



LAWRENCE UNIVERSITY  
APPLETON, WISCONSIN

# Time to Shine

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Milwaukee, Wisconsin | May 4, 2023



# Cory Nettles '92

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Chair, Lawrence University Board of Trustees





# Laurie A. Carter

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President, Lawrence University







# 2022 University Profile



## Outcomes & Achievements

**98%**

of 2021 Graduates are  
Employed or  
Continuing their Education

**13<sup>th</sup>**

In the Nation  
among Liberal Arts Institutions  
Alumni Pursuing PhDs in STEM

**17<sup>th</sup>**

In the Nation  
among all institutions for  
Alumni Pursuing PhDs in STEM



## Lawrentians Today

**1,502**

Total Enrollment

**38**

Countries Represented

**49**

States Represented

**26%**

Domestic Students  
of Color

**12%**

International Students

**20%**

First-Gen  
Degree-seeking Students

**30%**

Students Participating  
in Study Abroad

**23%**

Students Enrolled with  
the Conservatory

**22%**

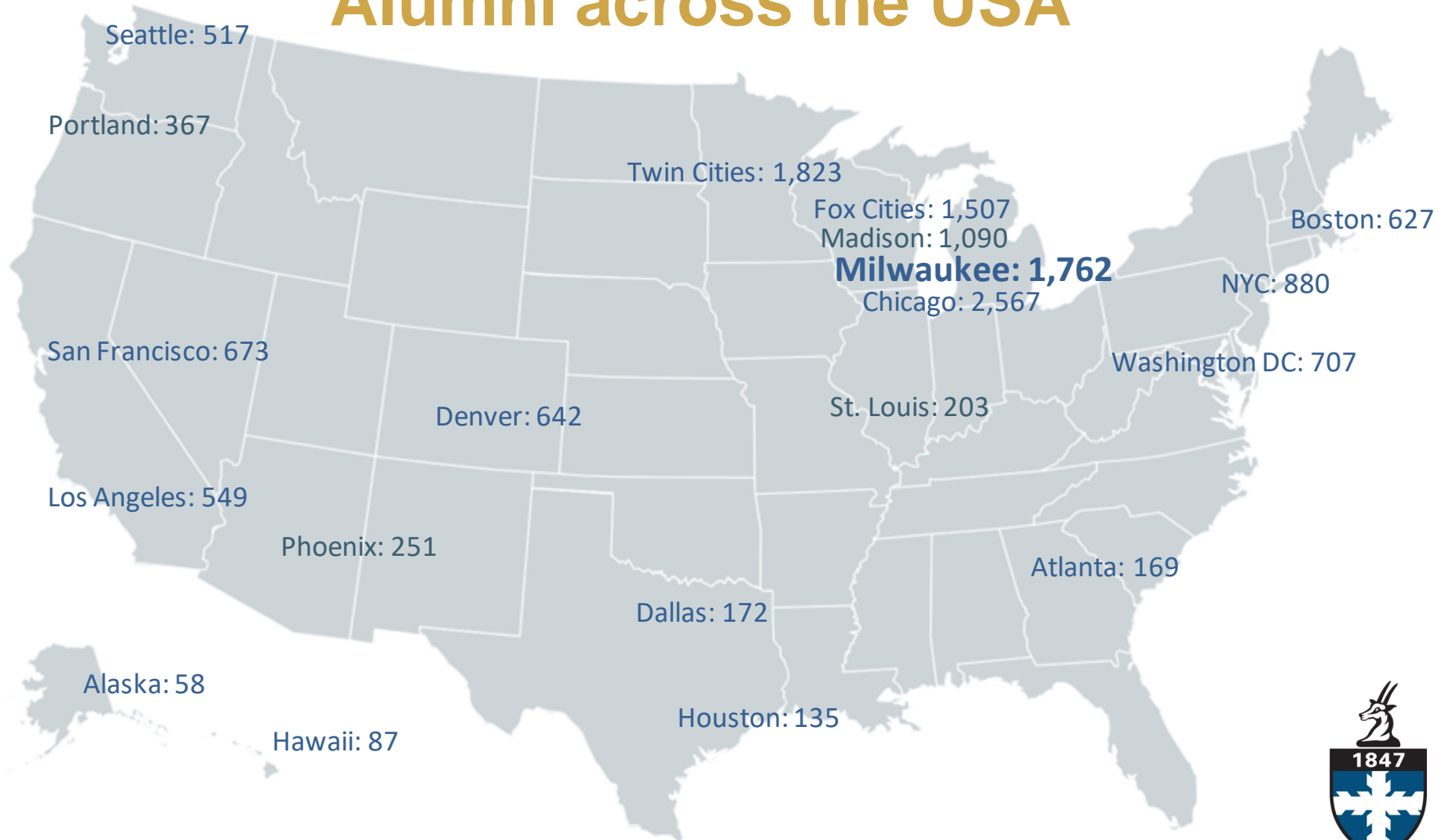
Students Participating  
in Varsity Sports





# 22,117

## Alumni across the USA





**Our opportunities.**







## Nationwide Trends

Degree costs  
Cost of living



## Enrollment Trends

Population decline  
Fewer high school graduates



## Family & Societal Expectations

Value of a Liberal Arts degree  
Career outcomes







**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 Investment Strategy



Academics



Recruitment  
& Retention



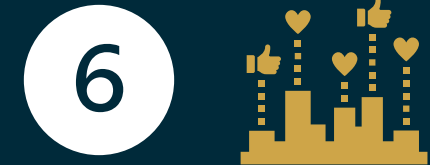
Brand Elevation



Diversity,  
Equity, Inclusion  
& Antiracism



Employee  
Compensation



Capital  
& Technology



# 1

## Academic Planning



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

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





# 2

## Recruitment & Retention



- Expand our applicant pool
- Grow retention, persistence, and graduation rates
- Support strategies to enhance student outcomes
- Raise Lawrence's profile in the national rankings





# 3

## Brand Elevation



- Increase national and global recognition
- Refine messaging strategy to focus on emotional connections with key audiences
- Redefine our brand and reposition in strategic marketplaces to grow enrollment





# 4

## Diversity, Equity, Inclusion, & Antiracism



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





# 5

## Employee Compensation



- Employee benefits and bonuses
- Salary adjustments





# 6

## Capital & Technology



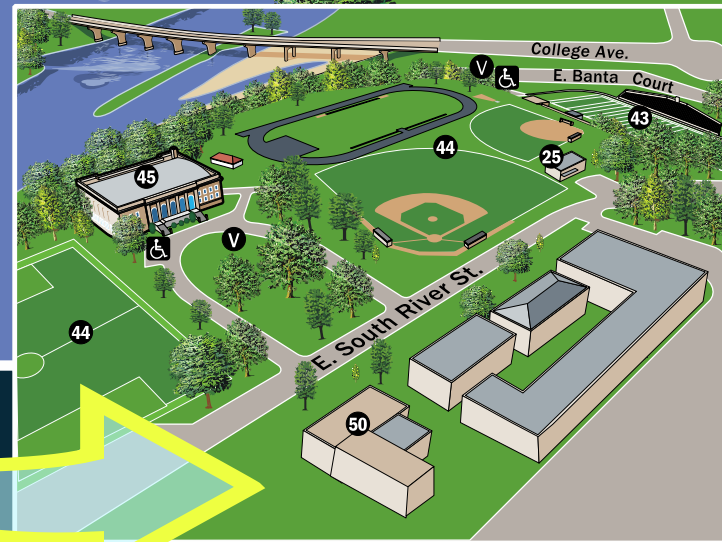
- Residential Improvements with expanded Living Learning Communities
- Academic Buildings and Instructional Spaces
- Curb Appeal – look and feel of campus
- Hidden Infrastructure Maintenance





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# Capital & Technology: 1025 E. South River St.





6

# Capital & Technology: New Athletics Facility



**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!



## Andrea Powers Robertson '94

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Lawrence University Alumni Association  
Board of Directors



Connect.  
Engage.  
Pay it forward.



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Webpage  
[lawrence.edu/t2s](http://lawrence.edu/t2s)