

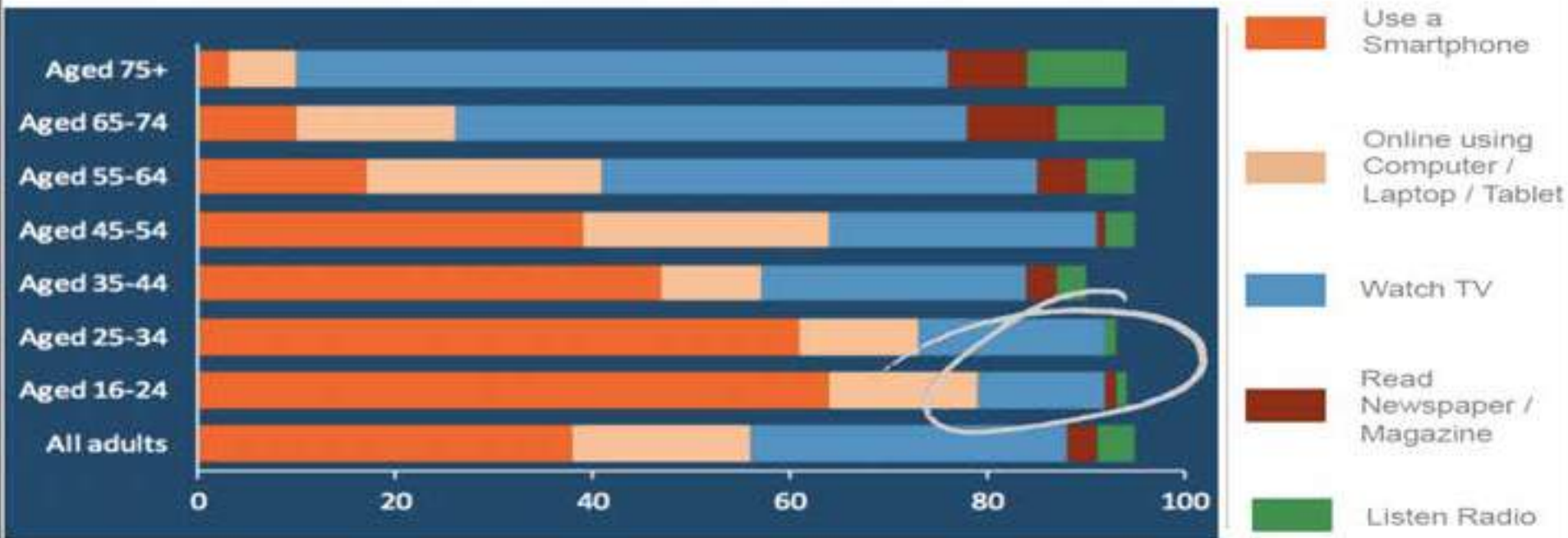
HEAD OF SCHOOL AND RECRUITING

- Head of school's unique role
- Think about audience
- Appeal to heart and head
- Power of pictures and videos – show as much as tell
- Make value proposition
- What are the unspoken questions that you need to answer (what might I give up if I go to Christian school?)
- Power of the group event

Top 5 Media Among All Adults

Survey 2016

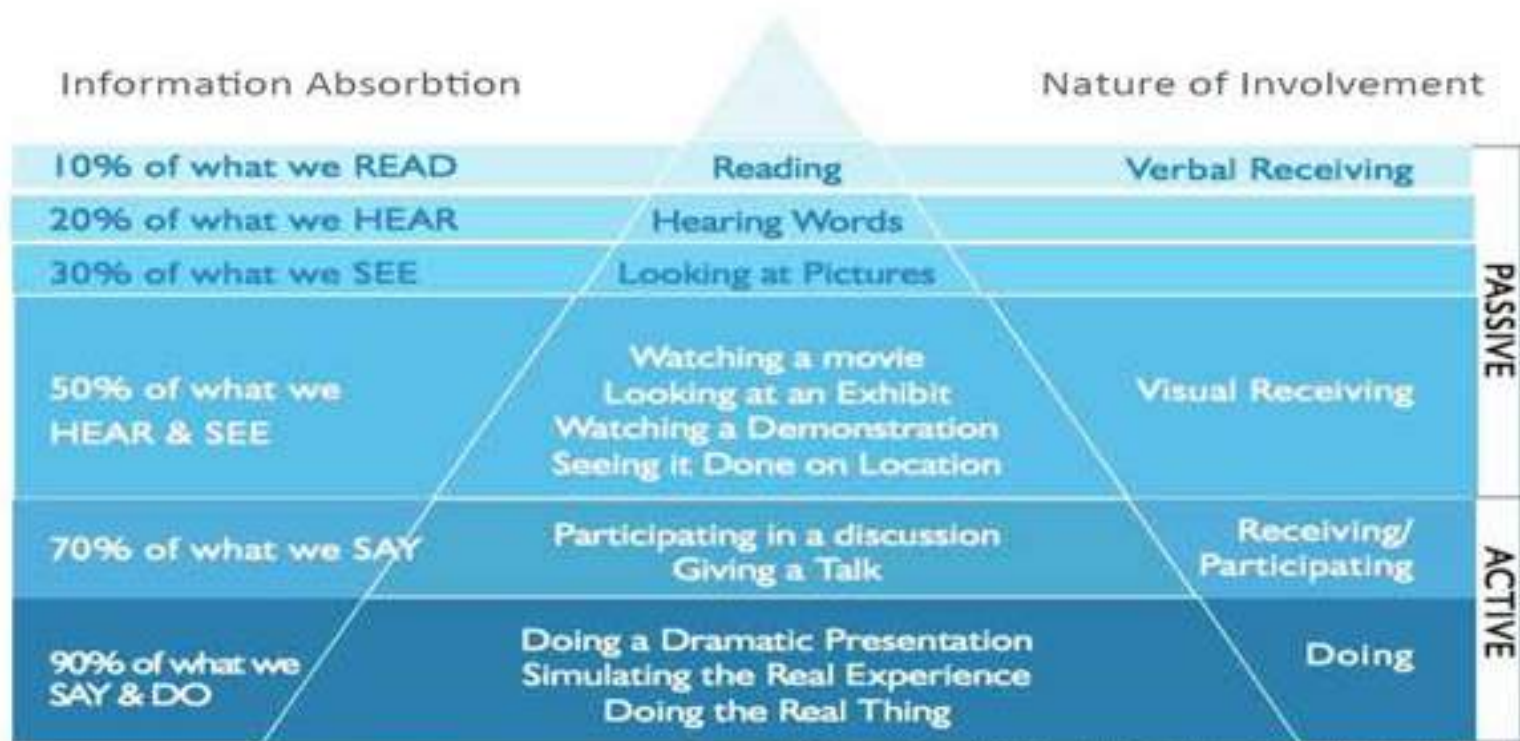
2



Source: Ofcom | BT Intelligence

Millennials And Experience

Personalized Social Media Experience



Source: E. Dale, Audiovisual Methods in Teaching, 1969, NY: Dryden Press.

JOHN BROWN UNIVERSITY IS . . .

- Christ-centered, interdenominational
- Small college town near global opportunities
- Excellent liberal arts and professional programs
- Personal education with amazing results
- Growing in resources

JOHN BROWN UNIVERSITY IS . . .

- Total students: 2,686
 - 1,365 traditional undergraduates
 - 336 concurrent enrolled
 - 305 working adult undergraduates
 - 680 graduate students
 - 40 different states, 37 different countries
- 357 fulltime staff and faculty
- 97 years

CHRIST-CENTERED



- How might you represent your Christian mission?

- Chapel

- Mission trips

- Service projects

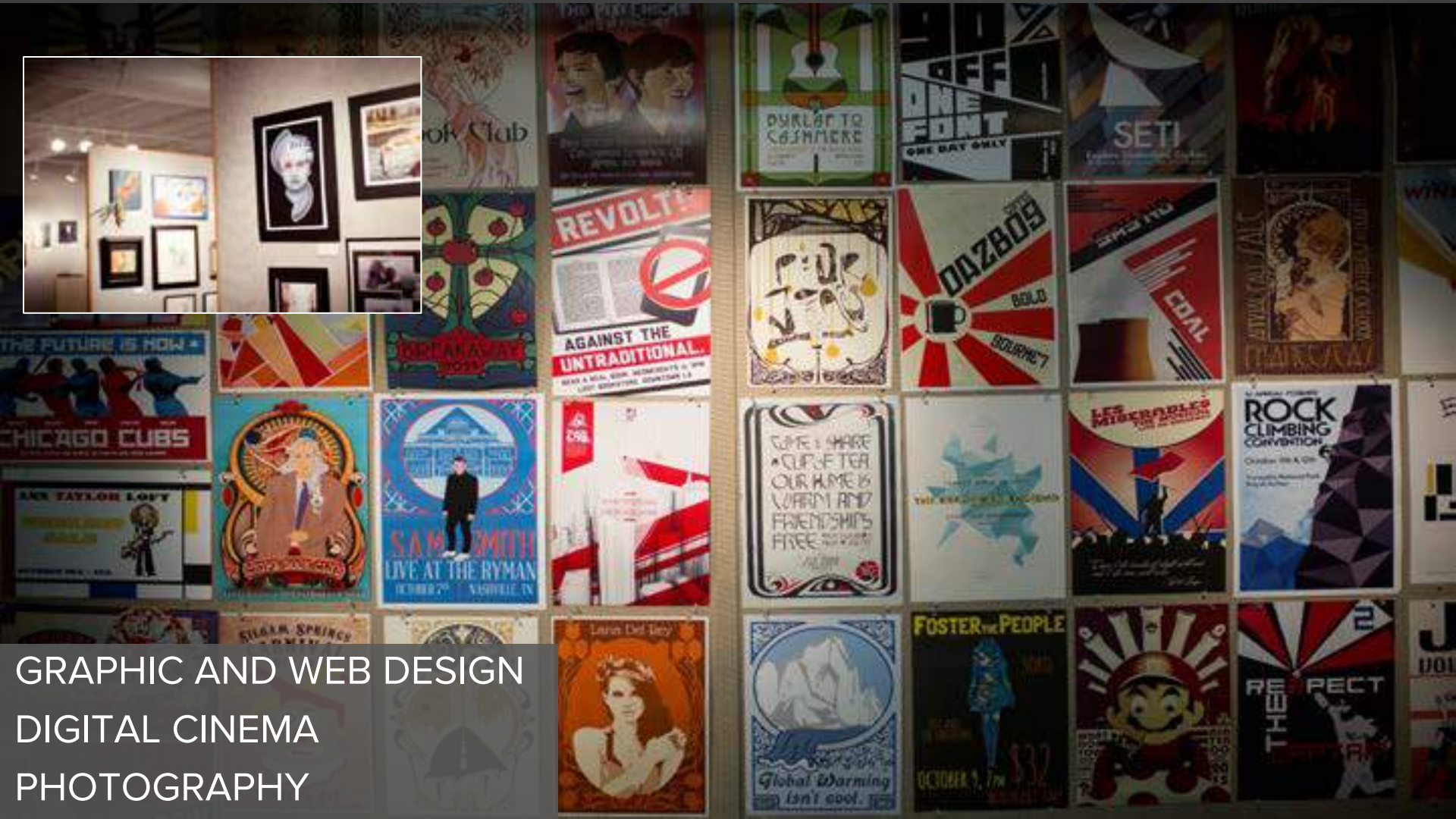
- Academics



ENGINEERING AND
CONSTRUCTION
MANAGEMENT



NURSING



GRAPHIC AND WEB DESIGN
DIGITAL CINEMA
PHOTOGRAPHY



ELEMENTARY
EDUCATION



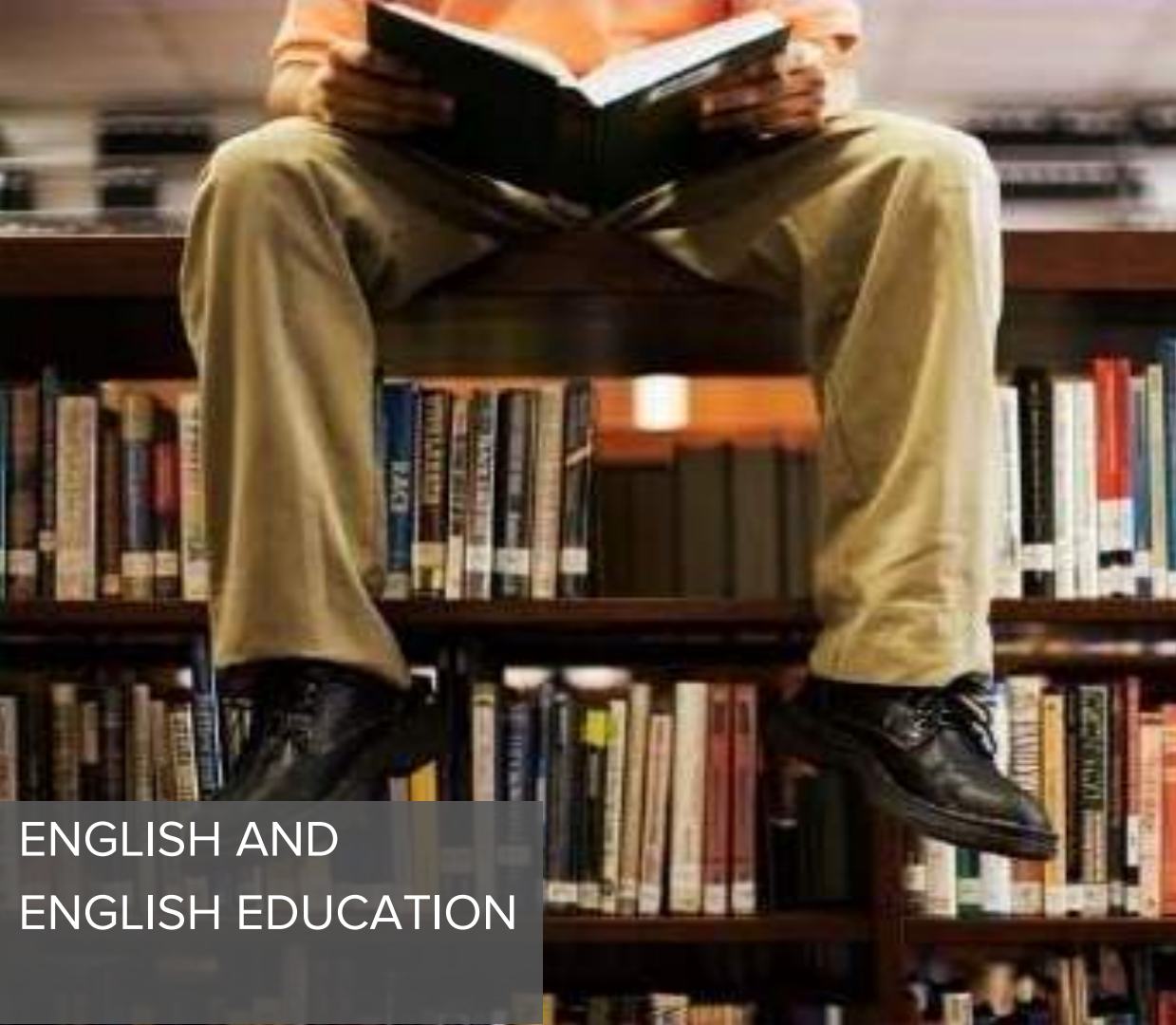
FAMILY AND HUMAN
SERVICES



SODERQUIST
COLLEGE OF
BUSINESS



BIOLOGY



ENGLISH AND
ENGLISH EDUCATION

- Do you have unique academic programs?

- Academic support

- Biblical worldview course

- Hands on training

- How can you represent them visually?



CONN: CONNECTICUT
MASS: MASSACHUSETTS
NH: NEW HAMPSHIRE
RI: RHODE ISLAND
VT: VERMONT

SMALL
COLLEGE TOWN



SMALL
COLLEGE TOWN

TRAVEL

The 20 Best Small Towns in America

From the Berkshires to the Cascades, we've crunched the numbers and pulled a list some of the most interesting spots around the country

By Susan Spano and Aviva Shen
Smithsonian magazine, May 2012

[«« Previous](#) | [15 of 22](#) | [Next »»](#)



(Eli Reichman)

SMALL
COLLEGE TOWN

14. Siloam Springs, AR

WHERE'S AMERICA'S BEST MAIN STREET?

The winner will be crowned in a Parade cover story about the best downtowns in the United States this summer!



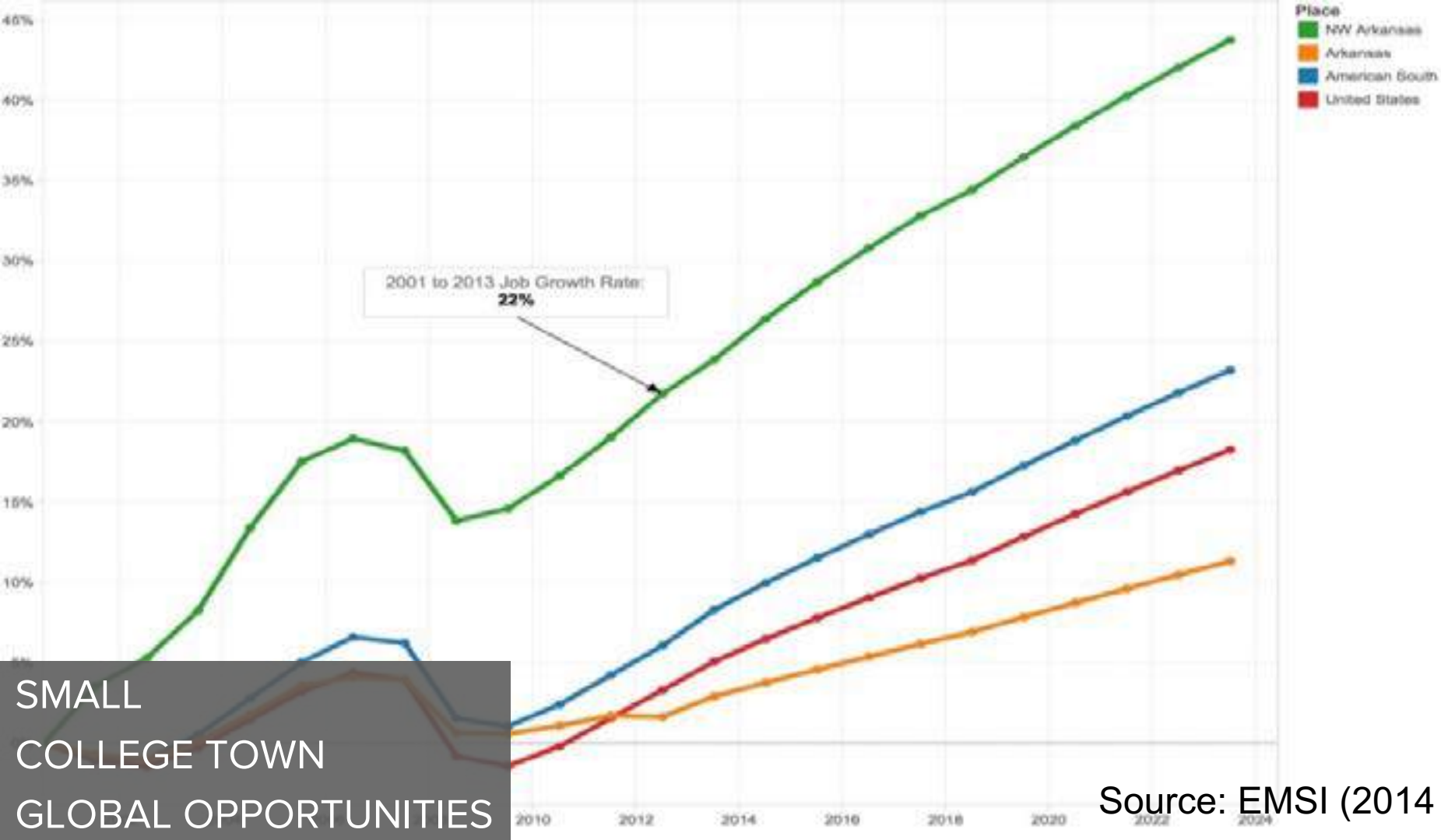
SMALL
COLLEGE TOWN



SMALL
COLLEGE TOWN



SMALL
COLLEGE TOWN
GLOBAL OPPORTUNITIES





SMALL
COLLEGE TOWN
GLOBAL OPPORTUNITIES



- How do you speak about your location?
- How do you make your location an advantage?



GLOBAL OPPORTUNITIES
EUROPEAN ART TOUR



GLOBAL OPPORTUNITIES
IRISH STUDIES



GLOBAL OPPORTUNITIES
NEW ZEALAND
SUMMER STUDIES



GLOBAL OPPORTUNITIES
JORDAN STUDIES



ABLA 2016
AREA E
SQUARE 19



GLOBAL OPPORTUNITIES
JORDAN STUDIES



CHICAGO – KRISTIE MOERGEN AND CASSIE ISAACSON



ATLANTA – FRANK HUEBERT



GUATEMALA – JOE VALENCIAK & JEFF TERRELL

- Do you have international or off-campus opportunities?
- Foreign exchange students, missionary kids, mission trips, service projects
- How do you give your students a “global” perspective?



SOUTHWEST MINNESOTA STATE



ENACTUS
(SIFE)



REYNOLDS
GOVERNOR'S CUP



JBU
EAGLENAUTS

JBU
EAGLENAUTS



Brad Johnson
Georgetown Law School



Salina Adolph
University of Arkansas Law
School & Clinton School of
Public Service



Krizana Saucedo
John Brown University Counseling



Walker Martin
Baylor University



Hannah Meyers
University of Oklahoma
Health Sciences



McKenzie Raub
University of Arkansas Law School



Krista Gay
Brooklyn Law School



Sara Whitlock
Carnegie Mellon & the
University of Pittsburgh



Eric Seevers
John Brown University MBA



Sarah White
Memphis Teacher Residency
Union University

GRADUATE AND
PROFESSIONAL
SCHOOLS



Donna Talbott
(Biology, 2016)
Accelerated Nursing
Program (B.S.N.)
Northern Kentucky Univ.
(Highland Heights, KY)



Brooke Barker
(Sports Medicine, 2016)
Accelerated Nursing
Program (B.S.N.)
Midwestern State Univ.
(Wichita Falls, TX)



Kevin Bell
(Biology, 2015)
Social Psychology (Ph.D.)
Univ. of Oklahoma
(Norman, OK)



Whitney Brannan
(Biology, 2014)
Dental School (D.D.S.)
Univ. of Oklahoma
College of Dentistry
(Oklahoma City, OK)



Colton Cheek
(Biology, 2016)
Optometry School (O.D.)
Northeastern State Univ.
(Tahlequah, OK)



Christine Fricke
(Biology, 2014)
Medical School (D.O.)
Liberty University
Coll. of Osteopathic Med.
(Lynchburg, VA)



Zachary Houston
(Biology, 2014)
Veterinary Medicine (D.V.M.)
Kansas State University
(Manhattan, KS)



Rebecca Young
(Biology, Psychology
2015)
Medical School (M.D.)
University of Arkansas for
Medical Sciences
(Little Rock, AR)



Sara Whitlock
(Biochemistry, 2016)
Molecular Biophysics &
Structural Biology (Ph.D.)
Carnegie Mellon/Univ. of
Pittsburgh
(Pittsburgh, PA)



Hannah Meyers
(Biology, 2016)
Occupational Therapy
(O.T.)
Univ. of Oklahoma
Health Sciences Center
(Norman, OK)



Kellie Mowrer
(Sports Medicine, 2015)
Accelerated Nursing
Program (B.S.N.)
St. Luke's College of
Health Sciences
(Kansas City, MO)



Jessica Owens
(Biology, 2013)
Accelerated Nursing
Program (B.S.N.)
William Jewell College
(Liberty, MO)



Krizana Saucedo
(Biology, 2016)
Clinical Mental Health
Counseling (M.S.)
John Brown University
(Siloam Springs, AR)



Meghan Scholtens
(Intercultural Studies,
2016)
Accelerated Nursing
Program (B.S.N.)
William Jewell College
(Liberty, MO)



Maria Serrano
(Biochemistry, 2016)
Medical School (M.D.)
University of Arkansas for
Medical Sciences
(Little Rock, AR)



Asher Wagnon
(Biology, Chemistry, 2016)
Medical School (M.D.)
University of Arkansas for
Medical Sciences
(Little Rock, AR)

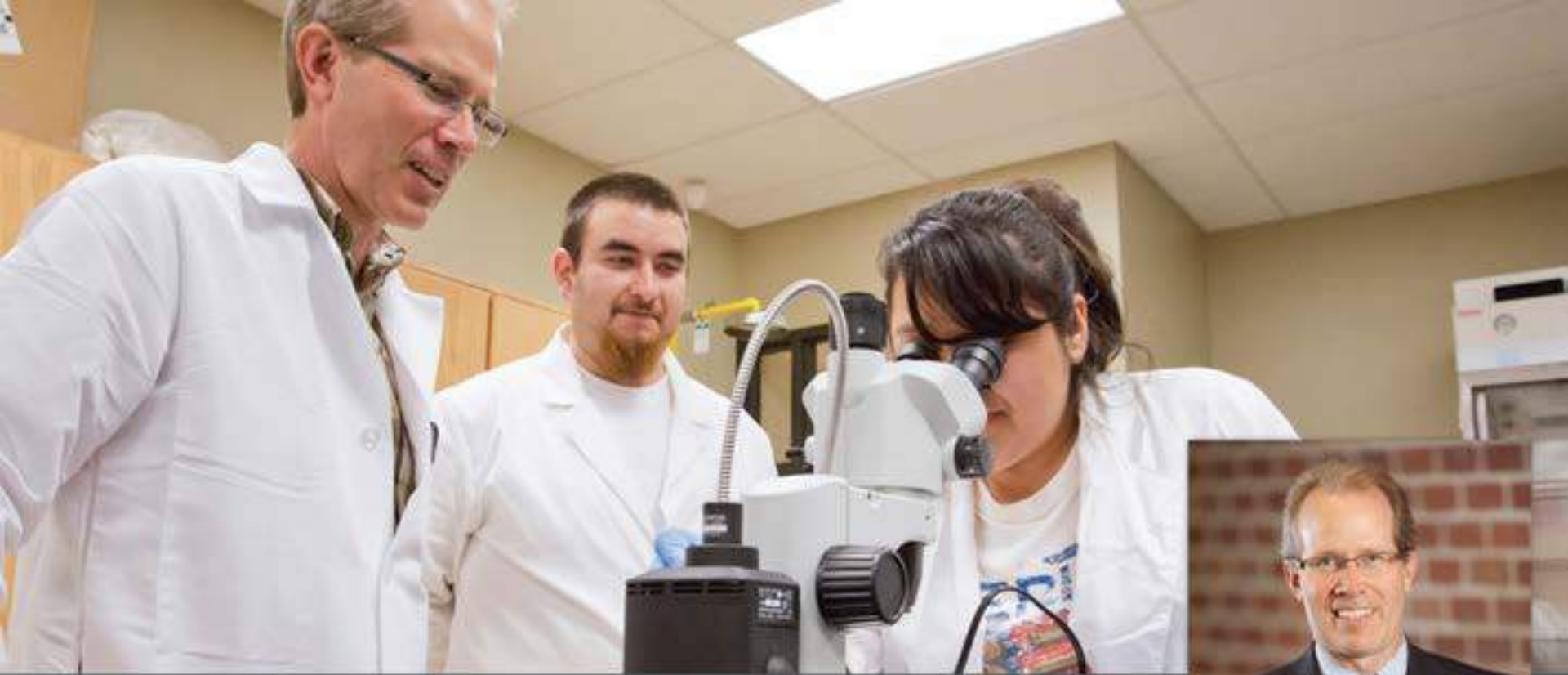
SCIENCE GRADUATE
AND PROFESSIONAL
SCHOOLS



**SARAH HUBBARD
AWARDED STUDENT
FULBRIGHT**



MARQUITA SMITH
FULBRIGHT SCHOLAR
GHANA



JOEL FUNK

Received 2.5 year \$265,000 INBRE Research Grant

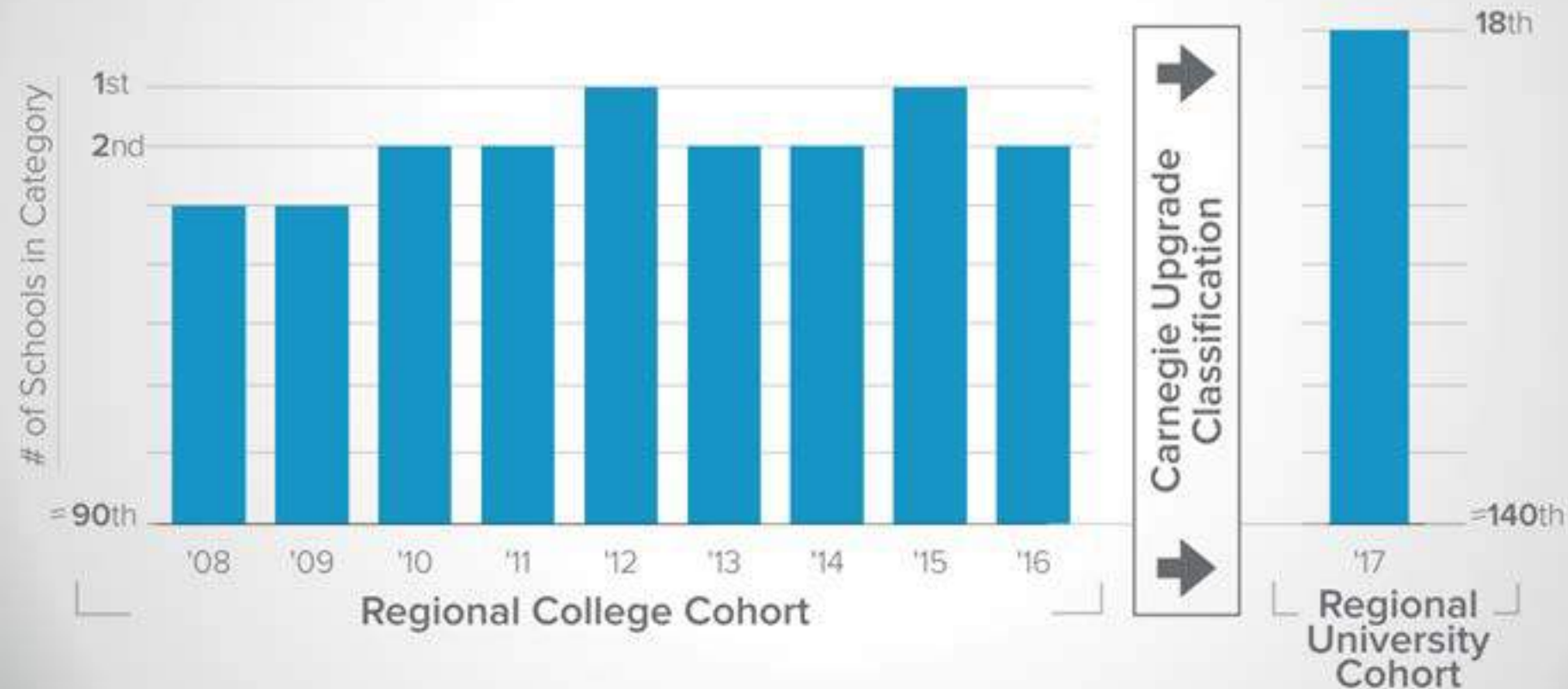




CHARLES PEER



U.S. News and World Report Ranking



- How do you show academic results?
- College placement records, show pennants from colleges at which your students were accepted?
- Charts with Average ACT/SAT scores?
- Individual awards



Taking the Sin out of Swing Students at John Brown University in Arkansas high-stepped into the school's first dance ever last month.

The First Dance

One small Christian college finds that there may be some redemption in being footloose after

By Mark Oppenheimer

Photo: Ferguson

NEW YORK TIMES
FIRST DANCE

On the first night of December, an unseasonably cold one in the Ozarks, the boys and girls of John Brown University primed in their zoot suits, suspenders, waistcoats, spats, faux-hawks, pompadours, knee-length pleated skirts, nylons, moods and inch-high black heels and marched through snow drifts to their gymnasium in the Walton Lifetime Health Complex, one of northwest Arkansas's monuments to the Wal-Mart family's generosity. Inside, the gymnasium was decorated with rows of Christmas lights strung overhead across the width of the basketball court, from one railing of the mezzanine jogging track to the other. The occasion, which would last from 8 p.m. to 11 p.m., was a dance, the first of its kind at this small, nondenominational Christian college.

As if to make up for 90 essentially dance-free years on campus, the 14-piece Jack Mitchell Big Band began playing early, shortly before 8, and from the first note of "In the Mood" the best dancers clustered up front, where they performed aerial lifts, between-the-leg slides and precarious dips, looking like a reasonably good audition for "So You Think You Can Dance" or the great "khakis swing" Gap ad from 1998. These joyful, loose-limbed performances concealed a rather startling truth: The young men and women of this 1,200-person college were dancing alongside, and in some cases bumping smack into, their president, dean and chaplain — the men who only six months ago could have expelled them for doing so. From the school's founding in 1919 by John Brown Sr. — not the abolitionist but a Salvation Army itinerant turned preacher — until last October, dancing had been seen at J.B.U. as a gateway to sin. Students danced, but in private.

The school's "community covenant" had prohibited, in addition to smoking, sex outside of marriage, drinking and gambling, all on-campus dancing except "folk or square dancing and choreography as part of a dramatic production." Distinctions were not made — the Viennese waltz was as forbidden as the electric slide, the achy-breaky as taboo as the lambada. The week before J.B.U.'s first dance, Tracie Faust, a senior, told me about one night her sophomore year when a popular song came on the radio, "And before you knew it," she said, "there were 10 of us dancing, and the R.A. came out of her room and told us to stop." The offending



PRIDE AND PREJUDICE



**WORLD FAMOUS
MENS BASKETBALL
TP GAME**



FINAL RECORD 5th of 8 teams



FINAL RECORD - 21-12



FINAL RECORD - 18-2-1
Regular Season and
Tournament Champions
#18



FINAL RECORD - 13-4-2
#24



FINAL RECORD 4th of 8 teams

SWITCHFOOT & ANBERLIN



BILL GEORGE ARENA
\$25 GENERAL • \$18 JBU STUDENT
OCTOBER 14 • 2011

SWITCHFOOT.COM / ANBERLIN.COM



BLU Entertainment presents:

Leerae

"Higher Learning Tour 2016"



April 14, 2016



Bill George Arena @ JBU



Tickets go on Sale this Friday.
More info to come.

Sager Creek Mountain Bike Trail

ON THE CAMPUS OF
John Brown University

PRIMARY TRAILHEAD

TRAIL RULES

You are responsible for your own safety
and assume all risk for injuries and/or damages.

Helmets are required.

Inspect your equipment.

Avoid using trails when wet or muddy.

Stay on marked trails and follow trail signage.

Ride in control and within your ability level.

Please be mindful of others on the trail.

The trail is a smoke-free, gun-free, drug-free zone.

NOTICES





OUTDOOR ADVENTURE CENTER



FUTSAL COURTS

- How do you highlight your co-curricular activities?
- Do you need to respond to unspoken questions (what is there to do in Siloam Springs?)?

CAMPUS EXPANSION AND RENEWAL



2000-2004 God's Highest and Best Capital Campaign



**Walker
Student
Center
(2001)**



**Bell Science
Hall
(2002)**



**Windgate
Visual Arts
West
(2004)**



**First 2/3
of Hutcheson
Hall
(2004)**



**Soderquist
Business
Center
(2005)**

2008-2012 Keeping Faith Capital Campaign



**1/3
Hutcheson
Hall
(2008)**



**Kresge
Renovation
(2008)**



**Berry
Performing
Arts
(2010)**



**Bill George
Arena
(2010)**



**Balzer
Technology
Center
(2011)**



**KLRC
Center
(2012)**



**Windgate
Visual Arts
East
(2012)**

2013-2016 Next Century Capital Campaign



**Simmons
Great Hall
(2013)**



**Northslope
Apartments
(2013)**



**J. Alvin
Renovation
(2014)**



**Health
Education
Building
(2016)**



**WLHC
Renovation
(2017)**



**Mayfield
Renovation
(2018)**



C A M P A I G N
— FOR THE —
NEXT CENTURY

A HOPE AND A FUTURE

\$125 MILLION GOAL FOR 2019



CAMPAIGN PRIORITIES



SODERQUIST COLLEGE OF BUSINESS



PEER
ENDOWED
CHAIR OF
VISUAL
ARTS

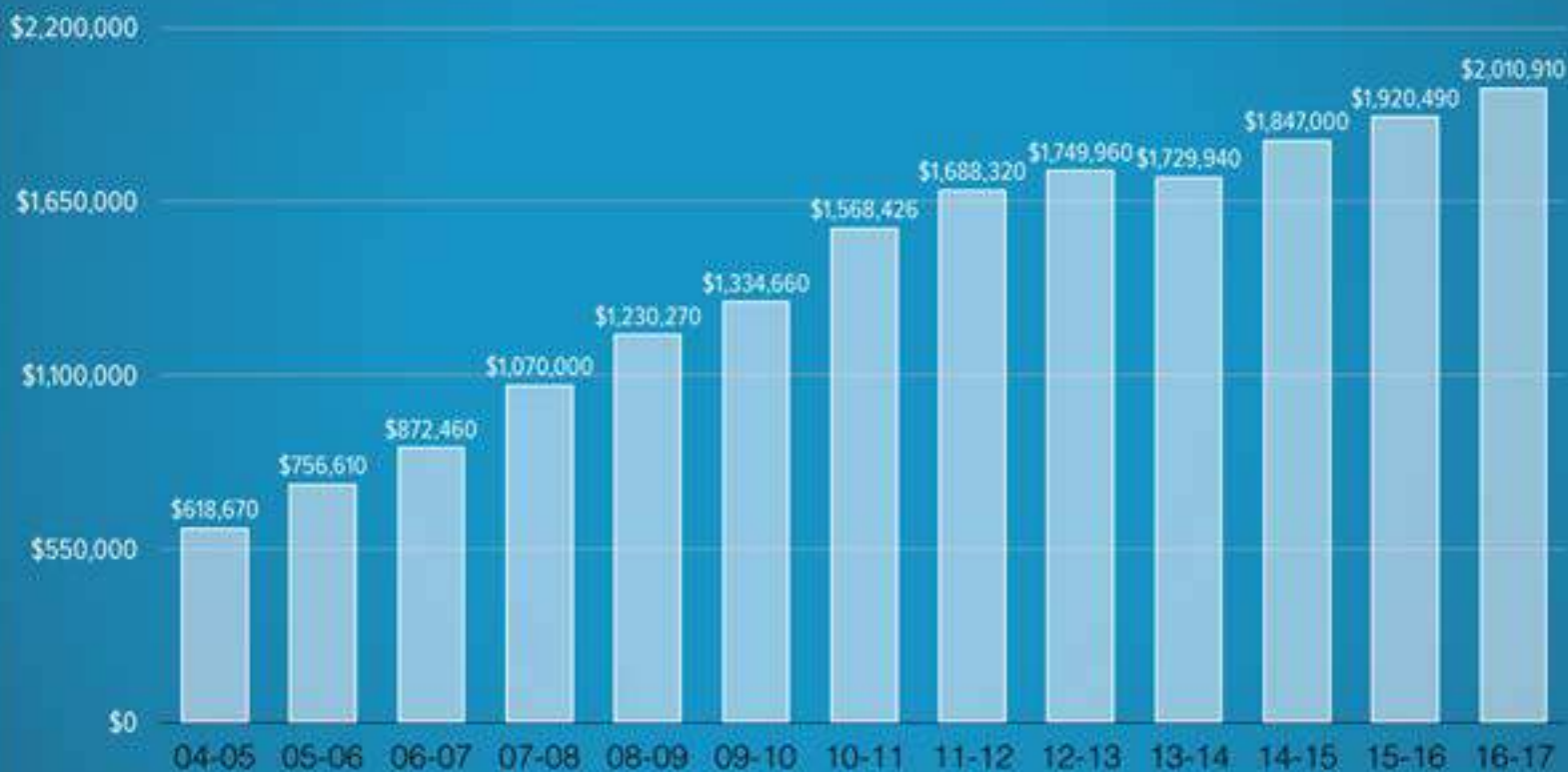




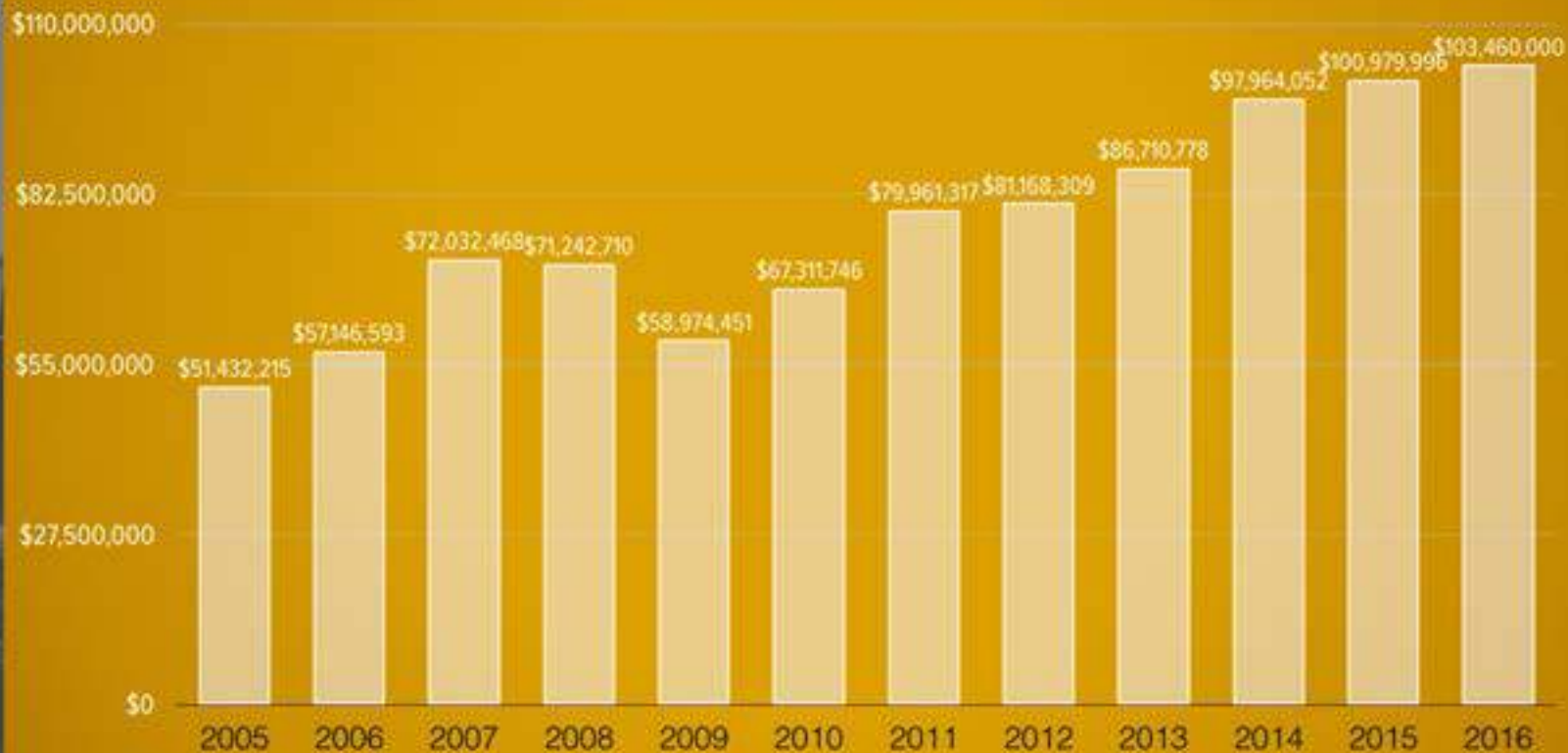
ABILA ARCHEOLOGY PROJECT



DOLLAR AMOUNT OF ENDOWED SCHOLARSHIPS



ENDOWMENT VALUE





\$125 MILLION GOAL

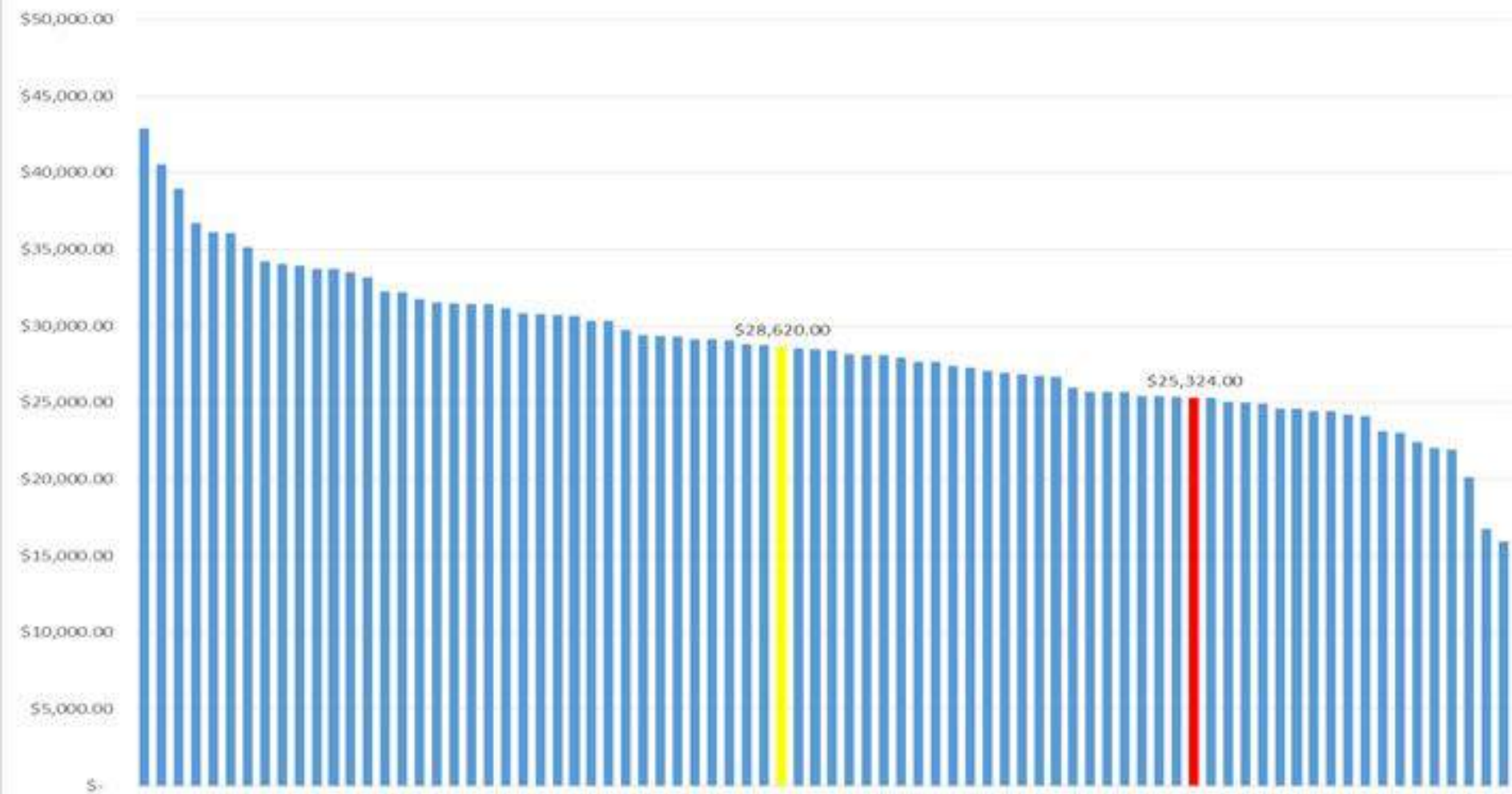
\$110.7 M
GIVEN AND PLEDGED

\$14.3 M
REMAINING

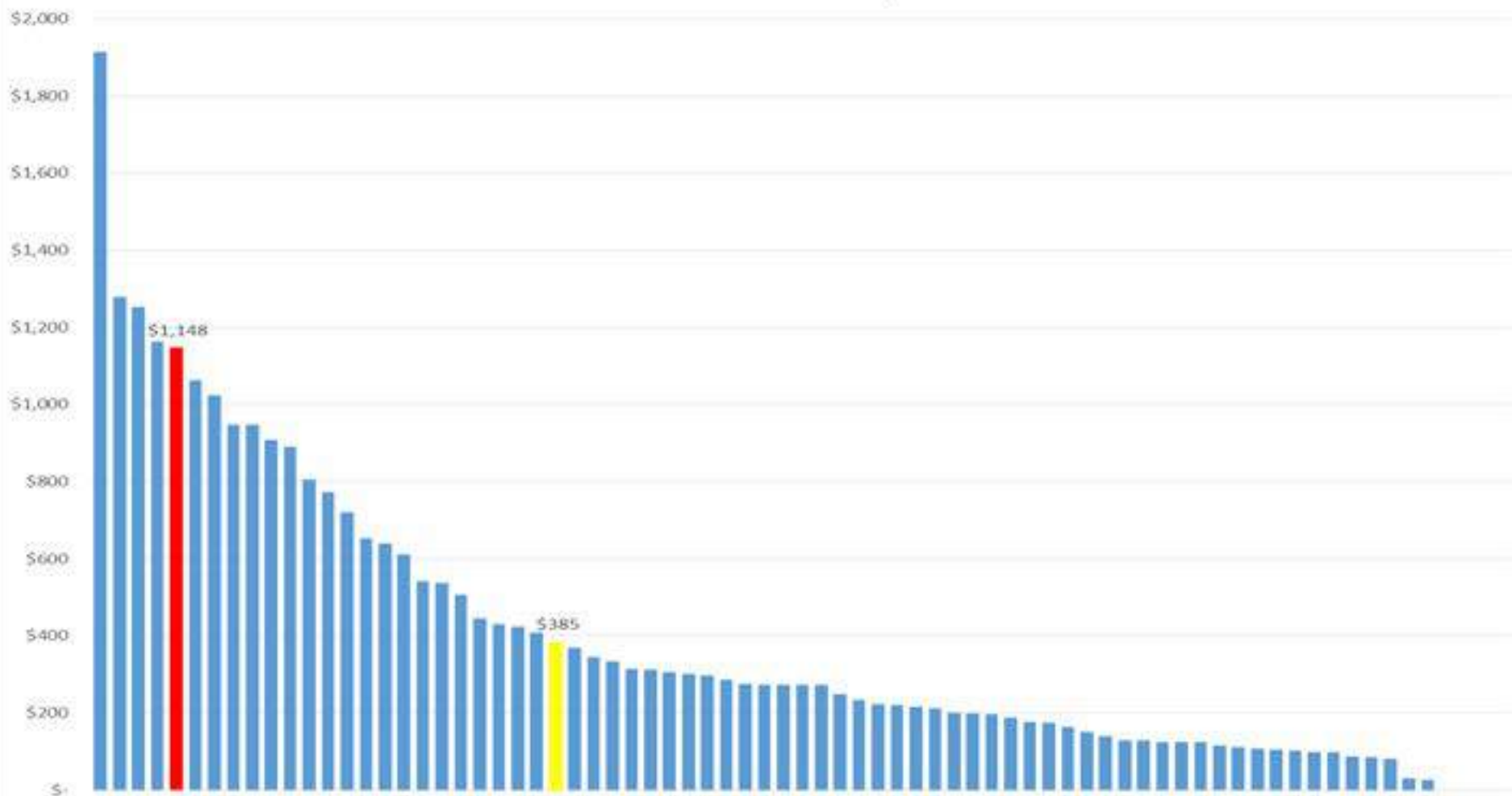


- How do you convey the resources committed to students?
- Facilities?
- Scholarship support?
- Teachers' salaries

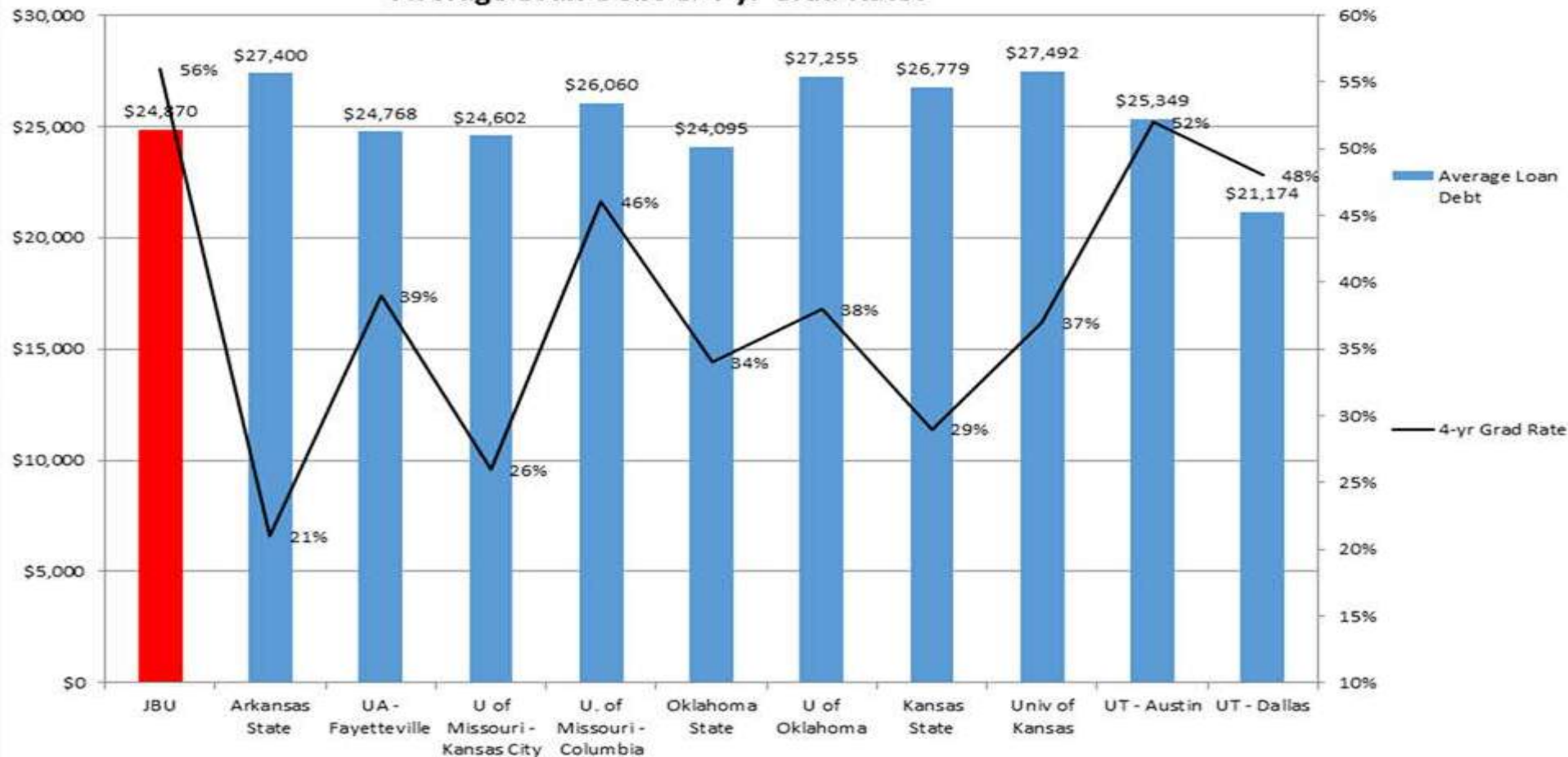
JBU vs. CCCU Tuition



CCCU Endowed Scholarship Per Student



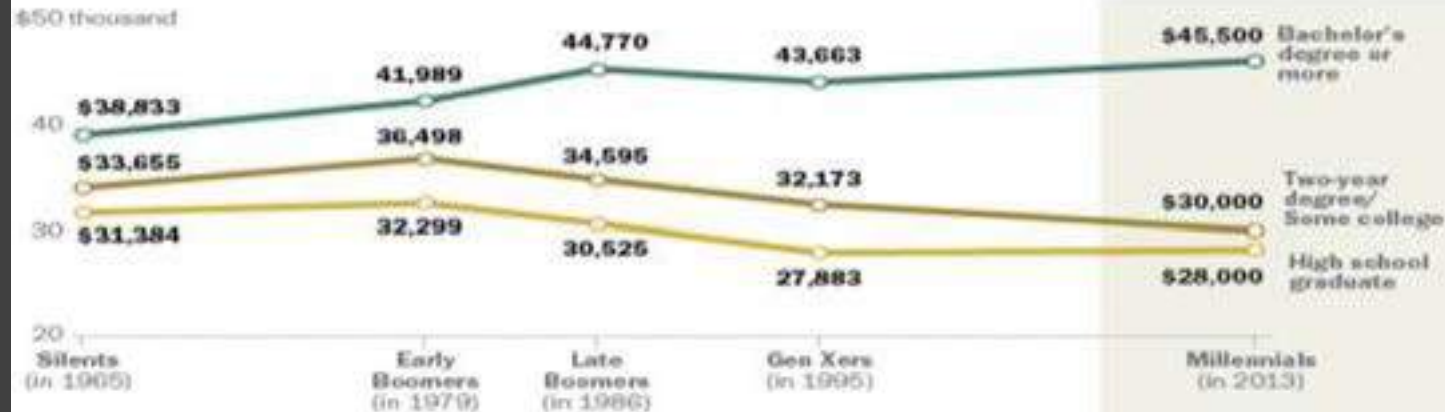
US News - Regional Public Comparisons Average Loan Debt & 4-yr Grad Rates



Value of College Degree

Earnings Gap Widens Between Young Adults With and Without a College Degree

Median annual earnings among full-time workers ages 25 to 32, in 2012 dollars



Source: Pew Research Center tabulations of the 2013, 1995, 1986, 1979 and 1965 March Current Population Survey (CPS) IPUMS

PEW RESEARCH CENTER

- How do you communicate the value proposition?

CHRIST-CENTERED

