President’s Report

MOUNT MERCY UNIVERSITY | 2011–2012
“The story of Mount Mercy is a story of dreams and aspirations — a story of slim budgets and high ambitions, a story of squeezing every available cent out of every dollar, a story of squeezing every inch of space out of every square yard of every facility on campus, and it has always been a story of courage…”

Sister Mary Agnes Hennessey
President, Mount Mercy College, 1961–1977
As we celebrate our 85th year of service to our community and to our world, we can be assured that Mount Mercy University has come a long way in a relatively short period of time. The changes to this campus have been transformative and the accomplishments of the last year have added significantly to our momentum and growth as a regional, Catholic Mercy University.

We continue to serve students at all levels of their careers and different stages of their lives and contribute to our community in a substantive and enduring partnership that has created lasting value in Cedar Rapids and Eastern Iowa. Mount Mercy has, with vigor and confidence, completed its second year as a University — we can take much pride in our status and confidence and we can face the future with renewed strength.

Yet, if a commitment to Mercy ideals means anything, it means a commitment to furthering our progress in building a sustainable and successful tomorrow for an institution that has shaped the lives of generations of students. Our work, as our visionary founder Sr. Catherine McAuley reminds us, is never truly done.

With that, we are pushing ahead to make even bigger, more transformative changes to Mount Mercy in the years to come. Our continued success, however, will not be possible without the heartfelt commitment of our students and alumni, our faculty and staff, our Trustees and community. No one stands up alone, especially in a Mercy University committed to looking outward, to always seek new ways to serve others and the common good.

Christopher Blake, Ph.D.

President, Mount Mercy University
Mount Mercy University Vision

A regional Catholic, Mercy University that inspires students of diverse backgrounds and ages to grow courageously through challenging teaching and learning relationships and empowers them to make extraordinary differences within their professions and communities.

*Draft Statement*

**NEW GUIDING THEMES**

- **LEARNING** Courageously and Experientially for Life
- **GROWING** Our Presence and Impact Regionally
- **INNOVATING** Our Educational Promise and Delivery
- **BUILDING** A Strong Campus Community and Home
- **WORKING** In New Ways to Fulfill Our Mission

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Vision

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TOWARD A NEW VISION: 
The Next Step for Mount Mercy University

This past year, Mount Mercy University concluded its historic Plan for Mount Mercy University 2008-12 that guided extraordinary changes and achievements.

In this 2012-13 academic year, President Christopher Blake tasked the University community to help develop a new Vision for Mount Mercy University that will underpin its efforts to serve the world through education. Building on a process inspired by the first goal of our mission—reflective judgment—Dr. Melody Graham, Mount Mercy University Provost, convened the Strategic Planning Committee to discern what we have learned about these past years. Preliminary discussions followed through the President-Faculty Conversations at the President’s home, at the Mount Mercy Board of Trustees’ winter retreat and an additional retreat with the President’s Cabinet. The University community then gathered together in a planning workshop—this will be followed by more work from the Vision and Strategic Planning Group, President Blake and the Board leading to a new vision that will help Mount Mercy become even stronger tomorrow than it is today.
Our Strategic Leadership Integration

This past year, President Blake created a new administrative structure in line with the Board-approved Institutional Goals 2011-12: “Update the organizational structure of the University and its administrative leadership to improve efficiency and functionality...” Designed to bolster our administrative and mission effectiveness, the new integrated administration will support student learning, enhance staff development and customer service, empower divisions to focus on core missions and strengthen the Administrative Leadership Team.

PRESIDENT BLAKE’S EXECUTIVE ADMINISTRATION 2012

THE PRESIDENT’S OFFICE

Dr. Christopher Blake
President

Dianne Austad
Executive Assistant to the President

Julie Tande
Administrative Assistant to the President

THE CABINET

Dr. Melody Graham
Provost

Robert B. Callahan
Vice President for Enrollment Management

Duff Ridgeway
Vice President for Development and Alumni Relations

Vicky Smith
Vice President for Administration

Barbara Parks Pooley
Vice President for Finance and Business Operations

Dianne Austad
Executive Assistant to the President

THE STAFF

Terry Gibson
Assistant to the President, Unity Campaign

Sister Shari Sutherland
Executive Director for Mission and Ministry

Lori Heying
Executive Director of Institutional Research and Data

Karla Stuecker
Director of Institutional Events
Three years ago, the leadership at Mount Mercy envisioned stronger facilities in a Campus Master Plan. President Blake, the Board of Trustees and the Cabinet have now expanded that original plan to address new multiple needs in a responsible and responsive way, pushing forward a vision that will continue transforming campus for generations of Mount Mercy students to come.

Mount Mercy Historic New Graduate Center

For the first time in its 85 year history, Mount Mercy will open in 2013 a Graduate Center to house its graduate programs on a satellite campus.
2011–2012 Measures of Success and Innovation

ENROLLMENT

• Achieved record enrollment of 1,824 Fall 2011.
• By spring 2012, broke 300 for enrollment for graduate programs.
• 25 countries represented by student enrollment for fall 2011.
• International student enrollment increased by more than 400% from 2006, growing from 9 to 41 students.
• Mount Mercy welcomed a record number of mid-year students transferring into the institution for the spring 2012 semester: Eighty-four new undergraduate students compared to 72 students by this time last year – a 17 percent increase.

INNOVATION

• Mount Mercy became wireless campus-wide.
• Online courses offered for first time in Mount Mercy history summer 2012.
• Alliant Energy Company partnered with Mount Mercy on Best Energy Savings Techniques and Technologies in building the University Center.
• Completed and submitted Climate Action Plan.

ATHLETICS

• Men’s/women’s bowling added as competitive sport.
• Three athletic teams qualified for national NAIA championship play – men’s cross country, men’s soccer and women’s basketball; a fourth team boasted three individual national qualifiers.
• Mount Mercy began live video streaming athletic events broadcasting 46 live sporting events since October 2011.
FUNDRAISING

- $2.1M naming gift received for Graduate Center.
- 51% of all regular employees made gifts to the University for FY 2011.
- 39 companies made matching gifts to Mount Mercy; 17 companies made in-kind gifts to Mount Mercy.
- Opened University Center in August 2011.
- Completed academic, staff and facilities plans for new Graduate Center.

ACADEMIC

- Expanded Living Learning communities to nine.
- Percent of faculty with terminal degrees increased to 62.4%.
- Baccalaureate Nursing Program received 10-year accreditation; master’s accredited for 5 years.
- Higher Learning Commission (HLC) Quality Initiative Project implemented; HLC accreditation report drafted for 2/2013 site visit.

IDENTITY

- New Brand Promise unveiled, distributed to students, faculty, staff and alumni, regularly broadcast on NPR.
- Be valued brand campaign launched in fall 2011 with greater range of media penetration in Cedar Rapids, Waterloo, Davenport, Dubuque, and the Quad cities; TV/cable presence through the BCS series and NCAA Men’s Basketball Tournament.

STUDENT EXPERIENCE

- May 2012: Scholarship Day has record participation with 84 student presenters and over 500 attending panels, roundtables and poster sessions.
- Approximately 1,100 undergraduate internships, practicums, field and clinical experiences during the 2011-2012 academic year.
- Instrumental band established.
- Mount Mercy students, faculty, staff and alumni perform 2,843.5 hours of volunteer work for the community in 2011-2012.

OUTCOMES

- Three year default rate for Mount Mercy student loans (denoting average debt load of graduates) dropped to 2.5% compared to the national public institutions’ rate of 7.2% and private schools at 4.6%.
- 540 lives inspired and empowered with a Mount Mercy education and degree credentials during Commencement 2012.
Statement of Financial Activities

REVENUES

- Contributions ...................... 13%
- Federal & State Grants .......... 1%
- Other Income ..................... 14%
- Endowment Draw .................. 2%
- Auxiliary Income ................. 2%
- Net Tuition & Fees ............... 68%

EXPENSES

- Development ....................... 5%
- Institutional Support ............ 18%
- Student Services ................. 17%
- Auxiliary Enterprises ............ 12%
- Non-Operating Expenses .......... 2%
- Instruction & Academic Support . 46%
## 2011–2012 Giving Statistics

### SUMMARY OF FISCAL YEAR GIVING

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### SUMMARY OF UNRESTRICTED GIVING

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<td>$681,571</td>
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<tr>
<td>2011 / 2012</td>
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### SUMMARY OF ALUMNI PARTICIPATION

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<td>14.9%</td>
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<tr>
<td>2011 / 2012</td>
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The Mount Mercy Endowment

ENDOWMENT MARKET VALUE

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<td>2011</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>2012</td>
<td>$0</td>
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ASSET ALLOCATION

- Alternative Investments ........ 11%
- Other ................................ 8%
- Real Assets .................... 4%
- Cash & Money Market ........... < 1%
- Domestic Equities ............. 25%
- Fixed Income .................. 27%
- International Equities .......... 25%
Ryan Bosch, a 2001 graduate with a degree in Management, considers his choice to attend Mount Mercy to be a life altering decision that helped him prepare for his future and gain an understanding and appreciation for giving back to his community.

“Mount Mercy was the best decision I ever made,” says Bosch, a financial advisor with his family’s Cedar Rapids-based business, Bosch Financial. “Mount Mercy is a family environment which prepared me to step into the professional world and my current position with my family’s operation. The encouragement, support and respect from my peers and faculty provided me with a great base for my leap into the ‘real world.’”

Through participation in volunteerism and service learning projects while he was a student on the Hill, Bosch tapped into the Mercy spirit and carries that with him now. “My passion is to see our community prosper,” he says. “I was born and raised in Cedar Rapids and what Mount Mercy has done for this community and its students makes me more proud every day to say that I am a Mount Mercy graduate.”
The Value of Mount Mercy University

TO OUR BUSINESS COMMUNITY

• 87 percent of our graduates stay and work in the Eastern Iowa Corridor each year.
• Mount Mercy has a $25 million operating budget, which officials certify produces a local economic impact of $75 million.
• Mount Mercy graduates are highly sought after by local businesses, school districts, hospitals and law enforcement agencies.

TO OUR COMMUNITY PARTNERS

• Mount Mercy students give more than 12,000 hours every year to service.
• Faculty, staff and alumni provide an average of $180,000 worth of service and volunteer hours to Eastern Iowa each year.
• Mount Mercy has a $25 million operating budget, which officials certify produces a local economic impact of $75 million.

TO PARENTS & PROSPECTIVE STUDENTS

• Percentage of alumni employed full-time or enrolled in graduate schools within nine months of graduation – 93%
• Percentage of recent alumni working in expected fields – 81%
• 95% of degrees awarded are professionally-related.

TO OUR ALUMNI

• U.S News & World Report consistently ranks Mount Mercy University in the Top Tier of “Regional Colleges-Midwest.”
• 825 of Mount Mercy grads are currently working in Cedar Rapids’ best hospitals.
• 91% of graduate students are employed in their chosen field.

TO OUR ADULT & GRADUATE STUDENTS

• Master’s degrees in four high-growth professions: business, education, nursing and marriage and family therapy.
• 300 community leaders are being developed annually through Mount Mercy graduate programs.
• During a recent year, 540 adults are achieving career goals through our adult accelerated programs designed for working adults.

TO DONORS

• 65.7% or more than half of all Mount Mercy undergraduate students graduate in 4 years.
• Mount Mercy’s 76.3% retention rate means that three-fourths of all students have the kind of successful experience that helps them stay to finish out their college career with us.
• Campus construction projects and renovations have generated an additional economic impact of $62.5 million over the past decade.
The Mount Mercy University Brand Promise

We are the regional Catholic, Mercy University that promises students of diverse backgrounds, ages and faiths a challenging, practical education that inspires them to discover knowledge, build community and lead courageous lives.