

# THE LINCOLN



UNIVERSITY



2013  
ANNUAL  
REPORT



# FROM THE PRESIDENT

Dear colleagues and friends:

I am pleased to report on the activities and many accomplishments made at The Lincoln University during the fiscal year which covered the period July 1, 2012 through June 30, 2013. Indeed, this was a banner year! Several milestones were achieved to add to our stellar track record of 159 years of EXCELLENCE.

Among the important activities engaged this year was a series of retreats that involved every faculty member and all key staff of the University, which led to updating our strategic plan. This exercise resulted in a sharper focus for our University over the next five years. We also conducted program reviews for every academic program, strengthened the assessment systems and processes and improved the student affairs programs we offer.

Excellence in teaching took center stage with several of our faculty publishing books and articles and presenting at major conferences in their fields. We also collaborated with several groups and organizations within our region and the nation. In addition, we re-established partnerships with those on the African continent and other places abroad, such as Ireland where we are laying the foundation for offering a degree program in concert with a sister institution, also accredited by the Middle States Commission on Higher Education.

For the School of Humanities and Graduate Studies, we welcomed a new dean whose extraordinary accomplishments as a scholar and teacher underline Lincoln's commitment to nurturing an environment in which teaching and research are intrinsically interconnected. We established a Sponsored Research Office to assist faculty in acquiring grants and research opportunities that will compliment the teaching that is offered to our students as well as established an Office of Enrollment Management to assist us in marketing, recruitment, retention, and financial aid systems at the University. Overall, we operated using strategies and tactics that were informed by collection, analysis, and use of data to project successful outcomes.

We received permission from our accrediting agency to open The Lincoln University - Coatesville campus where classes will begin in the fall. The Pennsylvania Board of Nursing also approved our application to offer the Bachelor of Nursing degree on our main campus. Both of these endeavors will continue to propel us to new levels of excellence as we seek to be a resource to our region, state and nation.

Despite one of the worst economic climates of the past decade, we achieved our goal of a balanced operating budget. Thanks to ongoing fiscal discipline, which required difficult choices by many across all University departments and units, this important achievement was possible. I am deeply grateful for the partnership of our faculty and administrative leaders.

The 2012-2013 fiscal year was exemplary, and as a family, we became stronger in setting a course for the future. While several of our advancements were made possible through the hard work of many, I am deeply grateful for the commitment to our programs' ideals as well as for the practical approach to ensure our long-term sustainability through programs and the overall campus environment. We appointed a Commission on Sustainability and conducted several studies to determine future directions of how we might change our culture of being more conscience about who we are and what we do. I am deeply grateful for the collegiality and leadership shown by The Lincoln University family including our students and alumni whose support helped us to advance our mission and achieve several of our goals. I am proud of what we have been able to accomplish and look forward to all the advances sure to come in the new academic year.

Sincerely,

A handwritten signature in black ink that reads "Robert R. Jennings". The signature is written in a cursive, flowing style.

Robert R. Jennings  
President





*A Lincoln University professor leads the discussion with Abdullah H. Abdur-Razzaq (James 67X), a 1958 alum and former secretary and aide to Malcolm X, during Abdur-Razzaq's four-day visit.*

*The Division of Academic Affairs undertook several major initiatives that laid the foundation for the academic transformation of The Lincoln University during the 2012-13 academic year. Prominent among these initiatives were:*

## **Academic** *Affairs*

1. **Completed a comprehensive review** of all undergraduate degree programs.
2. **Restructured academic units** and reorganized the non-academic units of the Division to achieve greater efficiencies and improve alignment for optimal organizational performance.
3. **Received approval and launched** a Nursing degree program.
4. **Prepared proposals and secured** Board approval for the offering of three new graduate degree programs: Master of Science in Counseling; Master of Science in Human Services Administration; and Master of Education in Special Education.
5. **Laid the academic framework** for the establishment of the Coatesville Campus.

# School of Humanities and Graduate Studies

During 2012-13, the School of Humanities and Graduate Studies focused on curriculum enhancement and new programs, improvement of teaching and learning facilities and resources, the presentation of cultural and artistic enrichment programs to the University and Oxford communities, and faculty scholarship and engagement.

Curriculum Enhancement and New Programs, and pre-accreditation program reviews were conducted for (1) Mass Communications according to ACEJMC -Accrediting Council on Education in Journalism and Mass Communication- standards and (2) Music according to NASM-National Association of Schools of Music-standards. Both reviews produced recommendations for curriculum revisions and facility enhancements that will continue during the 2013-14 AY.

**Mass Communications completed** a draft of a revised curriculum to include two tracks: Digital Media and Strategic Communication. Foreign Languages and Literatures implemented the Chinese minor and English reviewed and implemented Pre-Law and Visual Rhetoric tracks, both in the English Liberal Arts Program. Two new graduate programs were developed: Master of Human Services Administration and Master of Science in Counseling.

were well attended. Music productions included the inaugural performance of the Lincoln Community Players “*Man of La Mancha*” during the fall semester. This group consisted of both Lincoln University students and community members from the surrounding area. “*Kismet*” followed in the spring featuring both the Lincoln Community Players and the LU Opera Workshop.

The LU Concert Choir toured Pennsylvania, New Jersey, Maryland and New York extensively and completed the year with a recruitment tour of the greater Los Angeles area. The String Ensemble performed at student recitals and during a senior recital featuring a Beethoven String Quartet. The LU Concert Band gave its annual spring concert in the Ware Theater.

The LU Jazz and Marching Bands performed throughout the year at various functions across the campus. Guest recitalist included several pianists and jazz artists who presented at both the Ware Theater and the International Cultural Center.

**Art exhibits included** works in ceramics, 3-D design, painting, drawing (graphite, charcoal, pencil), 2-D design, and structural pieces. Student and faculty works were shown at the spring Academic Fair and also at the CHESCO Alumni of The Lincoln University Book Signing of “*An Unfailing Legacy: Lincoln University.*”

Foreign Languages and Literatures hosted acclaimed poet Josiah Bancroft. Mass Communications hosted Robert Youngblood (entrepreneur and social networking expert) who trained students on using LinkedIn to attract employers and professional networking. D.W. Leonard (filmmaker and playwright) discussed film production, industry standards, and relationship building; and Nicole Stephenson (Director of Marketing & Promotions, CBS Radio) discussed careers in marketing and advertising for radio stations.

Philosophy & Religion, the School of Humanities & Graduate Studies and Mary Dod Brown Chapel co-hosted a public lecture “Between the Cross and the Crescent: *(continued on Page 11)*”



Artistic and Visionary Convocation March 2013

Presentation of cultural and artistic enrichment programs to the University and Oxford Communities and Lincoln-Barnes Lecture Series

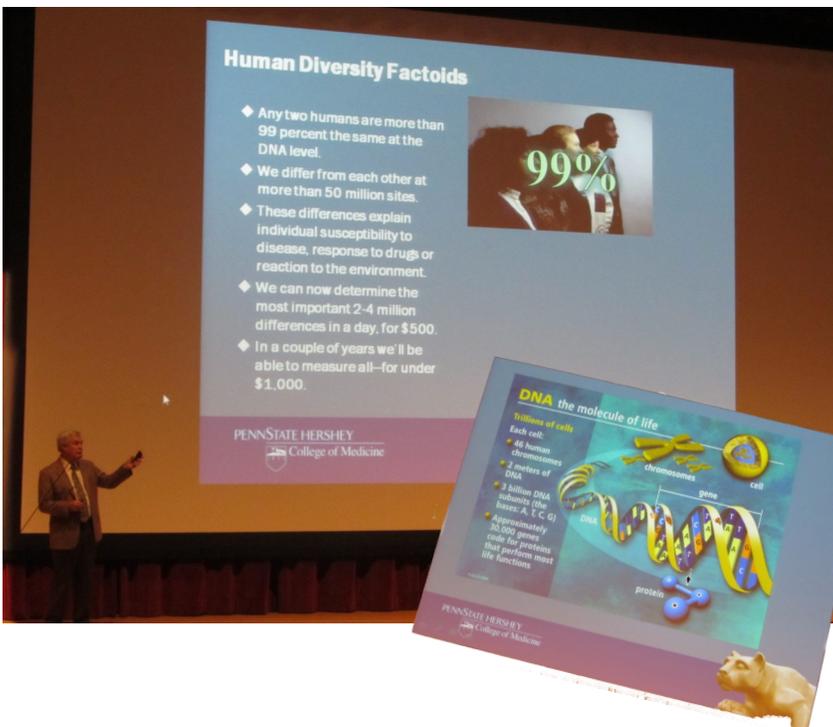
# Fiscal Affairs

The Division of Fiscal Affairs made great strides in preparing financial and other reviews during the 2012-2013 academic year. The University had no material or significant deficiencies. The unit also implemented a semi-annual review process of financial statements. All of these actions enabled the University to maintain its Moody's A2 rating.

Many other policies were implemented to expedite and improve processes. An online module was added to afford students the opportunity of viewing and paying their accounts online.



## School of Natural Sciences and Mathematics



A total of 47 students graduated from the programs in the School of Natural Sciences and Mathematics in May 2013. Twenty one of the new graduates applied to graduate school.

There were 37 posters presented at the 17th Annual Science Conference. The posters were judged in six different categories and a best overall poster was also chosen.

A total of nine articles were published by faculty in the School of Natural Sciences. Additionally, grants were secured with a total value in excess of \$3 million.

# Student *Affairs*



*Elected student government officers advocate for student rights while enhancing the cultural, social, and physical welfare of The Lincoln University student body.*

A number of new initiatives were conducted by the **Division of Student Affairs**. They included assisting in organizing the **Parents Association**, the **Student Executive Council** (co-sponsored with the **Office of the President**), and **Weekly Convocations** (in cooperation with the **President's Office**) and the **LU Sustainability and Green Initiative**.

The **Inaugural Summer Academic Enrichment Program** was launched in **June of 2012**. Eighteen rising high school juniors and seniors participated in a one week program designed to prepare them for the college application process and to give them a glimpse of the collegiate experience. Workshops ranging from **Effective Communications** to **SAT Preparation** were conducted by expert facilitators.

### ***Residential Life***

Residence Life programs and services were enhanced. Each Residence Hall provided programs around a central theme that was established at the beginning of the academic year. This format is the precursor for the **Learning Communities** to be launched next year.

### ***Student Life and Development***

Sixty-one student organizations were registered in the **Office of Student Life and Development**. These included departmental organizations, fraternities, sororities, social fellowships, professional organizations, national organization affiliates, special interest groups and male and female enrichment groups. Students participated in the **Honda Campus All Star Challenge Competition** ranking in the top 16 of 48 teams that participated in the national competition in **Torrance, California**.

### ***Student Support Services/Counseling and Women's Center***

This office coordinated the **University Grades First Program**. A total of 71 workshops or other activities were conducted under the auspices of the **Counseling Office** and **Women's Center**.

### ***Health Services***

The **Department of Health Services** was involved in numerous initiatives such as **Breast Cancer Awareness**, **Prostate Cancer Awareness** and **Heart Health Awareness** programs. The department provided numerous **Safe Sex Awareness** activities. A notable new initiative was the **Lion's Eye** program. A final initiative was **Bring Your Daughters and Sons to Work Day**. This program was designed

to expose the children of employees to the collegiate experience.

### ***Student Financial Aid***

In addition to assisting students in acquiring federal and state aid, the Office awarded a number of The Lincoln University grants to students, including merit awards for high achievers such as the Presidential and University scholarships.

### ***Career Services***

The Office of Career Services hosted successful Graduate and Professional School and Career Fairs during the fall semester of 2012. Career Services partnered with alumni and members of the Board of Trustees to secure professional opportunities for students. Students were provided resources to assure that they owned professional attire in order to present themselves appropriately during the interview process.

### ***International Student Programs and Services***

A total of 57 students participated in Study Abroad programs in 17 different sites during the 2012-13 academic year. Study Abroad sites included Thailand, Kenya, Ireland, France, Morocco, Spain Peru, China, Japan, The Dominican Republic, Costa Rica, Ecuador, Ghana, Italy and Semester at Sea.

Study Abroad Students were successful at earning scholarships through three programs.

- Vira I. Heinz Women in Global Leadership
- Benjamin Gilman Scholarship
- Semester at Sea

During the fall semester of 2012, the University became the sponsor of a study abroad program in Istanbul, Turkey at Bahceshir University. During the spring of 2013, the University became the co-sponsor of a program in Chennai, India. These are in addition to the fall of 2012 activity wherein the University became the school of record for KEI programs in India, Kenya, Thailand, Scotland, Peru, China, Ecuador, Tanzania and Russia.

During the 2012-13 academic year, Lincoln was the school of record for 29 students in Japan, 12 students in the Czech Republic and 3 students in Namibia. Thirty international students were ad-

mitted and 13 new students enrolled at the University in the fall of 2012. The University hosted the Fulbright/Gateway Orientation Program in August of 2012 for the sixth year.

### ***Religious Life (Chapel)***

The 2012-13 academic year brought a tremendous increase in attendance at Sunday services. Special events such as the *Lights of Lincoln* were implemented and the Chapel was the host location for a number of events including Family and Friends Day.

### ***University Bands***

The Band Program continued to grow through the Marching, Concert, Jazz and Pep Bands and the Percussion Ensemble. The Jazz Band performed at numerous venues throughout the Northeast. Marching Band membership increased from 70 to 96 members. Jazz Ensemble membership increased from eight to 18 members and the Pep Band increased from 24 to 40 members.

### ***Wellness Center***

The Wellness Center opened in August of 2012. This new state of the art facility provided new space for recreational and fitness activity. The weight room, the cardiovascular equipment room, the dance studio, the aerobics studio, and the basketball court were frequented by students. The Center was also the host to Intramural competitions in both basketball and volleyball.

### ***Minority Male Health (The Men's Center)***

The Department conducted a number of activities designed to promote healthy living and lifestyles among the men on the campus. A most popular activity was the Health Fair/Barbershop Initiative. This activity brought a professional barber to the campus to provide free haircuts. Students were also provided with the opportunity to have blood pressure and cholesterol screenings.

### ***Upward Bound***

The *Summer 2012 Think Quest Team* was successful and earned a Gold Award and was a semi-finalist in the National Competition.

# School of Social Sciences and Behavioral Studies



*The 10th Annual Lincoln University Economic Outlook Breakfast held in April was sponsored by Fulton Bank..*

The School of Social Sciences and Behavioral Studies comprised six academic departments, including: Business and Entrepreneurial Studies, Education, Health Physical Education and Recreation (HPER), History and Political Science, Psychology, and Sociology and Anthropology.

In an effort to foster academic excellence, the school's faculty was actively engaged in on- and off- campus endeavors. Students performed well with significant numbers of them achieving academic distinction through earning honors, scholarships, studying abroad, presenting at major conferences, and being awarded competitive internships.

DURING THE 2012-13 AY, CURRICULAR CHANGES INCLUDED PROPOSALS PRESENTED BY THE EDUCATION DEPARTMENT TO CREATE A MASTERS IN SPECIAL EDUCATION AND PLANS TO OFFER BUSINESS AND ENTREPRENEURIAL PROGRAMS AT THE NEW COATESVILLE LOCATION.

THERE WERE **220** UNDERGRADUATE STUDENTS THAT GRADUATED DURING THE 2012-2013 ACADEMIC YEAR INCLUDING: **106** - SOCIOLOGY AND ANTHROPOLOGY; **45** - BUSINESS AND ENTREPRENEURIAL STUDIES; **22** - HEALTH PHYSICAL EDUCATION AND RECREATION; **20** - HISTORY AND POLITICAL SCIENCE; **16**- EDUCATION; AND **11** - PSYCHOLOGY. TWENTY-SIX STUDENTS GRADUATED WITH HONORS.

# Athletics

The athletic season started with its Inaugural Scholarship Golf Outing and the Opening Ceremony for the Outdoor Complex held in the new stadium. The Lincoln Inaugural Athletic Hall of Fame program was launched with 11 outstanding former student-athletes being inducted for their contributions to NAIA and NCAA Division III athletics as a Lincoln alumnus or staff member.

The men's basketball team began the year with a victory over Division I foe Howard University. The team finished their season with a 17-10 record and was crowned the CIIA Northern Division Champions. In women's basketball the team finished 4<sup>th</sup> in the CIIA Northern Division and recorded their first CIIA Tournament victory against CIIA powerhouse Johnson C. Smith.

One of the students became the first men's indoor track & field athlete to become a national qualifier in a field event, Shot Put, in NCAA Division II. The softball team advanced to the CIIA Conference tournament for the first time after sweeping rival Bowie

State. In the "Battle of the Firsts" the women sport teams defeated rival Cheyney University in cross country, volleyball, basketball, and outdoor track and field. The men teams defeated Cheyney in cross country and basketball.

Lincoln hosted the CIIA Northern Division Volleyball and Tennis Round-up. During the 2012-13 athletic season, Lincoln increased the number of athletes earning All CIIA, NCAA, Statistical, Academic and All American Honors.

**The academic prowess** amongst the athletes is second to none. The bowling team earned the first CIIA Academic Achievement Award for the highest team grade point average (GPA) of all bowling teams in the Conference. The average Departmental GPA is 2.9 and a total of 76 student-athletes have a 3.0 GPA or higher. Seventy-one (71) student-athletes graduated in the 2013 Commencement exercise.

Student-athletes were actively involved in community outreach such as: Santa's Elves to the Community Youth & Women's Alliance in Coatesville, PA, annual "Think Pink" for Breast Cancer Awareness, Christmas with Lighthouse Youth Center in Oxford, PA, CIIA Basketball Tournament Community Service, and YMCA Jennersville Basketball Ball Boy/Ball Girl Program, to name a few.

Coaches and athletic administrators continue to be recognized nationally and by the CIIA Conference as Coach of the Year in Track & Field, Secretary for the US Track & Cross Country Coaches Association, and panelist for the CIIA Faculty Symposium and NACADA National Conference for Academic Advising. This academic year marked the 7<sup>th</sup> time a Lincoln coach was selected to attend the covenant NCAA Women's Coaching Academy.



# Institutional *Advancement*



*The first transit ad campaign included internal and external advertisements on more than 250 Philadelphia buses.*

The University's branding initiative began with the design and implementation of a new logo, the change in the name to "The Lincoln University," and a change in the tagline to "Where Being The First Matters." These changes were designed to honor The Lincoln University's legacy as the first degree-granting Historically Black College & University, to distinguish the institution from others with the same name, and to ensure unification of all facets of our operations and outreach.

During the year there was enhanced communication with all constituents, both internal and external. Alumni and friends received two *Lincoln Reviews* and one *Lincoln Lion* along with an E-newsletter, "*In The Loop*," which was posted three times a month. Monthly conference calls by

Alumni Relations involved all class representatives in the process of collecting information for the largest gathering on campus: Homecoming/ Reunion Weekend.

The President of the University and the Advancement staff travelled to over 15 destinations to establish regional alumni clubs/chapters. These efforts resulted in 16 new alumni clubs/ chapters that are now in various stages of formation. These efforts were enhanced by the participation of student leaders of the pre-alumni council.

The Presidential Inauguration ceremony provided a unique opportunity to engage Lincoln alumni from every class. These alumni formed a distinctive orange and blue line which was part of the inaugural procession.

The President established a new advisory group – the Board of Visitors – comprised of regional, community and corporate leaders who meet on the campus twice yearly.

A comprehensive public relations plan was developed and implemented to include print, radio and television ads, web banners, billboards and, the first-ever transit ad campaign, including internal and external advertisement on more than 250 Philadelphia buses – all under the theme, “Where Being The First Matters.” The popular transit ad portion of the campaign also went viral on Facebook and Instagram social media sites.

Media outreach and positive earned media coverage also increased dramatically from previous years, including regional blog coverage in the *Philadelphia Daily News* and *The Chronicle of Higher Education*. President Jennings garnered op-ed placements in *Diverse Issues in Higher Education* and ongoing placement in *The Voice of Grace & Truth Christian Newspaper*.

A special non-media community outreach list, including community centers, senior centers, adult-living facilities, and churches, was also created to publicize and promote attendance at many of our new events open-to-the public, including theatrical plays, concerts, and film screenings.

An effort for a complete redesign and revamp of the university’s website was started. The READ LINCOLN mobile app, was also developed and introduced to access University publications.

The first-ever Social Media campaign with initial evaluation of social media usage and ownership across the university, including University and student group-managed pages was started. Since September, Social media contacts on the Alum Lincoln

Facebook (FB) were increased by more than 800 percent while The Lincoln University FB page also saw steady gains.

The Media Center produced an in-house radio advertisement as part of the “Where Being The First Matters” campaign which was aired on multiple Philadelphia radio stations as well as a promotional DVD featuring a vocal and spoken word student-rendering of the alma mater entitled, *Today Remembered*. The video juxtaposes images of Lincoln’s past with its counterparts in the present. Additionally, the University established its first institutionally-dedicated YouTube channel.

In June, an informal agreement was also established with the Internet Video Archives, the world’s largest online distributor of movie and video game trailers, TV previews and indie music videos, to share our promotional video content free-of-charge to millions of its viewers.

Outreach to donors included personal expressions of gratitude from the highest level of the administration. A total of \$2 million was secured in private-sector gifts, including a University secured gift of \$1 million to establish the state-of-the-art Danjuma African Art Center.

A new, black-tie gala, the “Lincoln Lion Awards,” was started to honor the achievements of regional, national and international personalities, including alumni. This sold out event netted more than \$68,000 in support for scholarships.

In celebration of the Inauguration of the 13<sup>th</sup> President, Dr. Robert R. Jennings, donors provided more than \$276,000 toward a Presidential Scholarship Fund that the President established with an initial contribution of \$25,000.

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## Humanities

(continued from Page 4)

Perspectives on Malcolm and Martin” by Lewis V. Baldwin, Ph.D. The English department published the 8th volume of SIMBAA, Lincoln’s Literary Magazine. The first annual Humanities and Graduate Studies conference was

held in April with 15 presentations by scholars and 7 students.

The number of articles published by members of the school’s faculty (including those accepted for publication) was 17. Two professors published books and 37 presented professional papers and/or performances. The number of commissions, boards,

and committees that unit faculty members served on during the year was 8 and faculty appeared on 11 television, radio or other media programs.

A total of 349 undergraduate and 154 graduate students graduated in the May 2013 Commencement.



*Renovations to the Alumni House, home of Alumni Relations, were completed during the 2012-2013 Academic Year.*

