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### BETHANY BOARD FOCUSES ON A CALL TO ACTION

LINDSBORG, Kan.—During its meeting on campus April 30-May 1, the Bethany College Board of Directors approved a series of initiatives in order to sustain the college for the short-term and transform the future of the college.

These actions include beginning a comprehensive campaign and preparing a three-year budget model that reduces expenses through deliberate actions that drive transformational change at the college. Five goals of the call to action plan include growing enrollment to 700, maximizing net tuition revenue, expanding philanthropy, aligning expenses to current realities and achieving financial stability. These goals will be realized through a series of 23 initiatives.

“Bethany is positioned to make strategic decisions that will launch the college into a sustainable future, but we must act now. The board is serious about the hard reality that Bethany is at a critical juncture and our focus is on long-term viability,” said Bethany College President Edward F. Leonard III.

The majority of all meetings were focused on discussing and evaluating the administration’s call to action plan for the future of Bethany College. The board is intent on ensuring long-term viability so that the college can continue to support and serve the dynamic students today and in the future. All aspects of Bethany were reviewed. Added value was provided by Friend University’s current President Biff Green, who led a turnaround at Friends since 1991.

The board also elected new officers effective July 1: Jim Martin, chair; and Sharon Reed, secretary. Steve Gragert will remain as the vice chair and Chris Crawshaw will continue as treasurer. The board re-elected current members Tad Doering and Barbara Varenhorst. Updated articles of incorporation and by-laws were also approved.

In actions regarding the academic life of the college, the board approved a list of candidates for graduation on May 23 and approved a new approach to understanding and improving retention.

A variety of board committees convened for discussion to make recommended actions to the full board, including committees on the student experience; advancement; audit & risk management; facilities & technology; business & finance; recruitment & marketing; and board development.

During lunch on Saturday, the board celebrated the announcement regarding the Pearson Challenge \$1 million match with the Bethany community.

Bethany College, established by Swedish Lutheran immigrants in 1881, is a college of the Evangelical Lutheran Church in America. The mission of Bethany College is to educate, develop and challenge individuals to reach for truth and excellence as they lead lives of faith, learning and service. Bethany College is on the Web at [www.bethanylb.edu](http://www.bethanylb.edu).