



from
PRESIDENT CHENOWETH

DEAR OLIVET FRIENDS,

I love serving Olivet Nazarene University because we have a rich tradition of faith and a strong desire to press forward into God's plan for our future. I love working with other people who are authentically Christian and truly empowered by the Spirit of God to realize God-sized things.

Solomon counseled, "Plans are established by seeking advice" (Prov. 20:18). Over the past few months, more than 600 people — including our Board of Trustees, the President's Cabinet of senior executives, the Executive Student Council, and a 28-member President's Advisory Group — have met to discover ONU's five-year priorities. In a show of unity, four different bodies representing more than 100 people endorsed this plan unanimously. Not just our plans blessed by God, but God's plans for us.

We are convinced ONU's next bold step of faith is *Strength and Hope: The Campaign for Olivet Nazarene University*. Through the power and goodness of our Jehovah Jireh God, there is ample, supernatural "strength for today and bright hope for tomorrow" to accomplish all that He has planned for us in the coming days.

I pray the Spirit will realize God-sized things at Olivet. How about you? My spirit resonates with the Old Testament prayer of Habakkuk 3:2, "LORD, I have heard of your fame; I stand in awe of your deeds, LORD. Repeat them in our day, in our time make them known!"

Please journey with us as we equip the next generation of Christian leaders.

With joy and expectation,



Gregg Chenoweth, Ph.D.
President

*strength
for
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&
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PERSISTENCE

support student success

the CHALLENGE

College is a good investment, but only if you graduate. Only 75% of students who start college return for their second year.¹ Even after six years, less than 60% of students at four-year colleges have earned a bachelor's degree. More than 1 million college students drop out of college every year. Students who drop out of college are almost 100 times more likely to default on their student loans than students who graduate.²

our RESPONSE

Praise the Lord that graduation rates for Olivet students keep rising. We can do better to address hurdles, especially for at-risk students, and see at least 7 in 10 complete their degree. Our purpose isn't merely attracting new students but producing faith-integrated graduates.

¹<https://nscresearchcenter.org/wp-content/uploads/PersistenceRetention2022.pdf>

²<https://www.forbes.com/sites/markantrowitz/2021/11/18/shocking-statistics-about-college-graduation-rates/?sh=6eedee862b69>

AFFORDABILITY

increase student access

the CHALLENGE

A national debate is brewing about the actual and perceived value of higher education. In January 2022, U.S. Department of Education’s National Center for Education Statistics reported, “College affordability is a major concern for families, and paying for college looms large for students, particularly students who would be the first in their families to earn a degree.”³

our RESPONSE

Average indebtedness for Olivet students decreased 15% over the past decade — yes, decreased — but we’re seeing a “misery gap” increase for a growing number of students who desire the Olivet experience but lack the capacity to pay for it. Today, half of the students who receive a financial aid package award based on academic merit still can’t attend. We want to ensure that financial need does not prevent a deserving student from attending Olivet.

VIRTUE

prepare thought leaders

the CHALLENGE

The world is desperate for principled, virtuous, dedicated leaders at all levels of civil society: education, business, government, media, culture, the arts, and the Church. We need leaders who know what to think and how to think — leaders who will lead strategic public and private institutions to advance the cause of Christ. With all the incessant chatter and aggressive competition for the minds and hearts of university students, we must call students to something greater.

our RESPONSE

We will focus on moral issues in our culture, strengthen student capacity to think biblically, and launch thought leaders and influencers into the world. Emphases are mental health, race tensions, conviction and compassion for Biblical sexuality, and a more focused discipleship. We recommit ourselves to a winsome center rather than lose ourselves in accommodating the circumference.

EFFECTIVE STEWARDSHIP

secure Olivet's future

the CHALLENGE

We are building a premier Christian university with all the requisite commitments to quality and excellence in academics, physical plant, athletics, the arts and the student experience.

We want Olivet students to flourish and thrive for generations to come, but the current state of the economy and the increasing rates of inflation put increased pressure on the University.

our RESPONSE

In an era when higher-ed costs are spiraling out of control, Olivet is committed to keeping the cost of education as affordable as possible. Our ability to maintain affordable tuition depends on our commitment to fiscal responsibility and the generosity of our donors. We show respect to God and donors by stewarding their gifts well and by operating more efficiently in areas like energy consumption, technology and administrative nimbleness. Your gifts can make Olivet thrive, ensuring students are equipped to serve and lead.

RECRUITMENT

expand Olivet's influence

the CHALLENGE

The number of high school students in the United States is in serious decline. Colleges and universities across the country are struggling to make enrollment goals and meet revenue targets. In the Midwest, regionalized birth rate decreases are producing an average of 20% drop in enrollments. Strategic, effective enrollment strategies are more important now than ever for long-term viability.

our RESPONSE

Our marketing and recruiting strategies are working. We plan to invest more in niches to seek specific traits in student prospects, not “fish” by just dangling a message out there and hoping somebody bites. For example, the 23 freshmen who attended last year from the Pacific Rim will be followed by 50 more coming this fall!