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GROVE CITY COLLEGE ALUMNI MAGAZINE

Winter 2017

MEETING THE CHALLENGE

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MEETING THE CHALLENGE

In the world of higher education, there is more competition for students than ever before. Media outlets continuously report on enrollment challenges as anxious college administrators search for more effective recruiting practices. I receive emails every day from vendors offering their admissions-focused services and solutions.

There are several reasons for this new reality in the admissions marketplace. The national population of college-age teens has declined. Economic shifts affecting our region of the country have exacerbated this demographic problem. Many families continue to struggle financially, and there is stiff competition from online courses and other alternatives to the traditional four-year college program. In addition, changes in our cultural landscape have impacted student interest in attending a conservative Christian college.

Given this environment, we should be very thankful that Grove City College's financial circumstances remain strong. While many of our competitors are dealing with painful layoffs and significant cut-backs, we will enter the new academic year with a modest budget surplus and the lowest tuition increase in nearly twenty years. We're determined to succeed in this new enrollment reality while trusting in God's sovereign plans for our beloved institution.

To this end, we launched a key initiative this past year focused on the College's extraordinary value proposition. We know that in order to be successful in our recruiting efforts we must differentiate ourselves from other schools by communicating more effectively the amazing benefits of a Grove City College education. We must also help families assess these benefits in relation to the true financial costs they will incur on the path to a diploma.

As you can see in the chart on this page and in Dr. P. Jesse Rine's excellent article on page 50, GCC students are more likely to stay in school, graduate in four years, secure a job, and earn higher salaries than students at a large majority of other schools – including our top competitors. Considering that our tuition is less than half of the average cost at private liberal arts colleges, the competitive value of a Grove City College education is unmistakable.

These statistics are truly remarkable and God has greatly blessed us. We clearly saw the benefit this past year of getting this information into the hands of families making college decisions. The more applicants that know about GCC's value proposition, the more likely they are to attend.

Yet, there is far more at the heart of our value proposition than graduation rates, placement statistics and future income, as important as those factors are. Our most important return on investment is the transformative impact a Grove City education has on students' minds and hearts. You might call it our Values Proposition.

I trust you will find in the pages that follow overwhelming evidence of these transcendent values. You will be inspired by the generosity shown to an amazing young man from Afghanistan who is now receiving a GCC education after being severely wounded by a Taliban rocket. You will also be encouraged by the compassion and drive of Sarah Daubenspeck '00 who serves women in need in an innovative role with her employer Accenture and the World Economic Forum. And please take a moment to remember the life of David Lascell who fought tirelessly and skillfully in our legal struggle for independence and the survival of our distinctive mission in the higher education landscape.

These and other stories reveal that the Grove City College community is bound together by the Lord's grace and the values it produces. These values, seen especially every year in the eagerness of our graduates to serve the common good with humility, devotion, and vision, differentiate us in today's world. Thank you for all you have done and continue to do to strengthen this amazing values proposition.



A handwritten signature in black ink, reading "Paul J. McNulty '80". The signature is fluid and cursive.

Paul J. McNulty '80
President