



There's a lot on campus today earning rave reviews—our modern main entrance and academic quad, the renovated John Stewart Memorial Library and the dynamic Lenfest Learning Commons. While many members of our community have happily observed the physical changes at Wilson, there is also the excitement of a new energy here, a palpable vibe of strength and vitality.

I was first struck by this new school spirit when I attended a Phoenix basketball game last winter. Gannett Memorial Field House was packed with enthusiastic parents, faculty, staff and students, many of them student-athletes from other Wilson teams there to support their fellow Phoenix. Happy moments like those—watching our community embrace

Wilson today—prove to me there is a great momentum building on campus. And, that is as it should be. There is a strength to our sense of anticipation for what is to come, for the successes that lie in our future.

And it's not just team spirit for athletics. You can see it academically in our expanding Phi Beta Kappa numbers. You can see it in the increased participation at our annual Student Research Day in April. You can see it in the explosive growth of the nursing program, which in just five years has become the College's largest program. There is definitely a new energy on campus.



## A New Energy

2017-18 PRESIDENT'S REPORT

*“the successes that lie in our future”*



So what's causing this buzz, this excitement? Undeniably, credit lies in Wilson's steadily increasing enrollment. A total of 1,499 students are attending classes for the 2018 fall semester, the most in Wilson's 149-year history. And, total enrollment for 2018-19 is up more than 23 percent over last year. The number of new students entering the traditional undergraduate college increased by nearly 16 percent over fall 2017, producing the largest incoming class since 1966.

Wilson is also seeing its largest total enrollment in the traditional undergraduate program since 1968. This year, 662 students are enrolled in the undergraduate college, a 19.7 percent increase from last fall. Men represent 19 percent of this population and nearly 21 percent of the total enrollment. Nearly 60 percent of our undergrads are now living on campus, so it's no wonder our residence halls are teeming with students.

This record enrollment marks the sixth consecutive year of growth under the College's strategic plan. We learned in the *Wilson Today* process that we could be small—but not tiny—if the College is to remain financially sustainable. And a side benefit of our growth is the energy you can feel on campus, which makes a huge impact on the Wilson student experience.

### SETTING THE BALANCE

Balancing the needs of this larger and more diverse student population while retaining the core concepts of our student experience—small class sizes, personal attention from faculty and staff and a friendly, intimate campus atmosphere—has become the new priority.

Wilson, but higher education today. By providing a new road map for the College, it helped refocus our goals through a student-first lens. Every faculty and staff member has a role, a responsibility, in making each student successful. Everyone in the Wilson community understands their responsibility to develop the mind and character of all students, preparing them to lead successful lives of service and purpose, and to meet the challenges of a global society.

Students like Ethan Kron '20 and Autumn Treaster '21 are already making an impact on their community. The two are currently co-presidents of Wilson's Learning Campus Club, which supports the Learning Campus tutoring program for K-5 migrant children in the Chambersburg area. Twice



Left, the crowd is pumped up during a men's basketball game; above left, Sardrick Owusu '19 presents during Student Research Day; right, from left, Ethan Kron '20, Kieren Marshall '20, Alexis Enders '19 and Elsa Zavala Hurtado '19 interact with children in the Learning Campus tutoring program.

Wilson has, and always will be, about students. Everything we do is predicated on serving students, from classrooms and academic support services to residence life and the business office. The Wilson experience, regardless of which cohort a student may belong to, is one that instills confidence, enthusiasm and trust between each student and the College. As the school approaches its 150th anniversary, one thing has remained the same: the transformative effect this place has on the lives of its students.

When we created our current strategic plan—*Setting the Balance: Prioritizing the Student Experience*—in 2017, it deepened our understanding of the current challenges facing not just

a week, Ethan and Autumn volunteer to tutor and mentor children of migrant worker families at after-school sessions held on the Wilson campus, two of 33 students currently volunteering for the program. Thanks to committed student volunteers like Ethan and Autumn, this project has successfully provided literacy and math enrichment services to area children since 2009.

### THE SUPPORT TO SUCCEED

For the inspiration to enhance the student experience, we need look no further than Wilmina Rowland '29. This amazing alumna spent much of her life working to provide

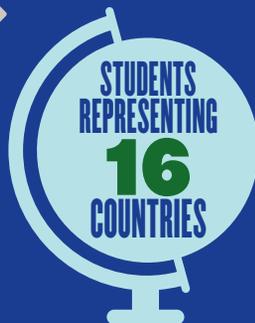
# WILSON BY THE NUMBERS

Fall 2018 Enrollment

**1,499 STUDENTS**  
**23% INCREASE**



**249 NEW STUDENTS**  
**+76% RETENTION RATE**  
**= RECORD ENROLLMENT**



**10**

**DIVISION III**  
Athletic Teams

**189**   
**FIRST-GENERATION STUDENTS**



**12:1**  
**STUDENT: FACULTY RATIO**

**93% RESIDENCE HALLS**  
OCCUPANCY



**100%**  
**PASS RATE ON NCLEX CERTIFICATION BY FIRST NURSING PROGRAM GRADUATES**

**74+**   
**COMMUNITY PARTNERSHIPS**

students, especially those from a rural background, with opportunities for higher education. During World War II, she was the executive secretary of the World Student Service Fund, which provided financial assistance to student refugees and student prisoners of war. She also worked extensively with the Presbyterian Church USA to administer student opportunity scholarships.

The transition to college, which is almost always fraught with apprehension, can be doubly anxious for first-generation students. To help ease that anxiety, we have introduced a pre-college, summer bridge program, fittingly named Rowland LEAP (Learning, Exploring, Achieving, Participating), which brings students to campus early for extra academic assistance to help ensure a successful process. Students immerse themselves in math and writing courses, in addition to honing their study and research skills and brushing up on time management and note-taking techniques. Together with our revamped orientation sessions and First-Year Seminars, LEAP provides the support students need to navigate their first year successfully—a program that would certainly make Wilmina proud.

Perhaps most valuable is the support LEAP students find among themselves. They know best the barriers faced and the burdens carried by fellow students. They feel the pressure to succeed and make their families proud. Friends made in the Rowland LEAP program often form a nucleus of support when a student needs a sympathetic shoulder or to talk through a tough challenge.

Wilmina Rowland would also be pleased to note our additional tools and support for students. To guide students through their entire four years at Wilson, we offer both a personal librarian and a personal financial counselor. And, we are currently crafting a new student coaching/mentoring program and a second-year experience program that—along with our first-year initiatives—will form a two-year plan to help students clear many of the hurdles they encounter at college. In the 2017-18 school year, approximately 75.6 percent of Wilson freshmen returned for their sophomore year. That's a positive increase and proof our student retention efforts are working.

Last fall, the College opened a centralized student services center in Lenfest Commons. This “one-stop shop” approach was in response to student feedback about the need to minimize the number of offices they must visit to obtain a wide range of campus services. The center has already created a more student-focused environment by providing quick and



efficient assistance with applying for financial aid and scholarships, obtaining transcripts and parking information, and paying bills and getting student identification cards.

Over the past several years, we have made remarkable strides in guiding students through crucial decisions about college loans, grants and scholarships with our financial literacy program. Students learn how to excel academically while at Wilson, but just as importantly, they must learn vital life skills, such as how to manage financially. More students are now eligible for the College's groundbreaking loan buyback program, which gives students who meet certain academic requirements monetary awards when they graduate. Nine students to date have received loan buybacks.

#### NEW STUDENT OPTIONS AND OPPORTUNITIES

Wilson continues to offer students memorable opportunities for cultural immersion, study abroad, special programs and internships. Last fall, the first two Wilson students attended a semester-long program at the Smithsonian Conservation Biology Institute at the Front Royal, Va., campus of the Smithsonian-Mason School of Conservation. While there, Karis Daniel '19 made valuable connections with two Smithsonian experts who have provided references and contacts for her graduate school search. "I cannot emphasize enough how incredibly supportive the Smithsonian community is, or the strength of impact it continues to have in my life even a year after leaving SCBI," Daniel said of her experience.

In January, the nursing program sponsored Wilson's first medical mission trip. Students and faculty traveled to the Dominican Republic to assist health workers providing medical care to Haitians working in migrant sugar cane work camps. The trip made such a powerful impression on participants that the Division of Nursing and Health Sciences, along with corporate partner Summit Health Inc., are planning to sponsor another medical mission trip in 2020. And to kick it off, the first fundraiser to help with the cost of this important work—the Hustle for Health race—was held in April, raising \$7,465 for future medical mission trips.

The diversity of our programs of study at Wilson is of great benefit, since graduate students make up our second-largest student population. With 455 students enrolled this year in 11 master's degree programs, we saw a 16.6 percent increase over fall 2017. Our programs are ever evolving to meet the demands of this growing cohort. For example, last spring the education department added a new master's degree to its expanding offerings in graduate programs: a Master of Mass Customized Learning. The MMCL program prepares educators to create a student-centered learning environment by enabling them to tailor their teaching methods to the individual learning style of each student.



Left, Karis Daniel '19, second from left, at the Smithsonian Conservation Biology Institute; above, students from the Rowland LEAP program during a group outing to Washington, D.C. this summer.

As the world changes, so must we. And as markets change, we adapt. Pennsylvania's current teacher shortage crisis is increasing interest in teaching careers. In response to this growing demand for teacher certification programs, Wilson's education department has expanded its Teacher Certification Pathways (TCP) and now offers an online-only certification program and a program for foreign language teachers, as well as the traditional program. This way, students have flexibility and options. They can attend class and pursue certification using the method that best suits their lifestyle—just another way Wilson is prioritizing the student experience.

staff of the private school in Hagerstown, Md. These kinds of partnerships provide a path for students to earn college credits while still in high school.

For our student-athletes, the College is partnering with the Borough of Chambersburg to revitalize historic Henninger Field, where Babe Ruth and the 1929 New York Yankees once played an exhibition game. This will be the home of our first baseball team, whose inaugural season will begin in the spring semester. This fall also marks Wilson's arrival into a new athletic conference, the Colonial States Athletic Conference, a move that is expected to enhance the overall



Left, students gather around President Barbara K. Mistick to take a selfie at Accepted Student Day; right, Vice President for Academic Affairs Elissa Heil speaks to the largest incoming class since 1966 at Fall Convocation.

### CREATING NEW PARTNERSHIPS

We continue to forge educational partnerships to benefit our students' continuing education. Our recent expanded agreement with Harrisburg Area Community College will allow HACC associate degree graduates to seamlessly enter Wilson, bringing all of their credits earned with a grade of C or better with them. The College is seeking similar agreements with other regional community colleges to improve access to our bachelor's degree offerings.

Wilson is also making it easier for high school students to enroll. Last spring, the College approved our 10th dual enrollment agreement, which will allow qualified St. Maria Goretti High School 11th- and 12th-graders to take classes here. The accord also opens Wilson programs to faculty and

student-athlete experience by aligning the College with other small, private colleges and providing more balanced conference competition.

### LOOKING AHEAD

But we're not stopping there. Wilson is already moving forward and looking for what's next. In July, we broke ground on another addition to the campus landscape—the new veterinary education center, located on the west side of the Brooks Science Complex. The project was launched by the generosity of three Wilson trustees: \$1 million pledged by Margaret Hamilton Duprey, a resident of Wellington, Fla., and current member of the board; \$975,000 from trustee emerita Susan Breakefield Fulton '61; and a \$100,000 bequest from the late

Eleanor Martin Allen '49, also a trustee emerita. The total estimated cost of construction is \$2.8 million and the building is expected to be completed for the start of the 2019-20 school year. Fundraising is ongoing and I know the Office of Institutional Advancement would welcome your pledge in support of this critically important project.

At our annual Fall Convocation, I was happy to share some very exciting news with the community. We learned just as the semester got underway that Wilson was selected to receive a \$300,000 grant from the U.S. Department of Justice Office on Violence Against Women (OVW) Campus Program. This proactive grant focuses on education, collaboration and support, and will strengthen the College's ability to respond to crimes of sexual assault, domestic violence, dating violence and stalking on campus. Wilson is one of only three Pennsylvania institutions of higher education to be awarded this competitive three-year grant in 2018.

The funding will be used to create Phoenix Against Violence, a comprehensive, coordinated program to implement prevention and education programs, enhance victim services and strengthen campus security. The College plans to hire a full-time coordinator to administer an in-depth training program with educational opportunities for students, faculty, staff and public safety officers. Working closely with community partners such as Women in Need and the Chambersburg Police Department will allow us to continue important conversations and proactive efforts to educate the college community and prevent sexual assault and harassment from occurring on our campus.

# “small, mighty and boldly transformative”

This is a unique moment in time for Wilson College. The excitement of our renewed energy and continued enrollment growth across every cohort, together with a dedicated time to reflect on our rich and storied history, is building toward a remarkable 150th anniversary. Planning is underway for celebrations beginning with Charter Day in spring 2019 and continuing through Reunion Weekend 2020. Our sesquicentennial will honor all that is Wilson—the excellent academics, the exciting time of self-discovery, bonds between professors and students, the achievements of our students and alums, lasting friendships and most of all, the lifelong impact the College has on each member of the community.

This historic moment is cause for great celebration, fresh new ideas for the future and, of course, the possibility for a new capital campaign! I can't wait to see what the next 150 years holds for our small, mighty and boldly transformative institution. **W**



## 2017-18 FINANCIAL HIGHLIGHTS

### REVENUE



- STUDENT TUITION/FEES.....70.3%
- PRIVATE GIFTS..... 10.2%
- GOVERNMENT GRANTS .....0.9%
- INTEREST & DIVIDENDS .....0.7%
- INTEREST FROM TRUSTS HELD BY OTHERS .....1.6%
- OTHER SOURCES.....1.5%
- AUXILIARY REVENUE..... 14.8%

### EXPENSES



- INSTRUCTIONAL.....20.0%
- ACADEMIC SUPPORT .....14.9%
- STUDENT SERVICES .....13.9%
- INSTITUTIONAL SUPPORT.....20.5%
- AUXILIARY ENTERPRISES .....7.5%
- FINANCIAL AID .....20.8%
- INFRASTRUCTURE/DEFERRED MAINTENANCE .....2.4%