

# CROWLEY'S RIDGE COLLEGE: OUR CASE FOR SUPPORT

*"Promoting Academic & Spiritual Growth in Every Student, while Serving with Integrity & Excellent Stewardship"*

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Updated June 19, 2017

## I. History and Organizational Information:

Crowley's Ridge College (CRC) is an outstanding four-year Christian, community-oriented college in Paragould, Arkansas. The College's 150-acre campus boasts rolling hills with numerous pine trees and a small lake near its center on scenic Crowley's Ridge. The campus has more than 92,000 square feet of educational related facilities and plenty of room for future growth. CRC was founded by Dr. Emmett Smith in 1964 as an outreach of churches of Christ, and today, serves students from many backgrounds and religious affiliations. It was the first institution of higher learning in Paragould, and currently is the only residential college in the city.

Six presidents have served CRC since its founding. Since 2003, Ken Hoppe, an alumnus of the College has been successfully leading CRC as President. President Hoppe has an outstanding reputation throughout this area as a former automobile dealership/leasing company owner/CEO, Ford/GM consultant, bank president and elder at his congregation.

The College was granted accreditation by the Higher Learning Commission in 2000 and is a member of the North Central Association. Under Hoppe's leadership of the Administrative and Academic teams, CRC's accreditation was renewed in 2005 and again in 2015 for the ten year maximum allowed.

CRC currently offers the following 14 degrees (3 Associate and 11 Bachelor):

- Associate of Arts in General Studies, ▪ Associate in Biblical Studies, ▪ Associate in Ministry and
- Bachelor of Arts in Biblical Studies,
- Bachelor of Arts in Youth & Family Ministry, ▪ Bachelor of Science in Christian Leadership & Management,
- BSE Physical Education K-12,
- BSE Elementary Education K-6,
- Bachelor of Science in Business Administration, ▪ Bachelor of Science in Management, ▪ Bachelor of Science in Accounting, ▪ Bachelor of Science in Marketing, ▪ Bachelor of Science in Sports Management and a ▪ Bachelor of Science in Christian Leadership & Management.



CRC provides students with a balanced course of studies. In addition to traditional classroom learning, 49 online classes are currently available with additional courses ready as academic programs continue to expand. We are proud of CRC's more than 40 graduates each May who receive Bachelor and Associate degrees.

CRC is currently governed by a Board of Trustees comprised of 13 Christian men and women from three states with nine being alumni. These trustees represent a variety of professions and each shares CRC's commitment to Christian education. All financially support the College and some are members of our adjunct faculty.

## II. Our Target Population:

Crowley's Ridge College is in our 52nd year in 2016-17 and has provided a Christian education for approximately 6,000 students. Young men and women from 28 states and 12 countries have attended CRC. Students enrolled are generally from 8 to 11 different states and occasionally from countries outside the United States. More than 95% of CRC's students qualify and receive financial aid and over 50% are from the Delta region.

The College's mission is to promote academic and spiritual growth in every student. Crowley's Ridge College has an open enrollment policy and does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities.

230 students from 8 states are enrolled at CRC during the 2016-17 school year. This is a record enrollment number for the College and further enrollment increases are anticipated as additional Bachelor degrees are offered and as other areas/programs expand. Students are provided more than \$750,000 in scholarships each year. These scholarships assist students in many areas, including Christian leadership and service, Bible majors, missions, academic achievements, music, drama, athletics and for a variety of specialized areas and needs.

Students are attracted to CRC because of its Christian principles, personal attention, numerous student activities and affordable costs. The College has a 10:1 student to faculty ratio. Student activities include drama, intramural sports, retreats, choral music, backpacking, canoeing and ski outings. Intercollegiate sports program includes men's basketball, baseball and golf and women's basketball, softball and volleyball. CRC's costs are comparable to Arkansas' public universities and much less than most private colleges and universities throughout the state and nation.

### III. Successfully Serving CRC Students:

Crowley's Ridge College does an excellent job of training young men and women to be productive citizens in their communities. The College has numerous positive outcomes regarding the successful lives of its students while on campus and after graduation. Past and present student successes include:

- Alumni working as ministers, doctors, nurses, emergency medical field, educators, school superintendents, college presidents, computer science, accountants, banking, small business owners, police officers, state troopers, fish & game department, entrepreneurs, housewives, farmers, politicians, industry managers, and in many other important positions.
- Alumni assist CRC graduates in finding a variety of jobs following graduation.
- Alumni return to campus after graduation to assist in weekly devotionals, daily chapel, CRC's annual Bible lectureship and as mentors to current students.
- Alumni represent CRC in their various communities, encouraging soon to be high school graduates to attend Crowley's Ridge College. Alumni also encourage others to support CRC and attend area promotional and campus events.
- Many CRC alumni currently serve as preachers and youth ministers among congregations in northeast Arkansas and southeast Missouri. Graduates have also served/serve in full-time ministry for congregations in 25 states.
- Students and alumni have done mission work in 20 countries on 6 continents.



### IV. Financial Information:

The current annual budget of Crowley's Ridge College is \$3,700,000. This operational budget is financed by three main sources of revenue: 82% student tuition, 15.4% annual fund gifts from alumni, churches, foundations, businesses and friends of the college, and 2.6% endowment income. CRC is pleased to operate within "the black" each year. We are very careful not to overspend. Our departmental budgets are reviewed weekly, monthly and annually. We also try to operate within the philosophy of not borrowing money to pay for new structures. We generally do not begin construction until approximately one half of the funds needed for a new facility have been raised.

The College is pleased to have a positive net income each year, in which a majority of any surplus funds are generally utilized for needed capital improvements to assist in our future growth. CRC contracts with an independent accounting firm to do an annual audit.

## V. Concluding Remarks Regarding CRC's Case for Support:

What is the case for supporting Christian education at Crowley's Ridge College? The answer is easy – our students! They are CRC's only reason for existing. The College strives daily to meet our founders' goal of having CRC graduates strengthen their local congregations and to be Christian leaders throughout their lives.

Many of the students that have attended CRC could have gone to a variety of colleges and universities. Others students could not have, as some were from small schools and communities and perhaps not ready for a large university or college setting. Some needed a little extra help in being able to make good grades in a higher learning environment. The extra attention a student receives from our teachers and classes tailored to their individual needs allows them to succeed at the college level, while also benefitting them from CRC's Christian environment. Our goal is to help any student who wants to enroll in college; to help them learn at the college level and to succeed as a Christian, in all aspects of life.

## VI. How Can You Help?

At Crowley's Ridge College, we deeply desire to be good stewards of the money that is entrusted to us. As you know, a college education is costly, especially at a private school where a significant amount of our funds are from individuals, churches, foundations, and businesses instead of the government. We appreciate what you have done for CRC or perhaps what you are considering to do for us. We hope that you will continue to, or join in helping us in educating our young men and women. We need and ask for your support.

Without the support of friends like you, CRC could not operate. We welcome your tax-deductible donations of any kind, including gifts of:

- Cash
- Stocks
- Bonds
- Real Estate
- Personal Property
- Certificates of Deposit
- In-kind goods or services
- Memorial and Honor gifts
- Scholarships (*Bible, Academic, Endowment*)
- Underwrite costs of specific services/programs
- Sponsorship gifts for annual events (*Spirit of America, Reaching Your Dreams, Lectureship, student trips*)

**A planned gift** works well for many of our donors, especially on appreciated assets. Our staff can help you with any planned gift to help you receive the most advantageous tax benefits and/or income for life:

- Wills, Bequests (*please include CRC in your Will or Estate Plan. A great way to endow your annual gifts*)
- Charitable IRA Rollover (*rollover provision extended; charitable gifts without taxing RMDs*)
- Charitable Gift Annuity (*fixed rates, may increase your current income for life and retirement income*)
- Charitable Remainder Trust or a Charitable Lead Trust (*which trust is best for your situation?*)
- Retirement Plans (*great way to leave a charitable gift, tax consequences to heirs, but not to CRC*)
- Life Insurance (*an excellent way to endow your annual giving to CRC or leave a major gift to CRC*)
- Life Estate of home or farm (*income tax deduction for giving to CRC; continue living there for life*)

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### To donate or learn more about any of these giving opportunities, please contact:

Ken Hoppe, President **OR** Richard Johnson, Vice President for Advancement  
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