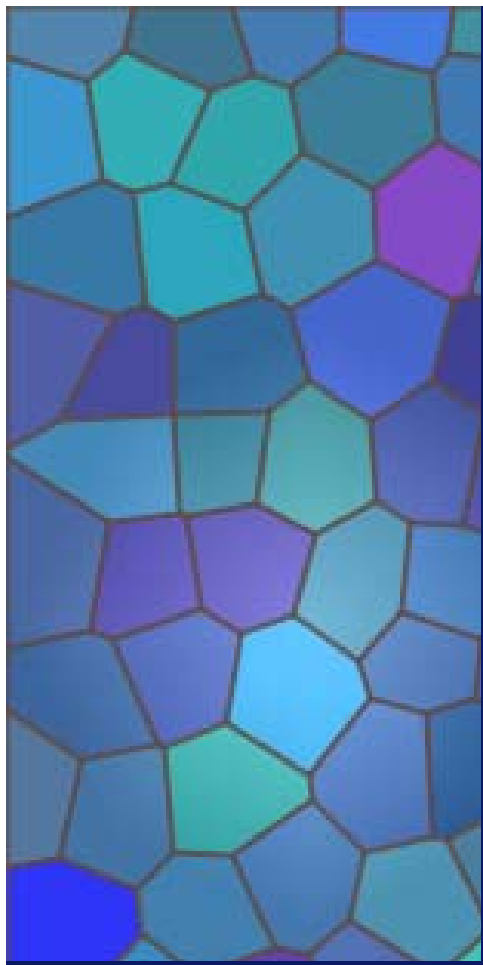
Our Vision



Dr. Kim S. Phipps, President

see anew





MESSIAH
COLLEGE®

see anew