Thinking Bigger and Bolder

The Eight Major Goals for 2013-14

Clif Smart, President

Dr. Drew Bennett, Chancellor

October 1, 2013
Thank you for your support!
Points of pride
Be proud of who we are. Build on our successes.
Think bigger and bolder

Be bold when thinking about:

- Enrollment and recruitment
- The quality and rigor of programs and classes
- Achieving a more diverse faculty and student body
- Campus speakers

- Our funding model
- Facilities and sustainability
- Public affairs and its signature events
Eight major goals for 2013-14

1. Enrollment
2. Funding
3. Accreditation
4. Diversity and inclusion
5. Student success
6. Facilities and sustainability
7. Athletics
8. Raising the profile
Goal 1: Enrollment

Continue to achieve modest annual growth consistent with the long-range plan goals.

• Continue to expand online, blended, evening and off-campus enrollment
Growing enrollment

Springfield
- Fall 2013: 21,798
- Fall 2012: 21,059

West Plains
- Fall 2013: 2,123
- Fall 2012: 2,102

Total
- Fall 2013: 23,838
- Fall 2012: 23,071
Growing enrollment

Springfield campus

- New freshmen: 2,693 (Fall 2013), 2,491 (Fall 2012)
- New freshmen, ACT 24+: 1,358 (Fall 2013), 1,192 (Fall 2012)
- Transfer: 1,754 (Fall 2013), 1,615 (Fall 2012)
- Graduate: 3,334 (Fall 2013), 3,295 (Fall 2012)
Goal 2: Funding

Allocate, reallocate and generate new resources to achieve University priorities.

- Work to have the voluntary funding formula endorsed and implemented
- Meet the five established statewide performance funding measures to achieve maximum funding
- Continue to allocate resources based largely on enrollment growth
- Improve compensation for faculty and staff
Goal 3: Accreditation

Develop the evidence to meet the criterion and core components necessary to achieve continued accreditation from the Higher Learning Commission, as well as other major accrediting agencies.
Goal 4: Diversity and inclusion

Improve recruitment and retention of a diverse student body and workforce.
Student diversity

Number of students

Fall semester

All diversity
Underrepresented
International*

2008: 2,412
2009: 3,888 17.8%
2010: 2,413 11.1%
2011: 1,377 6.8%
2012: 1,035 1000
2013: 1,475 2000

*Not including China campus
Goal 5: Student success

Expand high-quality academic programs to increase opportunities for students.

- Continue developing the four new online undergraduate programs available this fall:
  - Communication
  - General business
  - Finance
  - Health services

- Complete the curricular steps to create three new graduate programs:
  - Master of Fine Arts (MFA)
  - MA in Second Language Acquisition
  - MS in Interdisciplinary Studies
Goal 5: Student success (continued)

- Expand high-impact academic experiences for students:
  - University Honors program
  - Need-based Study Away scholarships
  - Internships
  - Service-learning projects
- Explore the development of an Ozarks history, MOOC-like course
- Continue expanding STEM-related programs, including the occupational therapy program, on the Springfield campus
- Focus more attention on career placement by fully implementing the graduate tracking system
Online program additions

New in fall 2013
- MA, Communication
- MSEd, Literacy
- BS, Communication
- BS, General Business
- BS, Finance
- BS, Health Services

Programs coming soon
- BS, Professional Writing
- Graduate certificate in writing for TV and film
Alternative delivered methods (FY13)

- **Undergraduate credit hours**
  - Blended: 4.2%
  - Online: 7.0%
  - Other: 88.8%

- **Graduate credit hours**
  - Blended: 4.4%
  - Online: 17.9%
  - Other: 77.7%

- **All credit hours**
  - Blended: 4.2%
  - Online: 8.2%
  - Other: 87.6%
Summer online credit hours

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent of Total Credit Hours</th>
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<tr>
<td>2010</td>
<td>18.9</td>
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<tr>
<td>2011</td>
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<td>2012</td>
<td>26.6</td>
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<td>2013</td>
<td>32.3</td>
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Expanding ‘open’ instruction

- New iCourse coming in spring 2014 – OZK 150 Introduction to Ozarks Studies
- Developing a MOOC pilot project
  - Suggested by a President’s Task Force
  - Will focus on Ozarks culture and history – a unique area to MSU
- Why this initiative?
  - Serves our region
  - Creates interest in MSU
  - Develops capacity
Connecting to the world

Students participating in study away programs

- 41% were semester-long experiences in 2012-13
- Funding for this year:
  - $20,000 in exploratory faculty development
  - $95,000 in scholarships
Goal 6: Facilities and sustainability

Design, bid, identify funding sources and begin construction on priority academic and auxiliary facilities, with a continued campus-wide emphasis on sustainability.
Goal 6: Facilities and sustainability (continued)

• Renovate priority academic facilities like Ellis and Pummill
• Design, fund and begin construction of a new Welcome Center
• Begin demolition and new construction of the Plaster Sports Complex east bleachers
Goal 7: Athletics

Be competitive, be compliant and be successful in the classroom.
Goal 8: Raising the profile

Continue to find ways to more effectively “tell the Missouri State story” to ever-increasing numbers of people in Missouri, the nation and the world.

- Continue the ambitious schedule of alumni and athletic activities in Missouri, across the nation and internationally
- Refresh and expand alumni activities
- Complete the St. Louis plan for 2013 and then sustain about 60-75% of the plan into 2014 and the future
- Develop a plan to focus on Kansas City in calendar year 2014
Goal 8: Raising the profile (continued)

• Continue to expand use of social media for communicating effectively with alumni
• Successfully induct the first class into the Missouri Public Affairs Hall of Fame
• Continue to promote IDEA Commons as a signature initiative Promote the new International Leadership and Training Center
• Enhance the marketing and recruitment efforts for graduate programs, especially for online programs
Dr. Drew Bennett
Chancellor
Growing enrollment

- Fall 2013 enrollment up 1%
- Credit hours up 1.3%
- First-time Full-time Degree Seeking Freshmen Fall to Fall Retention up 1% (46.1%)
  Goal is 60%
Funding

- $500,000 plus up for Allied Health
- Working on Business Professorship and Agriculture Professorship
- $2.5 million grant from U.S. Department of Labor
Accreditation

- Entering the final stages of preparing for HLC self-study visit
- Final draft to be presented October 4 to campus community
- Additional presentations to other constituent groups, Springfield Administrative Council and the Board of Governors
- Final report submitted to HLC by the end of the fall 2013 semester
- HLC team of evaluator/consultants visit scheduled for April 2014
Diversity and Inclusion

- 2007: 30 faculty – 2 minorities (6.7%)
- 2014 (to-date): 37 faculty – 7 minorities (18.9%)
- Ethnic minority as % of student body 6.4% (136 which is down 1.4%); Still this is sustained excellence given the seven-county service area percentage is 4%.
Student Success

- Evening College
- Operation 50K
- New Allied Health & Agriculture grant-funded programs
- Online program expansion
Facilities and Sustainability

- Shoe Factory Loft Student Housing
- Gohn Hall
- Allied Health computer lab
- Library compact shelving
Athletics

• Basketball ranked 25th, Volleyball ranked 8th before the first game
• Increased emphasis on academic achievement and character development
• Time will tell and there are no guarantees, of course, but it could be the very best teams in both sports.
Raising the profile

• 50th Anniversary Celebrations
• Ranked #6 by Washington Monthly
• Numerous appearances on KY3 and in News-Leader
• Two new endowed scholarships