

President's Report 2010

WOODBURY UNIVERSITY



WOODBURY UNIVERSITY

Mission Statement

Woodbury University is committed to providing
the highest level of professional and liberal arts education.

The integrated nature of our educational environment
cultivates successful students with a strong
and enduring sense of personal and social responsibility.

We prepare innovative learners who are adept at communicating
and willing to cross the boundaries of knowledge
in a rapidly changing and complex world.

Student Leaders -

Library Plaza: Christian Grun, "Grace" Jiangxia Huang, Ivan Ruiz

Design Building: Jason Malabute, Acacia Peers, Josh Yakes

Architecture Breezeway: Brad Ellis, Norealla Carboni, Danielle Miller

Malburg Atrium: Shawn Morey, Zaina Madarian, Joseph Olivos, Rolando Correa

Photograph by: David Blattel

Graphic Designer: Hugo Arteaga

WOODBURY UNIVERSITY

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 WOODBURY UNIVERSITY

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Graduate Student,
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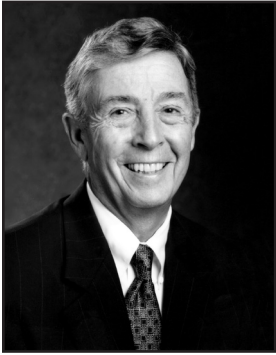
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A Message from the Chairman

2010 was another year of significant progress and success for Woodbury University.

For the past few years, Woodbury has focused on three primary objectives: 1) to maintain the highest standards in all of our academic programs; 2) to expand our highly qualified faculty to meet the needs of our growing enrollment; and 3) to add to our scholarship funds to support deserving students, who would not have access to a college education without major financial assistance.

As a result, Woodbury now has superior accreditations in all of its academic departments. We have one of the best qualified and most dedicated faculties in all of California. And we have increased our financial aid programs by more than 31%, compared to just a few years ago.

Our goals for 2011 and beyond are to continue to grow enrollment and to judiciously expand our academic programs to meet the ever changing needs of our students, our communities and our global society. The demand for well educated, hard working leaders, with an enduring sense of personal and social responsibility, will be great in the new millennium and Woodbury is committed to graduating students that can and will make the world a better place for all of us.

To accomplish these goals, we need your generous support to build endowment funds for student scholarships and for funding new academic projects and programs. This effort will require a significant increase in our development efforts, both for current gifts for endowment and to encourage alumni, parents and friends to remember Woodbury in their wills and trusts.

Thank you for choosing to support Woodbury and thank you for making a difference in the lives of our students and our community.

Sincerely,

Robert W. Kummer, Jr.
Chairman, Board of Trustees

WOODBURY UNIVERSITY 2010 Student Leaders



Norella Carboni

3rd year, Interior Architecture Major, School of Architecture.

Student Leadership: Dean's List; Woodbury Space Planning Committee.

Profile: Winner of Council for Interior Design Accreditation Exhibit Competition. Attended Tahiti study-abroad.

Pursuits: Master's in Architecture.



Jason Malabute

Senior, Accounting Major, School of Business

Student Leadership: Peer Advisor.

Profile: Native Angeleno, persevered through cerebral palsy.

Pursuits: Spokesperson, entrepreneur.

Perspective: "The students at Woodbury have transformed me from the kid I was into the mature person I am. My disease pushes me to strive for more - I can't settle."



A Message from the President

Dear Friends,

This report offers a chance to reflect on our vision for Woodbury University and its impact on improving lives in our community and beyond. Education is more than just a ticket to economic and professional success, although labor statistics do show that even during this great recession that the unemployment rate for those with a bachelor's degree is at 5%—a figure generally considered full employment. Rather, education is the foundation for building a better society. Education is in itself visionary in that it inspires us to dream of and actively pursue a better life.

This vision is what compels Woodbury's students and their families. This vision is what attracts professors to share their knowledge and passion for architecture, business, and the arts with students. This vision is what drives our staff to provide the best services and support for students and faculty. This vision is what keeps all of us—students, faculty, staff, alumni, and friends—working together as a team. We are stronger together.

Finally, this vision and teamwork are essential to ensuring that Woodbury has the financial capacity to continue helping build better lives. As a private university, we depend on tuition revenue to keep the doors open. But the donated dollars from alumni, foundations, and other friends are what makes a school special.

During difficult times we are often tempted to “hunker down” and protect our assets. In fact, though, times like these beg for bold action. This is why we are introducing new academic programs in digital film production, game design, and entertainment technology. This is why we are more aggressive than ever in telling the story of Woodbury University. This is why we continue to grow and flourish.

Please take a moment to read the following pages of this report to learn about the many reasons that Woodbury is confident that the future is bright. Thank you to all our valued friends and supporters, students, contributors, faculty, and staff. You're part of a special vision that has endured and prospered for more than 126 years.

Sincerely,

Kenneth R. Nielsen, Ed.D.
President

WOODBURY UNIVERSITY 2010 Student Leaders



Christian Grun

International MBA student.

Student Leadership: Fulbright Scholar.

Profile: From Frankfurt, Germany. Graduate of University of Applied Science.

Pursuits: International Business Management via German consulting companies.



Isaac Appiah

4th year Architecture Student

Student Leadership: Resident Advisor. Writing Coach.

Profile: Raised in New Jersey. Family from Ghana.

Pursuits: Industrial Product Design

Nan Rae pledges \$1 Million dollars to Woodbury!



During this year's Founders' Week celebrations, Woodbury featured the opening of the new Nan Rae Gallery in Cabrini Hall. A longtime friend of the University, Nan Rae is an internationally known artist, author, and teacher. Nan's Chinese brush style painting combines grace and free form with an impressionist approach to color. The President's office began using her artwork as greeting cards. For the past ten years every employee, Board member and donor has received a personalized birthday card from Dr. Nielsen as well as annual Valentines and Thanksgiving Day cards.

Nan Rae is also an inspiration in that she has given her estate in the Pop Whitten Legacy Society by generously bequeathing the rights to her artwork so that future generations will have the benefit of a Woodbury education and her gallery will go on as another source of inspiration for years to come.

Woodbury University, Fletcher Jones Foundation Team Up to Create Business Scholars Fund

Woodbury University announced the establishment of the Fletcher Jones Foundation Business Scholars Award, a new program to provide financial assistance for deserving, high-need students. The \$1.2 million fund is being started with a \$600,000 grant from the Fletcher Jones Foundation.

Although 85 percent of Woodbury students receive financial aid, these awards meet only 55 percent of total financial need on average. Woodbury students typically work and take out student loans to cover the gap, which the new Fletcher Jones Foundation Business Scholars Award will help cover for students in their sophomore, junior, or senior years. The first awards will be made to help School of Business students who are at a significant risk of dropping out of Woodbury without additional financial aid.

"Many students face persistent financial obstacles to completing their degrees and these challenges are particularly acute during the current economic crisis. Through the generous support of the Fletcher Jones Foundation, which has been a long-time benefactor of the university, talented Woodbury students will be able to fulfill their dreams," says Kenneth R. Nielsen, Ed.D., president, Woodbury University.

The Fletcher Jones name is already permanently and publicly associated with Woodbury through the naming of the Fletcher Jones Auditorium in Woodbury University's School of Business. The Los Angeles-based Fletcher Jones Foundation supports private, higher educational institutions. To support the Fletcher Jones Foundation Business Scholars Award, please contact Richard Nordin, vice president for Advancement, Woodbury University, at 818.252.5212 or Richard.Nordin@woodbury.edu.

WOODBURY UNIVERSITY 2010 Student Leaders



Danielle Miller

Senior, Business Marketing, School of Business.

Student Leadership: President CEO

Profile: Avid softball player - 1st base, outfield, 3rd base

Pursuits: Grad School. Sports Management. Wants to work for a Major League Baseball Team



Brad Ellis

Sophomore, Accounting Major, School of Business

Student Leadership: Delta Sig Phi. CEO. Accounting Club. Resident Advisor.

Profile: Inspired by his four uncles who act as his mentors.

Pursuits: Entrepreneurial. Interested in Architecture and Business.

Perspective: Believes in the benefits of dorm life!

"Pop" Whitten Heritage Society 2010

Henry M. Anding, CPA
 Anonymous
 Samuel Armstrong 1973
 Prof. Sydney Lawrence Balbes 1960
Edward E. Blazer 1959
Lowell K. Bokelman 1950
 Brian and Linda Bowman
 Roa Brand, VCA
 Helen Gurley Brown 1941
 Donald and Laura Butler
 Gary 1956 and Collene Campbell
 Dr. Ellen M. Campbell
 Harvey S. 1956 and
 Marilyn L. 1955 Cova
 Donald A. 1959 and Joyce Droesch
 Mary R. Evry
 Raymond and Maxine Frankel
 Theodore J. 1971 Joan Fuller
 Patricia A. Gamble
 Christine A. Gamboa 1985
 Joan Geisbush
Rosella K. Goldman

Russell L. and Norma Hanlin
 Dr. George R. Hensel 1953
 Frederick P. Hutchirs FIDA, CID 1974
Lynni S. Hutton 1977
 Patricia Barham Inman and
 James Russell Inman
 George E. Isaacs 1952
 Joel AIA and Robin Jaffe
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 Richard W. Knowles 1963
 Dr. Rozella S. Knox
 Roger 1949 and Earlene Kringen
 Robert and Barbara Kummer
 Barry and Beverly Kurtz
 Gregory N. Lippe 1967
 William R. "Bob" 1952 and
 Dorothy Lucas
Anna A. 1964 and
Douglas McCoach
 Linda L. Meinert
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Dr. and Mrs. Kenneth R. Nielsen
 Richard M. Nordin
 Warren C. Owens 1947
Nan Rae and Charles Parker
 Myron "Mike" W. 1948 and
 Beth Reed
 Michael W. Saba 1971
 Margaret A. Shadow 1935
 Stephen and
 Gisela, VCA '63 Slonegger
 Ronald E. Soderling 1957
 Jack Solomen 1956
 C. Edward 1960 and
 Shondell Spiegel
 Michael J. Sultan 1971
 Judith D. Tamkin 1949,
 The Tamkin Foundation
 William R. 1969 and
 L. Elaine Thomas
 Professor Carolee Toon
 James 1964 and Susan Whiting
 Norma J. Woelfel 1956

New members indicated in bold



"Pop" Whitten Heritage Society is so named after Woodbury's sixth President Ray Howard "Pop" Whitten, known as an innovative educator who left a lasting mark on the University. Friends of Woodbury can share in Pop Whitten's legacy by leaving gifts from their estates, be it through a will or other planning vehicles. If you would like to be included, or if you already include Woodbury in your will, please contact Richard M. Nordin for information regarding membership at 818.252.5212.

WOODBURY UNIVERSITY 2010 Student Leaders



Ashley Ayers

Sophomore, Fashion Design, School of Media, Culture & Design.

Student Leadership: Sophomore, Fashion Marketing, School of Business.

Profile: Native Angelena. Blogger for *Women's Wear Daily Magazine*; chosen to be 1 of 30 bloggers for *Teen Vogue* to be a live blogger at Magic Apparel exhibition in Las Vegas.

Pursuits: Fashion show production & planning.



"Grace" Jiangxia Huang

International MBA Student.

Student Leadership: International Peer Advisor. MBAA.

Profile: Born an only child to her parents in Nan Ning, China where an agency helped her find Woodbury.

Pursuits: Finance and Investment Building.

Perspective: Staff and Professors very friendly. Has made life-long friends from many countries

Year in Review 2010



Dean Andre van Niekerk, Shondell Spiegel, President Kenneth Nielsen, C. Edward Spiegel '60

February

Ed Spiegel is School of Business Alumnus of the Year

Business and community leader C. Edward Spiegel was honored by his *alma mater* with the Woodbury University School of Business Alumnus of the Year Award. The award recognizes an extraordinary individual who has set a high standard in his chosen profession and was presented to Spiegel during a luncheon at the California Club in Los Angeles. The

afternoon's entertainment was provided by Patrick J. Kuhse who gave a presentation titled, "From Prominence to Prison: Why Smart People Can Do Such Dumb Things."

Spiegel graduated from Woodbury in 1960 and has served on the Woodbury University Board of Trustees since 2003. A practicing CPA for more than 25 years, the Southern California native was a partner in the firm of Levin, Cooper, Spiegel & Co., then one of the largest local accounting firms in Los Angeles. He is now an owner and president of Cast & Crew Entertainment Services, a provider of payroll services and software to the entertainment industry. In addition, Spiegel has participated in many community and philanthropic activities.



April

Have 'An Affair with Tony Curtis'

Prior to his passing in September, "An Affair with Tony Curtis" was held during the spring at Woodbury University. The "Some Like It Hot" and "Spartacus" star discussed his life and films while interviewed by KPFK-FM 90.7 Experience Talks host Tim Carpenter.

May

Woodbury gets CIC/Walmart College Success Award

Woodbury University received a \$50,000 grant from the Council of Independent Colleges (CIC) and Walmart Foundation to improve graduation rates for first-generation students by developing a new program that connects coursework with career goals. The school is one of only 30 institutions in the U.S. to receive this award.

This new approach to career development will help students in Woodbury's School of Business through a combination of classroom learning and practical experience. By emphasizing the skill sets necessary to succeed professionally, Woodbury aims to help students focus on how their studies will lead them to their eventual careers.

June

Alumni Monthly Event Series

Woodbury's Alumni Association continued its Monthly Event Series with fun trips to Santa Anita Racetrack, Clippers and Dodgers games and spent a warm summer's evening among the gravestones at Hollywood Forever Cemetery to see Tim Burton's *Beetlejuice*. They cruised to Baja, California, asked "What's Up, Doc?" with Bugs Bunny at the Hollywood Bowl and got their drink on with a day at California Wineries.

Part of this Sideways winery tour included visiting Beckmen Winery. Since its founding in 1994, Beckmen Vineyards has emerged as one of North America's premier wineries. Hailed for the excellence of its portfolio, Beckmen Vineyards was named *Food & Wine's* "Most Promising Winery" in the magazine's 2000 American Wine Awards. Since then, Beckmen Vineyards has lived up to that promise.

In 2007, it was selected as one of the "Top 100 Wineries" in the world by Wine & Spirits magazine and May, 2009 Beckmen Winery's 2007 Grenache was featured as one of the official wines at the Obama State Dinner. To join in the fun of the Alumni Monthly Event Series please go to the Alumni and Events tab at www.Woodbury.edu or call Eli Coronis at 818.252.5109.



Rose Nielsen, Bill Jennings, Yvonne Rich - owner, Beckman Vineyards

August

Hispanic graduation rate brings national recognition to Woodbury!

Woodbury University is proud to be among a list released by the Education Trust of private institutions that succeed in graduating Latino students at rates similar to those for white students.

Woodbury University is proud to be included on the Education Trust's list of private institutions that succeed in graduating Latino students at rates similar to those for white students. The report, "Big Gaps, Small Gaps: Some Colleges and Universities Do Better Than Others in Graduating Hispanic Students," contends that what universities do to promote student success has a tremendous impact, especially for Hispanic students.



Students pose with Consul General from Mexico

WOODBURY UNIVERSITY 2010 Student Leaders



William Robinson

2nd Year Architecture student.

Student Leadership: Delta Sigma Phi. Black Student Union.

Profile: Los Angeles Native.

Pursuits: Commercial and Residential Architecture.

Perspective: "Feels like the teachers at Woodbury want us to succeed."



Josh Yakes

Senior, Communications Major, School of Media Culture & Design

Student Leadership: CEO. Delta Sigma Phi.

Profile: Writer, legally blind, native Angelino.

Pursuits: Pay to Play - music and label branding, lifestyle blogging, website - www.paidtoplaymedia.com

Wants to create Social Network for kids with disabilities and their parents.

September

Three new degrees in digital media coming to Woodbury
 Three new degrees in digital media are coming to Woodbury's School of MCD by virtue of a new Title V grant. Filmmaking, Video Game Art and Design each begin Fall of 2011. Media Technology will begin in Fall 2012.



New media center

Internship and career services programs will also be developed over the course of the five-year grant to support student success.

Entertainment is the fourth largest industry in Los Angeles County, a prominent economic force with employment and increasing advancement for those who master its technological

complexity. The three new majors will move Woodbury's School of Media, Culture & Design beyond its traditional, fine arts-based programs in Animation and Graphic Arts and into entertainment driven by and dependent on technology.

November

Interior architecture earns national Top 10 ranking

Woodbury's interior architecture program is counted as one of the best in the United States, as recognized in a national Top 10 undergraduate list for 2010 by the publication *DesignIntelligence*.

The 11th annual list released in the November/December issue, called "America's Best Architecture & Design Schools," was created by the Design Futures Council, a network of designers, manufacturers, service providers, and construction leaders.

Design Futures Council created the study as a way for the industry's leading practitioners to rank accredited undergraduate and graduate programs.



Students in Studio

December

All students tackle water, energy strategies

Working during the school year with the City of Burbank, and in the summer term with Rio Arriba County, New Mexico, Woodbury's students and faculty provided no-cost planning and design assistance to low-income communities working to devise sustainable water and energy strategies in the face of climate change. The work is part of the Arid Lands Institute (ALI) at Woodbury University and is being supported by a three-year, \$600,000 grant from U.S. Department of Housing and Urban Development (HUD). The community partners have pledged over \$100,000 in donated technical assistance from planners, engineers, and water commissioners.

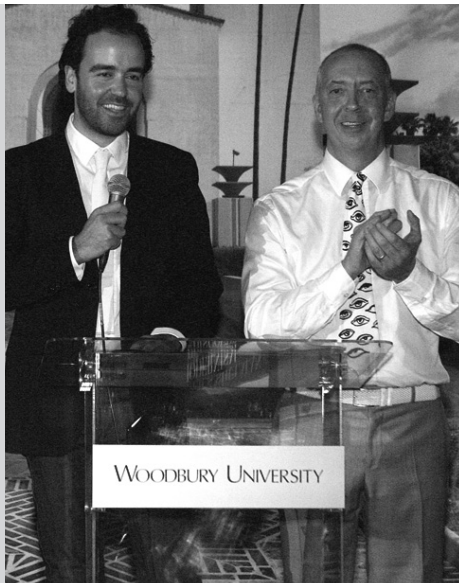


Southern California arid landscape

Recognizing water scarcity as the defining challenge facing the West, Woodbury in 2008 initiated the Arid Lands Institute, the only design-based institute of its kind in the region. ALI's mission is to lead a faculty and student effort to educate, implement, and publish design solutions for water and energy conservation.

October

The School of Architecture and the Julius Shulman Institute continued to honor Shulman's legacy at a fundraising dinner event at Union Station in Los Angeles. Actress Diane Keaton received the 10th annual Julius Shulman Communication Award and photographer Iwan Baan was presented with the 1st annual Julius Shulman Photography Award.



Benedikt Taschen awards Photographer, Iwan Baan

WOODBURY UNIVERSITY 2010 Student Leaders



Jessica Ceren

Senior, Communications Major, School of Media Culture & Design

Student Leadership: Soar Peer Advisor. Academic Peer Mentor. Co teacher PPDV.

Profile: Native Angelena.

Pursuits: Public Relations – Entertainment. Ideal career would be that of a reporter.



Shawn Morey

Senior, Finance Major, School of Business

Student Leadership: CEO. Tutor. President, Delta Sigma Phi.

Profile: Attendance was recommended by Woodbury Alum at Architecture firm. Licensed Real Estate Agent. Succeeded at Markus & Millichop from internship to employment.

Pursuits: Real Estate Development, Mixed Use Commercial/night clubs.

Honor Roll of Donors *January 1, 2010 – December 31, 2010*

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Alexandra Saba~

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Randall Stauffer and Marc Castagnola*

Charles L. Ward 2002*

Warner Bros. Studios

Patricia D. Williams 2002

Ronald A. 1960 and Sandra Zacky

Mr. and Mrs. Arthur Zenian '02

The President's Roundtable Make a Difference, Every Year...

Members of the President's Roundtable come from different parts of our community but share a common interest in Woodbury University and our mission. They are special friends who provide annual support of \$1,000 or more to the University's schools and departments, help guide the University's course, and ensure Woodbury's success for years to come by providing essential contributions to University programs and needs.

The President's Roundtable seeks to recognize those whose annual giving truly demonstrates philanthropy. The greatest benefit of membership is your impact on academic excellence. To become a member, please contact Rachel Malkenhorst at 818.252.5233.

Members of the President's Roundtable indicated in bold

*denotes consecutive giving of 3 years or more

-denotes membership in the President's Lighthouse Society for Faculty & Staff

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 Glisery Colon 2010
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 Marylynn M. Crawford 2010*
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 Crosby and Linda Doe
 Alice Doerr and Cheong Kien Ng
 Donald C. Dondanville 1972*
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 Charles W. 1950 and Betty A. 1950 Fraser
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 Prof. E. B. Gendel, Ph.D.* ~
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 Erica Y. Gonzalez 2010
 Mary Gleason Grindal and
 Harold Carter, Jr.
 Noel R. Hanson
 Beth E. Harris*
 Donald E. Hart 1957*
 Marjorie Heller 1975*
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 Robert A. Jekel 1964
 Gayle Taylor Jeude
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 W. Edward 1968 Kelly
 Mel Kohn, CPA*
 Leland Y. Lee
 See Wah Lee 2010
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"Penta Resources, Inc. "
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Yvonne Rich 1938*
Floyd A. and Yoko S. 1967 Rich
Stefani D. Roberson 2010
Gordon W. 1971 and
Marianne Roda
Lois Rosen
Daniel M. Rothblatt

Lawrence S. Rozenberg
Marco E. S. Rubeo 1991
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Iryna Ryshchenko 2010
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Michael E. Shoaf 1991*
Phillip and Carole 1957 Silverman
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Socorro F. Sperati 1996
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Jack R. 1949 and Lorraine M. Stewart
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Robert G. Swanson 1954
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Richard S. Takata 1961*
Calmond and Sui Jen Dai Tang
Sabrina R. Taylor 2008
Aristos A. Theoharides 2009
Yvonne Thomas
Alan D. Thomsen 2002
Siranoush Tokatlian 2002* ~
Mike Torrey
Margaret Troiano
Rosamond F. Tsao 2010
Anonymous
Emilio and Ilda Vaja*
Melanie Van Heusen 1993*
Christopher E. Van Leeuwen 2010
Arsine Vardanyan 2008
Ricardo and Claudia Vazquez*
Aldriel M. Villaflor 2010
Ronald Visconti
Ingalill Wahlroos-Ritter* ~
Joshlyn R. Walker 2010
Raymond E. Wark 1967
Taiyo Watanabe
Richard W. Weiner 1970
Ming L. Welch 1980
Roger F. White
Keith and Margaret Wild
Thomas L. Wilkerson 1976*
Sydney Williams
Wm. M. Williams, Jr.*
Peter W. 2002 and Karla Woeger
Andrey A. Yevdoshchenko 2010
Tricia D. Young 2010
Cristiana Zelaya 2010

2010 Financial Highlights

WOODBURY UNIVERSITY STATEMENTS OF FINANCIAL POSITION

JUNE 30,	2010	2009
ASSETS		
Cash and cash equivalents	\$ 1,867,095	\$ 1,819,087
Cash restricted for bond reserve	1,712,907	1,746,596
Cash restricted by the Board	-	1,000,000
Investments	13,203,712	11,578,586
Tuition receivable, net of allowance for doubtful accounts of \$782,202 in 2010 and \$436,784 in 2009	1,481,022	1,542,901
Student loans, net	1,885,468	1,824,234
Grant receivable	130,124	-
Pledges receivable	1,563,901	2,092,370
Other receivables	229,751	161,435
Prepays, deposits and other assets	2,653,748	2,563,226
Property and equipment, net	46,716,397	47,877,724
Total assets	\$ 71,444,125	\$ 72,206,159
LIABILITIES AND NET ASSETS		
Accounts payable	\$ 468,618	\$ 240,901
Accrued expenses and other liabilities	11,192,095	8,535,189
Tuition advances	968,780	1,146,289
Student funds payable and student deposits	623,438	745,683
Loans payable	1,419,149	1,722,693
Bonds payable	25,285,000	25,765,000
Total liabilities	39,957,080	38,155,755
Net Assets		
Unrestricted		
Undesignated	1,606,337	1,601,406
Investment in property and equipment	19,989,852	21,010,597
Board designated endowment	11,247,816	8,572,808
Pension-additional minimum provision	(9,192,911)	(6,851,531)
Total unrestricted	23,651,094	24,333,280
Temporarily restricted	3,990,480	5,906,581
Permanently restricted	3,845,471	3,810,543
Total net assets	31,487,045	34,050,404
Total liabilities and net assets	\$ 71,444,125	\$ 72,206,159

WOODBURY UNIVERSITY
STATEMENT OF ACTIVITIES
YEAR ENDED JUNE 30, 2010 AND 2009

	Unrestricted	Temporarily Restricted	Permanently Restricted	Year Ended 6/30/10	Year Ended 6/30/09
Revenues, investment income and reclassifications:					
Revenues:					
Tuition and fees	\$ 37,572,919	\$ -	\$ -	\$ 37,572,919	\$ 36,213,281
Less: Institutional student aid	(7,937,532)	-	-	(7,937,532)	(7,299,282)
Funded scholarships	(518,458)	-	-	(518,458)	(463,991)
	<u>29,116,929</u>	<u>-</u>	<u>-</u>	<u>29,116,929</u>	<u>28,450,008</u>
Federal and state grants	-	646,285	-	646,285	210,591
Private gifts and grants	204,550	784,432	-	988,982	2,308,151
Auxiliary enterprises	2,042,171	-	-	2,042,171	2,088,827
Realized and unrealized gains on investments	854,025	10,846	-	864,871	(2,325,601)
Interest and dividends	251,778	22,879	34,071	308,728	261,847
Other	889,733	-	857	890,590	637,014
Total revenues and investment income	<u>33,359,186</u>	<u>1,464,442</u>	<u>34,928</u>	<u>34,858,556</u>	<u>31,630,837</u>
Reclassifications:					
Net assets released from restrictions	<u>3,380,543</u>	<u>(3,380,543)</u>	<u>-</u>	<u>-</u>	<u>-</u>
Total revenues, investment income and reclassifications	<u><u>36,739,729</u></u>	<u><u>(1,916,101)</u></u>	<u><u>34,928</u></u>	<u><u>34,858,556</u></u>	<u><u>31,630,837</u></u>
Expenses:					
Instruction	14,197,267	-	-	14,197,267	12,772,964
Academic support	724,208	-	-	724,208	785,885
Library	838,850	-	-	838,850	951,011
Registrar	305,331	-	-	305,331	296,611
Student services	2,097,586	-	-	2,097,586	2,090,047
Institutional support	2,800,541	-	-	2,800,541	2,984,321
Campus operations and maintenance	3,688,223	-	-	3,688,223	3,590,248
Admissions	1,030,613	-	-	1,030,613	910,238
University marketing	3,188,753	-	-	3,188,753	2,994,842
Data processing	976,266	-	-	976,266	944,589
Auxiliary enterprises	1,254,973	-	-	1,254,973	1,312,485
Depreciation and amortization	2,480,724	-	-	2,480,724	2,065,174
Other	1,497,200	-	-	1,497,200	830,602
Total expenses	<u>35,080,535</u>	<u>-</u>	<u>-</u>	<u>35,080,535</u>	<u>32,529,017</u>
Change in net assets before change in additional minimum pension liability	1,659,194	(1,916,101)	34,928	(221,979)	(898,180)
Change in additional minimum pension liability	<u>(2,341,380)</u>	<u>-</u>	<u>-</u>	<u>(2,341,380)</u>	<u>(3,922,540)</u>
Change in net assets	(682,186)	(1,916,101)	34,928	(2,563,359)	(4,820,720)
Net assets at beginning of year	<u>24,333,280</u>	<u>5,906,581</u>	<u>3,810,543</u>	<u>34,050,404</u>	<u>38,871,124</u>
Net assets at end of year	<u><u>\$ 23,651,094</u></u>	<u><u>\$ 3,990,480</u></u>	<u><u>\$ 3,845,471</u></u>	<u><u>\$ 31,487,045</u></u>	<u><u>\$ 34,050,404</u></u>

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President Kenneth R. Nielsen, has launched a world-wide search focused on finding and connecting with “lost” Alumni. This is an institutional goal to find 12,000 names and addresses of living alumni who have lost touch with their alma mater.

\$10 Incentive

We are seeking 3,000 names this year and ask you to help us meet this goal. To encourage participation, we are offering a \$10 incentive for each accurate, verified name and address submitted. For example, if you submit ten names and addresses that aren't in our database, or are in the database but have incorrect mailing addresses, you will receive \$100.

The incentive is a fun way to encourage the entire community to help with this effort. However, the important thing to remember is that the goal of “12,000 Names” is to reconnect with our alumni and share with them the exciting changes and growth that have occurred at Woodbury over the years.

12,000 Names: Finding Lost Alumni

How do I submit a name and address of a lost Alumnus/a?

If you know of an alum who has lost their connection with Woodbury, simply send an email to alumni@woodbury.edu with that person's name, address and class year (if you know it) plus your contact details. We will then verify the name against our records and contact you if you the name and address you have provided was lost.

Woodbury University
Careers & Alumni Office
7500 Glenoaks Blvd.
Burbank, CA 91510-7846

