State of the College Town Hall
Wheaton College Leadership Month
October 8, 2020
Our agenda

• Recent achievements and initiatives

• Return to campus

• Planning for the future

• Q&A
Class of 2024 and New Students

- 473 New Students
  - 459 First-Time, Full-Time
  - 14 Transfers
- 12 new international students
- 45 non-residential students
- 60 deferrals (31 Spring 2021, 29 Fall 2021)
- 3.50 Average High School GPA
- 1246 Average Combined SAT Score
- 185 students from Massachusetts, which was the largest increase
- Most popular areas of interest: Business & Management, Biology, Psychology, Education
Enrollment heights pre-COVID

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
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<tbody>
<tr>
<td>2014</td>
<td>1,587</td>
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<tr>
<td>2015</td>
<td>1,598</td>
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<tr>
<td>2016</td>
<td>1,651</td>
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<tr>
<td>2017</td>
<td>1,688</td>
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<tr>
<td>2018</td>
<td>1,760</td>
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<td>2019</td>
<td>1,776</td>
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Current Student Enrollment

2020-2021 census as of 9/8/20

- 1,666 students
- 60% female; 40% male
- 27% U.S. students of color
- 22% first-generation college students
- 5% international students
Recent accolades
2020 National Scholars

Teaching in the Balkans
April 23, 2020
MacKenzie Jones ‘20 awarded Fulbright Scholarship to teach in Kosovo

South Korea-bound
April 17, 2020
Kiki Marlam ‘20 awarded Fulbright Scholarship to teach in East Asia

Two win Watsons
April 7, 2020
Maia Hay ‘20 and Elizabeth Helmreich ‘20

First-year student wins Projects for Peace award
Agathe Mwehu, a Wheaton College (MA) freshman, has won a 2020 Projects for Peace award
Wheaton is one of the few liberal arts colleges nationwide, and first in the Northeast, to appoint an endowed professor in social entrepreneurship.
First semester of the Compass curriculum

Key benefits
• Freedom and flexibility for students with high-quality advising
• Personalized pathways from liberal arts to careers and professional life
• Integrates experiential learning throughout four years

Key features
• Mentored academic pathway (MAP) - First MAP day on 10/15
• First-year and sophomore year experiences
• Skills-based certificates with professional mentorship
• Honors programs
Significant investments were also made this summer to modernize our network infrastructure. The majority of this work focused on improving the Wifi experience in the residence halls and outdoor gathering spaces.

- The new equipment and software created some instability as over a thousand students returned to campus and put the network to the test.

- We are working with our technology partners to monitor the network and respond to issues reported to the IT Help Desk.
Return to Campus Safety Precautions

Testing Protocols
- onboarding, symptomatic and ongoing testing
- residential students, commuters and on-campus personnel are tested twice/week
- Tier 2 employees and commuters with limited on-campus interactions are tested once/week
The Extended Campus

1,666 Total Enrollment

Breakdown of Course Delivery
- Fully Remote: 16%
- Some In-Person Component: 32%
- Other (i.e. Independent Studies): 52%
Challenges facing higher education prior to COVID-19

- Declining population of U.S. high school graduates through 2030, especially in the Northeast
- Recent wave of small college closures, particularly in the Northeast
- Skepticism about the value of higher education in general and the liberal arts in particular
- Increasing cost of higher education, including rising technology and regulatory expenses
- Diminished government support and spending on higher education
National headlines on the impact of COVID-19 on higher education

**April through July**

- Harvard to impose a salary and hiring freeze due to fallout from coronavirus outbreak
- Salary cut, hiring freeze, construction halts: The new normal for higher ed
- University of Arizona Projects $250 Million Loss
- ‘I Don’t Trust My University.’ Readers Share Their Fears of Returning to Campus in the Fall.
- Michigan State, Notre Dame Back Off From Fall Reopening Plans

**August and September**

- Shutdown, Repeat
  - They came. They saw. They clustered. Now, a week after starting classes at UNC Chapel Hill, undergraduates are being sent home as coronavirus spreads on campus.
- Wisconsin Pauses In-Person Instruction, Quarantines 2 Residence Halls
- Tennessee Evacuates Residence Hall So More Students Can Isolate
- Middlebury Punishes 22 Students for Violating COVID-19 Rules
- County COVID Counts Often Rise After Colleges Started Classes
- A First Look at Fall Enrollment Shows a 2.5% Dip Among Undergraduates
Planning for the future

The overarching strategies that Wheaton has been pursuing to navigate industry challenges:

- Focus on the core mission
- Prudent management of resources
- Growing new sources of revenue; mission-driven, market-aware initiatives

The work of the last several months can be divided into three main areas:

- Maintaining the ongoing work and rhythm of the college as best as possible
- Adjusting to the current reality and preparing the college for the short-term shocks
- Repositioning the college to be even stronger for the long-term
Wheaton’s three-year fundraising initiative, Creating Possibility, finished strong on June 30th with a grand total of $52.3 million in new gifts and pledges.

- Exceeded the $50 million goal by four percent
- 7500 members of the community took part in the success
- Delivered bottom-line support to top priorities:
  - Students and faculty
  - Living and learning spaces
  - Academic programs
  - Wheaton Fund
Philanthropic Support | Wheaton Fund

Highlights from Fiscal Year 2020

- New gifts and pledges: $18.2M
- Wheaton Fund: $4.93M, 2nd highest total!
- Parents Fund set a new record: $461,000
- Athletic Fundraising $119,000 a new record!
- Trustee Challenge: $1.3M+ from over 1200 donors—60 days!

2020-2021 Goals

- Raise at least $15M (but closer to $18M)
- $5M for the Wheaton Fund
- $10M for Facilities
- $1M for Athletics
- $1M for New Initiatives
- $500K for Student Support
Your Support | Time, Talent, Treasure and Ties

- Over 600 volunteers strong
- Collectively volunteers have given over 10,000 years of service to the College
- Nine volunteers have served over 40 years, and one, Anne Neilson 1949 has served over 65 years
- You make Wheaton Stronger

Thank you!
Questions?