



The Way Forward 2024 President's Report

FROM THE DESK OF **JON S. KULAGA, PHD**



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial data. This includes not only sales and purchases but also expenses and income. The text suggests that a consistent and thorough record-keeping system is essential for identifying trends and making informed decisions.

In the second section, the author addresses the challenges of budgeting and financial planning. It notes that many businesses struggle to stay within their budgets due to unforeseen expenses or changes in market conditions. The document provides several strategies to mitigate these risks, such as creating a contingency fund and regularly reviewing the budget to adjust for any deviations. It also highlights the importance of having a clear financial goal and a realistic timeline for achieving it.

The third part of the document focuses on the role of technology in modern accounting. It discusses how software solutions can streamline the accounting process, reduce errors, and provide real-time insights into the company's financial health. The text mentions various types of accounting software, from basic spreadsheets to advanced enterprise systems, and offers advice on how to choose the right one for a specific business. It also touches upon the importance of data security and backup procedures when using digital tools.

Finally, the document concludes with a section on the importance of professional advice. It suggests that consulting with a qualified accountant or financial advisor can be invaluable, especially for businesses with complex financial structures or those operating in highly regulated industries. The text encourages business owners to seek out professionals who can provide personalized guidance and help them navigate the complexities of financial management.



FROM THE DESK OF THE PRESIDENT

In his work, *The Fabric of Faithfulness*, author Steven Garber points out three “habits” developed during the years a student spends in college. Whether it be in the traditional residential experience, a seminary experience, or the faster-paced online experience, it is during this time that students have the opportunity to intentionally develop the habits of Framing a Christian Worldview, Finding Mentors, & Forming Friendships.

These three habits – framing, finding, and forming – are what we do every day at Indiana Wesleyan University. And they are similar to what we seek in our external relationships with the university. We use the words People, Partners, and Pathways.

People. We seek to find people who—through their giving and network—desire to be fully engaged in embracing and embodying the IWU Mission—but who also have a strong desire and calling to assist Indiana Wesleyan University in moving forward regionally, nationally, and globally.

Partners. We seek to establish collaborative strategic partners by entering into mutually beneficial relationships that amplify our values and grow the university’s profile, stature, influence, and enrollment.

Pathways. We seek to develop innovative partners that will impact our curricular and co-curricular programs so that we can offer state-of-the-art facilities, as well as relevant and cutting-edge educational pathways and programs designed to make an immediate impact on the marketplaces of the 21st Century.

I invite you to read the 2024 President’s Report and see the remarkable ways God has blessed—and is blessing—the work of Indiana Wesleyan University. But as you read, I invite you to pray and consider how God may call you to change the world through your support of Indiana Wesleyan University – to the honor of Christ and His Glory.



Jon S. Kulaga Ph.D.
IWU President



Momentum Plan Update

After eighteen months of listening and narrowing down ideas as part of the strategic planning process, the Momentum Plan has now moved into the public launch phase. The framework of the plan—which includes our mission, vision, values, distinctives, institutional learning outcomes, three priorities, three wildly important goals, and **twelve strategic initiatives**—was adopted by the Board of Trustees in the Spring of 2024. Over the summer, twelve action plans were developed by cabinet members who will lead teams across the institution to ensure the twelve strategic initiatives are implemented over the next three years. For the past year and a half, we have listened to the Lord and to our community; we have discerned what our priorities, goals, and strategies should be for this season; and we have a clear vision of where we believe God wants us to go in the next three years. With the dreaming and planning phases of the process behind us, we now transition to the implementation phase of the Momentum Plan as we take action towards becoming the institution we envision for the future God has for us.



We have daily tasks to keep the ship moving forward, but a strategic plan looks at a relatively short timeframe to accelerate key initiatives that will take us to where God wants us to be in the long run.

JIM VERMILYA
Assistant Vice President
for Academic Affairs



12 STRATEGIC INITIATIVES

#1 ORG. CULTURE OF HOSPITALITY & EMPLOYEE CARE

#7 EARLY CHILDHOOD EDUCATION CENTER (NEAR MARION CAMPUS)

#2 INSTITUTIONAL ALIGNMENT INITIATIVE (OPERATIONAL & THEOLOGICAL)

#8 HOTEL & ASSOCIATED ACADEMIC PROGRAMS

#3 CENTER FOR FAITH & LEARNING

#9 EXPANSION OF TEXAS TEACHER PROGRAM

#4 21ST CENTURY CHURCH CURRICULUM INITIATIVE

#10 INDY NORTH TECH CENTER & FT. WAYNE HEALTH HUB

#5 EXPANSION OF INTERNATIONAL EDUCATION PROGRAMS

#11 VOCATIONAL APPRENTICESHIP PROGRAM

#6 "I AM THIRD" ARENA

#12 ON-CAMPUS WESLEY SEMINARY EXPERIENCE



THE 29 PROJECT

In August 2024, IWU was awarded a \$24.3 million grant, the largest in school history, from Lilly Endowment, Inc. to partially fund The 29 Project, which is designed to enhance the quality of life and place in our community, specifically in the areas of early learning and community wellness. Over half of the grant funding will be distributed to collaborative strategic partners in the Grant County community who will facilitate the implementation of these projects. These partners include: "I Have a Dream" Preschool Academy, Thriving Grant County, Greater Grant County, College Wesleyan Church, Westminster Preschools, City of Marion, Gas City, Carey Services, and the Community Foundation of Grant County.



CUTS & CULTURE

This fall, The SPOT: Cuts + Culture opened on IWU-Marion's campus. The SPOT is open three days a week as a place for not just haircuts, but also mentorship, spiritual growth, and community. Barbershops have long served as a social hub in African American culture. The SPOT will enact the Momentum Plan's values of hospitality and belonging by meeting the needs of IWU-Marion's multicultural community and enhancing retention. This space will foster connections among students, faculty, and Marion community members, and feature murals, artwork, and music celebrating our multicultural community.



This space will encourage campus connection, learning from diverse experiences, breaking communication barriers, and building a just and compassionate community.

MARIO RANGEL

Executive Director of the Intercultural and Global Office

DIVERSITY GROWTH

This summer, IWU has taken several exciting steps in its dedication to multicultural community.

- The university recently expanded its focus by hiring Nicole Martin St. Victor as Executive Director of Multicultural Learning & Engagement for IWU-N&G.
- This fall IWU-N&G launched a new enterprise named The Coaching Coach under the leadership of Director Kalena James.
- IWU-Marion began a new initiative to increase Spanish language signage across campus to be more hospitable to Spanish-speaking prospective students and families.





Faculty Research

REV. DR. AMANDA DRURY

The Imaginarium, led by Executive Director Amanda Drury, is a hub for developing creative tools to help people love God and their neighbors. Since 2018, it has focused on empowering local churches, particularly minority congregations, by providing sub-grants. To date, it has awarded \$402,000 to 83 churches, supporting ministries for children, youth, young adults, and parents.

With nearly \$14 million in funding, the Imaginarium is expanding its reach, aiming to serve 248 nonprofits by October 2024 and 300 by the end of the year. Upcoming initiatives include launching an online store with leadership tools and collaborating with Dream Farm Studios on an animated film about Harriet Tubman.

With its deep commitment to community partnership, hospitality, and innovation, the Imaginarium continues to be a transformative force in supporting the local church and fostering spiritual growth nationwide.



We want to help people identify and live where the Holy Spirit is already present in the world, just as a foretaste of what is to come.

REV. AMANDA DRURY

Executive Director of the Imaginarium





DR. MATTHEW KREITZER

Under the leadership of Dr. Matthew Kreitzer, Dean of Science, Engineering, and Education, IWU STEM remains dedicated to undergraduate research. Over 20 students participated in summer research, while 15 faculty members guided 40 students through projects ranging from HIV studies to pollinator health.

The Kreitzer Lab, which has mentored over 30 undergraduates in the last decade, continued its research on glial cells in neural communication, resulting in six publications featuring 13 student authors. The 14th Hodson Research Institute Summer Experience supported 16 undergraduates and six faculty members in eight weeks of full-time research.



230 UNDERGRADUATE INTERNS
IN 14 YEARS AT THE HODSON
RESEARCH INSTITUTE

7 PUBLISHED FACULTY
RESEARCH MANUSCRIPTS WITH
26 PUBLISHED STUDENT
CO-AUTHORS, 2023-2024

15 ACTIVE FEDERAL GRANTS
FUNDING STEM RESEARCH



We believe that by investing in these students, we are equipping and guiding them on the path God has called them to follow.

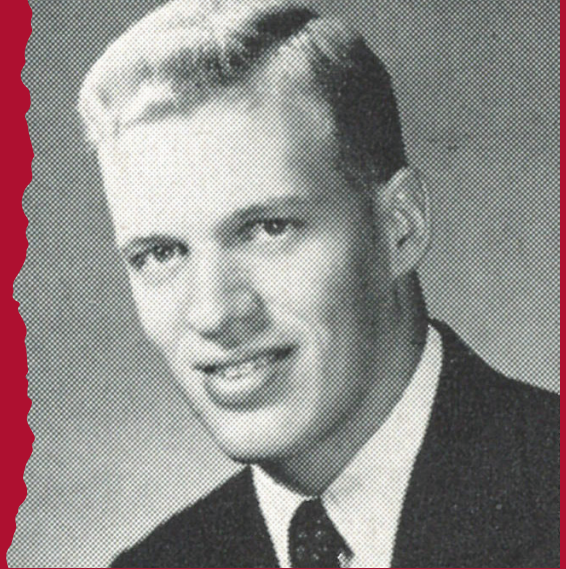
DR. MATTHEW KREITZER
Dean of Science, Engineering
and Education





PEOPLE

David



“

David and Allene are wonderful examples of how God uses people from humble beginnings to do extraordinary things. Their prayers and generosity toward a place that brought them together many years ago, IWU, has made a tremendous impact that will be felt for generations. We are honored by their friendship.

JOHN JONES

Vice President for University Advancement

MARION COLLEGE
FACULTY NOW
FAITHFUL DONORS



Allene

When David Blanchard graduated from IWU in 1953, he faced an uncertain future. Having earned a Bachelor of Arts in Religion, Blanchard was well prepared for a career in church ministry that he soon realized wasn't his calling. Realizing that the scientific field could have ministerial opportunities, David changed trajectory, completing the course work for a master's in physics, and returned to IWU to teach math and physics. There he met fellow faculty member Allene Horne. Although he taught in the sciences and she taught music, the two quickly bonded and married just six months later. In David's words, "We were both old enough to know what we wanted!" In 1958, David finished his master's program and the Blanchards left teaching at IWU so he could pursue work as a researcher in underwater oceanography at the Naval Ordnance Laboratory and six years later transferred to NASA.

Blanchard achieved a doctorate in applied physics in 1971 and helped pioneer aerospace advancements over the next decade, becoming a manager at the Goddard Space Flight Center and later leading the design and development of the Hubble Space Telescope's Control Center and Data Archive Distribution System. While at NASA and other subsequent companies, David continued to spread the gospel, using both his degrees in physics and religion to bring others to Christ, who he attributes all of his and Allene's success to.

In 2004, David and Allene founded the Blanchard Chair in Physics and Mathematics at IWU to encourage Christians to pursue science degrees and to thank IWU for its significant contributions to their lives. In 2016, Dr. Blanchard was named an Alumni World Changer, sixty-three years after first graduating. From David's first degree to his and Allene's first meeting and their first years of teaching, the stories of IWU and the Blanchards are intertwined, reminding us that all our alumni have the capabilities to be World Changers. No matter how far they may go, they always have a place in the IWU community.

Blanchard



PEOPLE



Alumni and Church Relations is excited to announce the successful launch of the IWU Alumni Board, with its inaugural meeting occurring this spring. This 19-member board, comprised of professionals from diverse fields, is focused on alumni engagement, career support, and philanthropic efforts.

The creation of the board underscores IWU's commitment to fostering lifelong relationships with its graduates and leveraging their influence for positive change through partnerships and fundraising. With five committees—Awards, Advancement & Development, Nominations, Events & Engagement, and Young Alumni—the board will lead these initiatives.

Looking ahead, the focus will be on expanding small alumni gatherings and providing more opportunities for alumni to connect, engage, and advocate for IWU through their time, talent, testimony, or treasure.



The Alumni Board unites expertise and passion to advance the University's mission, creating opportunities for mentorship, networking, and professional development for both recent graduates and seasoned professionals.

JACLYN GIDLEY
Director of Alumni & Church Relations

STRENGTHENING CONNECTIONS

LAUNCH OF THE IWU ALUMNI BOARD

CONNECTING WITH THE CHURCH



We are charting new paths by going where our alumni live. We are focused on building relationships and increasing people's affinity for and connection with IWU.

JOEL HUNT

Executive Director of University Relations



This summer, IWU intentionally focused on strengthening its connection with the Wesleyan Church by sending the University Relations team to visit district conferences across the United States. Twelve IWU staff and faculty members embarked on a 32-day journey in June and July, attending 18 of 22 Wesleyan district conferences from San Diego to Orlando, traveling 23,168 miles. They engaged hundreds of alumni, students, parents, and church leaders, reinforcing the bond between IWU and the broader Wesleyan community.

As IWU looks toward the future, the university remains committed to supporting the Wesleyan Church through education, leadership training, and active engagement with local congregations. By fostering these connections, IWU continues to fulfill its mission of empowering students to learn, live, and lead in ways that align with the heart of the Wesleyan Church. This ongoing partnership is vital in equipping the next generation of Christ-centered World Changers, ready to serve in the church and the broader world.





Embracing AI and Technology

Clark Cully, a “navigator of change,” spearheads efforts at IWU-N&G to integrate business competencies, leadership acumen, and technology fluency. His mission is to equip students to adapt to change and guide organizations through, while considering the broader ethical and societal implications of emerging technologies from a Christian perspective.

Cully’s leadership led to the rapid development of a new technology degree program at The DeVoe School of Business, Technology, and Leadership. Within six months, a new degree program was launched, addressing the increasing demand for STEM-focused education and drawing students, especially those in the International Student Program (ISP). This expansion has attracted many international students, allowing faculty to share the Gospel.

With over 3,000 students enrolled in DeVoe programs as of September—a 17% increase since March—the program is thriving. DeVoe is also exploring AI-enabled solutions to overcome language barriers for ISP students and staying agile in updating curricula to address rapid technological advancements in biotechnology, healthcare informatics, and project management.



Blaizing Academy

Under the leadership of Executive Director John Qualls, Blaizing Academy is breaking new ground in pre-apprenticeship and apprenticeship programs, evolving from its previous iteration,

Eleven Fifty Academy. Focused on AI literacy, Blaizing Academy provides equitable education to underserved communities and prepares high school students for post-graduation technology apprenticeships through programs like AI Protégé.

The academy aims to expand to 40 cities in Indiana and it targets a nationwide approach, offering a vital pipeline into nontraditional university programs. Its recent initiatives include the successful June AI Fusion Conference with 240 attendees and the completion of its first beta cohort of 87 students.



Blaizing Academy can be the tip of the spear to unleash opportunities and set the standard for pre-apprenticeships and apprenticeships, as it breaks ground to provide innovation and evolve programs within the DeVoe School of Business, Technology, and Leadership.

JOHN QUALLS
Executive Director of
Blaizing Academy



Texas Teacher

Indiana Wesleyan University (IWU) addresses critical teacher shortages through its Texas Teacher Program, a strategic workforce development initiative offering social mobility through rapid degree attainment. This program combines online learning with hands-on experience to fast-track paraprofessionals into teaching roles, particularly in Texas, where alternative licensing is permitted.

By partnering with over 50 of Texas's 1,100 school districts, IWU-N&G is filling essential teaching positions in rapidly growing areas. Directed by Dr. Kevin Wachtel, the program leverages IWU's transfer-friendly policies and business-to-business (B2B) relationships to support schools facing staffing shortages. The initiative's success has driven a 63% enrollment increase from August 2023 to August 2024, with 524 students currently enrolled.

With proven success in districts like Forney and Mesquite, IWU-N&G is poised to expand the program to other states facing similar challenges, including Louisiana, Florida, and California. As IWU-N&G continues to meet workforce development needs, it integrates faith-based instruction to foster both professional and personal growth.

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Workforce development means that we are working directly with organizations to serve the interests of partners, like school districts, while providing social mobility for individuals who lack degrees. The internal benefit for IWU is that the program allows us to diversify our pipeline of students into the university because our traditional techniques, over time, have declined in effectiveness.

DR. ANDY MILLER

Senior Vice President of
Strategic Enrollment &
Partnerships

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We've already received highly positive reviews from students. They love the benefit of professional coaching as many of them work in leadership positions and find this service applicable to their student roles and professional roles.

DR. REBECCA HOFFPAUR

Dean, IWU Nursing – National & Global



NEW RN-BSN

**SHORTENS COMPLETION
FROM 18 TO 12 MONTHS**

In April 2024, IWU launched a redesigned online Bachelor of Science in Nursing (BSN) program for working Registered Nurses (RNs), reducing the completion time from 18 to 12 months. Using American Association of Colleges of Nursing guidelines, the streamlined curriculum maintains academic integrity while meeting market demands for faster nurse leader preparation.

Enrollment has already increased, driven in part by healthcare providers seeking Magnet status which requires 80% of their RN workforce to hold a BSN. The program's affordability and accelerated pace make it an attractive option for nurses pursuing career and leadership advancement.



Trust Edge

Trust is the foundation of transformational leadership. In line with this belief, IWU has partnered with the Trust Edge Leadership Institute to incorporate trust-building principles into its business programs.

Dr. Andy Hughes, Dean of the DeVoe School of Business, Technology, and Leadership, highlights the impact of this partnership: "IWU's partnership with the Trust Edge Institute offers our DBA and MBA students exclusive content to empower them to become trustworthy leaders to drive organizations forward." Through the integration of David Horsager's Trust Edge curriculum, students will graduate not only with an IWU diploma but also with a Trust Edge Leadership Institute (TELI) certification.

This innovative partnership advances IWU's strategic commitment to trust, character, and integrity, equipping leaders to excel in the marketplace and uphold Christian values. By the fall of 2024, the Trust Edge content will reach 550 MBA and 230 DBA students, with Wesley Seminary also preparing to offer a course based on these trust principles.



I look forward to getting involved in helping faculty and staff provide a meaningful and practical experience for students that will enhance their professional credentials.

DR. DAVID HORSAGER
Trust Edge
Institute CEO



TRUST EDGE
LEADERSHIP INSTITUTE



Trust is critically important for leadership today.

DR. MIKE MANNING

Vice President of Academic Affairs, College of Adult and Professional Studies



IWU is committed to investing in the lives of our students through intentional partnerships designed to engage their minds, build relevant skills, and develop them as competent and thoughtful professionals.

DR. JON S. KULAGA

IWU President



REIMAGINE DEVOE

DeVoe School of Business, Technology and Leadership is dedicated to shaping ethical, lifelong learners equipped with the skills that matter in today's fast-paced world. Through innovative methods like problem-based learning (PBL), case studies, and emerging technologies, DeVoe focuses on practical application. Our new MS in Artificial Intelligence, with a specialization in Data Analytics, is a prime example of this forward-thinking approach.

The DeVoe Entrepreneurial Experience, launching in Kokomo, offers immersive onsite intensives where students acquire real-world business acumen, empowering them to launch new ventures or enhance their existing organizations. With a commitment to both for-profit and nonprofit sectors, DeVoe continually develops upskilling content to meet the needs of an ever-evolving marketplace, ensuring our students stay ahead in their careers.



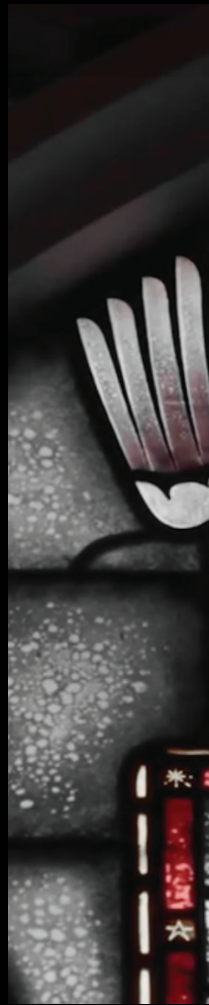


PATHWAYS



Under the leadership of Dr. Uday Balasundaram, the 21st Century Church Initiative (21CC) at Wesley Seminary is developing immersive learning pathways in theological education. Dr. Balasundaram notes, “We are focusing on pathways offered in credit or non-credit formats.” This initiative aims to empower local and global churches to navigate challenges like technological advancements and socio-cultural shifts. Rev. Dr. Yamil Acevedo, Executive Vice President, highlights that 21CC’s strategies will advance Wesley Seminary’s mission and expand God’s kingdom. The initiative enhances theological education and attracts innovative thinkers by fostering collaboration among church leaders, scholars, and creatives.

21ST CENTURY CHURCH



The Lantern



Under the direction of Rev. Tyler Sanders, the Lantern is set to relaunch this October as a vital resource for Holiness pastors worldwide. This initiative, part of IWU's 21st Century Church strategic plan and implemented by Wesley Seminary, aims to support over 1,500 Wesleyan churches by connecting isolated pastors and providing sustainable career resources.

Incubated by a \$1 million grant from the Lilly Endowment, the Lantern will introduce a website, social networking, and a podcast network, with goals for the podcasts to rank in the top 10% globally. Dr. Yamil Acevedo, Wesley Seminary's Executive Vice President, highlights the Lantern as a "ministry hub" for generating income and sharing impactful stories.

The Lantern will also partner with the DeVoe School of Business, Technology, and Leadership and the Wesley Seminary admissions team to promote Wesley Seminary, aiming to increase by 20 new students over the next five years and engage over 3,000 members by next year.



IWU & MUSEUM OF THE BIBLE

EXCLUSIVE ACADEMIC PARTNERSHIP WITH THE MUSEUM OF THE BIBLE

Over the past year, President Kulaga has driven a new initiative to create and foster partnerships with outside organizations. The recent promotion of Tod Dalberg to Executive Vice President and Chief Strategy and Innovation Officer has helped with this, as Dalberg works to strengthen new and existing partnerships.

Recently, IWU became the exclusive academic partner for the Museum of the Bible's World Stage Theater (WST). Through this partnership, WST will host over 150 events, including well-respected authors, speakers, and worship artists.

Thanks to the leadership of Dr. Kulaga, Tod Dalberg, and the Board of Trustees, partnerships like this will soon become an increasingly prevalent aspect of the IWU culture, as the university seeks to aid World Changers—both internally and externally.

CHORALE COLLABORATES WITH THE MUSEUM OF THE BIBLE ON ALL CREATION SINGS AND CHRISTMAS PROGRAM

This March, the IWU Chorale partnered with Dylan Thomas, CREATR, and the Museum of the Bible to help create the immersive musical experience All Creation Sings. This four-act production features a mixture of art, music, and digital presentation to tell the story of creation's worship of God throughout time. The IWU Chorale contributed their voices to multiple impactful sections.

All Creation Sings won't be the only collaboration between the IWU Chorale and the Museum of the Bible. This December, the Chorale will be performing live for the Museum of the Bible's Christmas program. The Chorale's current roster of forty students will perform traditional Lessons and Carols, accompanied by local musicians and an orchestra, with music arranged by industry leader Praise Charts and an exciting guest music director.





museum of the Bible



We believe an alliance with IWU will expand the museum's reach as it is one of the largest faith-based institutions in the country, with strong academic programs and a rich Christian history.

DR. CARLOS CAMPO
Museum of the Bible CEO



The strategic alliance with the Museum of the Bible and the World Stage Theater is a perfect partnership between two entities that have as their foundation in The Word of God. We are excited for how this relationship creates opportunities for our students, faculty, and alumni in the days ahead.

DR. JON S. KULAGA
IWU President



Finances

Indiana Wesleyan University is in a stable financial position. Overall expense control, along with the continued recovery of IWU-N&G revenue and stabilized enrollment on the IWU-Marion campus, resulted in budget outperformance for FY23 and FY24.

The University's low debt level provides flexibility. The lack of significant debt, combined with modest staffing and expense levels, enables Indiana Wesleyan University to explore potential mergers and acquisitions from a position of financial strength. In the next few years, the university expects to be approached about acquiring assets from failing private higher education entities, and IWU is in a strong financial position to consider those opportunities.

Expense management remains under control. Although the FY24 performance is notable, remaining diligent with costs will mitigate enrollment risk on the Marion campus and revenue volatility with National & Global. The consistency and slow growth of the Marion campus are augmented by the fast growth and volatility of National & Global.

To be further attentive to the needs of employees, IWU's finance team is projecting to:

- Find ways to keep the health insurance premiums lower for our employees
- Make changes to the retirement program by grouping our plans and lowering costs
- Conduct an in-depth compensation review, especially for long-term employees



Indiana Wesleyan University is a ministry of the Lord, and the Spirit is in this place. I've seen its impact on students and faculty, staff, alums, and other stakeholders. We are in a stewardship role, and we are in a position to grow.

DR. JEFF RAYIS
Chief Finance Officer



4 SIGNS OF A HEALTHY UNIVERSITY

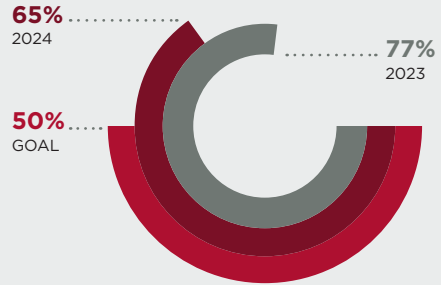
1. THE REVENUE FROM VARIOUS SOURCES IS GREATER THAN THE USE OF THAT FUNDING

21% Improvement year over year

	FY 2023	FY 2024
Sources	\$197,668,000	\$216,396,000
Uses	\$169,407,000	\$182,143,000
Sources Less Uses	\$28,261,000	\$34,253,000

\$34,253,000 Surplus

2. REACH A 50% MARGIN OF COMPENSATIONS & BENEFITS TO TUITION



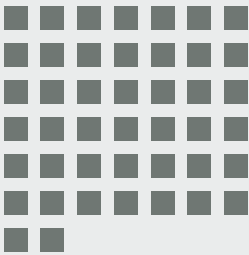
Improvement year over year

12%

3. HAVING SUFFICIENT LIQUIDITY WITH UNRESTRICTED CASH ON HAND TO OPERATE



2023 unrestricted days cash on hand



2024 unrestricted days cash on hand

1,367% Improvement year over year

4. THE INVESTMENT PERFORMANCE OF THE ENDOWMENT IS A KEY DRIVER OF SCHOLARSHIPS AND OTHER STUDENT FUNDING

22.87M

Increase in endowment year over year

Endowment total year over year **288.63M** 2024
262.77M 2023



Improvement year over year

12%

12,526

**Largest Ever IWU National
& Global Enrollment**
August 2024

2,204

**Total Graduate and Undergraduate
IWU-Marion Enrollment**
August 2014

609

**Total Wesley Seminary
Enrollment**
August 2024

15,339

Total IWU Enrollment
*All Units
August 2024*



\$24,336,000

Lilly Grant - Largest Grant in Institutional History

\$980M

**Total Net Assets end of fiscal
year - June 30, 2024** *(Buildings,
land, cash, investments, etc.)*

\$20.2M

**End of Fiscal Year
Revenue/Expenses**
*(two-year total of \$34.4M
revenue/expenses)*

\$288M

Endowment
*Largest in Institutional
History (close of fiscal year -
June 30, 2024)*

 **#1**

**Ranked Largest Private
Institution in INDIANA**

15TH

**Largest Christian
Institution in the US**
(based on total revenue)

**IWU BY THE
NUMBERS**



> PRODUCTIVITY

IWU-MARION

ENROLLMENT

IWU-Marion saw a 90-student increase in new enrollments compared to last year, reflecting hard work and collective efforts across campus to recruit students. Vice President for Enrollment Danny Solms credits successful engagement with the church community for boosting enrollments among legacy students and Wesleyan students.

Strategic faculty partnerships increased enrollment in behavioral sciences, business, health and human performance, engineering, nursing, and teacher education. The most significant growth came from the Center for Life Calling, where the Exploratory program saw an 85% increase.

Admissions efforts—including campus visits, targeted communications, and digital marketing—added nearly 700 additional visitors, while enhanced outreach and a new tool for credit transfer evaluations led to a 50% increase in transfer students. Looking ahead to 2025, the focus will be on recruiting in Illinois and Texas, increasing parent engagement, increasing digital marketing efforts, and optimizing institutional aid.



2,075 TOTAL UNDERGRADUATE ENROLLMENT, 2024

567 INCOMING FRESHMAN, 2024

70 INCOMING TRANSFERS, 2024

637 TOTAL INCOMING STUDENTS, 2024

50% INCREASE IN TRANSFER STUDENTS, YEAR OVER YEAR

“ It takes an entire campus to successfully recruit a student body. Admissions and marketing lead the work, but everyone contributes in various ways that help spread the good word about IWU.

DANNY SOLMS
Vice President for Enrollment, IWU-Marion



PRODUCTIVITY

NATIONAL & GLOBAL ENROLLMENT



IWU-N&G has seen two consecutive years of enrollment growth after a decade of decline, increased competition, and the challenges posed by the pandemic. As of August 2024, total enrollment reached 12,526—the highest in the school’s history. Chancellor of IWU-N&G Dr. Eileen Hulme attributes this growth to a renewed focus on core audiences, efficient enrollment processing, its digital marketing strategies, partnership expansion, and key personnel hires.

Last year, efforts centered on stabilizing core enrollment and building new pipelines. This year, the focus will shift to accelerating growth, expanding partnerships across the Midwest and nationally, and establishing sustainable international student pathways.

New AI and Integrative Health degrees are launching, with more in the pipeline, positioning N&G for continued expansion.



Key strategic initiatives helped drive last year’s enrollment success and encouraging growth, and we are optimistic about the upcoming enrollment cycle.

DR. EILEEN HULME
Chancellor, IWU-National & Global

12,526

TOTAL ENROLLMENT, AUGUST 2024

#1

HIGHEST ENROLLMENT MONTH ON RECORD FOR IWU-N&G

236%

INCREASE IN INTERNATIONAL STUDENTS, YEAR OVER YEAR

5.6%

INCREASE IN CORE STUDENT POPULATION, YEAR OVER YEAR

WESLEY SEMINARY

ENROLLMENT

Over the past year, Wesley Seminary has undergone a period of transition, growth, and stabilization. Despite enrollment, staffing, and financial challenges, new strategic initiatives have laid the foundation for sustainable development. The 2024-25 academic year begins with 90 new students enrolled in July and August, marking a 15% increase in new student enrollment.

In 2023-24, the previous year's decline in graduate programs was halted, with reduced volatility in 2024. Undergraduate programs have experienced a 38% increase since June 2023. However, high attrition due to financial strains, fewer denominations requiring formal education, and limited digital marketing budgets remain obstacles.

The Wesley Seminary executive team continues to focus on building new ministry partnerships, launching certification programs, creating accelerated MDiv pathways, and welcoming new board members.

609 TOTAL ENROLLMENT, AUGUST 2024

38% GROWTH IN UNDERGRADUATE PROGRAMS SINCE JUNE 2023

15% INCREASE IN NEW STUDENT ENROLLMENT



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The team has done monumental work analyzing data and market changes, forecasting with a fresh vision and strategic plan. With new leadership structure and processes, we're optimistic about future enrollment cycles and the Seminary's role in God's kingdom.

REV. DR. YAMIL ACEVEDO
Executive Vice President,
Wesley Seminary

WAYS TO PRAY FOR IWU

#1 Pray for IWU to stay mission-focused on providing a Christ-centered holistic education.

"Therefore, my dear brothers and sisters, stand firm. Let nothing move you."

1 Corinthians 15:58a

#2 Pray for our students — that they would know & experience spiritual, emotional & physical wholeness while attending IWU.

"May your whole spirit, soul, and body be kept blameless at the coming of our Lord Jesus Christ."

1 Thessalonians 5:23b

#3 Pray for our students — that they would discover their mission for the Kingdom, whether it be in the secular marketplace of ideas, or full-time ministry.

"Therefore, my brothers and sisters, make every effort to confirm your calling and election. For if you do these things, you will never stumble."

2 Peter 1:10

#4 Pray for our faculty/staff/administration — that they would know & experience a deep inner strength and wisdom as they reach and mentor our students.

"He is the one we proclaim, admonishing and teaching everyone with all wisdom, so that we may present everyone fully mature in Christ."

Colossians 1:28

#5 Pray for our board of trustees — as servant leaders — that they would know & experience a very real sense of God's leading toward the future direction of IWU.

"He guides me along the right paths for his name's sake."

Psalms 23:3b

#6 Pray that God would continue to connect IWU to people, foundations & entities that can be a generous source of support for all our initiatives.

"And my God will meet all your needs according to the riches of his glory in Christ Jesus."

Philippians 4:19

#7 Pray that God will continue to speak to the hearts of our legislators, political leaders & judges to make decisions that do not threaten our religious freedoms & liberties as Christians & as a Christian institution.

"Again, truly I tell you that if two of you on earth agree about anything they ask for, it will be done for them by my Father in heaven."

Matthew 18:19

#8 Pray for revival to sweep our country

"Will you no revive us again, that your people may rejoice in you?"

Psalms 85:6





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