State of the University Address

Clif Smart, President
Frank Einhellig, Provost

September 29, 2014
Fulfilling Our Promise

MISOURI STATE UNIVERSITY'S LONG-RANGE PLAN

Goals for the plan

By the conclusion of this biennial plan, Missouri State University will have completed assessment of specific metrics in adaptive strategic directions.

- Student housing
- Student outcomes
- Institutional impact

The purpose of the long-range plan is to focus strategic actions that will demonstrate successful progress in helping others.

- Through the plan and its divisions, Missouri State will achieve 70% of its goals.
- Improve the undergraduate program across campus through emphasis on student learning outcomes, and declines multiple programs to "innovation programs" online.
- Develop and expand focused graduate programs to positively impact the region and state.
- Create a more diverse student body and workforce.
- Establish the University as an "employer of choice."

Mission

Missouri State University is a public, comprehensive campus that serves a diverse student body through student-centered education and engagement. The University's mission is characterized by a commitment to excellence in teaching, research, and service in a dynamic, diverse, and global learning environment.

Developing educated persons

Missouri State University's commitment to developing educated persons is reflected in the following values:

- A recognition that the unique opportunities and challenges students face are fostered in a dynamic, diverse, and global learning environment.
- The belief that educating persons is an essential part of the mission of the University.
- The commitment to providing a high-quality education for all students.
- The recognition that the University is an integral part of the community and the broader society.

State of the University Address
Strategic directions

1. Access to success
2. Public affairs integration
3. Engaged inquiry
4. Partners for progress
5. Valuing and supporting people
6. Responsible stewardship
Eight goals for 2014-15

www.missouristate.edu/eightgoals/
Value

We will keep cost affordable while offering rigorous, high-quality programs.
Student retention rates

Missouri State will make every effort to improve the retention rate of first-time, full-time students.
Student retention rates

- 2009: 73.50%
- 2010: 75.43%
- 2011: 75.35%
- 2012: 75.25%
- 2013: 75.22%

Goal: 80%
Facilities improvement

• Our facilities should match our size and status.
• The Board is committed to completing projects already underway and undertaking additional facilities projects as appropriate.
Facilities improvement

Welcome Center

Occupational Therapy Building
Diversity

- Diversity does matter.
- Impacts student learning experiences.
- Impacts both student and employee recruitment and retention.
Student diversity

![Graph showing student diversity over years]

- **All diversity**: 2,625 in 2009, increasing to 4,154 in 2014.
- **Underrepresented**: 1,595 in 2009, increasing to 2,631 in 2014.
- **International**: 1,030 in 2009, increasing to 1,523 in 2014.

*Not including China campus*
Missouri State Vision: Our Passion for Excellence
MOOCs: another success story

Enrollment: 6,804

Enrollment: 1,548
Springfield enrollment and fall 2014 change

- Student total: 22,385 (2014) vs. 21,000 (2013)
- +2.7% increase

* A new record
Springfield enrollment and fall 2014 change

- **Graduate students**: 3,420 (Fall 2014) vs. 3,420 (Fall 2013), +2.6%*
- **International students**: 1,523 (Fall 2014) vs. 1,523 (Fall 2013), +3.3%*
- **Students from underrepresented groups**: 2,631 (Fall 2014) vs. 2,801 (Fall 2013), +9.0%*
- **First time new in college**: 2,801 (Fall 2014) vs. 2,801 (Fall 2013), +4.01%

* A new record
Springfield enrollment and fall 2014 change

- Internet credit hours: +26.9%
- Second block class credit hours: +43.1%
- Students from 49 states, 88 countries
Number of full-time faculty
Programs available online

- Doctor of Nursing Practice
- 12 master’s degrees
- 9 graduate certificates
- 9 bachelor’s degree majors
- 2 undergraduate certificates
- General education, pathway to complete
Online credit hours

- **2011**: Fall semester 5.6, Summer semester 22.2
- **2012**: Fall semester 6.1, Summer semester 26.5
- **2013**: Fall semester 8.2, Summer semester 32.3
- **2014**: Fall semester 10.1, Summer semester 40.2

Legend:
- **Fall semester**
- **Summer semester**
New professional doctorates

- Doctor of Pharmacy
  - UMKC and MSU collaboration; housed in Brick City
  - Fall 2014 — Initial class of 30 students
- Doctor of Nurse Anesthesia Practice
  - Transitioning from the master’s
  - Final HLC approval last week!
Graduate programs starting in FY15

Envisioning the future

- MFA, Visual Studies
- MS, Applied Behavior Analysis
- Master of Applied Second Language Acquisition
- MS, Interdisciplinary Studies
- 10 graduate certificates
New undergraduate program in FY15

Majors and certificates
- BS, Modern Language (comprehensive)
- BAS, Hospitality and Restaurant Administration
- 5 certificate programs

Minors
- Construction Management
- Disability Studies
- Diversity Studies
Special learning experiences

<table>
<thead>
<tr>
<th>Study Away, 2013–14</th>
<th>Honors College, fall 2014</th>
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<tbody>
<tr>
<td>Participants</td>
<td>Honors enrolled</td>
</tr>
<tr>
<td>450</td>
<td>1,302</td>
</tr>
<tr>
<td>Scholarships</td>
<td>New first-year</td>
</tr>
<tr>
<td>$98,000</td>
<td>369</td>
</tr>
<tr>
<td>Exploratory travel awards</td>
<td>Transfer and other</td>
</tr>
<tr>
<td>$20,000</td>
<td>17</td>
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<tr>
<td></td>
<td>Accelerated track</td>
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<td>120</td>
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Retention and graduation: ongoing challenges

- **75.2%** first-year full-time student second year return
- **55.2%** 6-year undergraduate graduation rate
- **68.5%** 6-year graduate graduation rate (combined full- and part-time)
Retention and graduation: ongoing challenges

Freshman retention, fall 2013–fall 2014

<table>
<thead>
<tr>
<th>Unit of major</th>
<th>Percent returning</th>
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<tbody>
<tr>
<td>SAGR</td>
<td>83.3%</td>
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<tr>
<td>COAL</td>
<td>75.9%</td>
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<tr>
<td>COB</td>
<td>78.7%</td>
</tr>
<tr>
<td>COE</td>
<td>76.2%</td>
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<tr>
<td>CHHS</td>
<td>76.9%</td>
</tr>
<tr>
<td>CHPA</td>
<td>65.0%</td>
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<tr>
<td>CNAS</td>
<td>78.6%</td>
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<tr>
<td>UNDEC</td>
<td>70.1%</td>
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<tr>
<td>Total</td>
<td>75.2%</td>
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Retention and graduation: ongoing challenges

Students not returning from fall 2013 to fall 2014

- Freshman, first-time: 683
- Freshman, all other: 332
- Sophomore: 583
- Junior: 581
- Senior: 588

Total: 2,767
Expanding student opportunities: credit by assessment

- New pilot program on Credit by Assessment Incentive
- Recommendation of the Task Force on Online and Alternative Learning
- Purpose: To foster creative plans from departments that provide students an opportunity to formally demonstrate their knowledge of a course and thereby receive credit
- A faculty committee will recommend proposals for funding
Programs in the approval process

- Bachelor of General Studies
- MS in Cybersecurity
- Master of Arts in Teaching and Learning
- Specialist in Education — Teacher Leadership
- Graduate Certificate in Teaching and Learning
- Graduate Certificate in Teacher Leadership
Instructional technology enhancements

Classroom equipment
• Replacement of 310 PCs
• Upgraded over 150 classrooms with digital projectors and associated technology
• ITV upgrades for both on- and off-campus sites

Mediasite expansion
• My Mediasite Desktop available in faculty offices
• Added classroom units
Blackboard Learning Management System

- Expanded support for faculty
  - Blackboard Black Belt series by computer services
  - FCTL Digital Professor Academy and drop-in help
- Mobile app now available
- Improved content management features — November 2014
- Community engagement tools — January 2015
- Blackboard Collaborate pilot — now going
The value of faculty research

• Enhances the educational process by fostering student learning
• Contributes to the public good and benefits society
• Assists faculty development which is passed on to students
• Increases academic quality and meets standards of the 30+ accreditations of our programs
Faculty research and creative works: calendar year 2013

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
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<tbody>
<tr>
<td>Book</td>
<td>29</td>
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<tr>
<td>Book chapter</td>
<td>71</td>
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<tr>
<td>Journal article</td>
<td>220</td>
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<tr>
<td>Exhibition</td>
<td>21</td>
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<tr>
<td>Performance</td>
<td>17</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>358</strong></td>
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Examples of books and CDs
Graduate student thesis

Number of theses

<table>
<thead>
<tr>
<th>Academic year</th>
<th>09-10</th>
<th>10-11</th>
<th>11-12</th>
<th>12-13</th>
<th>13-14</th>
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<td>117</td>
<td>149</td>
<td>126</td>
<td>131</td>
<td>161</td>
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Research assistance and incentives

- MSU grants and direct helps
  - Faculty research — summer fellowships
  - Sabbaticals — provost fellow for writing
- College recognition and awards
- Faculty promotion including distinguished professor
- Professor Salary Incentive Program
- Mind’s Eye publication
Professor Salary Incentive Program recipients

- Chris Barnhart, BIO
- John Bourhis, COM
- Deanne Camp, RFT
- Russell Carney, PSY
- Randy Dillon, COM
- Kanghui Guo, MTH
- David Gutzke, HST
- Cynthia Hail, CEFS
- John Havel, BIO
- Shouchuan Hu, MTH
- Beth Hurst, RFT
- Robert Jones, PSY
- Nancy Keith, MKT
- Paula Kemp, MTH
- Timothy Knapp, SOC
- Laszlo Kovacs, BIO
- Gerald Masterson, KIN
- Robert Mayanovic, PAMS
- Kevin Mickus, GGP
- Carol Miller, FGB
- Michael F. Murray, MUS
- Joel Paddock, PLS
- Richard Parker, MKT
- James Parsons, MUS
- Robert Pavlowsky, GGP
- Sarah Perkins, ART
- Eric Pervukhin, ART
- Mark Richter, CHM
- Allen Schaefer, MKT
- Vonda Yarberry, ART
Mind’s Eye

• Where you see things not just as they are, but as they could be
• 2014 edition
• Features 14 MSU research stories
“New” International Travel Fund

- Purpose: To advance the University mission in research by assisting faculty in international presentations
- $100,000 available this year
- Matching funds from department and college
eJournal of Public Affairs

- MSU-published journal — a point of pride
- Affiliated with the American Democracy Project
- Increases visibility and the public affairs mission
- Features a national editorial board and reviewers
Center for Community Engagement

• Newly initiated — Dr. Mike Stout, director
• Promote existing community engagement efforts
• Conduct community-based research, evaluations and assessments
• Mechanism for students to be trained in community-based research
Higher Learning Commission accreditation — October 2015 site visit

Criteria to demonstrate

• Mission
• Integrity
• Teaching and learning
  • Quality, resources and support
  • Evaluation and improvement
• Resources, planning and institutional effectiveness
follow your
PASSION
find your
PLACE