



from the president

As I look back over the recent past, I think the word that best illustrates what's been taking place within the Morningside College community is "synergy." Synergy is a term that describes what happens when two or more forces working together achieve something greater than anything that could be accomplished individually. That is certainly the case when you look at the number and scope of facility improvements that have transformed the physical appearance of this campus over the past few months and years. These improvements have been accomplished only through significant investments of time, talent, and resources by our board of directors, generous donors, and the college's staff and faculty.

This synergy affects more than just the physical footprint of the college; it also has a direct impact on Morningside's growth in enrollment. When enrollment is on the rise, people are inspired to invest in the college. And when that happens, facilities can be improved, programs can be developed, and scholarships and endowments increase; all of which lends support to the student body and faculty, thus creating a continuum of positive outcomes.

The investment by the Morningside College community and its alumni and friends is impressive, to be sure. Since its beginning in 2002, the current campaign "This is Our Moment" has raised more than \$37 million to date. More than 6,400 donors have contributed to this campaign, including 90 percent of the faculty and staff of the college. Under the leadership and example set forth by board member and campaign chair **Jim Walker 1970**, 98 percent of the members on the board of directors have contributed more than \$11 million toward the campaign. And the college has raised \$7.5 million from more than 4,000 alumni and friends to meet and exceed the expectations set forth by The Kresge Foundation challenge grant. Never before in the

history of this institution has the college community expressed its confidence in such tangible ways, and, for that, we are deeply grateful.

However, Morningside's transformation is not complete. As we continue to set the bar high, we must discover new goals and new ways in which to position Morningside as one of the best private residential colleges in the Midwest. This goal is not just an idle dream. In fact, we've seen that, by creating a culture of high expectations, we embolden ourselves to continually form a fresh vision for the college.

This process of strategically shaping Morningside's future will be facilitated by the work of the five Strategic Directions Task Forces. More than 50 members of the faculty and staff volunteered to serve on these groups, who were charged with providing recommendations for ways in which to enhance the Morningside experience. It was incumbent that these five task forces dream big about the future of Morningside, and, as they submit the results of their past year of research and discussion, rest assured that the college will be exploring, evaluating, and prioritizing the ideas presented by each group.

This ongoing dialogue and planning is an exciting process for me because it necessitates the input from so many individuals. It's also exciting because I've witnessed and continue to see the tremendous amount of faith that has been placed in the college's ability to generate significant change for our students and faculty, given the resources to do so. It's all part of that synergy I spoke about earlier—forces joined together to achieve something greater than what we can accomplish alone.

John Reynders