

CENTRAL

BULLETIN SUMMER '07

Homecoming/
Family Weekend
Brochure Inside!



Journey to **CENTRAL**

Doing your homework on the ins and
outs of college admission

It's no secret the cost of higher education is on the rise. Not only is it worrisome from an economic standpoint, but also we know it is a main concern of many families, especially those with children entering the college-age years. The value of education can't be measured in mere dollars. A small, private liberal arts college gives students a place to grow as they enter the early stages of adulthood. At Central, we are committed to superior intellectual growth and challenge, idea exploration and values development.

The number of students enrolled in postsecondary education has increased steadily over the past 30 years. Many schools across the nation expect to see record-setting application pools this year. Central's enrollment climbed steadily for the first seven of the last 10 years, setting all-time highs in

the fall of 2003 and 2004. Since then it has drifted downward as a result of the relatively small freshman class in the fall of 2005 and large graduating classes. Our institutional goals aspire to enroll 430-450 for each new freshman class, raise the percent of students from out of state and students affiliated with the Reformed Church in America, and increase the number of Central students studying abroad to 60 percent.

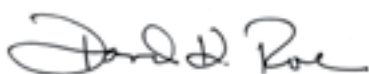
In order to continue to be successful, Central aggressively must maintain a strong Iowa student market share and increase the number of students from out of state. This is especially true as the number of graduating high school seniors in Iowa and our adjacent states declines. Nationally, more students are transferring from college to college. This has reinforced the need for Central to develop a robust transfer program. The competitive higher learning environment in Iowa and the changing enrollment patterns among students to gravitate toward community colleges because of cost creates challenges. Achieving enrollment growth and predictable enrollment patterns will enable Central to move beyond the status quo.

Over the past decade, the admission process has changed drastically, largely due to technology. Today's students and parents are more technology-driven with cell phones, laptop computers, iPods and YouTube. Because of new technology, admission offices all over the country find students are comfortable using computers to apply online, take virtual tours of campus and e-mail admission counselors. Technology allows parents to be more involved in the college search process, finding financial aid and other pertinent information on the Web.

Planning for college can be one of the most exciting times in a young person's life. But, it also can be stressful, especially when budgeting for postsecondary education. We believe Central is very affordable for the average American family. We offer scholarships as well as competitive financial aid

packages. In addition, prepayment plans such as Independent 529 guarantee against tuition inflation, providing added value for families with college-bound youngsters.

A large part of Central's legacy depends on our alumni and their children. This issue of the *Bulletin* addresses admission issues, not only for colleges, but also for prospective students and alumni with children about to head to college. Recruiting efforts from our alumni and friends help Central find the best students who make this college so great. If you know of any students who would benefit from a Central education, encourage them to visit. Central is worth the investment, and we promise to do our part in helping them go farther intellectually, spiritually, emotionally and physically.



David H. Roe



President David Roe and Chelsey Keller of Fairfield, ▲
Iowa, following commencement May 13.

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8 **LOADING UP AND
HEADING OUT**
A new wave of students
(and parents) tackle the
college admission process

▲ Incoming freshman Adam Van Arkel and parents Bob and Kim talk with admission counselor Melissa White Anderson '04 during a campus visit.

20 **MORE THAN TEACHING:
FACULTY INVOLVEMENT
IN RECRUITING**
Linda Laine, assistant professor
of communication studies,
talks about her role in the
admission process

Departments

2 Around the Pond
4 Alumni Happenings
6 Sports Update
23 2007 Homecoming/Family
Weekend Schedule
24 Alumni Newsnotes
33 Parting Shot



▲ Central hosted more than 600 delegates at the 201st session of the Reformed Church in America General Synod.

I N T H I S I S S U E

Phonathon hits \$200,000

Central's Phonathon received \$200,000 in gifts and pledges in fiscal year 2006-07, the highest total in the history of the program. Through Phonathon, students call Central alumni, parents and friends to request financial gifts to the Central Fund. Senior Laurie Wooge of Forest City, Iowa, was the top caller, securing over \$27,000.

"The Phonathon exceeded our expectations this year," said Anna Swanson Bates '03, director of the Central Fund. "The student callers are amazing. They enjoy connect-



Anna Swanson Bates '03

ing with alumni and vice versa. These gifts provide scholarships and help keep the college's everyday operations running smoothly. It's truly one of the greatest gifts people can give."

"The Phonathon exceeded our expectations this year ... truly one of the greatest gifts people can give."

CENTRAL'S SERVICE-LEARNING RECOGNIZED IN BOOK

Central College is one of 58 colleges and universities across the nation recognized for service-learning programs

in the inaugural edition of the *Guide to Service-Learning Colleges and Universities*. Central is the only school in Iowa to be included.

The guide profiles four-year colleges and universities, as well as two-year institutions and community colleges, demonstrating leadership in service-learning. The selected institutions display integration of community service with academic study to enrich learning, teach civic responsibility and strengthen communities, while using a deliberate and planned approach to fulfill standards of service-learning.

The guidebook is being compiled through Student Horizons' Beyond the Books initiative and its National Advisory Board. The book will be released fall 2007.



◀ Central raised \$200,000 in gifts and pledges through the Phonathon.

CENTRAL HOSTS GENERAL SYNOD

Central hosted the 201st session of the Reformed Church in America General Synod June 7-12. Nearly 600 delegates, official guests, chaplains and denominational executives were on campus to discuss issues concerning the church.



FUNDING FOR EDUCATION AND PSYCHOLOGY BUILDING

Central received a \$1 million gift from Barry and Michele Griswell to fund the psychology wing of the new education and psychology building. Barry is chairman and chief executive officer of The Principal Financial Group and has been a member of Central's board of trustees since 1996.

Ermina Dunn Dykstra '35 of Walnut Creek, Calif., gave \$400,000 for the education and psychology building. Dykstra is the granddaughter of Lewis Dunn, president of Central from 1875-88. Dykstra's late husband Orville '33 was a former Central trustee and received an honorary degree in 1960.

The late George and Georgia Breur gifted \$200,000 to name a special education classroom for his granddaughter Autumn, daughter of Marcia Breur De Wild '65. Breur served on Central's board of trustees from 1962-69.

Ground breaking for the building on the corner of University and West 3rd Street is scheduled for next spring. For details about fund-raising efforts and room naming opportunities, contact the development office.

JOHN AND ANNA POOLE ENDOWED CHAIR

Mary Stark, professor of English, received the John and Anna Poole En-

dowed Chair in Humanities. The chair, established in 2007, memorializes the exceptional achievements of John and Anna Poole and endows the continuing availability of quality instruction in the disciplines of English, philosophy, history, linguistics or religion.

Stark embodies a passion for liberal arts learning and demonstrates success inspiring that disposition in students.

"It was terrific to have members of the Poole family, Ann and Howard Harvey, at the scholarship dinner in April," said Stark. "In retrospect, the evening's theme of 'making a difference through giving' has direct impact not only for our students and the Poole Scholarships, but also for a faculty member. I am honored to be associated with these awards and the outstanding achievements of the Poole family."

WELLER PROFESSORSHIP

Peggy Fitch, professor of psychology, was awarded the Kenneth J. Weller Distinguished Professorship of the Liberal Arts. Fitch is recognized among students and professors as one of the college's outstanding teachers and demonstrates excellence in the profession. ■

FACULTY recognition

FACULTY AWARDS

The following awards were announced at the Faculty Awards Banquet April 30:

DAVID CRICHTON MEMORIAL AWARD:

Viktor Martisovits, associate professor of physics

HUFFMAN AWARD FOR OUTSTANDING SUPPORT OF INTERNATIONAL EDUCATION:

Jann Freed '77, Mark '64 and Kay Kuyper DeCook '63 chair in character and leadership and professor of business management

DR. JOHN WESSELINK AWARDS FOR OUTSTANDING PERFORMANCE:

COMMUNITY SERVICE

Robin Martin, associate professor of library science/director of Geisler Library

INSTITUTIONAL SERVICE

Dave Pavlat, associate professor of exercise science

PROFESSIONAL GROWTH AND DEVELOPMENT

Jim Shriver, assistant professor of chemistry

TEACHING

Debela Birru, associate professor of business management

Kris Kilibarda, assistant professor of education

HERITAGE AWARD (25-YEAR AWARD):

Rex Shahriari, professor of education

RETIREES:

Gary Boeyink '59, associate professor of exercise science

Robin Martin, associate professor of library science/director of Geisler Library

James Schulze, associate professor of psychology

Louise Zaffiro, professor of chemistry

Central Connections

DO YOU WANT TO MAKE A DIFFERENCE?

Register to become a “career resource” for Central College students and alumni!

HOW CAN I HELP?

By registering for Central Connections, you join over 600 alumni in an online database, available to current students, alumni, faculty and administrators at Central. We need thousands of alumni from every walk of life.

WHAT WILL I DO?

You might be called upon to:

- ♦ Review a student’s résumé.
- ♦ Share what you know about a certain career field or company.
- ♦ Provide information about the city or region where you live.
- ♦ Coach the searcher regarding best Web sites, practices and advice related to certain careers.
- ♦ Respond to a faculty member’s request for topical information or to speak to a class.
- ♦ Assist in relocating to your community.
- ♦ Offer leads on internships or other practical work experience.
- ♦ Help navigate graduate school applications/processes.
- ♦ Assist in building a student’s network.

UPCOMING ALUMNI EVENTS

Saturday, Aug. 18.....	Legacy lunch
Friday, Aug. 24.....	GOLD in Des Moines
Saturday, Sept. 8.....	Football tailgater at Hope College
September.....	Mason City
September.....	Parents’ Council
Friday-Sunday, Sept. 28-30.....	Homecoming/Family Weekend
Friday, Oct. 5.....	Twin Cities
Saturday, Oct. 6.....	Football tailgater at Simpson College
Friday, Oct. 19.....	Los Angeles, Calif.
Friday-Saturday, Nov. 30-Dec. 1	Las Vegas, Nev., head softball coach George Wares ’76, hall of fame induction
Tuesday, Dec. 11.....	Rockettes at the Civic Center, Des Moines

HOW WILL I BE CONTACTED?

Users will contact you by e-mail based on your search criteria. If you’re not able to help when contacted, just reply and let him/her know. This is not a job service. Students and other alumni mostly are seeking expertise about a career field of interest or location.

SOUNDS GREAT! HOW DO I SIGN UP?

Log in to the online community at: <https://www.central.edu/alumni/community/index.cfm> and click on the “Central Connections” link. Then click on “Sign up to be a mentor now!” and submit the form to the alumni office. Within a few

days you will be in the database.

If you are not registered for the alumni community, call 800-447-0287 or 641-628-5154 or send an e-mail to alumni@central.edu. In order to register for Central Connections, we need your e-mail address, title, employer’s name and career field in our database.

WHAT’S IN IT FOR ME?

A feeling of real satisfaction knowing your knowledge, time, experience or expertise made a difference in the life of another member of the Central College family.

WELCOME BACK MARY!

Mary Vande Hoef '03 joined the alumni office as assistant director of alumni relations June 11. An Orange City native and high school graduate of MOC-Floyd Valley, Vande Hoef graduated with a bachelor's degree in economics from Central College, where she was a four-time letterwinner and co-captain of the 2003 NCAA Division III national championship softball team. She wrapped up her graduate degree in sport psychology at Ithaca College, N.Y., this spring. Vande Hoef may be reached at vandehoefm@central.edu or 641-628-5191.



WE WANT YOU IN THE SPOTLIGHT

Want to be featured in the monthly e-newsletter alumni spotlight? Contact the alumni office at alumni@central.edu. We'll arrange an interview or you can e-mail us the information and a photo. ■

HOMECOMING HOOPLA

Celebrate Homecoming/Family Weekend, Friday-Sunday, Sept. 28-30. Special reunions for classes ending in twos and sevens will be held beginning with the class of 1952 and ending with the class of 2007. We will honor the 25-year anniversary of the women's national championship track team and host an all-women's golf reunion and Flying Pans reunion. Guests of honor for the weekend include the 50-year class of 1957, alumni award winners and hall of honor inductees.

ALUMNI AWARD WINNERS

Marv Hackert '66, Alumni Achievement
Penny Harris Reynen '71, Alumni Stewardship and Service
Rev. Jim '60 and Kathy Redeker VandeBerg '60, Mr. and Mrs. Alumni
First Reformed Church of Pella, Fellowship of Service
Jeff Burnison '93, Young Alumni Achievement
Kris and Denny Hanson and Bill and Connie Hinga,
Honorary Alumni Designations

HALL OF HONOR INDUCTEES

Lisa Broek '83, women's track
Eldon Schulte '58, football, basketball, baseball, track
Rich Thomas '87, football

Register online now at www.central.edu/homecoming or look for the information booklet on page 23.

Alumni — right now online: fill out and view 2005-07 memory books, reunion class lists, hotel information, the weekend's schedule and more!

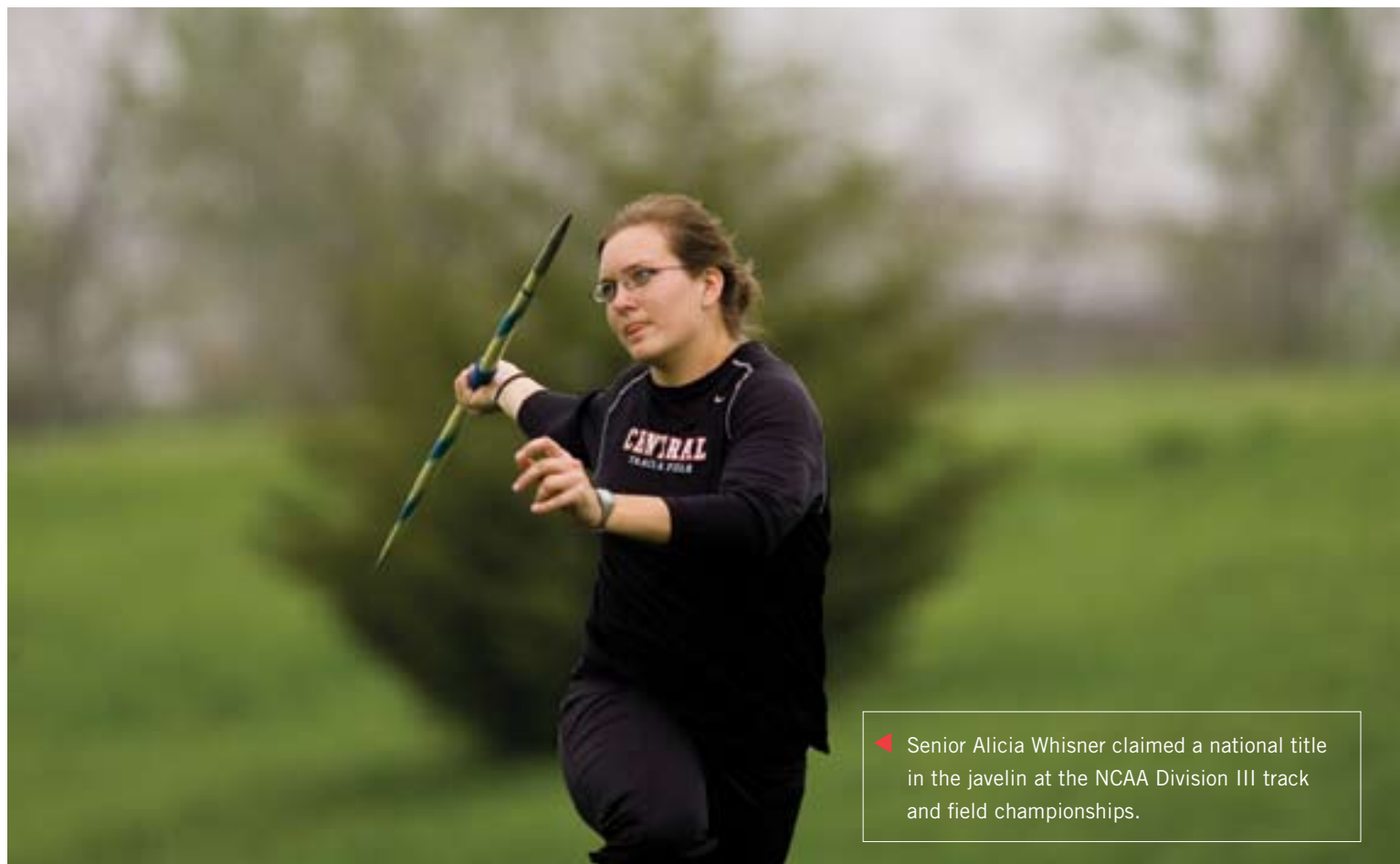


◀ ORIENTATION

Central College parents and alumni assisted with summer orientation sessions by answering questions of prospective families. Thanks to our 2007 volunteers: Bob and Mary Dopf of Urbandale; Brian '80 and Lori Humphrey Fegley '80 of Cedar Falls; Molly Vriezelaar Harthoorn '01 of Pella; Terri and Lori Collister Hilker '80 of Colfax; Doug and Sue Keller of Indianola; Gordon '76 and Beth Lunan Lauterbach '76 of Waterloo; Rich and Chris Maxwell of Maxwell; Greg and Julie Menary of Carlisle; Jon and Amy Ness of Johnston; Rick and Georgia Sheriff of Urbandale; and Don and Paula Stockton of Des Moines.

Pictured (left to right): Lori Humphrey Fegley '80, Brian Fegley '80, Gordon Lauterbach '76 and Beth Lunan Lauterbach '76.

National title for Whisner



◀ Senior Alicia Whisner claimed a national title in the javelin at the NCAA Division III track and field championships.

Four years ago, Central senior Alicia Whisner had never held a javelin. May 26 in Oshkosh, Wis., she tossed one farther than any woman in NCAA Division III.

Throwing into a stiff wind, Whisner's second attempt flew 153 feet, 9 inches and held up as the winner for the four-time all-America honoree. It was Central's 11th NCAA women's track and field crown.

The Dutch women's and men's squads each finished 25th at the national meet.

Central's men got a third-place finish from junior Jason Fisher in the hammer throw (192-9) and a fourth-place effort in the team's perennially powerful 4x400-meter relay unit. The foursome of freshman Alex Miller, senior Ben Bollard, sophomore Craig Hernandez and junior Guy Dierikx posted a season-best 3:12.64, marking the 11th time since 1993 that the Dutch have earned all-America distinction in the event. Earlier in the day, Bollard took eighth in the 400-meter hurdles (53.48 seconds).

Central's men finished third in the Iowa Conference, while the women were fourth. The Dutch men claimed seven individual titles, getting a pair of wins from Bollard (400-meter hurdles, decathlon), Fisher (discus, hammer throw) and senior Brian Respeliers (800 meters, 1,500 meters). Junior Kari Hutchinson placed in five events for the Dutch women.

Among Central's academic all-conference honorees were Whisner (3.92 GPA, exercise science) and Bollard (3.78 GPA, computer science).

CENTRAL WRAPS UP 26TH LEAGUE GOLF TITLE

Central swept the top four individual spots and coasted to its 26th Iowa Conference men's golf championship.

The Dutch then made their 27th NCAA Division III tournament appearance after a year's absence, placing 13th in Fishers, Ind., as freshman Joel Winters garnered all-America honors by tying for 15th individually.

The 49-shot conference win was the largest victory margin since the league went to a 72-hole format in 1991. Central shot 301-289-297-304—1,191 with Buena Vista finishing a distant second at 314-310-311-305—1,240. Sophomore Andy Petersen took medalist honors by nine shots, winning with 290. He was named the league's MVP. Senior Isaac Rodenberg was second at 299, Winters third at 300 and senior Brett Meyer fourth at 302. Senior Jeff Millet tied for 11th at 313. It was Central's first league title since 2003.

Coach Charlie Estabrook was the league's coach of the year.

SOFTBALL TEAM SHOWS PROMISE

For just the second time since 1985, the NCAA Division III softball tournament field did not include Central, yet in many ways the Dutch exceeded expectations.

With little pitching experience returning, the squad tackled one of the nation's toughest schedules — 22 of 40 games were against regionally ranked foes — and emerged with a 27-13 record.

Junior catcher Kelly Harris was an all-Iowa Conference pick for the third time and an all-region selection. She extended her school career pickoffs record to 42 and hit .351 for the season with 25 runs batted in. Senior left fielder Laura Anderson, a four-year starter, was an all-league pick for the second time, hitting .337 with a team-high five home runs. Sophomore designated player Ryann Engholm received first-team all-conference honors, batting .312, and freshman



▲ Freshman Joel Winters earned all-America honors.

third baseman Afton Nelson was a second-team choice.

The Dutch graduated two other four-year starters. First baseman Tina Shimak departs with the school career marks in home runs (18) and RBIs (125). Short-stop Dawn Nissen ranks sixth in career hits (166), sixth in career average (.362) and fourth in steals (76).

EDWARDS LEADS BASEBALL TEAM

Junior left fielder Michael Edwards was a second-team all-region and all-conference pick for the baseball team.

Coach Adam Stevens resisted viewing his team as youthful, but that was the reality and at times it showed. The Dutch had just one senior on the roster — designated hitter Tom Sheehan — and suffered from some ill-timed miscues in a 19-20 campaign. Central was fourth in the league at 12-10 after winning a share of the conference crown a year ago.

Yet there's plenty of reason to look for Central near the top of the league standings in 2008. Junior first baseman Jeremy Kippley and junior pitcher Brett Mahan join Edwards as returning all-conference picks. Edwards hit a team-high .376 with 32 runs batted in and his 53 hits gave him the seventh-highest season total in school history. Kippley, a two-time all-league selection, batted .311 with 26



▲ Junior Jared Feddersen was named team MVP.

RBIs. Mahan, also a two-time honoree, posted a 5-5 record with a 2.93 earned run average.

CENTRAL NOTCHES TOP-THREE TENNIS FINISH

With the mid-year retirement of men's tennis coach Doug Stursma and the return of only two of last year's top six players, there were some concerns at the start of the 2007 season.

Such concerns proved unnecessary. Interim coach Greg Gilmore '99 skillfully guided the Dutch through a challenging schedule with a 14-9 record and third-place finish in the Iowa Conference — the program's 16th consecutive top-three league finish.

Junior Jared Feddersen took over the No. 1 spot in the lineup and received the De Haan Most Valuable Player Award. A social science/history major with a 3.92 grade point average, Feddersen was an academic all-conference and ESPN *The Magazine* Academic All-District selection.

Bryan Mours takes over as Central's women's and men's tennis coach in the fall after a highly successful five-year coaching stint at Pella High School, where his squad had 13 state tourney qualifiers. ■

A man in a light blue t-shirt and jeans is packing a cardboard box. A woman in a green t-shirt and jeans is standing behind him, smiling. They are in a room with blue walls. There are two posters on the wall: one of Michael Jordan in a Bulls jersey with the number 23, and another of a Bulls player in action. A large white pillar is on the left. A green rectangular box with a dashed blue border contains the text "LOADING UP AND HEADING OUT".

LOADING UP AND HEADING OUT



**A new wave of students
(and parents) tackle the
college admission process**

"WHEN I STAYED OVERNIGHT, THE PEOPLE WERE REALLY NICE TO ME."



"I had it in my mind for a while that I wanted to go to Central, and after I visited, I thought, 'That's where I want to go.'"

— Adam Van Arkel,
incoming freshman from Newton

Adam Van Arkel, an incoming freshman, stayed overnight on campus to get a better feel of what life at Central is like.

"When I stayed overnight, the people were really nice to me," he said. "They didn't have to be. I'm just a high school kid — what do they care? But, I had a great time. I didn't feel like just a number."

△ Van Arkel and his parents, Bob and Kim, visit with admission counselor, Melissa White Anderson '04.

Adam Van Arkel, an incoming freshman from Newton, Iowa, knew a long time ago he wanted to go to Central College. Central was a place where he knew he'd be able to grow and flourish, a place where he'd feel challenged, a place where he could reach his goals.

A large part of why Central appealed to Van Arkel was its personal touch. This spring, the aspiring music education major went to Central for a concert and right away one of the instructors remembered him by name from a campus visit and sent him an e-mail, "Adam, I saw you at the concert last

night. Thanks for coming."

"Those things mean a lot and played a big factor in Adam's college decision and of us supporting him in that decision," said Van Arkel's mother Kim.

Other reasons Van Arkel was drawn to Central include its small class size, proximity to home and the opportunity to be involved in the music program as well as other activities.

"I had it in my mind for a while that I wanted to go to Central," said Adam. "And after I visited, I thought, 'That's where I want to go.'"

HELICOPTER PARENTS

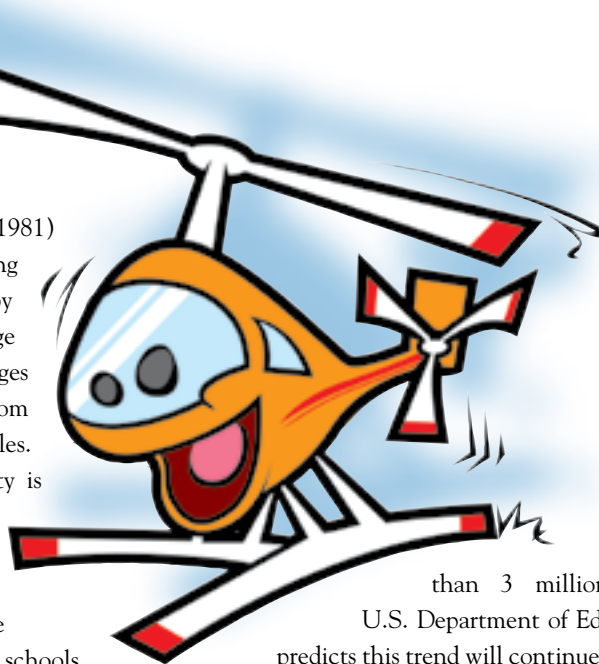
DRAW TO ADMISSION OFFICES

As Millennials (the generation born post-1981) get ready for college, parents have discerning input on the college selection process and are by far the biggest influence on teens making college decisions. Teens are choosing to attend colleges closer to home. In fact, the average distance from home for a Central student is around 100 miles. A spike in parental concerns regarding safety is understandable, in our post-Sept. 11 world.

High school students shopping for colleges will visit an average of 3.5 schools with their parents as part of their search. The final college choice continues to be up to the teen. However, schools that impress parents as well as students have a better chance of being the top pick.

BOOMERS' BABIES HEAD TO COLLEGE

With the baby boomer generation's children growing up, there's been a steady increase of high school graduates in the United States each year since 1995. Over the past 10 years, the number of students graduating from high school increased 14 percent, from 2.6 million to more



than 3 million. The U.S. Department of Education predicts this trend will continue until at least 2013 with the number of grads increasing an additional 10 percent between 2001 and 2013.

According to the Iowa Department of Education, of the 33,801 graduates in 2006, 4,903 intended to enroll at a four-year private college, while 8,322 were planning on attending a public four-year institution. But, 12,266 thought they would go to community college first.

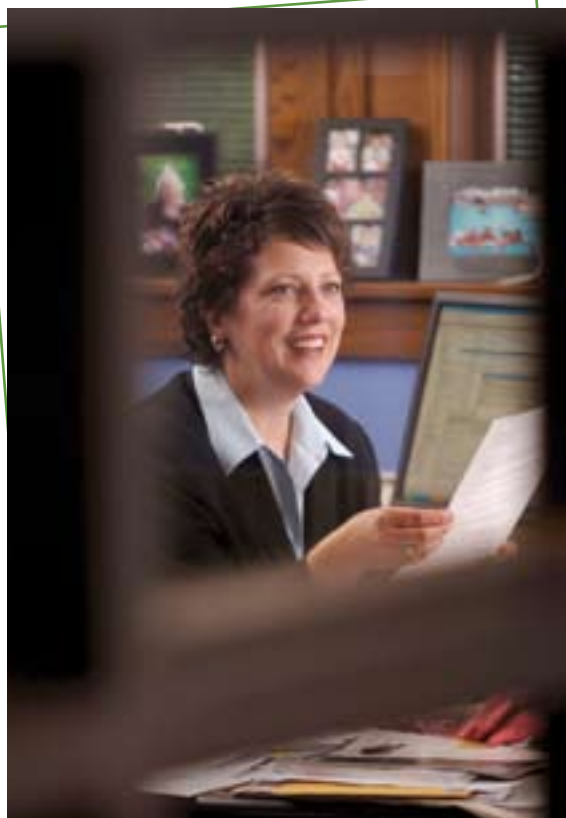
The National Association for College Admission Counseling's (NACAC) 2005 counseling trends survey found students at small, private high schools are much more likely to enroll in postsecondary education immediately after high school than students from large, public high schools. The majority of Central's students come from public, rural schools in Iowa. Students are starting to lean more toward personalized attention, more opportunity for involvement, and they want to be able to graduate within four years.

"It's a balancing act ... you want to make sure it's the right fit ... everyone essentially is recruiting the same students."

– Carol Williamson, dean of admission

Central has institutional goals of 430 new freshmen and 78 new transfer students for the fall of 2007. With 29 private liberal arts colleges in Iowa vying for the nearly 38,000 Iowa high school students who graduated this spring, recruiting can be troublesome. Central's student body is 80 percent in-state students.

"It's a balancing act," said Carol Williamson, Central's dean of admission. "You want to make sure it's the right fit for the student, and with all the



Carol Williamson, dean of admission

private colleges in Iowa, it can be difficult. Everyone essentially is recruiting the same students.”

Central competes in a challenging market, squeezed between public institutions with a price advantage, private schools similar to Central and increasingly with community colleges. With such a competitive environment, Central has to be intentional about its messages and optimize the use of its recruitment resources.

Maximizing resources and identifying targeted populations is crucial to meeting enrollment goals. Most admission offices don’t have the depth they need. Central has identified two target populations it believes will pay significant dividends. Recent hires include a coordinator of Reformed Church in America relations and a transfer coordinator.

RCA RECRUITMENT

Seven percent of Central’s applications are from students with a Reformed Church in America (RCA) background, with which the college is affiliated. The yield on the RCA population usually runs 15-25 percent higher than yield from the total pool. Hiring a coordinator of RCA relations and the implementation of the RCA Classis Scholarship holds much promise to increase Central’s RCA population.

Kristin Sullivan ’03, coordinator of Reformed Church in America relations, will lead the recruitment of RCA students, build relationships with RCA congregations and coordinate outreach activities. Through recruitment efforts facilitated by Sullivan, Central hopes to increase the RCA student population on campus,

and she will work with RCA congregations to increase awareness about Central and its programs.

This year, Central awarded 10 RCA Classis Scholarships, which increases geographical diversity. The RCA Classis Scholarship is a \$5,000 renewable scholarship awarded to a first-year student who is a member of the RCA. Students also must demonstrate financial need and have a pastor’s written recommendation. There are 45 classes, each with one scholarship available annually. Each RCA congregation belongs to a classis and is divided by regions.

TRANSFER RECRUITMENT

A poor match between students and colleges may be more commonplace than most realize. National trends indicate more and more students are transferring from one college to another at least once during their college years. Central is trying to capitalize on this trend and develop a better process for transfer students. Last September, Alicia O’Brien was hired as coordinator of transfer enrollment at Central. Currently, Central’s goal is to enroll 78 new transfer students for the fall.

Approximately half of Central’s transfers each year enroll from another four-year college.

“Unfortunately, ethical guidelines do not allow us to recruit from other four-year colleges,” said O’Brien. “So, our main market has to be community colleges. Building meaningful relationships with community college constituents are an important component to successfully achieving the college’s transfer goal.”

Since O’Brien’s arrival, Central has developed several strategies to assist transfer students including

Scholarships and awards

Kuyper Fellowship	Full-tuition	Iowa Tuition Grant	\$4,000
Pella Rolscreen Fellowship	\$16,000	Art Award	Up to \$2,000
Presidential Scholarship	Up to \$12,000	Communication Studies Award	Up to \$2,000
Dykstra Scholarship	Half-tuition	Creative Writing Award	Up to \$2,000
Dean’s Scholarship	Up to \$10,000	Modern Language Award	Up to \$2,000
Cornerstone Scholarship	Up to \$7,500	Music Award	Up to \$2,000
Multicultural Scholarship	Amount varies	Premministerial Award	Up to \$2,000
Heritage Award	\$1,500-2,100	Theatre Award	Up to \$2,000
RCA Classis Scholarship	\$5,000	www.central.edu/financialaid/scholarships.html	

clear and concise credit equivalencies as well as career plan advising sessions for all visiting transfers.

Interestingly, about half of Central's transfer students initially considered Central when looking for a college.

LEGACY STUDENTS

It's no surprise Central's legacy students, children of alumni, are a huge part of the recruitment plan. Schools hold legacy students to the same standards as non-legacy students. Usually, schools have a higher yield rate on legacy students because of their affinity toward the institution. Central's legacy students account for around 10 percent of incoming classes. The Heritage Award offered to legacy students ranges from \$1,500-2,100.

"I always thought it'd be nice if Rachel went to Central," said Jana Tysseling Jordan '78, whose daughter is headed to Central in the fall. "Luckily, that's where she wanted to go from the start. She already had made up her mind. My husband Steve, who is not a Central grad, tried to get her to find a second choice in case the financial aid package became an issue. The Heritage Award definitely helped so being an alumna paid off!

"I just couldn't see Rachel going to a larger school," said Jordan. "Being familiar with the Pella community helped."

Jana grew up in Pella and her parents Marv '51 and Mert Tysseling still live there.

"Of course, Central's reputation hasn't changed in the almost 30 years since I went there," she said. "It's still one of the best colleges in the state."

▷ Rachel and her parents Steve and Jana Tysseling Jordan '78 load daughter Rachel's car for college.

"THE HERITAGE AWARD DEFINITELY HELPED!"



ADMISSION INTERFACE

In the age of technology where students are able to research schools online, campus visits are still a very important component in the admission process. In 2005, 74 percent of colleges and universities in the United States hosted more prospective students as part of campus visits than they had the previous year.

“When I stayed overnight, the people were really nice to me,” he said. “They didn’t have to be. I’m just a high school kid — what do they care? But, I had a great time. I didn’t feel like just a number.”



Central's admission office gives 1,400 campus tours to 3,700 people each year.

“Central purposefully invites students for an individualized campus visit,” said Williamson. “We try to emulate a student’s Central experience for them when they step on campus. They are treated as an individual, not part of a large group with anonymity.”

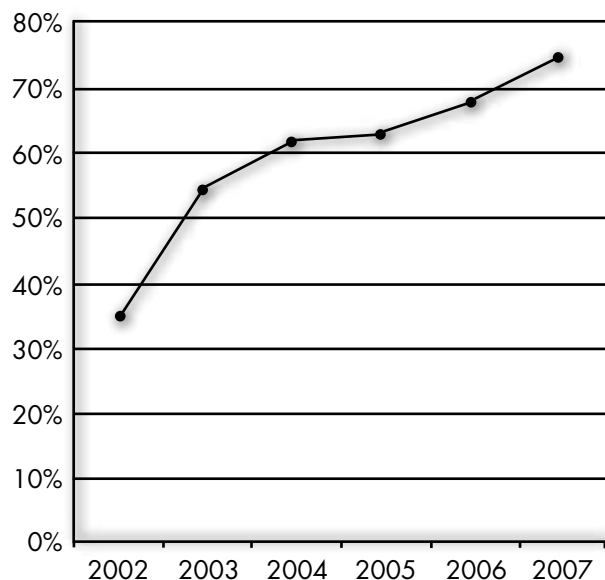
Eighty percent of students enrolled at Central, went on a personalized campus visit during their college-search process.

When Van Arkel stayed overnight on campus with a current student, he arrived on a Friday and attended classes, went to a concert that night and even a football game the next day. Van Arkel was impressed with the friendly welcome on Central’s campus.

Central College Campus Visit Schedule
Adam Van Arkel 10/28/2007

9 a.m.	Visit with admission counselor — Melissa Anderson
9:30 a.m.	Meet with faculty member — Russ Benedict, associate professor of biology
10 a.m.	Campus tour with student — senior Justin Young
11 a.m.	Sit in on a class — Sociology of the Family with Dawn Reece, associate professor of sociology
12 p.m.	Lunch with men’s basketball players
1 p.m.	Meet with study abroad office
1:30 p.m.	Meet with men’s basketball coach — Mike Boschee
2 p.m.	Visit wrap-up (Get free T-shirt and Dutch letter coupon!)

ONLINE APPLICATIONS AT CENTRAL COLLEGE



time in 2006 and 15 percent from 2005. There is a total increase of 41 percent from the same time in 2000. In addition to this increase in overall applications, Central is seeing its Iowa appli-

cation pool increase by 2 percent over last year. Iowa applications for Central typically yield 3-4 percent higher than the total pool. Being able to increase the number of Iowa applications in the competitive market is impressive.

While the college admission process continues

to rely heavily on personal contact, print material and direct mail, technology has allowed students to become increasingly accessible. And, online applications make it easier than ever for

Along with campus visits, communication with parents is key in the admission process. Kim Van Arkel was pleased with the constant communication from Central.

"I think Central did really well sending out reminders in the mail and e-mail when it came time to turn in applications, financial aid and everything," she said. "It's really great. They keep everyone informed about what's going on and as a parent, we feel connected to the process."

COLLEGE APPLICATIONS

Applications submitted to colleges for admission have gained momentum and reached an all-time high nationwide. Seventy-three percent of U.S. colleges reported the number of applications increased from the previous year.

Central is increasing its inquiry pool, and then converting the inquiries into applicants. Central's fall application pool for 2007 is up 7.5 percent from the same

this technology-savvy generation. Plus, it helps that online applications are free, while paper applications come with a \$25 fee at Central.

Central first made online applications available in 2002 with 34 percent of the total applications submitted online.

"When we first initiated online applications, we thought the yield would be lower than our paper applications. We were surprised when the data analysis indicated similar yields," Williamson said.

Central's online applications have grown each year with 75 percent of this year's incoming class filing online.

APPLICATION HISTORY

Year	New freshmen	Iowa	Non-Iowa	RCA	Transfer
2004	1725	1326 (77%)	399	118 (7%)	150
2005	1631	1194 (73%)	437	73 (4%)	151
2006	1783	1234 (70%)	549	98 (5%)	160
2007	1907	1356 (71%)	551	138 (7%)	121

As of 7/1/07

INDEPENDENT 529 PLAN HELPS PLAN FOR COLLEGE NOW

by Kristin Clauge '08

Jeff Millet '07 was a participant of the Independent 529 Plan, allowing prepayment for college tuition at any member institution. The plan guarantees against tuition inflation and comes with no maintenance annual or start-up fees. Independent 529 is the only private-college sponsored, national, prepaid 529 plan.

The prepayment certificates became available in 2003 and must be held at least three years before redemption. The current 2006-07 school year was the first academic year for possible redemption.

"Once Jeffrey had decided on Central, I did my homework and found out about the Independent 529 Plan," said Chris Millet, Jeff's father. "From there, it was a relatively easy decision. I could invest tuition dollars when he was a freshman to pay for his senior year. It's a no-risk investment and a smart one to make."

Assuming private-college tuition will rise with six percent inflation rate per year, and figuring in Independent 529's one percent annual discount, participants could earn a seven percent increase in value each year, tax free. The prepaid tuition is redeemed when a student enrolls at a member college.

"We chose Central for a number of reasons," said Chris. "It was an opportunity for Jeffrey to pursue his education in science in an environment that provided hands-on lab experience and a chance to work closely with the professors. Central has outstanding faculty, an outstanding campus and all the right credentials."

The Millet family also was pleased with other parts of Central's campus life outside of academics.

"Jeffrey is a golfer, and Central offered him a good balance of academics and golf. The school allows focus in the proper area, which is academics, but gave him the chance to play, too," said Chris. "It was something we didn't find in Division I schools."

While Independent 529 is still in the beginning stages, Chris found no troubles with the program.

"I knew I was on the front end of it because the plan was new," Chris said. "It required a little more work on my part, but it was well worth the trouble, no question. I would definitely recommend it to any parent. Central supported us all the way."



CENTRAL

BEST PRICE

THE MONEY FACTOR

With college tuition climbing through the roof, families want to do all they can to protect their investment in their child's education. Many students rely on loans, grants and/or scholarships to afford higher education. Unfortunately, some students don't even consider Central or other private four-year colleges simply because they believe they won't be able to afford it.

Central's price tag did raise concern for Van Arkel and his parents. How would they be able to afford it, especially with another son already in college?

Kim and Bob Van Arkel came to Central with Adam this winter and had their financial questions answered in person.

"We got a lot of information," said Kim. "The cost was a concern to us, especially since we'll have two in college this fall. Central's initial cost is more expensive compared to the University of Northern Iowa where our other son goes. So, we were concerned how all that was going to pan out."

Kim said if Adam didn't get a workable award, they would have to reconsider their options. Kim called the financial aid office after they received his aid award and asked questions about different things such as what was renewable, other scholarships, etc.

"They made it really easy for us," she said. "I felt like the whole process was a lot more personal after looking at some other schools."

The Van Arkel's other son went to Des Moines Area Community College for a year before transferring. But, Adam wanted to be involved with music right away, so they thought it was best if he started at Central.

"Thirty-thousand dollars is a lot of money and can be overwhelming when looking at colleges," said Kim.

"Even knowing our options for financing Adam's education, I'd say we're still somewhat concerned."

The Van Arkel's story is common. That's why Central offers scholarships, which offset some of the cost of tuition or reduce the amount of their loans. Last year, 100 percent of new incoming freshmen received financial aid. In

turn, students can focus on what they should — their education.

But with tuition and other fees continuing to rise, money seems to be a growing factor in that decision.

“Financial aid is a three-way partnership with parents, students and Central,” said Williamson. “Our philosophy is to help as many students who want to attend Central as we can. We take into consideration a student’s academic preparation and the family’s financial situation.”

EASING FINANCIAL WOES

Parents of children five-years-old and under, pay attention! The time to invest in your child’s future is now. It may not be high on your list of priorities at this point in your life as some children of alumni aren’t even walking yet, but experts say the earlier you start your child’s college fund, the better. Consider planning for your child’s education as you would your own retirement. Your money will have a greater opportunity to grow, which means time will do more of the work for you. Anything you can do to help put a dent in overall

“IF PARENTS DON’T PLAN EARLY FOR THEIR CHILD’S EDUCATION, THEY MIGHT NOT GET THE CHANCE.”



It wasn’t very long ago Wade ’99 and Hilary Schuring Van Vark ’99 were finishing up their college education, so planning for their children to go to college seemed a life-time away. Why is it so important to start planning now when their children Blake, Halle and Noah are still in elementary?

“Life with children is so fast,” said Wade. “Days get filled with school plays, band concerts, little league games, sleep-overs, and it never seems to slow down. By the time you take a breath your kid is already talking about what kind of car he wants. If parents don’t plan early for their child’s education, they might not get the chance. And right now, it seems the only thing increasing at a greater rate than the cost of an education is the value of one.”

◁ Pictured (clockwise); Wade Van Vark ’99 and Hilary Schuring Van Vark ’99 with children Noah, Blake and Halle.



costs will help your child by reducing the amount of debt after college.

Central is an advocate of plans such as the Inde-

pendent 529 Plan, which allow prepayment for college tuition at any member institution.

Jean Vander Wert '93, Central's director of financial aid, offers suggestions for parents on paying for their child's college education.

- ♦ Start early putting money aside to save for your child's education.
- ♦ Fill out the free application for federal student aid (FASFA) when assets are low — after bills but before pay day.
- ♦ Buy the student's car, computer, etc., before filling out the FASFA.
- ♦ Keep non-federal loans in the parent's name.

Students should apply for as many scholarships as possible to help reduce borrowing. A typical Central graduate leaves college with approximately \$24,000 in student loans, of which about \$15,000 is federal loan dollars.

Four-year private schools like Central are competitively priced with public schools. Ninety-nine percent of all Central students receive financial aid. One-hundred percent of new freshmen were awarded financial aid in 2006-07. The average 2006-07 new freshman financial aid award was \$18,228. Central students were left to cover \$10,218 for tuition, room and board.

The College Board, a not-for-profit association made up of more than 5,200 educational organizations, says the average tuition, fees, room and board for in-state

students at four-year public schools climbed to \$12,796 last year.

"I think everyone is somewhat worried about the cost and how to pay for college," said Adam. "With Central being a private college, it's fairly expensive. But once the financial aid came through, it was comparable to state schools."

COMPARING IOWA PRIVATE COLLEGES AND UNIVERSITIES TO A MAJOR UNIVERSITY:

1

Have a free, no-obligation chat with the financial aid specialists at any of the 29 Iowa private colleges and universities. They'll give you an idea of how much you'll have to pay out of pocket after deducting financial aid.

2

Multiply that number by four.

3

Find out how much you'd have to pay to attend a major university.

4

Multiply that number by FIVE. Why five? Because: 60 percent of the students at selective Iowa private colleges and universities earn their bachelor's degrees in four years compared to 33 percent of all Iowa four-year state university students. Odds are pretty good you'll be on the five-year plan at major universities.

5

While your huge university buddies write their checks for year five, you'll likely be cashing paychecks from your first job. Plus you'll be adding a year's experience to your résumé.

Taken from ThinkIndependently.com

COLLEGE CREDIT: A POPULAR TREND

More and more freshmen are enrolling with college credit — a trend that seems only will continue to increase over the next few years.

Almost half of college seniors took at least one class from another postsecondary institution before enrolling at their current institution. Over 50 percent of the 413 new freshmen at Central in 2006 had Advanced Placement and/or dual enrollment credit.

Despite having college credit, most incoming students at Central are not seeking to accelerate their degree completion. Instead, they are leveraging the credit they have received in high school to double major, add minors, study abroad for a semester or two and have more flexibility to add internships and additional service-learning opportunities. Central's high gradua-

"It was the right choice for me," said Drew Ness, whose older brother Matt will be a sophomore at Central.

"Central's integrity speaks for itself," said dad Jon. "We're Iowa State grads, but this is more fitting for them. It's a great environment and it better suits their needs."

"The sibling discount is nice," he continued. "It helps when you're sending a second child and have a second tuition to pay. You get what you pay for. It's worth it."

▷ Drew's parents, Jon and Amy, help him sort through his belongings to see what he should take to college.



THE FIT

tion rate (96 percent of Central students who come and stay at Central graduate in four years) allows students to secure jobs and graduate school placements sooner than their public school counterparts.

Through the college search and admission process, working with Central's financial aid office, visiting with faculty and students, Adam found Central to be the

"We wanted him to be at a place that was right for him."

– Kim Van Arkel of Newton

right fit. Adam and his parents realized the investment in a Central education will pay off in the future.

"Ultimately, it had to be Adam's decision," said Kim. "We wanted him to be at a place that was right for him. He's the one who has to get what he can out of college. Adam has always felt like Central is where he wanted to go." ■

Transfer Credit 04				
Transfer Credit:		004950		10.00
Western Iowa Tech Co	CR ATT	G PTS	GPA	TOTAL CR
Term:	0.00	0.00	0.00	10.00
Cum:	0.00	0.00	0.00	12.00
Fall Semester 04				
COLL 110	Intersections		A	3.00
COLL 189	Intersections Honors Seminar		A-	1.00
CHEM 131	General Chemistry		B+	5.00
BIOL 131	Introduction to Cells		B+	4.00
CHEM 031	Gen Chem Workshop		F	0.00
CR ATT	G PTS	GPA	TOTAL CR	
Term:	12.00	45.40	3.49	13.00
Cum:	12.00	45.40	3.49	25.00

More than teaching: Faculty involvement in recruiting

by Linda Laine, assistant professor of communication studies

I only had been at Central a few weeks when I received a call from Mary in the admission office requesting I meet with a prospective student. Taken aback, I stammered a bit, then said, “Sure,” with a shrug. This was new. I had been a full-time college professor for five years and never had that request before.

Over the three years since that call, I have met with many prospective students, some with their parents, in my office, just as most of my colleagues do. Recently, an upper-level student working on the computer just outside my office peaked around the corner after one of these visits and asked, “Do you really believe all that stuff you say?” I paused for a moment, running over the conversation again, trying to see it from his perspective and said adamantly, “Yeah. Yeah, I do.” In fact, I realized it is largely through my conversations with prospective students that I have worked out exactly what I believe Central has to offer.

So, what do I say? Yes, I give basic information about the communication studies program. I talk about the wonderful opportunities to study abroad and the value of the liberal arts. I talk about

my departmental colleagues, the opportunities for students to apply knowledge through service-learning, practica and internships and the co-curricular opportunities with the radio station and the newspaper.

Beyond providing basic information, though, my goal is to help prospective students discover whether Central College is the place for them. I ask them what they have enjoyed in the past, both in academics and co-curricular activities. Then I explore how that interest might play out at Central. For example, students interested in journalism can begin working with *The Ray* or try their

hand at radio without having to wait for upperclass status. Or a student interested in political communication can construct a wonderful program drawing on courses in communication studies and political science, topping it off with an internship with the state legislature. I try to show students how to take their interests (say, teaching second grade) into their coursework (maybe a course in organizational communication or management) to make it work for them (exploring the management of primary schools).

I also try to describe what Central is like — at least to me. As a communication scholar, I am particularly fascinated by organizational culture, that unique feeling you get at a specific institution. Central is different from other places, but how exactly? It can be hard to put into

“... my goal is to help prospective students discover whether Central College is the place for them.”

PROFILE: AT A GLANCE

- Linda Laine grew up in Oshkosh, Wis.
- Earned a bachelor's degree from Abilene Christian University in Texas
- Received a master's and doctorate from the University of South Florida in Tampa
- Taught five years at Southern Illinois University in Edwardsville
- Joined the communication studies faculty at Central in 2004
- Serves as faculty liaison to the Central College Abroad program in Leiden, the Netherlands
- Lives outside Otley, Iowa, with husband Bob Timmerman and their two cats

words, and repeatedly I resort to my own experience. During Iowa Private College Week, which occurs each August, prospective students and their parents visit a number of schools. They hear presentations from admission personnel, the president and — for the past two years — me (or another professor). During that presentation, I try to describe what drew me not only to higher education, but specifically to Central College. Even though I am a professor, I think my story and my take on things might help them.

I have taught college courses at three institutions. One was a very large state school, another was a medium-sized public institution and the third is Central. Larger schools have much to offer, such as the ability to specialize, and they are the best place for some students. But I share I have never felt part of the campus community as much as I do at Central. It's not perfect, I tell them. We have issues. We have conflicts. But the thing is, those issues and conflicts are under the surface at most places. This is the first place I've been where many of those issues are discussed. People here have a variety of perspectives, a variety of values and a variety of ideologies. But that is what I think a liberal arts education is about. It's about providing students with the opportunity to explore their own and others' perspectives, to challenge them, and sometimes, to change them. Students have the opportunity to be deeply involved — in a strong community, in a variety of activities and organizations, and yes, sometimes, in a little controversy. This is how I see Central.



Linda Laine, assistant professor of communication studies, knows recruiting is part of her job, and without it, there wouldn't be any students in her classroom.

But that's just the perspective of one professor. Do I really believe all this stuff? Yes. Do students see Central the same way I do? Maybe and maybe not. I encourage prospective students to ask a variety of current students what they like about it, what they don't like about Central, and what it's really like around here.

And, what if a prospective student is struggling with the decision about where to go? I encourage them to spend time on

the campus, to talk to the students and ask many questions. Then, to paraphrase Carol Williamson, dean of admission, I tell them to go with their gut. ■

2007 COMMENCEMENT

Central College said farewell to 311 seniors at commencement May 13 in the H.S. Kuyper Fieldhouse. Des Moines business leader Ted Townsend, owner and president of Townsend Vision Inc., addressed the graduates.

Baccalaureate was celebrated on Saturday, May 12, at First Reformed Church in Pella. Rev. Joel Brummel, Central's chaplain and father of graduate Aleisha Brummel, delivered the message.



CENTRAL COLLEGE

Homecoming/Family Weekend 2007



SEPT. 28-30

A reflection of my first year at Central

by Keith Jones, associate professor of psychology

The spring 2007 issue of the *Central Bulletin* featured an article concerning service-learning at Central. Inherent in the process of service-learning is reflecting on the service experience. Reflection offers many benefits, including a better understanding of the world and one's relation to it. The close of the academic year is another situation that naturally requires reflection. As a new faculty member, such reflection is interesting because it involves considering one's decision to become a member of the Central community.

A common question posed to anyone new to Central is, "Why did you choose Central?" The answers to this question vary as much as the people who respond. When asked this question over the past year, forming a concise answer was not easy. Given the many reasons I sought and accepted a professorship here, my answer changed nearly as often as I was asked. Reflecting upon and considering the question now, my answer is "promise."

Promise is a multidimensional term, and it fits Central well. Central College certainly is full of promise. For more than 150 years people inside and outside of the Central community have witnessed its potential for excellence. Given the people who comprise this community, both locally and around the world, we have good reason to notice this potential. The talents Central's constituents possess are immeasurable, and becoming a part of this community is invigorating, motivating and humbling.



By becoming members of Central College, we have promised, or assured others, we will work with each other to advance the mission of the college. The mission itself directly states we will work toward "helping students discover and reach their highest potential." In other words, through our mission we have entered a covenant to help students fulfill their promise. In order to do so, all of us must work collaboratively and constructively using our talents and relying on those of others. This sentiment is reflected in numerous ways in our welcome statement and the stated goals for Central College. These values consistently comprise the theme of my answers to the question of why I chose Central.

Central's goals and values reflect ideals I believe are necessities for realizing

our potential. The promises we have kept and the promises we have achieved in our 150 years have all been accomplished by working with each other because education is a social enterprise. The transformation we envision for students and all who join Central's community cannot be achieved alone because our expectations are multifaceted and high. Working with the people of Central in the years to come to better fulfill our promise and our promises to each other certainly is another reason why I chose Central College, and why I am honored and proud to be with you. ■

Keith Jones joined the Central College faculty last year as associate professor of psychology.



Over 900 Central College students, faculty, staff and alumni participated in more than 70 service projects in Pella and surrounding areas as part of Central's second annual Community Service Day April 17. For Central's inaugural Community Service Day last April, nearly 900 students, staff and faculty members participated in over 40 projects.

"I am very pleased with our second annual Community Service Day and the opportunities it presented for Central students, faculty and staff to work shoulder to shoulder with others on projects of real service to local communities and institutions in the area," said David Roe, Central College president. "Service day is a way both to give back to our communities and to foster habits conducive to building a truly caring society."

