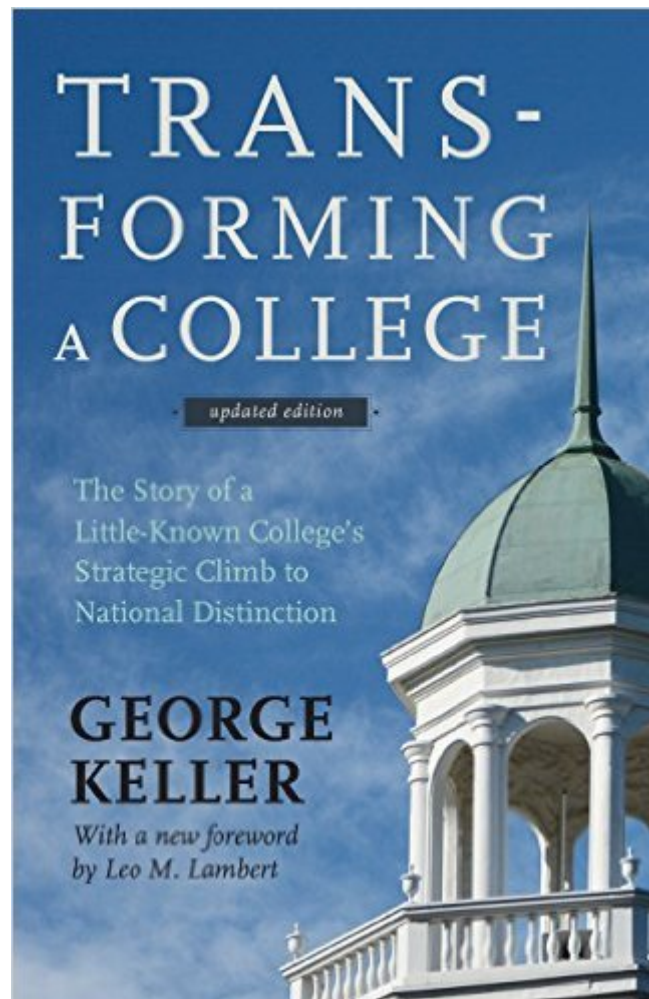


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# Transforming A College: The Story Of A Little-Known College's Strategic Climb To National Distinction



## Synopsis

Ten years after the publication of *Transforming a College*, Elon University continues to thrive as a school that reinvented itself and its community around the idea of inspiring and guiding students. George Kellera's now-classic account has been used as an inspiration and playbook for many other institutions. Available for the first time in paperback, this edition coincides with Elon's 125th anniversary. A new foreword and afterword from Elon president Leo M. Lambert tell the rest of the story of the university's ambitious agenda to position Elon as a top-ranked liberal arts university and a national leader in engaged teaching and learning.

## Book Information

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## Customer Reviews

As a parent of three children with whom I've shared the application process (the last having applied to Elon) this book is fascinating if for nothing more than seeing how a college can make itself appealing to applicants, and how it has added value to its educational offerings. But it is also a story of how a college can execute a form of "total quality management" in its efforts to both enroll and provide an education to students. Note that this book is slightly updated version of the original <http://www..com/Transforming-College-Little-Known-Strategic-Distinction/dp/0801879892/> with the current president providing an update. The book will also make the parent of a college bound student be more aware of what "non-name" schools may have to offer. I had first heard of it when a young woman with a stellar background who attended our church told us she was attending there; my thinking was she could attend a much "better" school. But after learning about Elon first-hand with much research and visits with two of my children I saw how good a fit it was for her. Over the

past 50 years, the book details how Elon developed offerings that fit the demographic it was targeting: Children of parents who for the most part could afford the tuition, which is value-priced when compared with other similar schools that will perhaps both set a list price higher but discount more. The book also explains how the financial policies led to the schools ability to expand and make appearance and offerings at the expense of what many consider a given for most highly rated schools - the ability to admit and provide for all students who have financial needs.

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