



THE GEDUNK

GROVE CITY COLLEGE ALUMNI MAGAZINE

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ACADEMIC EXCELLENCE

Grove City College educates the mind, heart, and hands

MESSAGE FROM THE PRESIDENT

BEYOND MARKETING MATERIALS: THE TRUE MEASURES OF ACADEMIC EXCELLENCE

Nobody wants “just OK.” That’s the message from AT&T in a recent series of funny commercials – “Just OK is not OK.” If that’s true about wireless networks, it’s certainly the case with higher education. Everyone wants academic excellence, especially because of the high cost of a college education. Families are increasingly concerned about the return on investment (ROI), so a “just OK” education is not OK.

In response to this reasonable consumer demand, virtually every college and university describes themselves as academically excellent. All it appears to take is a brochure with a few photographs of professors engaging with students, an impressive number of academic majors, and the magic words – “academic excellence.” But do these marketing materials mask a mediocre reality? College applicants should ask if there are any objective measures to back up such a claim, or is this a common assertion like grade inflation with everyone getting an A?

Fortunately, there are criteria that back up this description, and Grove City College scores a high grade by these measures of success. First, a truly academically excellent college begins with a strong faculty – men and women who are authentic scholars. We are blessed with more than 150 full-time professors, most of whom have terminal degrees in their respective disciplines. As highlighted in this publication, they are active in research and writing. In addition, our faculty remain highly accessible to students because mentoring and encouraging them is at the heart of their calling.

Another important measure of academic excellence is student success. With four-year graduation rates at public universities sitting at less than 35 percent, a major problem in higher education is the failure of too many students to earn a degree. GCC, in stark contrast to this, achieved an 84 percent on-time graduation rate for the Class of 2019. This puts the College in the top echelon of higher education in the most important category of academic excellence.

Student success is also revealed in placement statistics. How can a school claim to be academically excellent if a large number of students don’t graduate either on time or at all and cannot find jobs? Grove City College is blessed with an extraordinary placement rate: 96 percent are employed or in graduate school within six months after graduation. Our highly ranked Career Services Office gets them job-ready by the time they depart the Grove.

Contributing to this record of excellence is our determination to maintain the facilities, technologies and resources necessary for fulfilling our mission. This would not be possible without your support. Grove City College students know this and are thankful for the College’s many generous alumni and friends.

So, let’s work together to spread the word about Grove City College’s long-standing record of academic excellence. Our message must be that the cost of our education is truly a good investment. For us it’s not just talk; it’s transformative learning.



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Grove City College
100 Campus Drive
Grove City, PA 16127
724.458.2300
888.GCC.GRAD
alumni.gcc.edu