
MOVING FORWARD: CHANGING LIVES TO CHANGE THE WORLD

A DECLARATION BY
MEADVILLE LOMBARD THEOLOGICAL SCHOOL

We live in serious times. Ancient grievances, persistent injustice and new possibilities mix and mingle in dangerous and volatile ways. The ground on which we stand is shaking. In times like these it is critical that we raise up religious exemplars who are able to lead with the power and compassion necessary to heal this world.

Meadville Lombard Theological School, with its long history of national and international engagement, is uniquely poised to respond to this challenge by providing a program of education that is academically rigorous, spiritually grounded and unapologetically progressive.

In order to accomplish this vision, we will initiate significant changes and challenges.

Building upon an excellent student body and a record of providing distinguished leaders for liberal religion, we intend to enlarge the size and diversity of our learning community and the scope of our program. We will develop increased learning opportunities on our campus and around the globe, both in traditional classroom settings and by technological means.

Continuing to give priority to serving Unitarian Universalist students, we will design and offer courses with special relevance for those who are summoned to ordained ministry, for experienced ministers intent on furthering their understanding and leadership, and for a laity that yearns for serious reflection and renewed commitment--
for all who seek to change lives to change the world.

Anchored by our unique and rich affiliations with the University of Chicago and the host of other theological schools in our community, our students will engage the theological foundations beneath all their learning, become acquainted with the wide spectrum of cultures and religions, and learn to bring together diverse communities.

A favorite hymn honors "heroes of faith in every age...people who make the world more fair."
Meadville Lombard Theological School renews and enlarges our commitment to shape the heroes of faith for this age and this time.

WE ARE MOVING FORWARD!

Voted by the Meadville Lombard Board of Trustees

November 4, 2006

MEADVILLE LOMBARD

theological school



The world is aching for religious leaders with hearts and minds open to the wisdom of all the world's faith traditions. It yearns for leaders who understand that no single religious tradition or single prophetic voice can guide all the people safely through its' ever-shifting political and social terrain.

At Meadville Lombard, we change lives to change the world. We only are thoughtful, ethical, or the ministers who, in their best thoughtful, ethical, or active ministries, open to all.

The world is waiting. Join us.

www.meadville.edu

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Meadville Lombard is an Equal Opportunity Institution.
Meadville Lombard is an Affirmative Action Institution.

Dear President :

Meadville Lombard Theological School (affiliated with the University of Chicago) is undergoing significant changes and, in the interest of collegiality, I want to tell you about some of them.

The enclosed Declaration was voted by our Board of Trustees at its most recent meeting. It outlines the unique perspective of our School: That in these very serious times, it is crucial for religious leaders to draw on a variety of religious traditions and call up prophetic voices from the spectrum of those traditions. Meadville Lombard emphasizes this perspective in our theological education and is taking dramatic steps to expand the learning programs and formats by which we make available our formation experience.

A key strength we bring to our work is a distance learning program that accommodates students of every progressive religious practice and every geographic area. In the coming months, this program will grow through new online courses, regional offerings and expanded week-long intensives on our campus in Chicago.

But we are not stopping there. Presently, the School's leadership and faculty are considering new educational models that will reach and change lives by the additional means of video conferencing and extension sites. We undertake this in order to most effectively change the world through a seminary education that is unapologetically progressive.

Thank you so much for reviewing the enclosed materials. If you think it would be helpful, feel free to pass them on to other officers and students in your seminary. It is in knowing one another that we can each serve the purposes of our faith.

Sincerely,

Lee Barker

To: Lee Barker, President
 From: Tina Porter, Director of Communications
 Date: 1/11/07
 Re: Marketing Efforts in the Moving Forward Campaign (draft)

Since the Board of Trustees ratified the Moving Forward declaration in November 2006, we have made the following efforts:

- Promoted through email and invitation a concert being staged by a student's husband, promoting also an "important announcement" from the President and the Board of Trustees.
- Using email sent the declaration along with the Lavan Scholarship announcement to our database with 3,000+ donors/friends/alumni/ae.
- Will be sending a reminder email to ministers in our database that the Lavan Scholarship deadline is approaching and asking them to urge potential candidates to apply.
- Sent both declaration and scholarship announcement to UUWorld. Scholarship story was picked up and put on the UUWorld Weekly online journal.
- Developed a full-page ad for the next print version of UUWorld (to be mailed 2/15/07) and in the 1/23/07 issue of the Christian Century. (see attached)
- Developed a half-page ad to be placed in the Theological Education issue of The Christian Century (2/20/07). (see attached)
- Developing a full-page ad for the UUA General Assembly program that incorporates the half-page ad on top, then a Meadville Lombard events ad on the bottom.
- Looking into a mailing from Lee Barker to the other Association of Theological School members, to include the declaration, scholarship announcement, and other pertinent information.
- Sent press releases out to the UUWorld re Sharon Welch's appointment. Will be sending (or may have already sent) them to the religion page editors of Chicago Tribune; Boston Globe; NYTimes; LA Times, as well.
- Looking into the feasibility of placing a version of the ad in those same markets, given our advertising budget.

Thus far, we have spent (or contracted for the following):

\$12,755.00	Wyant-Simboli: creative, production and ad placement services for the UUWorld and Christian Century ad
\$ 475.00	Reservation of ad space in GA Program (does not include creative and production work on the ad)

\$13,230.00

MEADVILLE LOMBARD THEOLOGICAL SCHOOL
Communication Distribution List

1. Broadcasting:

- a. Religious periodicals (i.e. Christian Century, Reconstruction Judaism, United Church of Christ and Quakers) and Religious Organizations (i.e. National Council of Churches).
- b. Association of Theological Schools.
- c. Professional Services (i.e. InTrust, Inc.).
- d. Public newspapers/magazines (i.e. New York Times).
- e. Foundations (i.e. Lilly Endowment).
- f. Others

2. Narrowcasting:

- a. Unitarian Universalist World
- b. General Assembly Program Book and Programs.
- c. Meadville Lombard Theological School community/alumni
- d. UUA ministers
- e. UUA congregations
- f. UUA Districts
- g. UUA Campus Ministries
- h. University of Chicago community
- i. Prospective students
- j. Selected Universities and colleges, i.e. Oberlin, Grinnell, etc.
- k. Donor list
- l. Others

Spencer and Susan Lavan Scholarship for Excellence

Meadville Lombard Theological School announces a merit based scholarship for a full program of residential study at Meadville Lombard in Chicago.

The scholarship is open to all residential Master of Divinity applicants who seek admission for the autumn of 2007. It will provide tuition and registration fees for a full course of study and, as long as academic standards are maintained, will be renewed on an annual basis.

Application deadline: March 15, 2007

Applicants are requested to submit:

- Three letters of reference (academic, personal, and ministerial)
- Resume or curriculum vitae, in which academic achievements, community involvements and religious service are highlighted
- Three to five page written response to the following question: *What is your understanding of the mission of liberal religion in our time?*

Process of selection:

The faculty will submit three applications to the president who will make the final selection.



Website Statistics

DATE (2007)	EVENT	HITS
February 15	Mail date of Spring UUWorld with full page ad	567
February 20	Christian Century Theological Education Issue	738
March 5	Winter Institute mailing	761
March 8	ML e-newsletter mailing	683
March 9	Sharon Welch article online at UUWorld.org	564
March 15	Lavan Scholarship deadline	609

February 2006 average hits: 211
 March 2006 average hits: 208

February 2007 average hits: 562
 March 2007 average hits: 545

The letter of agreement with Sharon Welch was finalized. The day of the announcement the ML website received 1028 hits, as compared to a daily average of 192 in January 2006.

The first ad in the Christian Century appeared in January and the following day we received 868 website hits. The average number of total hits in January 2007 was 597. Currently, our communications director works 25 hours per week. *With increased activity in this important area of the School's life, this position could be enhanced considerably.*

MEADVILLE LOMBARD THEOLOGICAL SCHOOL
Going Forward: Educating Leaders for a Changing World
Enrollment Planning
Data Sets (Past three years)

PROSPECTS	ADMISSIONS	RETENTION	GRADUATION
<ol style="list-style-type: none"> Number of Inquiries about The school/programs? Number of on-campus Visits? Marketing Questions: How many public events? How many advertisements? How many web site hits? How many college visits? 	<ol style="list-style-type: none"> Number of applications? Number of applicants registered? Number receiving financial aid? Full time equivalency number? Number of registered by degree? M.Div? M.A.? D.Min.? 	<ol style="list-style-type: none"> Number of Second Yr. Students? Number of Third Yr. Students? 	<ol style="list-style-type: none"> Number of Graduates? Total? By Degree: M.Div? M.A.? D. Min? Placement of Graduates? Ministry? Religious Education? Leadership position? Other? Alumni Totals? Minister? Religious Educator? Leaders? Others?