

# 2008 Annual Report



BAYLOR  
UNIVERSITY





## **IMPERATIVE IX**

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Enhance involvement of the entire Baylor family.

TO INVOLVE THE ENTIRE RANGE of groups with ties to the University in meaningful relationships with Baylor, we will use emerging technologies to facilitate increased on- and off-campus events, conferences, and outreach programs not only for students, faculty, and staff, but also for key off-campus constituent groups. Included in the groups with whom Baylor will interact on a regular and concerted basis are prospective students and their parents, alumni, the Central Texas community, Baptists and other Christians, government and other regulatory bodies, and members of the higher education community of institutions. Baylor will strengthen and focus its recruiting efforts to introduce a wider audience to the University at a younger age through the effective use of campus facilities.

## Progress Summary

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| <p>1. Use emerging technologies to facilitate increased on- and off-campus events, conferences, and outreach programs not only for students, faculty, and staff, but also for key off-campus constituent groups.</p> <p>The development of Event Management Technology by Baylor Network personnel and its expanded use on campus, when combined with the Baylor Content Management System and the new online social network (inCircle) fulfill this goal of Imperative IX.</p> | <p>bodies, and members of the higher education community of institutions.</p> <p><b>Progress is being made.</b> The breadth of groups interacting with the Baylor Network is wide and the number of interactions is increasing.</p>                |
| <p>2. Included in the groups with whom Baylor will interact on a regular and concerted basis are prospective students and their parents, alumni, the Central Texas community, Baptists and other Christians, government and other regulatory</p>                                                                                                                                                                                                                                | <p>3. Strengthen and focus recruiting efforts to introduce a wider audience to the University at a younger age through the effective use of campus facilities.</p> <p>The Mayborn Museum complex now attracts thousands of children to campus.</p> |

# Progress in depth

## GOAL 1

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Use emerging technologies to facilitate increased on- and off-campus events, conferences, and outreach programs not only for students, faculty, and staff, but also for key off-campus constituent groups.

### Event Management Technology

Event Management Technology software (EPIC) developed by Baylor Network personnel was initially conceived to allow event coordinators to plan events online and coordinate with staff in Waco. As it evolved, a more formal workflow process was established. It became further integrated with event publicity including printings and emails. All planning details, execution, and follow-up summaries are now standard. As use has grown within the Baylor Network and University Development, additional Baylor University departments will soon be adopting its usage including Conference & Events Management, which handles hundreds of events every year on and around the Baylor campus.

### Online Social Network

The online social network, inCircle, was introduced this year to alumni. Since being introduced, over 3,800 persons have become registered users with over 8,600 contact updates and 189 groups created.

### Department of Video and Electronic Communications

The Vice President of Marketing & Communications has reorganized the division and created a department of video and electronic communications. In addition to providing support to University units developing websites, this new unit is also exploring ways to better focus Baylor's home page to prospective students, integrate video into our undergraduate admissions site and increase continuity and brand recognition across Baylor University web pages.

### Web Pages

Web pages were increased through collaboration with ITS and the Baylor Network: with the creation of Baylor's Content Management System, managing web pages has become much easier. Control is spread among users and content can remain fresher and more accurate. The Network has expanded to 435 web pages of information.

### E-Mail Updates

The University is sending regular e-mail updates to Regents and faculty and staff, as well as monthly e-mail alerts to alumni. Special event or topic specific e-mail alerts are also sent when pertinent information must be communicated in a timely manner.

## GOAL 2

Included in the groups with whom Baylor will interact on a regular and concerted basis are prospective students and their parents, alumni, the Central Texas community, Baptists and other Christians, government and other regulatory bodies, and members of the higher education community of institutions.

### Prospective Students

#### Recruiting Visits for 2007

Campus Visits	5,002
Sic'Em Day	476
Fall Premiere	1,546
Winter Premiere	1,191
Spring Premiere	1,124

### Parents of Students

- The Parents League co-hosted the parents only dinner with the Division of Student Life each evening of summer orientation. More than 1,500 parents of incoming freshmen and transfer students attended these events at which the Parents League program was presented and a panel of parents of current students responded to questions from parents new to the University community.
- 55 student send-off parties were held across the nation involving more than 2,800 incoming and returning students and their parents, alumni, and friends. Send-off events serve as an opportunity for students and parents to meet other Baylor families in their hometowns.
- A University calendar was mailed to 11,653 parent households on August 23, 2007. The cost to produce the calendar was \$14,981. Revenues from the sale of ad space in the calendar totaled \$8,600 making the net cost of the project \$5,381.
- Parents Weekend (September 22-23) activities, including the leadership/volunteer appreciation breakfast, were attended by 110 parents. Bill and Eva Williams were recognized as Parents of the Year.
- Two issues of Perspectives, the Parents League newsletter, were mailed – the fall issue went to 11,011 parent households on December 11, 2006; and the spring issue was mailed on March 30, 2007, to 11,716 households.
- The Baylor Call Center raised \$106,923.50 from 853 parent households for the Parents Fund compared to \$51,748 from 438 households the previous year.
- 84 students received grants totaling \$38,716 from the Student Emergency Fund.
- More than 750 e-mails and telephone calls on the Parents Helpline were received and responded to appropriately.
- Parents League hosted the parents only session at Spring Premiere on April 21, 2007, and moderated a panel of key Baylor department personnel. The Parents League program was presented as well as information about parenting a college student.
- Besides the student send-off parties mentioned earlier, 71 Parents League sponsored events and meetings were held involving more than 3,600 parents and students. These events included chapter meetings, Call to Prayer group gatherings, and leadership meetings.
- Three new Parents League chapters were formed in North Texas, Montgomery Company, and Richardson.

Alumni

- The mission of the Baylor Network is to develop an extensive network of constituents
- who are knowledgeable about Baylor,
  - who see their connection with Baylor and other Baylor constituents as meaningful; and
  - who then find any number of ways to contribute to the success of both.

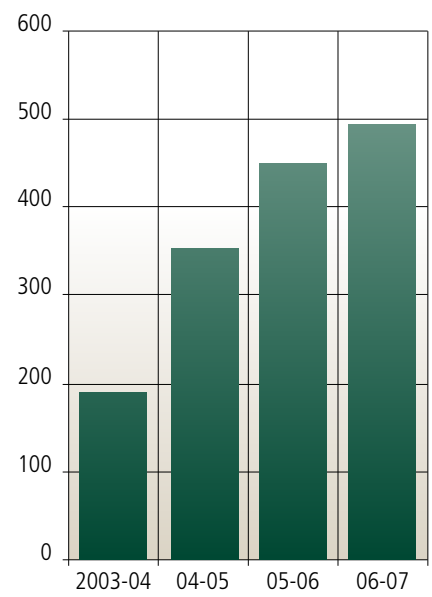
The Baylor Network received the CASE IV Outstanding Alumni program award for 2007. The Southwest Business Dean’s Association presented to the Baylor Business Network the 2007 “Bobby Bizell Innovative Achievement Award.”

The Baylor Network was fully staffed in 2003. Since that time 1,453 events have been held in 132 cities in 30 states outside of Texas and in 60 cities in Texas as well as

in four countries outside of the United States: London, England; Maastricht, The Netherlands; Beijing, China; and Heidelberg, Germany. (Fig. 9.1)

*Baylor Proud*, a regular e-mail communication aimed at alumni and friends of the University, highlights University excellence and achievement, 2012 progress, and mission-focused points of pride. Launched in September, 2007, the e-mails are sent to approximately 80,000 recipients every seven to ten days, allowing delivery of breaking news about which our audience will be proud. The *Baylor Proud* blog is updated every one or two days with new, original content and has generated approximately 500 visits per day. Both the e-mail and the blog include links to opportunities for online giving, referring future students, and purchasing athletic tickets and Baylor merchandise.

Fig. 9.1 Network events by year



Source: EPIC

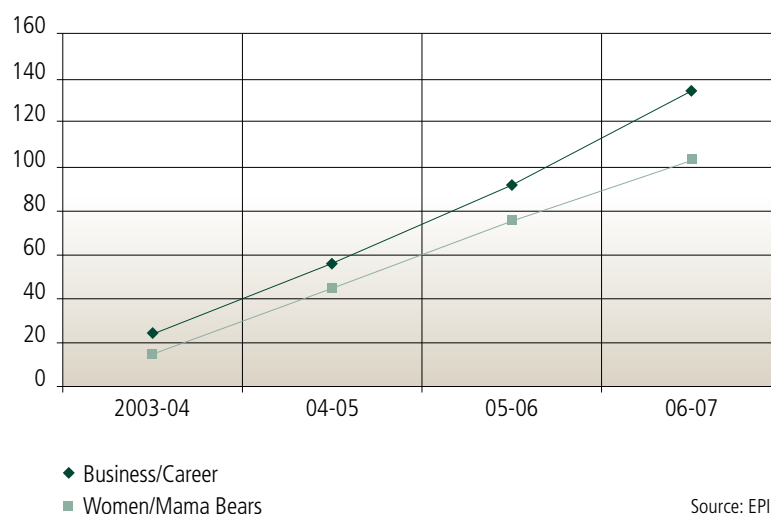
The Networks involved in these events were:

- Baylor Business Network and career activities (329 events) which involve constituents from the School of Business, Law School, Engineering/Computer Science, and any other Baylor degreed person with a business job code in the database. (Fig. 9.2)
- Baylor Women's Network events (211) built on the strong foundation of the two women's groups formed by Development in the mid 1980's. This network has grown to include 13 women's groups throughout the country. (Fig. 9.2)
- The increased number of Sports Network events (322) are indicative of the newly forged cooperative effort among the Baylor Sports Network, Baylor Bear Foundation, "B" Association, and the Baylor Athletic Department.
- The Baylor Global Network, by working in collaboration with the Center for International Education, Career Services, the Alumni Association, Baylor Advanced Research Institute, University Ministries, and other "global-thinking" offices, has begun to establish a

structure for engaging alumni, parents, and friends who reside in other countries. While the manner and frequency of engaging international alumni may differ in some cases, the goal is still to collaborate and communicate within the university community in such a way that we are engaging the international Baylor family on a regular, ongoing basis.

- Sixteen golf tournaments were supported by the Network, each of which raised money for Baylor. The largest, the Metroplex Golf Classic sponsored by the Business Network of Dallas, hosted its sixth annual tournament and has returned over \$100,000 to the business school.
- In conjunction with the National Day of Prayer, the Baylor Network hosts "The Baylor Day of Prayer" in cities throughout the country. Alumni volunteers in the communities recruit others to pray for our national leaders, state/local leaders, educators, military, Baylor administration and faculty, and Baylor students. This movement has grown from two events in 2004 to 10 events in 2007.

**Fig. 9.2 Growth by year, Business and Women's networks**





## Central Texas Community

Baylor-Waco Foundation continues its tradition of involving the Central Texas Community in partnership with Baylor. Since 2001, Baylor-Waco Foundation has continued its support of Baylor through these projects:

- 2001 – Discovery Center, Piper Child Development Center, The Stacy Riddle Forum
- 2002 – Ferrell Center floor, Barfield Visual Enhancement and funding of National Public Radio's Morning Marketplace Report on KWBU
- 2003 – Steppin' Out, Waco Hall Seating, Automatic External Defibrillators
- 2004 – Expansion of Language and Literacy Services, Bear Plaza, Grand Drape in the Baylor Fine Arts Center, Steppin' Out
- 2005 – Steppin' Out, Automatic External Defibrillators, Expansion of Language and Literacy Services, Psychology and Neuroscience Clinical Training Suite Improvements, Learning English Among Friends (LEAF), Granite Benches at Dutch Schroeder Esplanade & Grant Teaff Plaza
- 2006 – Digital Conversion of KWBU-Radio, Mayborn Museum Traveling Exhibit Cases & Matching Challenge Grant for Traveling Exhibit, Steppin' Out, Automatic External Defibrillators, Expansion of Language and Literacy Services

## Baptists and Other Christians

- The President's Prayer Breakfast, established in 1988, annually draws over 800 people together from the community.
- The University participates actively as a sponsor or booth representative at significant gatherings of Baptists, including the Baptist General Convention of Texas and the Cooperative Baptist Fellowship.

- A three-year grant of more than \$1.1 million from the CIOS Foundation to the Center for Family and Community Ministries is enabling the development of a new quarterly academic and practice journal, *Family and Community Ministries: Empowering Through Faith*, web-based tools for congregations to download, a curriculum for congregations to use in Bible study and other venues, stipend-supported internships for our students in congregations, and partnership with the Baptist General Convention of Texas and Cooperative Baptist Fellowship.

## Government and other regulatory bodies, and members of the higher education community

### Office of Public Affairs

#### State

- The state legislature convened in January, and the Office of Public Affairs has worked closely with members and staff in the Texas House and Senate to advance Baylor's governmental interests in Austin.
- The highest priority for Baylor in each state legislative session is the Tuition Equalization Grant (TEG). The TEG is the most important source of state financial aid at private colleges and universities in Texas and benefits almost 25 percent of Baylor's student body with \$13.1 million in assistance, \$1.9 million of which is currently used to fulfill outstanding obligations for the TEXAS Grant program (2005-06 academic year).
- TEG funding was increased by 50 percent in the 2005 session, and private institutions of higher education entered the 2007 session with the goal of preserving current funding levels of \$105.8 million per year.



- Baylor alumni now hold almost 10 percent of the seats in the state legislature: 13 out of 150 in the Texas House and 3 out of 31 in the Texas Senate.

### **Federal**

Developing research funding proposals has been the highest priority of the Office of Public Affairs at the federal level. The office has worked with the Vice Provost for Research to develop \$6.92 million in research appropriations requests for fiscal year 2008, up from \$3.18 million in fiscal year 2007. These requests are currently pending with members of the Texas congressional delegation.

### **Campus and Local**

At the campus and local level, the Office of Public Affairs has helped organize Heart of Texas Community Night (April 2007) to strengthen university ties to Waco, and the Public Leadership Series lectures featuring Paul Clement, Solicitor General of the United States (September 2006), and Barry Black, Chaplain of the U.S. Senate (April 2007).

### **Baylor Magazine**

*Baylor Magazine* is published four times a year by the Division of Marketing & Communications. Distributed to more than 120,000 alumni and friends around the globe, the mission of *Baylor Magazine* is to engage the entire Baylor family in the life and advancement of the University. It does this by communicating the aspirations, needs, and accomplishments of the University in an attractive, compelling, engaging, and persuasive manner. Its writing and artwork is of the highest professional standard, reflecting the quality embodied in Baylor's Baptist heritage and its Christian mission. The magazine fosters a sense of active belonging and pride and compels its readership to action in support of the goals and objectives of our 2012 vision.

### **Media Communications**

In the Division of Marketing & Communications, Baylor's media communications unit seeks to develop beneficial relationships with key media contacts to promote Baylor, its faculty, staff, students, academic programs, and research to advance Baylor's national reputation and its Christian mission and vision.

<p>Media communications staff members are working closely with denominational media outlets, such as <i>The Baptist Standard</i> and Associated Baptist Press, to reach out to Baylor’s historic Baptist constituency, share with them our progress, increase their awareness of our programs, and strengthen their ties to the University. The divisional vice president also meets at least twice annually with the Editor of <i>The Baptist Standard</i>.</p> <p>Media communications staff is writing and submitting for consideration a variety of news articles reporting on important initiatives at Baylor, such as our continuing progress on reaching the imperatives set forth in Baylor’s 2012 Vision. We have written – and had published in a number of important channels within the Baptist press – Baylor research that has the potential to positively impact the quality of life for all people. These have included stories about our contribution to the search for</p>	<p>a cure for cancer; America’s religious attitudes, behaviors, and beliefs; effective stewardship of freshwater resources; the role of service in the faith development of adolescents; a computer-based program aimed at strengthening marriages and more. Baylor’s story on the Engineers with a Mission journey to Honduras – a discipline-specific mission trip taken by Baylor students and faculty – was published in the March 27, 2007, edition of <i>The Baptist Standard</i>.</p> <p>In addition, the media communications staff is routinely facilitating contact between various reporters representing the Baptist press and various Baylor professors with expertise in a variety of areas, research fields, in the history of Baptists, and church-state issues. These efforts have permitted Baylor to provide an informed faith perspective on important topics, such as recent stories examining faith and the presidential race, and the Christian response to immigration.</p>
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### GOAL 3

Strengthen and focus recruiting efforts to introduce a wider audience to the University at a younger age through the effective use of campus facilities.

General use of facilities for camps, conferences, and meetings

<p>Camps and conferences of all types are conducted at Baylor. Examples include: academic, athletic, sports, music, youth, Texas Baptists planning meetings, missionary group conferences, and Presidential summits.</p>	<p>The Mayborn Museum hosted over 37,000 visitors during 2006-07.</p>
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