



A NOTE FROM THE PROVOST

Getting Results



*"Anyone who listens to the word but does not do what it says is like someone who looks at his face in a mirror and, after looking at himself, goes away and immediately forgets what he looks like."
(James 1:23-24)*

This text, one of my personal favorites, is a commentary on something we all do. That is, we recognize that actions should be taken and that changes are required, but we are just as quickly distracted from or unwilling to make the necessary adjustments. All talk ... no results.

Please excuse my use of this spiritual metaphor to discuss another issue. It's pretty common for us to talk about "what needs to be done" at Eastern, about various initiatives that, we believe, would serve our students well and help our employees thrive. It's just as common that these actions, however laudable, are either not pursued successfully or are not pursued at all. Believe it or not, this brings us to Plato and Aristotle.

You've heard the names before but perhaps aren't clear about their fundamental differences. Let's illustrate the difference by imagining each as the Director of Marketing at Eastern University, and let's begin with Plato.

Plato knows what a marketing office does. It runs radio and television commercials. It purchases ad space on billboards and in the transit system. It sends out emails and uses digital marketing, including social media, to spread the word. That's what marketing does. And, if it does that well, we'll have students. Commentary: we tried this for a

long time at Eastern, and even got some marketing awards ... it didn't work.

Aristotle knows that the goal is to recruit and teach students. So he asks the key questions: Do we have what students want? And if we do, how can we find and best communicate this to prospective students? And what are the most effective ways to communicate with them? After analysis, he realizes that EU's academic programs are too expensive and inconvenient for students. So he makes adjustments that improve the cost/benefit results for students. He also adds new programs that students want. These, too, are designed to be convenient and affordable. Because convenience is linked to "online" learning, he shifts his advertising investment from vinyl billboards to google adwords and other digital platforms. Commentary: we're doing this, and we get marketing awards ... and it's working.

What's the difference between Plato and Aristotle? Plato tends to assume that there is a fixed universal thing called "marketing" and that, to be a marketing director, one does what marketing does. Aristotle thinks outside of the box. He sees clearly that "marketing" is linked up with lots of other things that affect its success or failure. So Aristotle is innovative and successful. Plato, even if somewhat innovative, is not successful because he's not focused on achieving concrete results nor on the concrete paths to achieve them. Plato says: "We're doing all we can, but it's not working." Aristotle says: "We're not doing all we can nor all of it well. That's why it's not working."

Innovation is a core value of Eastern University. It begins with questions. It does not assume that "what we've always done" or "what others do" or "best practices" are actually the best options for us or our students. Also, it does not assume that the new questions, nor the apparent innovations implied by them, are actually good questions or appropriate innovations. Innovation knows that the goal is not to do the correct things or new things. The goal is to get results. And if there are no results, it's not working.

Some concrete results:

1. MS in Data Science:

- 2020: 761 students and \$2.72M in revenue
- 2021: 1850 students and \$7.18M in revenue
- 2022: Projected over 2000 students and \$10.00M in revenue

2. MBA in All Tracks:

- 2020: 149 students and \$1.19M in revenue
- 2021: 674 students and \$2.93M in revenue
- 2022: Projected over 1000 students and \$5.80M in revenue

3. Traditional Undergraduate:

- 2015: 1399 students and \$28.95M in revenue
- 2021: 1151 students and \$24.00M in revenue
- 2022: 1200 students and \$24.5M in revenue (partial)

The first two sets of results are very promising. We're doing something or perhaps lots of things right. We need loads more of this, especially in other programs, to become truly healthy. The third result set is disconcerting. We're down about 200 students since 2015 and also down \$Ms in revenue. This will only turn around with innovation such as we've used to invigorate our new MS DS and our once-dying MBA. Some of the innovations embrace the tried and true pathways. Athletics, for example, and related facility upgrades are likely to yield results. But other innovations must color outside of the lines. Hundreds of UGT students come and go each year before graduating, often transferring to other places. This is a golden opportunity for Innovation, with a capital I, and for scores of related small-i innovations that will impact all of us for good. The theme of our current strategic plan is: *Inspire, Innovate, Impact*. Let's stay focused on that. And let's do it concretely by identifying and implementing high innovative, high impact strategies. YOU are a part of it, and can be even more!

Yours, with prayers for blessings and results in the New Year,

Kent

PALMER NEWS

The Master for Theological Studies Latino/a Ministries program welcomed a new cohort, in 2022FA1, from Nicaragua!



And...the twelve newest LMIN students are pictured below.



NOVEMBER SHOUT OUT

Shout Out to...

Jennie Stolzer!

Jennie Stolzer started working in the Financial Aid Office in September of 2021. Although new to financial aid, she quickly learned many of the intricacies of the financial aid world and became a valuable asset to the office and Eastern. If you've emailed or called financial aid, you most likely have been in contact with her as she handles the majority of day-to-day operations, including correspondences and interactions with students, parents, faculty, and staff. Her desire to learn and her dedication to our students and office has resulted in Jennie being promoted from Financial Aid Representative to Financial Aid Counselor. The Financial Aid Office is excited to have her in this new role, effective December 12th.

Please congratulate Jennie when you see her!



SPOTLIGHT

We shine the spotlight on...

Holly Scoffone!

Marketing Writer & Social Media Coordinator

A recent graduate from West Chester University (Fall 2021), Holly Scoffone was involved in CRU, where she had opportunities to grow in friendships and fellowship with Eastern students. She had always been familiar with Eastern, but after creating friendships with students at EU, she began attending sporting events and worship nights while still attending WCU. Holly thought it was cool to have friendships with another university in the area, especially a Christian school that offered experiences like Wednesday Night Worship. As she was looking for a job after graduation, Eastern was her top choice, because of all the great things she had already heard and knew about it.

Holly is extremely extroverted, receiving a 93% "E" on the Myers Briggs Test. She loves trying new experiences and adventures with others. In 2021, she visited 21 states with 21 different combinations of friends and family! Holly also has a love for missions, meeting new people, learning different cultures, and sharing the Gospel. She was born into a missions family, and her desire for missions has been a key part of her own faith development.

We're very glad you landed at Eastern!



UNIVERSITY PUBLICATIONS

CEBS Newsletter

(College of Ed & Behavioral Sciences)

Library Connections

(Warner Memorial Library)

NEWS @ THE HUB

(Registrar/Financial Aid/Student Accts)



MARKETING



Volleyball Video

Did you know that our EU Women's Volleyball team won the MAC Commonwealth Championship? This Volleyball hype video highlights an amazing season and the pride our school has for our women's volleyball team.

Theology Department Video

Featuring student testimonials, the Theology & Biblical Studies video highlights the beauty of infusing biblical faith and academic study within our Theology and Biblical Studies programs.



Digital Ads Optimization

Our digital ads remain our strongest lead source for our graduate & online undergraduate programs. To take our ads to the next level, our team recently worked with eCity, a digital marketing consulting agency, who provided our team with valuable feedback to enhance and optimize our ads for increased effectiveness.

LIBRARY NEWS

The Writing Center and Warner Library held several Writing & Research Workshops for students during the Fall 2022 semester. These workshops were held in person and recorded as well. All of the recordings are now available on the library's tutorial page.

EU WRITING & RESEARCH WORKSHOP PRESENTS...

AVOIDING PLAGIARISM

Please watch them at your leisure [on this playlist!](#)

VERSE OF THE MONTH

So we fix our eyes not on what is seen, but on what is unseen. For what is seen is temporary, but what is unseen is eternal.

(2 Corinthians 4:18)



FROM EASTERN UNIVERSITY