

Running the Race
President's Report to the Board
May 1, 2017

"...Let us run with endurance the race that is set before us, looking to Jesus, the founder and perfecter of our faith..." (Hebrews 12:1-2)

On March 30, 2017, 24 Prairie students broke the world record for the longest futsal (indoor soccer) game earning for themselves, and our college, a world record by setting the it at 43 hours. The challenge to set the record began several months earlier, required the support of 50 or more volunteers and half a dozen sponsors. The most challenging time of the marathon was in the middle of the night, both first and second nights, as these players continued the stay the course although their energy flagged most. But they understood the goal, they encouraged each other to carry on, fellow students camped out in the bleachers and volunteers came in to prep food and make hot (and sweet) tea. The final three hours were ones of growing excitement and hilarity as we together closed in on OUR goal of setting a new world record. The atmosphere was electric in the final 30 minutes as students filled the gym and then shouted out the final 10-second countdown. WE DID IT TOGETHER, and could not have done it without each person doing his or her part.

That may be an accurate snapshot of where we are as a school... We have made good progress in the past seven years, from a campus that was losing about \$1 million per year to a campus that is working well in harmony and making a modest profit. In the interim, we have refreshed our commitment to Bible, to the point that now all four-year students study the entire Bible, all 66 books in seven courses, as part of their degree program.

Our race is not done, but we feel we are continuing to make good progress, providing a good foundation for our students and building on our great legacy as a school that prepares people to respond to the greatest needs of the world.

Our corporate culture continues to work well, learning together and living in harmony, gathering weekly for chapel on Tuesday's and prayer on Wednesday's. We continue to look for ways to improve and ways to serve our constituencies.

Our internal assessment: So during a recent "family meeting" (of all staff and faculty), I asked three key questions to see how our team felt we were doing in this marathon. The questions and responses are at the end of this report. I think you will find it an encouraging mid-race report.

Round Table of Advisors: Our Round Table has begun to take shape, expanding our reach into many new circles of influence and firming up our relationships with these friends. It will take a few years to see the real results, but our pool of resources as well as potential advisors and board members should be significantly stronger as a result of this initiative.

Partnership development: In addition to maintaining the many partnerships that are already in place, Glenn Loewen has worked long hours on a couple of new partnerships that we expect will have long term benefits for the college.

- MAFC – Discussions with MAF Canada about increasing their involvement in PCMA are becoming more clear, including having them take the lead on that program, probably later in 2017. An executive summary of our potential partnership follows this report. This relationship with MAFC will be a key discussion during this upcoming board meeting.
- CIU – Discussions with CIU about delivering their graduate schooling as on-line programs under the Prairie College banner continue to show progress. The most efficient structure appears to be one in which Prairie students join CIU on-line courses, with Prairie granting the final degree under ABHE accreditation. We are working out details of delivery and pricing, but we hope to have a proposal ready for discussion during this upcoming board meeting.

Strategic Plan implementation: Nathan Rooke has continued to keep our focus on the three priorities set by the board in 2016, to be a Learning, Loving and Lasting Centre in Christian higher education. The Tracking Document, listing the 90+ tasks that will help us achieve those goals is updated monthly and part of regular conversation around the campus. An up-to-date version showing our progress is in the Appendix. Nathan also has done some analysis of our building and has included some interesting capacity utilization numbers...we have room to grow!

Software transition: Over the past year, we have successfully transitioned our primary software system from Blackbaud to Populli under the leadership of our Registrar, Douglas Lewis. This system is the backbone of any college, critical to every part of our business, whether in-class or on-line studies, student application processing, as well as long-term record keeping for students and donors. The transition required diligence and flexibility on the part of almost every person on staff. The result is a system that is accessible to staff, able to generate useful reports, is simple to use, and costs less. Almost all reports indicate significantly higher usage of across the campus and high levels of satisfaction with the change. In almost every way the school is stronger, although the task required a great deal of work.

Policy development:

- The *STATEMENT on HUMAN SEXUALITY* which was approved by the board in the October meeting, subject to final reading by our corporate counsel, has been cleared without further comment or editing and has been posted on the Prairie.edu website. For your record, on November 24, 2016, Stephen Snyder wrote, “We have reviewed the New Draft Statement on Human Sexuality you provided on October 18, 2016. We are comfortable with the changes that have been made and have no further recommendations.”
- We developed “*Our Elevator Speech*” as a way of briefly summarizing our story in fresh language, but staying true to our mission, vision, and core values as expressed in the 2016 Strategic Plan. It has been posted on the website and is in the Appendix.

Senior Personnel Changes:

- Marketing role moving to Al Mertes: Dennis Landon has been looking after our marketing efforts but has indicated a wish to return to focusing on his faculty role in our Outdoor Leadership program. At the same time Al Mertes has expressed an interest in moving on from his faculty role as head of our Youth Ministry program, specifically to help us in marketing. The fact that he has no professional experience in marketing has caused some hesitancy. At the same time, his experience with youth ministry (our target market), his successes as a practitioner in Kelowna (growing his youth group to 800+ high school and college kids), and as a professor on our campus, give me confidence this is a very good move, both for him and for the college. Al will be joining the Management Team when his teaching load lightens at the end of this school year.
- Tim Mackenzie is enjoying good success in Alumni & Donor Relations. He joined our team on July 1, 2016, bringing with him a great deal of experience as well as a solid understanding of our corporate culture and mission. As at March 28, 2017, year-to-date donations were \$2.07 million, up from \$1.32 million in the same year earlier period, or he has seen an increase of nearly 57%. Some of this is timing, some of it is one-time events (estate settlements) and some of it is a response to his good, hard work. I am grateful for how well he has fit into our community and embraced the challenge of helping to recapitalize the school. And he is a delight to work with. A brief note to major donors is in the Appendix.
- Elaine Maxwell, Finance. One year ago we were behind on monthly statements when Elaine offered to step in to help resolve the problem. Together with the team, she has not only caught up and stayed up to date, but she is now moving toward us much more proactive financial management. With tight controls and strong cash flow, she has been able to put money aside so that money that has been given for specific purposes is now being held in reserve for the time that spending will be needed. Without little doubt, financially, this is the best position we have been since we arrived 7 years ago.

We have much, and we are grateful to God for his generous people.

Mark L. Maxwell

President

Supplements in Appendix

1. A note to major donors
2. Comments from March 2017 Family Meeting
3. Our Elevator Speech

A Note to Major Donors

This note is to give you a glimpse of what your support is producing...

SCHOLARSHIPS

I thought you might enjoy what three of our students have to say about the value of their scholarship assistance.

I cannot thank you enough for investing into my education! I came to Prairie with no knowledge of my subject, not nearly enough money, and was an extremely shy, sheltered person. Since coming to Prairie I have been able to grow so much in my faith and character, have made so many wonderful friends here and have grown a strong passion for God. The teachers have had such a positive impact on my life and I hope one day to have that same impact on others. Your help is such a blessing to me as without it I would not have been able to finish my schooling.
Kristen Dewald, Aviation

Thank you for your generous financial donation to my schooling at Prairie College! I hope to grow through my education here to become a great community leader and your donation to my school funds is making that possible. I have a heart to serve my community and see growth and I believe that my education here will better prepare me to become a difference maker in this world. Conner Cartwright, Explore

Thank you for your contribution to my schooling here at Prairie College. Being in this program has been a great experience so far and I appreciate all the support that I have received in pursuing my education. The money that you have donated will really help me in my training at Prairie. With my goal of becoming a missionary ahead of me, the costs of this program have been a bit of a weight on my shoulders and I am so grateful to have some of that weight lifted. Thank you again for your support. Ever grateful. Braden Thompson, Aviation

Scholarship funds disbursed this year to 208 students.

Education Fund	\$441,493
Endowment Fund	<u>\$ 67,900</u>
TOTAL	\$509,393 (an increase of 25% over last year)

The balance of \$58,507 in the Education Fund will be made available to fund scholarship applications for the Fall 2017 semester.

CAMPUS RENEWAL

We were able to complete the following projects this school year:

- ✓ Creation of a Digital Media classroom

- ✓ Creation of a Sports Management classroom
- ✓ Renovation of 4 Worship Arts practice rooms
- ✓ Library expansion
- ✓ Replace Upper Room roof
- ✓ Replace Founders Hall Entrance Roof
- ✓ Install security cameras for Worship Arts Building
- ✓ IT – 2nd floor of Founders Hall
- ✓ Paint 2nd floor of Founders Hall
- ✓ Refurbish 22 seat bus
- ✓ Projector for the gym

Current priority projects we are focusing on:

- | | |
|--|--------------|
| ✓ Building tear downs & beautification of imprints | \$350K |
| ✓ Re-roof Founders Hall | \$85K |
| ✓ New IT System | \$42K |
| ✓ Residence Security System | \$20K |
| ✓ Library Circulation area upgrade | \$20K |
| ✓ Explore Director Housing (Frontier Lodge) | <u>\$50K</u> |

Total: **\$567K**

Thank you so much for empowering Prairie to not only educate, but more importantly challenge our students to a deeper love relationship with Jesus.

With grateful hearts,

Tim Mackenzie

Director, Donor & Alumni Relations

Comments from March 2017 Family Meeting

1. What are we doing here at Prairie?
 - ✓ Becoming “lovers of God”
 - ✓ Strengthening foundations
 - ✓ Challenging/stretching each other in many ways
 - ✓ Inspiring students
 - ✓ Preparing students to meet the greatest needs of the world
 - ✓ Helping students dream dreams bigger than themselves
 - ✓ Showing students what they are capable of
 - ✓ Pushing them out of their comfort zones

2. How are we doing at our job (*in words or out of 10*) in those things we said we are doing?
 - ✓ Providing lots of opportunity for accomplishing those things.
 - ✓ **7.5** (a “B” in our grading scale) (RW)
 - ✓ Higher than that because we give them lots of opportunity to excel, be in leadership, etc. People are here to encourage and believe in the students and they leave a whole lot better than when they came. **9** (AM)
 - ✓ A whole lot better than a couple of years ago. In 2009, I was wanting to leave and now I don’t want to. Better in a lot of ways – we have improved on working together, not just with students but as a “family.” (DE)
 - ✓ Also wanting to leave in 2008 but now, so glad to be here. Students are grieving they have to leave when grad comes. (HL)
 - ✓ We are a 9. The difference is like day and night. I agree with AM and HL. (TM)
 - ✓ One of the greatest needs is Christians who carry on through good and difficult times. We have carried on through some extremely difficult times, and are still facing some. We want to be here to serve Christ and it is good for the students to see this. We do fall short on trust in God. We need to learn to trust God with the whole institution, as part of our whole lives, and do it willingly and joyfully. Deep trust will push us higher. (DL)
 - ✓ We do really well. I have the privilege of meeting and talking to many students and see their willingness to look into staying longer - really thinking about staying here for another year. They really value what they get here – the entire experience. Haven’t heard any students grumbling about anything this year. (BN)
 - ✓ Encouraged. Doing really good. Looking at this from a “mission” point of view and students going out – our students exhibit a maturity and preparedness for full time missions. We are more open to receiving graduating students from this school to become full-time missionaries. (PB, missionary in residence)

3. Our path:

Have been seeing good work among us, on key strategic fronts.

- ✓ Cultural transformation – the sum of many personal transformations among us as well as the collection of energy in this room toward common objectives. Walls have been torn down and there exists an openness to flexibility. We have become a learning community adapting to changes.
- ✓ Partnerships – inviting others to come and work with us. Most are working well – a win for them and for us.
- ✓ Product development/program innovation – we must never stop.

What's next: It is time to go to *"Full Court Press!"*

- ✓ Time to tell the story. If we don't, no one else will. Asking all staff to come into a "full court press" –
 - Do our jobs really well;
 - Sing the praises of others around campus. This will be repeated by our constituents, stakeholders, and students among us.
- ✓ AI is shifting out of the classroom into promotions work. Going to give him that portfolio as his primary duty – adding energy to our marketing voice (good at churches and camps). Adam Buyer opened doors to the Alberta Baptist Association – 65 churches in Alberta. Janelle will do what she does and more – AI will be a voice for her and she will report to AI, as will Dennis. AI will join the MT. AI will be where we gather all our messaging and how we think about telling our story so we can grow. We are now ready to double and it may happen in pretty quick time (hopefully). We have the capacity.
- ✓ We will each need to do a little more with the marketing side, along with maintaining our excellence in our primary professional roles. (Please take a look at the Strategic Plan on the website or in the President's Office.)

AI's comments: We can make this work because we have smart people in this room. The *"full court press"* can get some results. Marketing – look around and see what we can do to help gather our communities together. We are a "best kept secret." Western Canada first and then around the world – dream! Talk to AI and dream with him on how to make this happen. Let's ask God to do what only He could do.

Our Elevator Speech

If I had 30 seconds with you, like in an elevator, I would want you to know...

The classroom and campus-wide objective of Prairie College is to be, and invite others to be, lovers of God. With that approach to our training, we are preparing people to care for the greatest needs of the world. This includes physical care, emotional care, social/cultural care and, most importantly, soul care.

Our strategy is to have:

- **Every person** study the entire Bible in 7 courses (four OT, three NT) during their degree program,
- **Every program** offer an optional international learning leg, and
- **Students graduate** with marketable skills.

With these distinctives, our plan has been to turn the entire school into a training center for healing around the world. We do this as professionals in education, together and with joy, expecting our programs to be among the best in the world.

We love what we do. We love our students and we have a dream of impacting nations and the world. We do this for Jesus, whom we love with all our lives. We want to know Him, and make Him known.

I hope you feel our heart.

Mark