

# The Whetstone

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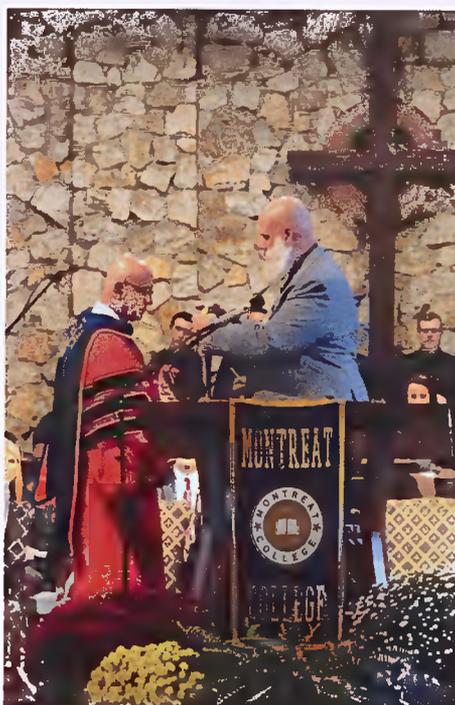
## A NEW DAY

By Margaret Coe

Last issue covered the inauguration of Dr. Paul J. Maurer. In his inaugural address, Dr. Maurer expressed that he is committed to two basic platforms of moving forward. The first is to clarify our identity as a Christ-centered institution. The second is to strengthen the academic profile of the institution. Since then, I have had the opportunity to meet with Dr. Maurer and ask him a few questions about his plans to execute these big goals. He shared with me several compelling initiatives he plans to implement at Montreat. In terms of clarifying our Christ-centered identity, Maurer's first step is to help Montreat clarify a vision of becoming a leader regionally, nationally and internationally. He will be putting together a team of people on campus to help clarify the language and together create a definitive vision statement to be submitted to the Board of Trustees.

Montreat has already begun to roll out the concept of that vision, retooling our admissions material. This will have an impact on the language we post on the website and how we represent ourselves to our external audiences--namely alumni, prospective students and their parents and our donor base.

Dr. Maurer also plans to draw new demographics of prospective students. He plans to recruit new students from China. Chinese students have a reputation for being academically



astute and hard working. Maurer is already mapping out two trips this year to build relationships with influ-

encers and families and thought leaders in various areas in China. Montreat already has connections there through alumni and other relationships. The first trip will be to identify regions and relationships and begin to build those. With the second trip, Dr. Maurer will be going with Will Graham, a member of the Board of Trustees who has been invited by the Chinese

government to preach in his grandmother's hometown. His grandmother was Ruth Bell Graham, Billy Graham's wife. Mrs. Graham was born in China and is considered Chinese. Because of the Graham family's connection to both China and Montreat, Will Graham is in a unique position to draw out Christian prospective students from that region. The name Montreat has significance to those who know and love the Graham family; Dr. Maurer hopes to use this connection to build relationships with the Chinese citizens there. He is also interested in exploring the homeschool market. As a shift in academic culture is taking place, many colleges are becoming more and more open to home schoolers. Homeschoolers often prove to be self-motivated and diligent students who make a positive impact on