Schreiner University’s goal of raising funds for a new athletic and event center on campus finally came to fruition on December 23, 2013, when SU received official notification from the Mabee Foundation that their challenge grant had been satisfied.

Mark Tuschak, vice president for advancement and public affairs, announced the J.E. and L.E. Mabee Foundation challenge grant of $1 million had been completed by gifts made by the Puett Family Foundation and Kerrville’s Hal and Charlie Peterson Foundation.

“It took from July to December to gather the remaining funds, but now funding is complete and it’s wonderful,” Tuschak said. “The Puett and Peterson Foundations put us over the top, and with the gifts of many other generous donors we are able satisfy the Mabee challenge and begin the project.”

The total cost of the project is $11,066,953.

Michael Pate, Schreiner alumnus and chair of the board of trustees, is excited the funding for the event center is complete, and he is grateful to the donors, staff and board members who made the dream a reality.

“This was a huge project, and I think it will have a tremendous impact on current and future students.

— Michael Pate
Chair, Board of Trustees
and future students,” Pate said. “This is one of the most exciting things I’ve seen since being on the board, and I cannot thank the donors, the board of trustees, the administration and staff—Dr. Summerlin, Mark Tuschak and Karen Kilgore—enough."

According to Bill Muse, vice president for administration and finance, the new athletic and event center will offer much needed space for athletic and intramural teams and graduation ceremonies (there will be ample seating for all commencement attendees for the first time in years in 2015). It also will open Schreiner University up as a premier place to host events including concerts, conferences, trade shows and seminars.

“Our board had communicated to us our primary obligation to complete the project begun with the Mountaineer Center and upgrades to Edington Gym and outdoor sports facilities,” said Dr. Tim Summerlin, SU president. “Our goal was to complete fundraising in December to coincide with identifying a hard cost figure based on construction documents. Both of those goals occurred within three days of one another. We owe much to our early donors who were convinced of the importance of this project as well as those later on who were persuaded of its long-term value to Schreiner students.”

Construction started January 6, and the building, designed by GSC Architects of Austin, is being built by Huser Construction of Kerrville. Huser has constructed a number of projects for Schreiner University, including Faulkner residence hall, and GSC designed the Mountaineer Fitness Center.

Larry Cantu
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higher education, I have never experienced a university with such a great level of synergy among faculty, staff and students. In order for universities to become successful, it is highly important to have buy-in across the board, and Schreiner University exemplifies that type of atmosphere. We have an incredible group of individuals who are already leading the way in making Schreiner University a better place, and I will continue with that momentum while leading and serving our community as well.

“There have been many conversations about putting the right people on the bus, but the truth is that we need the right people on a boat and for everyone to take part as a rower to reach our various destinations. Leadership has been, and will continue to be, an essential part of who I am because I have the belief that everyone is a leader. Speaking of leadership, I want to take this moment to thank Peg Layton for being such a strong role model, excellent mentor and outstanding leader throughout the time I have been here. She was instrumental to the success of Schreiner’s growth and retention and has built a strong foundation for us. Much respect and appreciation goes to her for paving the way. I look forward to working with the board of trustees, cabinet, faculty, staff and students to successfully recruit and enroll new students as well as bridge the valuable resources and academics to fulfill our student success goals.”

Former vice president for enrollment services Layton said Cantu is the right person to take the reins. “Larry brings innovative thinking and lengthy college recruitment experience to the VP position,” Layton said. “His talents, combined with the strong admission and financial team he has inherited, will make for an exciting era in new student recruitment for Schreiner.”

Dr. Tim Summerlin, Schreiner president, said Cantu is committed to Schreiner values and brings outstanding skills to the task of carrying the University’s message to prospective students. “Under (Peg) Layton’s leadership, our enrollment management office has been well-organized, energetic and smart in its operations,” Summerlin said. “New vice president (Larry) Cantu has shown us in a year and a half at Schreiner that he is the right person to continue that momentum. He knows that recruiting is a job for the whole campus, and he provides the leadership needed to bring us together in that work. His enthusiasm and work ethic are infectious.”
As we write these words, Schreiner University is hosting a January 13 workshop on the value of vocational exploration, working with scholar Tim Clydesdale as a part of a nationwide initiative of The Network for Vocation in Undergraduate Education (NetVUE). This initiative is administered by the Council of Independent Colleges (CIC) with generous support from the Lilly Endowment.

Clydesdale, a professor of sociology at The College of New Jersey, will speak on his research about the effectiveness of undergraduate initiatives, which enable students to explore a sense of vocation or calling. That research documents that vocational exploration has positive, concrete results. The workshop’s goal is to help Schreiner implement and sustain its own models for promoting such self-discovery.

“We’re so excited for Tim (Clydesdale) coming to speak,” said The Rev. Gini Norris-Lane, campus minister. “We really want to help students, and hopefully we’ll discover one or two of the models that will fit here. This program helps students through an exploration of self with structure, and we’re thrilled for him (Clydesdale) to share his research.”

In fact, Schreiner was selected this year for both the Lilly/NetVUE grant and for a Teagle Foundation grant on “Secularity and the Liberal Arts,” whose purpose is to promote a commitment to addressing “big questions” (Who am I? What is my purpose? How do I relate to others?) with undergraduate students. A group of 36 Schreiner students, faculty, staff and administrators were invited to participate throughout the academic year, first in the Teagle workshop and then in a series of NetVUE sessions and reading groups. The workshop conducted by Clydesdale is a culmination of fall events. Additional spring sessions will conclude with a final workshop led by NetVUE director Shirley Roels.

“I believe Schreiner University is unique in having been awarded both of these grants,” said President Tim Summerlin. “Both address the ways that colleges deliver on the commitment to develop students holistically. Our goal is much larger than providing a learning experience for a handful of individuals, as valuable as that is. We are about identifying successful ways to engage our students in the discovery and shaping of values, in linking those values to their professional goals and in building a richer life. When we promise in our mission statement to prepare students “for meaningful work and purposeful lives in a changing global society,” we mean it. And our common experience this year will enable us to strengthen the ways we deliver on that promise for years to come.”

Board will address Bylaws changes in February

With the installation of a new vice president for enrollment services and the relocating of responsibilities for student services back to the provost and vice president for academic affairs’ office, the board of trustees will be asked in February to approve changes in Section 5 of its bylaws, which describes the roles and responsibilities of officers. This article serves as formal notice of those proposed amendments as required by Article XIV of the Bylaws.

Proposed language for the duties of the Provost (new language in boldface, eliminated language crossed out):

**Section 5.9. Provost and Vice President for Academic Affairs**

As principal academic and student affairs officer, the provost shall be vice president of academic affairs and dean of faculty. The provost shall have oversight over academic, student and institutional support services, responsible for the formal and co-curricular learning experience. The provost **He or she** shall be directly responsible to the president and perform such duties as specified and as otherwise prescribed by the president or the board of trustees. The provost will be the officer in charge in the absence of the president.

Proposed language for the duties of the Vice President for Enrollment Services (new language in bold face, eliminated language crossed out):

**Section 5.12. Vice President for Enrollment and Student Services**

As principal student affairs officer, **As principal enrollment management officer, the vice president shall be dean of students. He or she shall be responsible for supervision of admissions and financial aid as well as student services and co-curricular life services. The vice president shall be responsible for providing a coherent, effective enrollment management program consistent with university goals. He or she shall perform such other duties as may be prescribed by the president or board of trustees.**
Marketing Update

Since Schreiner began its integrated marketing efforts a decade ago, our strategy has been to focus on “our own backyard”: the Hill Country and San Antonio area. We have built enviable name recognition and Schreiner’s academic reputation continues to rise.

Then toward the end of the last fiscal year, former vice president for enrollment services Peg Layton and Larry Cantu, who has succeeded her, told us that if they had more advertising support in Houston, they’d be able to build on undergraduate recruitment numbers there.

All agreed that taking marketing resources away from our primary target area to fund this new initiative would be unwise, so the administration identified an additional $58,000 to be so used.

The undergraduate recruiting portion of our 2014 ad campaign, which began right after Christmas and will wrap up in late February, focuses on two areas in Houston, Katy and Cy-Fair, which have a history of sending high school graduates on to Schreiner.

The size of the budget available for this new initiative, many hundreds of thousands of dollars less than what would have been needed to properly introduce Schreiner to the larger Houston area with an awareness “spike,” dictates that this mini-campaign is comprised of a modest number of cable TV ads, Internet advertising and two billboards in strategic locations.

Web advertising—display, retargeting, and pay-per-click—continues to become more sophisticated. Schreiner expects to leverage that asset into gains in enrollment. Our internal goal for the Houston campaign is 30 additional Houston-area students enrolled this fall.

We have again partnered with our advertising agency Briscoe Hall for the undergraduate-focused ad campaign. We’ve also contracted with Carnegie Communications, as we did last year, for an internet-only ad campaign for our graduate programs.