

# Presenting Anderson University



## Mission Statement of Purpose

Anderson University is an academic community, affiliated with the South Carolina Baptist Convention, providing a challenging education grounded in the liberal arts, enhanced by professional and graduate programs and a co-curricular focus on the development of character, servant leadership, and cultural engagement. This is a diverse community that is Christ-centered, people-focused, student-oriented, quality-driven, and future-directed.

## Vision Statement

Anderson University seeks to be a premier teaching university where liberal arts, professional studies, and graduate programs thrive within a distinctively Christian community of faculty, staff and students dedicated to learning and service.

## Values

Anderson's vision represents a shared sense of the type of university we want to create. We are bound together as a community by this common aspiration. Values serve as guides that shape our daily actions. Everyone needs to know and understand the values of our organization; they are a guiding force in people's hearts:

- A Christian Community
- The Liberal Arts
- The Individual
- The Student
- A Diverse Student Body
- Continuous Improvement
- Servant Leadership
- The Future

Our vision provides the big picture of the university ethos while our Strategic Plan, Vision 2014, is a roadmap to the future destination for the university.

## Strategic Plan

**Vision 2014** is an aggressive agenda for accomplishment to be pursued over the next ten years. It consists of 14 broad strategies that will lead to unprecedented progress at Anderson University, placing the institution in the front ranks of Christian higher education and allowing AU to enlarge its service to and impact on individuals, the local region, society, and the church.

**STRATEGY ONE:** Create an exceptional, future-driven Christian learning environment that emphasizes values, high standards of scholarship, mutual respect, and nurturing support for all members of the Anderson University community.

### INITIATIVES AND PRIORITIES

#### STRATEGIC PRIORITIES

1. Make student learning - the education of the whole student - our top priority
2. Attract and retain outstanding Christian scholars and staff

## 8 | Presenting Anderson University

3. Support staff in continuously expanding their professional knowledge and skills; establish a new employee orientation and ongoing professional training program
4. Create a climate that encourages AU undergraduates to pursue graduate study, distinguished fellowships, and careers of life-impacting significance
5. Keeping excellent teaching our primary focus, embrace a broad view of scholarship that includes teaching, discovery, application, and integration; develop discipline-specific standards for quality scholarly and creative faculty contributions

### STRATEGIC INITIATIVES

6. Maintain an overall student to faculty ratio between 13:1 and 17:1
7. Increase percentage of full-time faculty with terminal degrees from 65% to 80-85%
8. Restructure academic units (currently divisions) to reflect the maturity and quality of the academic programs
9. Establish a center for teaching and learning to encourage, assist, and support faculty in their efforts to continuously improve as learner-focused teachers
10. Increase faculty salaries to median levels for comparative aspirant institutions
11. Increase faculty development funding to competitive levels
12. Implement a compensation management program for staff designed to keep staff salaries competitive
13. Establish exceptional co-curricular learning opportunities designed to set AU undergraduates apart – such as extraordinary internships, original research projects, international educational travel, and Christian missions
14. Develop high quality, self-supporting masters, specialist, and doctoral degree programs that make sense for AU; develop a timeline for graduate program development
15. Design new facilities to support and foster learning, research and teaching including a new library
16. Enhance student-centered services to enable academic success such as exceptional advising and user-friendly administrative and academic processes
17. Make curricular enhancements to foster the development of students' communication (oral, written, and technological) and reasoning skills
18. Explore and consider membership in the Associated New American Colleges (ANAC) consortium and the Council of Christian Colleges and Universities (CCCU)
19. Explore and consider restructuring the academic calendar to facilitate a January term

**STRATEGY TWO:** Create robust, engaging student development and residence life programs that support retention goals, foster relationship-building, create community, emphasize Christian growth and character development, and create extraordinary student satisfaction

### INITIATIVES AND PRIORITIES

#### STRATEGIC PRIORITIES

1. Seek to continuously improve student development programs to enhance Christian life and develop leadership and character development among students

#### STRATEGIC INITIATIVES

2. Provide campus housing for at least 75% of the traditional student population
3. Incrementally refurbish residence halls with new furnishings and décor
4. Fully embrace the “residence life” philosophy wherein residence halls are nurturing living and learning environments
5. Embrace a view of student life that values and programs for various student sub cultures such as athletes, commuters, adult ACCEL learners, minorities, etc.

6. Enhance “community building” activities within residence halls
7. Enhance weekend student activities
8. Renovate/enhance and expand the student center
9. Add full-time residence life staff qualified at the masters degree level
10. Expand the role and responsibilities of residence hall supervisors and resident assistants for enhanced supervision, community building and greater residence life effectiveness
11. Enhance food service facilities and food variety
12. Create a senior year experience program that ensures that the end of the student’s undergraduate career is as promising as the beginning
13. Create services and a total campus atmosphere that is affirming and supportive of ACCEL students

**STRATEGY THREE:** Create within the context of our distinct Christian mission, an environment that welcomes and extends Christian hospitality to people from diverse backgrounds, recognizes the dignity and worth of each individual, and seeks to foster greater understanding.

#### **INITIATIVES AND PRIORITIES**

##### **STRATEGIC INITIATIVES**

- I. Make a budgetary commitment to hire minority faculty
2. Seek a representation of minorities on the faculty and professional staff that equals the racial diversity of the campus; an initial goal of 12%
3. Increase minority representation in the student body; an initial goal of 17%
4. Initiate a “minority fellows” program designed to recruit promising minority faculty members early in their academic career
5. Develop community partnerships to support minority programming
6. Develop an ambassador program for minority recruitment
7. Increase the campus presence of visiting Christian scholars from other countries and cultures who understand and appreciate our Christian mission and Baptist tradition
8. Consider the creation of a cultural affairs function within the Student Development division to enhance attention given to the needs of minority and international students
9. Add curricular and co-curricular emphases of interest to minority students
10. Increase the presence of artwork, speakers, and performances that reflect the racial diversity of our campus and society
- II. With the Christian faith (see Romans 12:2) and our Baptist tradition as our compass, foster student understanding and discussion of racial, ethnic, cultural, and religious diversity issues in the context of learning settings

**STRATEGY FOUR:** Build on our present commitment to the integration of faith and learning, cultivate and nurture an institution-wide passion for integration.

#### **INITIATIVES AND PRIORITIES**

##### **STRATEGIC PRIORITIES**

- I. Affirm the teachings of Jesus Christ, with special emphasis on the Great Commandment, the Great Commission, Christian civility and the Golden Rule
2. Integrate ‘Great Commission’ emphasis into selected service/study programs

## 10 | Presenting Anderson University

### STRATEGIC INITIATIVES

3. Develop learning opportunities (speakers, conferences, peer-to-peer learning, etc.) for faculty to develop greater understanding of and practice in the integration of faith and learning – that is, to help students explore and discuss the natural intersections of the Christian faith and the disciplines
4. Recruit faculty and staff who are committed to the integration of faith and learning
5. Create and organize out of class opportunities for faculty and students to discuss the implications of the Christian faith in the disciplines and professions
6. Create opportunities for juniors and seniors to reflect on their AU learning experience to facilitate synthesis of faith and learning and its implications for life after college
7. Consider the facilitation of more faculty and student faith discussions specific to the academic disciplines

### STRATEGY FIVE: Educate students for global citizenry

#### INITIATIVES AND PRIORITIES

##### STRATEGIC INITIATIVES

1. Require a foreign language in all traditional undergraduate programs
2. Create additional study abroad opportunities and international university partnerships for faculty and students
3. Develop a viable model for financial accessibility to study abroad for full-time traditional students
4. Seek to increase the enrollment of international students

**STRATEGY SIX:** Attract, support, and retain a student body that is academically talented, motivated to succeed, and desirous of membership in an academically challenging Christian learning environment

#### INITIATIVES AND PRIORITIES

##### STRATEGIC INITIATIVES

1. Achieve a headcount enrollment of 2,000-2,200 students; 1,400 traditional, 600 adult students, 200 graduate students
2. Achieve a freshman retention rate of 80%
3. Achieve a six-year graduation rate of 55%
4. Apply selective admissions standards with the goal of increasing minimum entrance scores, grade point averages, and the percentage of students in the top 25% of their high school class
5. Develop a strong, focused retention plan
6. Target for recruitment the top 10 to 25% of Hispanic students
7. Enhance recruitment efforts of minority students
8. Develop admissions marketing plans for each academic division; link marketing plan for academics to web site
9. Enhance career services to all majors, with special emphasis on business
10. Reduce the traditional student discount rate from 40% to 30%
11. Design into Freshman Programs a presentation that will help students and parents understand and appreciate their sources of financial assistance (SC Baptists, the State of South Carolina, the Federal government, individual donors, and Anderson University)

12. Create exceptional academic services to support and maximize the academic success of our students (registration, financial aid, business office, etc.)
13. Develop within The Cultural Experience Program a social skills series that will ensure that students develop the social skills (etiquette/protocol, dress, etc.) they will need to positive reflections of Anderson University, upwardly mobile in their careers, and successful in life

**STRATEGY SEVEN:** Pursue additional programmatic distinctions that will set Anderson University further apart from other Southern comprehensive colleges and universities

**INITIATIVES AND PRIORITIES:**

**STRATEGIC INITIATIVES**

1. Conduct an audit of current “distinctives”
2. Create an enhanced focus on study abroad and mission work that will allow each AU student that persists past 90 semester hours with a 2.5 GPA to engage in one of the two options
3. Develop quality indicators
4. Be known in the region as “the quality provider of adult education”
5. Seek additional affordable specialized accreditation for appropriate academic programs
6. Pursue a goal of AU graduates scoring in the 75th percentile on all disciplinary competency and knowledge assessments
7. Cultivate and nurture true excellence in academic programs
8. Investigate non-traditional day scheduling

**STRATEGY EIGHT:** Guide all AU students in academic and student life programs to understand the Christian perspective of life, embody the attitudes of leadership and stewardship, and view work as vocation

**INITIATIVES AND PRIORITIES**

**STRATEGIC PRIORITIES**

1. Affirm the teachings of Jesus Christ with special emphasis on the Great Commandment, the Great Commission, Christian civility and the Golden Rule
2. In both academic and student life programs, help students understand life as a gift over which they are to be stewards of their talents, abilities, and all God has given them and understand they have a responsibility to serve others as an expression of gratitude
3. Encourage and support student leadership of campus spiritual life through a wide variety of religious activities

**STRATEGIC INITIATIVES**

4. Enhance institutional focus on service to others and Kingdom growth
5. Enhance chapel with an increased budget to attract more speakers that emphasize the Christian foundations of life, work, and intellectual activity
6. Provide enhanced generation-specific Christian growth and evangelism activities
7. Place a new, stronger emphasis on the creation and facilitation of extraordinary mission opportunities for students, faculty and staff
8. Explore extending a form of The Journey (chapel) to ACCEL students that makes sense for evening students

## 12 | Presenting Anderson University

**STRATEGY NINE:** View the campus as a precious resource and continuously enhance its beauty

### INITIATIVES AND PRIORITIES

#### STRATEGIC PRIORITIES

1. Establish a community value of viewing the campus as a precious resource that enhances campus living, student recruitment and retention, and regional pride
2. Faculty and staff will model stewardship and campus pride
3. Maintain high standards for safety across campus and high standards for health inspections in the residence halls

#### STRATEGIC INITIATIVES

4. Remove concrete and asphalt from the inner campus to create additional green space
5. Develop a long-term plan to remove the tower from the campus
6. Expand parking
7. Install new aesthetically pleasing signage to enhance campus beauty and facilitate better visitor navigation
8. Create more gathering spaces, both inside facilities and on the grounds
9. Designate smoking areas away from public traffic and develop a proposal for a smoke-free campus
10. Restore the prayer garden at the Sullivan Building
11. Enhance the beauty of the campus with additional plantings, outdoor art, gazebos, water features, flower gardens, etc.
12. Professionally design all new and replacement landscaping
13. Where cost economies can be gained, add environmentally conscious features to facilities

**STRATEGY TEN:** Further build an athletics program that is characterized by a winning tradition, academic achievement, sportsmanship, and character development

### INITIATIVES AND PRIORITIES

#### STRATEGIC PRIORITIES

1. Promote and value a winning tradition in all sports

#### STRATEGIC INITIATIVES

2. Increase the six-year student-athlete graduation rate to 55 percent
3. Consider adding sports that attract out-of-state students
4. Consistently lead the Carolinas Virginia Athletic Conference Honor Roll
5. AU athletes will be the conference model for sportsmanship in all sports
6. AU athletics will emphasize character development among all student-athletes
7. AU student-athletes will promote character development to children and youth in schools, churches, and youth organizations
8. Develop a master plan for athletic facilities

**STRATEGY ELEVEN:** Establish an integrated marketing program that will communicate Anderson University's identity as a leading Christian comprehensive university

### INITIATIVES AND PRIORITIES

#### STRATEGIC INITIATIVES

1. Be perceived by the local community and the region as a premier private college
2. Be perceived by prospective students as an academically serious, intentionally Christian, caring university that produces successful graduates
3. Ascend to the top tier of US News and World Report's Southern Comprehensive Colleges and Universities
4. Establish and adequately fund an office of marketing and communications
5. Establish within each academic division a marketing and outreach plan for student recruitment and the development of stronger ties with disciplinary peers in the schools; tie marketing plan for academics to web site
6. Increase coverage of AU in local and regional media outlets
7. Increase the presence of Anderson University faculty presentations at scholarly/professional conferences, symposia, and colloquia, and increase the hosting of such meetings on the AU campus
8. Increase the participation and presence of AU faculty and staff in local and regional decision making, non-profit organizations, etc.

**STRATEGY TWELVE:** Further enhance service, service learning, and community engagement of the entire campus community

#### INITIATIVES AND PRIORITIES

##### STRATEGIC PRIORITIES

1. Continue to build our community service programs to involve more students, faculty, and staff

##### STRATEGIC INITIATIVES

2. Establish Anderson University as the single largest higher education contributor of community service hours in the area
3. Establish a formal process to identify and track community service and service learning participation
4. Increase publicity about the University's community service

**STRATEGY THIRTEEN:** Ensure a sound financial future

#### INITIATIVES AND PRIORITIES

##### STRATEGIC INITIATIVES

1. Seek annual revenue growth of 10 percent
2. Increase the endowment to exceed the annual operating budget
3. Achieve a financial viability ratio of 1:1
4. Establish/fund a development effort that can realistically achieve our fund raising goals

**STRATEGY FOURTEEN:** Significantly strengthen the collection of data, the technological infrastructure of the campus and the use of technology in all areas of the University.

#### INITIATIVES AND PRIORITIES

##### STRATEGIC INITIATIVES

1. Provide ongoing instruction to faculty in the use of technology as a powerful tool

## 14 | Presenting Anderson University

that enhances access to learning, ignites the discovery of new knowledge, and inspires collaborative thinking.

2. Become data-driven in institutional decision-making at all levels
3. Strengthen the collection of alumni information with special emphasis on additional education and career path that provide indicators of AU's impact
4. Complete infrastructure additions to become a totally wireless campus
5. Seek to be a leader in technology among small campuses
6. Consolidate widely used individual software into site licenses for greater efficiency and broader campus accessibility
7. Eliminate unnecessary IT staff responsibilities by better equipping faculty, staff, and students to be more self-sufficient
8. Purchase and migrate to a new administrative software system for greater functionality and efficiencies
9. Fully develop distance learning software capabilities and ongoing training
10. Institute a technology replacement budget for the systematic replacement of instructional technology, software for computer labs, and computers for faculty and staff offices
11. Establish three multi-media lecture halls
12. Increase technology in all classrooms

## Institutional Effectiveness

Anderson University's commitment to its mission and purpose requires careful monitoring of progress toward achieving these goals. Students and other members of the campus community are expected to participate in various assessment activities. Information gathered from these assessments will enable the university to enhance its educational programs and services for future generations.

## History

Anderson University traces its origin to one of the first institutions of higher learning for women in the United States. The Johnson Female Seminary opened in the village of Anderson in 1848. The founder was the Reverend William B. Johnson, a Baptist minister who was the first president of the Southern Baptist Convention.

The school the Reverend Mr. Johnson founded was forced to close during the Civil War and did not reopen; but in time a new generation carried on what had been begun at that institution. A group of public-spirited citizens, desirous of having an institution of higher learning in Anderson, offered 32 acres of land and \$100,000 to the South Carolina Baptist Convention at its meeting in 1910. The Convention nominated a group of trustees, and Anderson College was granted a charter in 1911 by the South Carolina General Assembly. In 1912, the college opened its doors and operated as a four-year college for women until 1930. In 1929, the South Carolina Baptist Convention approved the institution's transition to a junior college, the first in the state. The College became a coeducational institution in 1930.

In December 1989, the Board of Trustees voted to return the College to its status as a four-year institution, beginning with the fall semester of 1991. This decision was subsequently

affirmed by a unanimous vote of the General Board of the South Carolina Baptist Convention. The first four-year class since 1930 graduated in May, 1993.

In October 2004, the Board of Trustees voted to begin the first graduate program. The Master in Education degree was unanimously approved by the Board and graduate students were admitted to the University beginning January 2006.

In May 2005, the Board of Trustees voted to assume university status to better reflect the quality, breadth, and maturity of the academic program and the entire institution. The name of the institution was changed to Anderson University in January 2006. This decision was also affirmed by a unanimous vote of the Executive Committee of the South Carolina Baptist Convention. On January 1, 2006, Anderson College officially became Anderson University, capping a year of unprecedented growth in both quality and quantity. The University welcomed its largest ever freshman class in the fall of 2005, and was named for the first time to the top-tier of private comprehensive colleges and universities by U.S. News and World Report, a ranking it improved upon in 2008.

Anderson University boasts a lively campus atmosphere with dozens of organizations ranging from Baptist student groups to academic and service organizations. The University competes in NCAA Division II athletics and currently has more than 19 teams in a variety of sports including, men's and women's basketball, men's and women's golf, men's and women's soccer, men's and women's tennis, baseball, volleyball, softball, cross country, and wrestling.

The year 2006 also saw the largest single building project in Anderson's history as a new \$7.5 million library was constructed, tripling the size of the previous library. In addition to badly needed additional space for the ever-expanding holdings of the previous library, the new library houses meeting rooms that are available for use by Anderson businesses and civic organizations, group study rooms, a café, a computer lab, a music lab, a spacious art museum, a multi-media lecture hall and late night study areas. The Thrift Library was dedicated in April of 2007 and has already become a central gathering place and very popular student learning facility.

In the fall of 2007, Anderson University opened the first of several new residence halls to be constructed on land across the street from the front of campus. While the new residences are modern and state-of-the-art, they are also carefully designed to blend in with and compliment the scenic Boulevard Historic District that surrounds them.

The 2008/2009 academic year was historic for the Anderson campus. Through two land acquisitions, one a gift and the other, the purchase of the former Anderson County Fairgrounds, the total acreage of the university increased from 68 acres to 271. The increased land holdings mean AU is no longer a "land-locked" campus and has abundant room for planned future growth. The University currently has some 2064 students enrolled. The long-range plan for Anderson seeks to grow that enrollment slightly to 2,200 students within the next few years.

While founded as a liberal arts institution, which it remains at its core, Anderson University today is a much more comprehensive university with a thriving business program, one of the top teacher education programs in the South, and several other non-liberal arts majors. With the success of the first graduate program in 2005, Anderson launched its Master's in Business Administration in the fall of 2008, with two more masters programs slated to begin in the fall of 2009.

The University sits on wooded land in the historic northeast section of Anderson, South Carolina. The Upstate of South Carolina, always known world-wide for its large lakes, the foothills of the Appalachian Mountains and overall scenic beauty, is now equally known for its growing reputation as one of the high-growth corridors in the Southeast. The Greenville – Spartanburg – Anderson metropolitan area is home to dozens of international headquarters and major corporations, including Michelin and BMW Manufacturing.

The community of Anderson, having given birth to the University, has nurtured and supported the institution throughout its history. In turn, the University has provided intellectual, cultural, and recreational opportunities for the citizens of the Anderson area, and has made a significant contribution to the economy of Anderson. In 2005 alone, the estimated economic impact of Anderson University to the local economy was over \$100 million.

## Campus

The campus is in a residential section in the northeastern part of the city, within walking distance of the downtown business district, local churches, the county library, the Anderson Area Medical Center, and many other institutions and civic organizations. Over a hundred oaks grow on the campus, which is landscaped in a series of rising terraces, with flower-bordered walks and driveways. Wisteria, dogwood, azaleas, a rose garden, and formal memorial gardens add to the natural beauty of the surroundings. The heart of the campus is the cluster of three original buildings—the Merritt Administration Building, Denmark Hall, and Pratt Hall. Five major buildings serve the academic program of the College—the Olin D. Johnston Building; the Watkins Teaching Center; Vandiver Hall; Callie Stringer Rainey Fine Arts Center, containing Henderson Auditorium, the Gallant Art Gallery, the Homozel Mickel Daniel Recital Hall, the Belk Theatre, and the Gambrell Rehearsal Hall; and the faculty office building. In 2007, the University completed the largest single-phase building project in its history as the \$7.5 million Thrift Library opened to students. The library contains over 50,000 square feet of space and features study rooms, a multi-media center, an art gallery, meeting rooms, a music lab and a spacious computer lab. It also houses the new McClellion Café and the popular Java City coffee shop.

Five traditional style residence halls and seven apartment style buildings are available for student housing: Boulevard Residence Hall, Denmark Hall, Kingsley Hall, Lawton Hall, North Rouse Hall, Pratt Hall, South Rouse Hall, Stringer Commons, and The Village Hall. The seventh apartment-style residence hall opened in the fall of 2007 across the street from the front of the campus. Several more are planned for the land adjacent to that facility. The Abney Athletic Center, Smethers Field, and the Grubbs Memorial Tennis Courts are the home of intercollegiate athletics at Anderson University. The intramural and club sports program also use these facilities, as well as Whyte Gymnasium. There are four additional tennis courts between Vandiver Hall and the Sullivan Building, which houses Campus Ministries. In the center of the campus is the Student Center, which houses the Post Office, Bookstore, Business Office, Registrar's Office, Canteen, Game Room, and Computer Center. The Rice Building (Financial Aid Office) is located on Kingsley Road. The Admissions Office is located adjacent to the front corner of campus across the street from the Sullivan building. Across Boulevard Street from the Admissions Office is the office for the ACCEL adult evening education program. (See the map inserted at the back of this catalog for the specific location of all campus buildings and facilities.)

## Accreditations and Affiliations

Anderson University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate and masters degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Anderson University. The National Association of Schools of Music, National Association of Schools of Art and Design, National Council for Accreditation of Teacher Education, and South Carolina State Board of Education (Teacher Education) have accredited specific programs.

Anderson University is accredited by the Association of Collegiate Business Schools and Programs to offer the following business degrees:

### UNDERGRADUATE PROGRAMS:

Bachelor of Science Degree with a major in Business with Concentrations:

Accounting  
Computer Information Systems  
Financial Economics  
Human Resource Management  
Management

Bachelor of Business Administration (BBA)

BBA with Computer Information Systems Concentration

BBA with Healthcare Management Concentration

(All documents related to Anderson University's accreditation are available for viewing in the Office of the President.)

*Anderson University also maintains affiliations with the following:*

Association of American Colleges and Universities

American Council on Education

Association of Southern Baptist Colleges and Schools

Council of the Advancement and Support of Education

Council on Independent Colleges and Universities

National Association of Independent Colleges and Universities

South Carolina Association of Colleges and Universities

South Carolina College Council

South Carolina Higher Education Assessment Network

South Carolina Independent Colleges and Universities

South Carolina College Personnel Association

Associate of Southern Baptist Admissions Professionals (ASBAP)

North American Coalition for Christian Admissions Professionals (NACCAP)

National Association of College Admission Counseling (NACAC)