



LAWRENCE UNIVERSITY
APPLETON, WISCONSIN

Time to Shine.

San Francisco, CA | January 7, 2023



Dave Shepard '85 P'13

President's Advisory Council



Laurie A. Carter

President
Lawrence University

LAWRENCE UNIVERSITY



**CLASS
OF
2026**





LAWRENCE UNIVERSITY
APPLETON, WISCONSIN

2022 In Review



2022 Profile



579

Faculty (207)
& Staff (372)



1,502

Total Enrollment



49

States Represented



38

Countries Represented



17th

In Nation for Alumni
Pursuing PhDs in STEM

22%

Of Students Participate in
Varsity Sports

20%

Of Degree-seeking
Students are First-Gen

89%

Of Full-time Faculty have
PhD or Terminal Degree

98%

Of 2021 Graduates are Employed
or Continuing Their Education

12%

International Students

26%

Domestic Students
of Color

62%

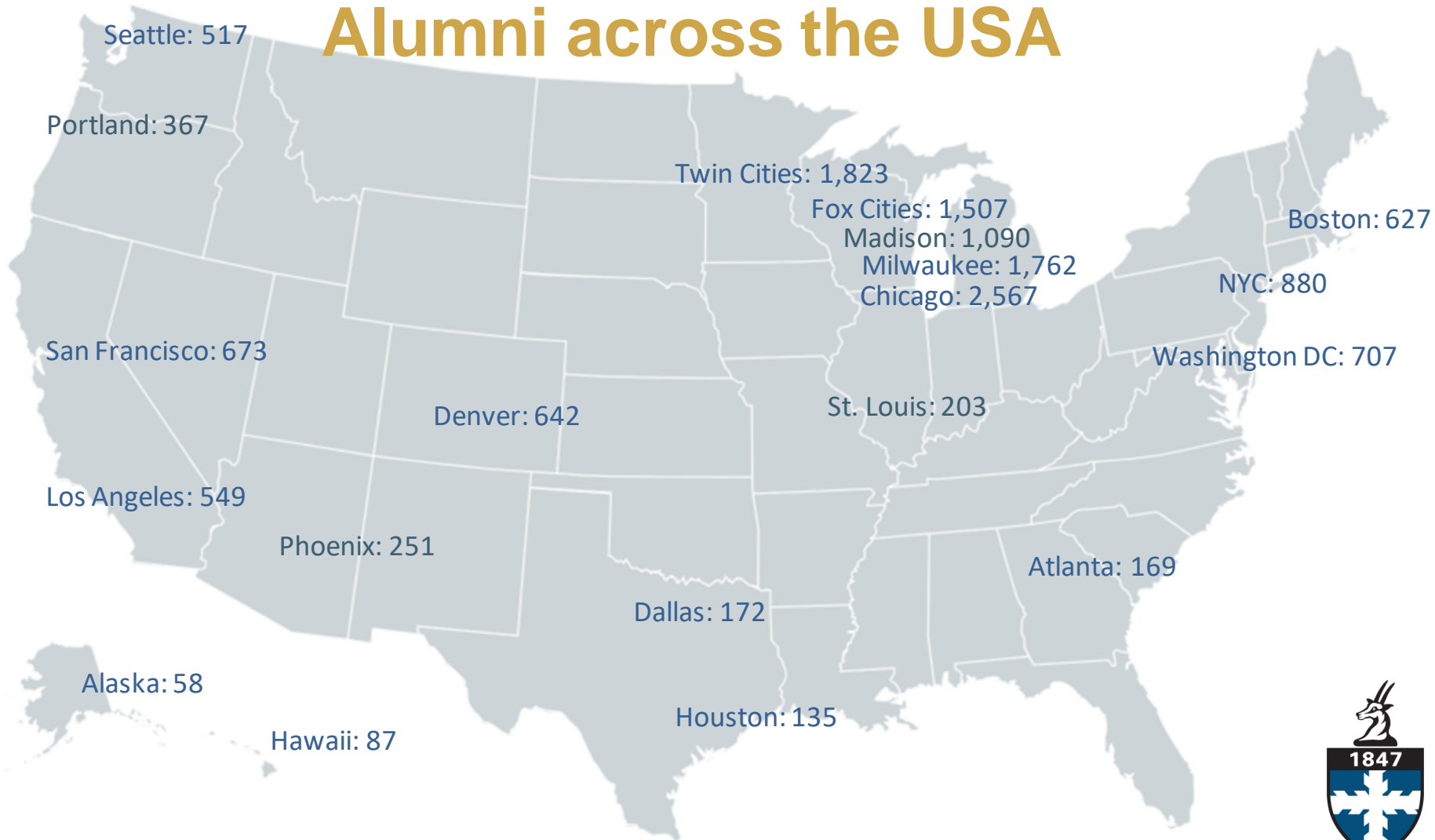
Domestic Students
White / Non-reporting





22,117

Alumni across the USA



Our opportunities.





Nationwide trend

Degree costs increasing
Potential recession



Enrollment trends

Population decline —
fewer high school graduates



Generational Expectations

Generation X
Generation Alpha



If you do not change direction,

YOU

may end up where

YOU

are heading

Lao Tzu





From vision to reality ...

**Leading national
liberal arts institution**



|| Open and free inquiry, a devotion to excellence, the development of character, the mastery of competencies, the ability to think critically, the excitement and rewards of learning — these are the aims and principles of a liberal arts education. ||

Rik Warch

Richard “Rik” Warch
14th President (1979-2004)



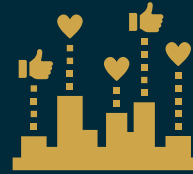
Strategic Investments

1



Academics

3



Capital
& Technology

5



Recruitment
& Retention

2



Brand Elevation

4



Diversity,
Equity,
Inclusion
& Antiracism

6



Employee
Compensation



1

Academic Planning: Investment strategy



- Laboratories
- Smart classrooms and innovative learning spaces
- Planning for a variety of course enrollments
- Faculty office space
- Living and Learning Communities
- Community Partnerships

Pre-health professions, Entrepreneurship and Business,
Humanities and the Arts



2

Brand Elevation



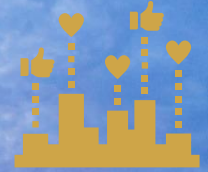
Defining a brand that Gen Z is judging and Gen Alpha will inherit

- Research perceptions and identify student needs
- Refine messaging strategy to focus on emotional connections with key audiences
- Redefine our brand and reposition in strategic marketplaces
- Increase national and global recognition



3

Capital & Technology



- Residential Improvements
- Academic Buildings and Instructional Spaces
- Curb Appeal – look and feel of campus
- Hidden Infrastructure Deferred Maintenance



4 Diversity, Equity, Inclusion, Antiracism



- Close retention gaps
- Increase diversity across faculty and staff
- Enhance sense of belonging across campus



5

Recruitment & Retention



- Improve selectivity by increasing our applicant pool
- Increase retention, persistence, and graduation rates and outcomes
- Raise Lawrence's national rankings



6 Employee Compensation



- Employee benefits and bonuses
- Salary adjustments



When the vision

IS CLEAR,

strategy is easy



Time to Shine





LAWRENCE UNIVERSITY

APPLETON, WISCONSIN

**How are you making this year
your Time to Shine?**

Questions?



Thank You!



Jill Manuel '84

Lawrence University Alumni Association
Board of Directors





Connect.
Engage.
Pay it forward.

Facebook / Instagram

- @LawrenceUni
- #TimeToShineSFC

Webpage

- go.lawrence.edu/t2s