

Prairie Bible Institute Semi-annual Meeting

Report to the Board of Directors

April 28 - 30, 2019



PRAIRIE COLLEGE

Continuing to Build our Brand April 2019

Several times in the past few months I have heard comments about the reputation or brand that we have in our care. The comments were partly in the context of our upcoming 100th anniversary, and partly due to the influence that they feel being projected from this improbable location on the Alberta prairie. It is true... we have been entrusted with both a great heritage as well as a large mission as a college.

Our Brand, that has been built over the past 100 years is much more than our name, logo, and colours. It includes a reputation of preparing people 1.) with a solid **Biblical** foundation, 2.) in a healthy rural college **Community**, and 3.) who will go into various **Careers** to live as counter-cultural Christians. We consider it a great honour to carry this torch, and trust that not only will our brand bring a smile to the face of the Almighty, but even more, that He will be our companion and our guide as we move forward.

Moving forward –

Our Campus Master Planning (led by Nathan Rooke and Darryl Elliott) has not changed materially, although we continue to make small modifications to it. We think we are close to what the campus should look like over the long term and are now drilling into the phasing to determine which we should have earlier in the timeline. We will be looking for your input on our proposed phasing.

Our Capital Campaign (led by Tim MacKenzie and Terry Munday) has not moved forward as quickly as we would have liked. Terry Munday, who has enjoyed tremendous success leading Indiana Wesleyan through major campus renovation over the past 30 years has agreed to be our consultant and coach on the project as a volunteer. He has strongly advised us to gather together our lead investors/major donors before going to our public donors. His experience has been that the group of lead investors define the size of the overall campaign, since public donors typically follow the lead of the larger donors by adding 50% to 100% to the total campaign.

We will be looking for your input in the discussion with Terry, as well as asking if you would be willing to be involved by helping on one of the Capital Campaign committees.

Planning for the Centennial in 2022: While still a few years away, Kendi Dyck has begun to plan for the celebration of a century. A couple ideas that have been gathering momentum include building a week of thanksgiving that would include a roster of our own faculty, our own worship groups, and some big-brand speakers. We are also thinking about recognizing 100 Alumni (Our “Centurions”) who have

distinguished themselves over the past 100 years. We will be looking for your advice on these ideas, your recommendations on possible names of Alumni we could recognize, and for other ideas that would help us make this a remarkable event.

Our Strategic Plan (led by Nathan Rooke) is close enough to completion that we are beginning to formulate new objectives and develop a new set of objectives that will effectively move the goalposts, or raise the bar for the next several years. Nathan addresses this briefly in his report and the major Goals and Objectives that we are proposing are included in the Appendix to this report.

Previously, we built our plan around three goals: that the college would be “A Learning Centre”, “A Loving Centre”, and “A Lasting Centre”. We still think these three governing goals are relevant (and therefore should carry forward into the updated Strategic Plan), but we are proposing to add another goal, to be “An Engaging Centre.”

Building on Jim Collins’ “hedgehog concept,” Nathan has led us through the hard work of defining:

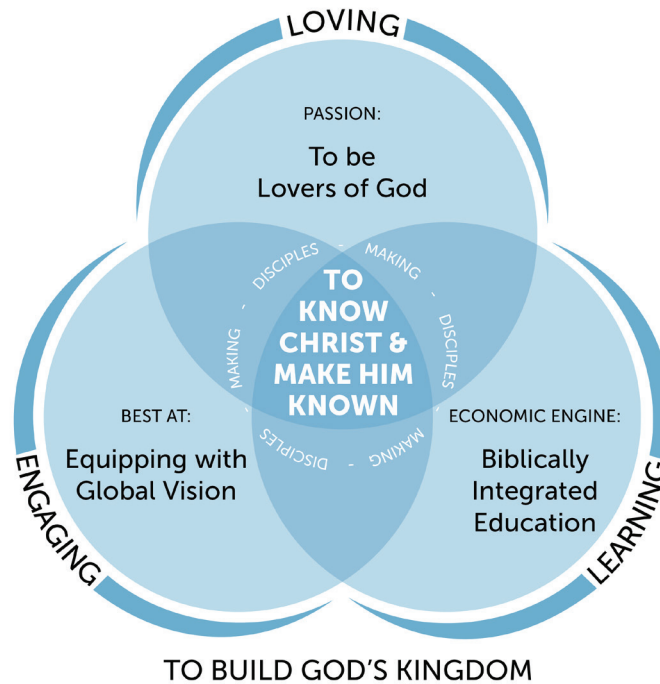
- What are we deeply passionate about?
- What can we be the best in the world at?
- What drives our economic engine?

Collins’ hedgehog theory is that each of these can be a circle of activities. Any organization that will focus on activities in the space where those three circles overlap will have a much higher probability of succeeding and thriving.

In our case, our deep passion is “to be and invite others to be lovers of God.” Obviously our economic engine is “Biblically-Integrated Education.” After much debate about what college-level activities we could be the best in the world, we chose “Engagement: Equipping with Global Vision.” The interesting observation is that the overlap of these three circles could be summarized in our founding motto: “To know Christ, and make Him known.” The three circles would look like the diagram below.

We are proposing a fourth goal (“Lasting: Ensuring Sustainability”) that supports these three circles of activity.

The next step in the development of our new Strategic Plan will be to finalize our Objectives that will help us drive toward these goals, and then identify the activities that will support the Objectives.



We will be looking forward to hearing your advice on these goals and objectives, along with improvements you may have to them.

Our **Finance and IT Departments** (led by Elaine Maxwell) are functioning well and still getting better. You will note that our Financial Statements are now being received on a timely basis and that our financial position is strong, the result of good control on spending and another year of solid donations (30% growth for the second year in a row).

Our **Development Department** (led by Tim MacKenzie) has been strengthened with Kendi Dyck as Director of Alumni Relations. We expect the Capital Campaign will be a primary focus over the next few years, and we acknowledge that we have never before tackled anything of this size. We will only be successful if God decides to tip His beaker and grant us great favour with donors. Then again, we really want goals that can only be achieved with His help... it makes life so much more exciting!

We continue to work on **Marketing & Enrolment**. Al Mertes let us know a few months ago that he would like to pass this portfolio on to someone else. After a brief search which identified a dozen good candidates, we successfully attracted Emily Allert-House, who will be picking up the leadership of this important portfolio this summer. We have been trying many new initiatives and will continue to try new strategies. The trend in the industry is decidedly negative. Our objective is to buck that trend and gain market share, by offering a broader suite of programs and marketing them in innovative ways. We will have a discussion on this subject to see if you have any ideas that might help us.

Education (led by Glenn Loewen in partnership with the faculty) continues to renovate the programs that we offer as well as develop new programming. You will find a fairly full report in this board report from Glenn on both Education as well as **Student Development**. Both areas are important to our effectiveness as a college and both are thriving under his stewardship. I am personally grateful for the healthy relationship that we enjoy with our faculty who continue to lead us forward.

We are grateful for the many external organizations that are forming **Partnerships** with us. At this point, we have discussions that are in development or nearly final with Taylor Seminary, Carey Theological College, Avant Ministries, World Team Canada, ACSI and Teach Beyond in addition to other discussions that are in the "potential partnership" stages.

Conclusion – We feel that we have much favour: from God, from our friends and donors, as well as from our alumni. We can imagine that very good things will come out of the convergence of these groups. We believe our good brand is positioned for greatness and we are trusting God to lead us on to new horizons.

I hope you feel encouraged.

Thank you for your time and investment in our mission: To know Christ and make Him known.



Mark L. Maxwell
President