A Call to Send Campaign

Faculty/Staff
The university’s business plan is to Grow the overall student body to 1,250+ Full Time Equivalent (FTE) students

Why?
President’s Report

Howard Payne University’s Business Plan

Why?

• Our university is tuition (student) dependent.

• Currently we do not have enough students/tuition to adequately cover the annual costs.
Howard Payne University’s Business Plan

Why?

- This makes it challenging to manage emergencies when they occur (e.g. air conditioning/heating etc.)
- This makes it a challenge to consider raises.
So, the plan calls for Growing the student body which has approximately 1,100 FTE students to over 1,250+ FTE by…

- Having excellent recruiters
- And a solid pricing strategies;
- Providing sufficient financial aid;
- Having an exceptional faculty
- and adding strategic academic programs to attract and retain students; and,
And by… Building and maintaining attractive facilities. The Mabee Center renovation, although not a part of the campaign, is part of this effort.
And …

The **A Call to Send Campaign** is part of this effort.
A Call to Send has three components designed to assist the university to grow:

- **Increase the Endowment** (primarily for scholarships) by 3.2 million dollars
- **Build a Welcome Center** (front Door to campus) that will include enrollment services, the alumni office and the honors academy.
- **Build a School of Education** facility
Welcome Center and Academy of Freedom
Why a Welcome Center?

This is our current Enrollment Offices:
Why a Welcome Center?

This is where prospective students go at Mary Hardin-Baylor’s:
Why a Welcome Center?

This is our current Enrollment Offices:
Why a Welcome Center?

This is where prospective students go at Angelo State:
Why a Welcome Center?

This is our current Enrollment Offices:
Why a Welcome Center?

This is where prospective students go at Hardin Simmons:
Why a Welcome Center?

This is our current Enrollment Offices:
Why a Welcome Center?

This is LeTourneau University’s new student center with enrollment offices (this is where prospective students go):
Why a Welcome Center?

This is our current Enrollment Offices:

and this is what we are planning…….
Welcome Center – Standing near Austin Ave. looking across Center St.
Welcome Center – Standing across from Mims looking across Center St.
Welcome Center – As seen from the inside (mall side) of the campus.
Education Building
Education Bldg.– Looking from Mims direction. TAC stands to its right.
We hope you will prayerfully consider being a part of this campaign if even in a small way.