



Baylor Annual Report 2009

Baylor



BAYLOR
UNIVERSITY

IMPERATIVE IX

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

IMPERATIVE GOALS

- 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.**

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), address this goal of Imperative IX. The Baylor home page was redesigned to undergird undergraduate recruitment and provide timely information about significant upcoming University events and emergency information such as weather advisories.

A new Office of Community Relations in the Division of Marketing and Communications opened in January 2009.

- 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.**

The breadth of groups interacting with the Baylor Network is wide and the number of interactions continues to increase. The new Office of Community Relations was developed to strengthen the relationship between the University and the Central Texas community.

- 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.**

A broad range of programming provides numerous opportunities to introduce prospective students, their families and other visitors to the University.

PROGRESS IN DEPTH

GOAL 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.

Event Management Technology

In order to manage the high volume of campus activities and enhance communication for Baylor staff, both in Waco and in the field, University Development staff members developed an in-house tool called EPIC (Events Processing & Internal Coordination). EPIC provides a central interface to all Baylor Network staff, allowing anyone with Internet access to contribute to the event process regardless of location. EPIC also integrates with other Baylor systems, including the Baylor Content Management System (CMS) for events and emails and the Baylor Events Registration System (ERS), which is used for online event registration and payment. The ERS also interfaces with Banner, the University's database of alumni and friends, to track individual attendance to specific events.

Online Social Network

We currently have 9,647 users that have registered with InCircle, out of 57,311 identified alumni with email addresses (17%). There are also 470 groups that have been created within InCircle, ranging from various interests to geographic locations and industries.

One year ago there were 8,561 registered users and 447 active groups. This year's numbers show an increase in 1,086 registered users (13%) and an increase of 23 groups.

Department of Video and Electronic Communications

The Department of Video and Electronic Communications in the Division of Marketing and Communications has increased the interactivity of University web pages for undergraduate recruitment. This includes the introduction of video on admissions

related pages, the use of web tools that permit for greater variety in the range of web applications available to prospective students viewing University pages and the creation of a financial aid estimator to help families better understand the affordability of a Baylor education.

In addition to the new focus on undergraduate recruitment, the home page now regularly features a range of icons that link to timely information about upcoming Baylor events. These have included Premiere visit days, All University Thanksgiving Dinner, Christmas on Fifth Street, Homecoming, Parents' Weekend, the Ferguson-Clark Lecture Series and Late Night at the SLC, as well as emergency information such as weather advisories.

Office of Community Relations

A new Office of Community Relations opened in the Division of Marketing and Communications in January 2009 and will utilize the web to:

- Increase awareness and foster greater participation in Baylor and Waco programs.
- Increase Baylor participation in local civic organizations.
- Promote special events that unite the University and local community.
- Share University information with the community.

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

The Office of Campus Visits reports the following numbers of prospective students attending various recruiting events for 2007-08:

- Daily Tours – 9,635 students
- Sic 'Em Days (five each year) – 838 students
- Premieres (Fall, Winter & Spring) – 3,710 students

- Invitation to Excellence (for National Merit Semifinalists) – 78
- Know Where You're Going Days- 413

Parents of Students

- The Parents League co-hosted a parents-only dinner with the Division of Student Life each evening of summer orientation June 11-26. More than 1,500 parents of incoming freshmen and transfer students attended the dinners at which the Parents League program was presented and a panel of parents of current students responded to questions from new parents to the University community.
- A total of 59 student send-off parties, which serve as an opportunity for students and parents to meet other Baylor families in their hometowns, were held across the nation during July and August 2008 involving more than 2,500 incoming and returning students and their parents, alumni and friends of the University.
- In addition to the 59 student send-off parties, more than 200 Parents League sponsored events and meetings were held involving more than 3,000 parents and students. These events included chapter meetings, 1st Call to Prayer group gatherings, leadership meetings and Bear Care packaging parties.
- A University calendar was mailed to 11,921 parent households in August 2008.
- Parents Weekend (October 25-26) activities included a leadership/volunteer appreciation breakfast attended by more than 100 parents and recognition of Jim and Joanna Nelson as Parents of the Year.
- Two issues of *Perspectives*, the Parents League newsletter, were mailed – the fall issue went to 11,707 parent households in November 2007; the spring issue to 10,413 households in April 2008.
- The Baylor Call Center raised \$184,333 for the Parents Fund compared to \$106,923 the previous year.
- Eighty-eight students received awards totaling \$41,009 from the Student Emergency Fund.
- More than 950 emails and telephone calls to the Parents Helpline were received and responded to in a timely manner.

Alumni

- The Baylor Network continues to strive to achieve the mission to develop an extensive network of constituents.
- From June 1, 2007, through May 31, 2008, the Network hosted 555 events, up from 507 events in 2007.
 - These events were hosted in 55 communities in Texas, up from 52 communities in Texas for 2007.
 - The Network added six communities outside of Texas for a total of 54 compared to 48 in 2007.
 - The 24 states previously focused upon by the Network remain the same areas targeted for Network activities this year.
 - The Global Network continued to build strong relationships with Baylor in Waco and with Baylor all around the globe in collaboration with the Center for International Education, Career Services, the Alumni Association, Baylor Advanced Research Institute, University Ministries and other “global-thinking” offices. Network events were held in three countries again this year.
 - The use of the Network's online registration system continues to rise. Online registrations for 2007-08 numbered 8,647.
 - A total of 17,347 constituents registered for Network activities during 2007-08 as compared to 15,776 in 2007.
 - The Baylor Business Network began to focus on cities with viable numbers of alumni and friends and hosted 75 events with 2,218 attendees for the year.
 - The 13 women's networks continued to offer a variety of opportunities for social interaction and fundraising toward their scholarship goals. They hosted 86 events and had 2,368 attendees.
 - The growth of the Baylor Sports Network spotlights the cooperative effort among the Baylor Sports Network, Baylor Bear Foundation, “B” Association and the Baylor Athletic Department. This Network hosted 47 events with 4,267 sports fans attending, which is up from 39 events with 2,905 attending in 2007.
 - 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, faculty and Baylor students.

Six cities hosted Day of Prayer luncheons this year.

- Diadeloso continues to bring families together for a relaxing and fun day in the three major areas in Texas—Dallas/Fort Worth, Houston and San Antonio/Austin.
- Singspiration at Homecoming continues to be a highlight of the weekend. With direction from the Baylor Network, Singspiration has become the reunion of all who love church music through the ages. The sanctuary of 7th and James Baptist Church had standing room only for this special event during fall 2008.
- Since activation of the Network in 2003, 72,776 constituents have registered for one or more of the 1,734 events in 72 communities in Texas, 90 cities outside of Texas, 32 states outside of Texas and 5 foreign countries.

Central Texas Community

The new Office of Community Relations in the Division of Marketing and Communications will also help to:

- Increase awareness of Baylor as an economic driver contributing to the quality of life in McLennan County.
- Increase Baylor participation in local civic and related organizations.
- Engage community opinion leaders in various University activities and programs.
- Promote special events as a mechanism to more effectively unite the University and local community.

Many faculty and staff were involved as leaders or participants in the Greater Waco Community Summit on Education held in November 2008.

Baptists and Other Christians

- The President's Prayer Breakfast, an annual event established in 1988, brings together more than 800 people 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 entitled *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 Baptist General Convention of Texas and Cooperative Baptist Fellowship.

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

- The Office of Government Relations continues to develop beneficial relationships and collaborations with federal, state and local partners to increase the University's participation and visibility in the area of government relations.
- The Office of Government Relations staff members are working closely with members of the Texas Legislature and their staff 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. TEG benefits almost 25 percent of Baylor's student body with over \$10 million in assistance.
- The goal for the 81st Texas Legislative Session (2009) is to preserve the current TEG funding of \$211.8 million, which was allotted during the 2006-2007 biennium for the private institutions of higher education. The 81st Texas Legislative Session began on January 13, 2009.
- Baylor alumni now hold almost 10 percent of the seats in the state legislature: 13 out of 150 in the Texas House and 2 out of 31 in the Texas Senate.
- The Government Relations staff is increasing awareness by participating with other colleges and universities. Staff participated in a community project coordinated by Tulane University in New Orleans. This in-school

literacy program helps students to increase their academic performance while improving the self-esteem of children who participate in the program.

- The Office of Government Relations has helped organize Alumni Legislative Day (November 2008) with the Department of Engineering to strengthen the ties between the University, students and the community.
- On campus, the department provides information and training to students regarding the legislative process and activity that may impact them as students.

Baylor Magazine

Baylor Magazine is published by the Office of Marketing and Communications four times per year. 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.

Baylor Proud

Baylor Proud is a regular e-mail communication aimed at alumni and friends of the University highlighting University excellence and achievement, 2012 progress and mission-focused points of pride.

Baylor Proud e-mails are sent every seven to 10 days and each edition includes three to five points of pride. A *Baylor Proud* blog houses and archives the points of pride stories and is updated almost daily. Both the e-mail and the blog include easy links to opportunities for online giving, referring future students and purchasing athletic tickets and Baylor merchandise. Over 3 million *Baylor Proud* e-mails have been sent to date.

The *Baylor Proud* blog (website) averages 500 visits and nearly 1,000 page views per day and the site averages about 6,700 unique visitors per month. *Baylor Proud's* RSS feeds currently average 6,000 page visits per month.

Media Communications

In the Division of Marketing and 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.

Media communications staff members are working closely with denominational media outlets, such as *The Baptist Standard* 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 *The Baptist Standard*.

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.

In 2008, Baylor media communications took the responsibility for rolling out the latest Baylor Religion Survey. The media communications team worked with researchers to develop a summary of the study findings that could be pitched to media. The team then developed "pitch" scripts for telephone calls to reporters. On August 25, calls were placed to prominent national and state reporters. One hundred percent of the reporters who were contacted were interested in the Baylor Religion Survey findings. If a voicemail was left, reporters returned the phone call. The process of the rollout included providing the media with survey highlights, a copy of the book – *What Americans Really Believe* – reporting the study findings and the survey

instrument itself. The media was then invited to a national press briefing on September 18, where the survey was to be officially released in Washington, D.C.

The media communications team expanded the pitching efforts to include religion reporters in the top 100 markets, including Boston, Atlanta, Phoenix, Denver and Kansas.

In addition, the media communications staff is routinely facilitating contact between various reporters representing the Baptist press and Baylor professors with expertise in a variety of areas and research fields as well as 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.

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

Baylor's Conference and Event Management (CEM) office works with over 70 summer camps and conferences for youth and adults each year during June and July. Groups range in size from 30 to 1,200 in program areas focusing on athletics, leadership, academic study/research and Christian worship.

The CEM office also hosts the Region II-5A University Interscholastic League (UIL) contest each spring, bringing hundreds of high school students to campus for academic and athletic competition.

Baylor's Mayborn Museum Complex also offers a broad range of educational programming for elementary schools and hosts thousands of students annually.

