Academic Affairs Assembly

Building the 21st Century Engaged University

Dr. Shonda Craft
Interim Dean of the School of
Health and Human Services

Dr. Jennifer Mueller
Dean of the School of Education

Rhonda Huisman
Dean of University Library

Our Strategic Plan

Mission
We prepare students for life, work and citizenship for the 21st century.

Engaged Students – Our students are engaged in every aspect of their education and professional development.

Engaged Campus – Our campus is focused on our students and their development, on each other, and on our commitments to partnerships with the community.

Engaged Community – As a State University, we have a role and responsibility in the development and well-being of our community. (Stewardship of Place*)

College of Liberal Arts and School of the Arts

- $500,000 MIDNIMO project grant - promote increased understanding of Somali and Islamic arts and culture through live music events and residencies.

- Awarded Hubbard Family Foundation Faculty Externship grants in Mass Communications: Mark Eden, Roya Akhavan and Jannet Walsh.

- Dr. Christopher Lehman's research and book, "Slavery in the Upper Mississippi Valley," spurred the city of St. Cloud's recent dedication of Butler Park, named in honor of the city's first African-Americans, Mary Butler, and son, John.

- Cross-college partnerships with Rikkyo University (Japan) and Global-Uway (Korea).

- KVSC 88.1 FM, earned the "Station of the Year" award for 2017 from the Association of Minnesota Public Educational Radio Stations (Ampers).

University College

- Launched the Student Success Collaborative in collaboration with Student Government Association and numerous campus partners.

- Implemented numerous student success initiatives as part of our participation in the AASCU Reimagining the First Year project.

- The Common Read Program welcomed Will Allen, author of *The Good Food Revolution*, to speak in Fall 2017.

Will Allen, Founder and CEO of Growing Power

Farm to Fork: The Good Food Revolution

School of Health and Human Services

- Dr. Amy Hebert Knopf was awarded the George H.W. Bush Fellowships by The Harkin Institute for Public Policy and Citizen Engagement.

- 14 Communication Sciences and Disorders graduate students provided services to 19 children and 11 adults who have speech, language and hearing disorders, in our on-campus clinic.

- Used simulated clinical education to provide students with a variety of clinical experiences.

- Samantha Sunstrom (Community Health) and Austin Goergen (Health and Physical Education) were named 2016-17 SCSU Student-Athletes of the Year.

- Laura Finch, Professor and Chair, served as the sports psychology consultant for the US Paralympic Volleyball team

School of Public Affairs

- Winter Institute engaged a record number of sponsors.

- MPA program awarded its first five degrees from cohort 1.

- Created the first SOPA Semester at Alnwick with four faculty delivering programming in an innovative way.

College of Science and Engineering
School of Computing, Engineering and Environment

- A faculty-originated and led retention initiative was developed to improve student success and enhance a sense of belonging in gateway courses.

- Awarded a $5 million NSF grant to partner with four Minnesota State community college partners to recruit and support at least 100 academically high-achieving Pell-eligible STEM students.

- Installing a revenue-generating bioreactor to convert bio-waste from various St. Cloud sources, including food service waste on campus, to electricity and other useful by-products. Students will study multiple aspects of renewable energy.

- Our Med Tech programs are expanding into Mexico through a partnership with CETYS University.
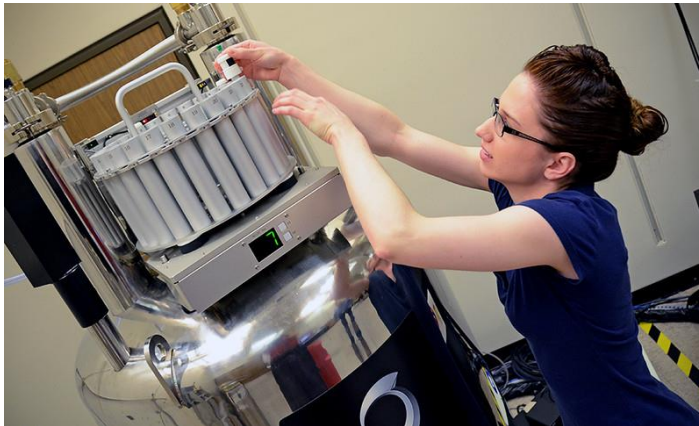
University Library

- Hosted and coordinated the National Library of Medicine's traveling exhibit, "Surviving and Thriving: AIDS, Politics, and Culture".

- Commemorated the 40th anniversary of University Archives St. Cloud State University.

- Hosted the Miller Center Student Art Show, a professionally juried art show featuring work of SCSU students.

- Welcoming students via the 4th annual Library Lawn Party.

- In partnership with Financial Aid, University Library hosted three FAFSA completion workshops for college-bound students in central Minnesota.

School of Education

- Completed the Year-Long Student Teaching Pilot Grant.

- Expanded new teacher workshop offerings as part of our commitment to our teacher education graduates.

- Offered community conversations about resilience, including a screening of the film, "Resilience".

- Hosted our first mental health conference for educators around trauma informed practices.

- Offered the reading certificate, as an outreach effort, through the IGNITE Center.

School of Graduate Studies

- Hosting the 10th annual Fall Graduate Assistant (GA) Orientation. GA Orientation is part of our on-boarding process for graduate assistants and is designed to support graduate students in developing a successful learning experience in partnership with the supervisor and hiring unit.

- Developed a D2L-based orientation for new graduate students.

- Hosted the first Graduate Writer's retreat in partnership with the Center for Doctoral Studies.

College and School Highlights

Office of Research & Sponsored Programs

Engaged Students

- The 2017 Student Research Colloquium showcased 255 projects presented by 443 students
- More than 140 students received student grants to support their research and scholarly projects
- More than 20 students represented St Cloud State University at Posters at St. Paul, the National Conference on Undergraduate Research, and the Minnesota Undergraduate Scholars Conference

Engaged Campus

- The largest external funding amount on record was secured by the university to support students, research and scholarly work; more than $8.8 million
- More than 90 faculty mentors sponsored students for the 2017 Student Research Colloquium
- More than 100 faculty and staff engaged with external grant and contract activities
- 45 faculty and staff members received internal grants

Engaged Communities

- More than 50 business/industry partners, regional foundations, and regional and international partners collaborated with the University through extramural opportunities
- The University collaborated with more than 15 State Agencies to begin opportunities to our students and our region

Institutional Repository

The Repository at St. Cloud State currently hosts 1,493 works by SCSU faculty, staff, and students which have been downloaded 275,471 times since 2011.

Herberger Business School

- The Professional Selling Specialization (PSS), established in 2014, admitted nearly 100 students into the program since its inception. Graduates have joined sales teams at Penske Trucking, Northwestern Mutual, Capital One, Anderson Trucking, Coyote, CH Robinson, Cintas, United Health Group, Leighton Broadcasting, Under Armor and others.

- The Spring 2017 Volunteer Income Tax Assistance (VITA) accounting students volunteered 1,193 hours preparing income tax returns for 1,503 low income and elderly taxpayers in the greater St. Cloud area.

- The Department of Finance, Insurance and Real Estate partnered with Nankai University, Binhai College in Tianjin, China on a Finance 2+2 program. The first cohort of 71 students arrived fall semester 2016; the second cohort of 48 students are arriving this fall.

- Launched a 100% online cohort-based MBA program designed for full-time working professionals.

Thank you all for your amazing work!

Summer 2017 FYE Update

FYE	Change in FYE (Sum-16 to Sum-17)
Undergraduate	*-10.3*
Graduate	*+12.9*
Total	*+ 3.6*

Summer Enrollment was up compared to last year.

- Colleges and schools are building a summer schedule that focuses on what students need and when they need it.
- Summer session is being thought of as a third term:
  - Allow students to get back on schedule for 4-year graduation
  - Allow students to move ahead of schedule towards graduation
- Aggressive marketing and branding strategy.

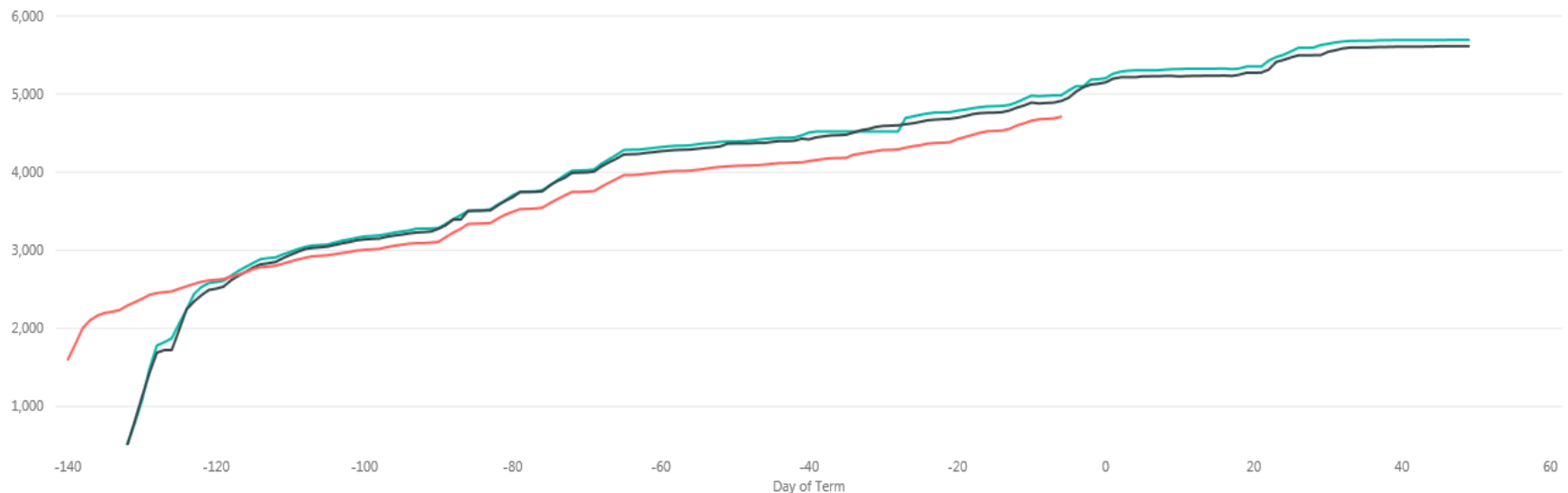*Projected a decrease of 40 FYE for budgeting purposes.*

Fall 2017 FYE Update

FYE	Change in FYE (Fa-16 to Fa-17)	
Undergraduate	*- 192.5*	*(-5.1%)*
Graduate	*- 10.1*	*(-1.7%)*
Total	*- 202.6*	*(-4.7%)*

Projected a decrease of 210 FYE for FY-18 budget

Term Name ●Fall 2015 ●Fall 2016 ●Fall 2017

Enrollment and Budget

FY-17 – In process of closing
- We will fulfill our financial commitments.

FY-18 – Monitoring enrollment and expenses
- Built a contingency in FY-18 to cover some soft enrollment ($1.5M).
  At current enrollment levels, the contingency will cover loss in revenue.
- Need to stay focused on helping our students be successful and retain them from fall to spring.

President's Focus for Fall 2017

Achieving our Fall 2018 Recruitment and Retention Goals

Refine enrollment goals and key performance indicators

Redesign the campus visit experience (tour, events, ambassadors, virtual and facilities)

Launch rebranding effort beginning with the integration into recruitment and yield efforts

Create Huskies Service – focused on offering high quality service to our students

Develop the full Strategic Enrollment Management Plan

Expand flexible, responsive and personalized communication with students through Hobson's and SSC

Redefine residential life experience for new and returning students

Fall 2018 Enrollment Goals

Recruitment

- A **7%** increase in **New Entering First-Year** students – this represents an additional **110** new students, over Fall 2017.
    - Fall 2017 = 1540   to   Fall 2018 = 1650
- A **3%** increase in **New Entering Transfer** students – this represents an additional **30** new students, over Fall 2017.
    - Fall 2017 = 1040   to   Fall 2018 = 1070
- A **3%** increase in **New Entering Graduate** students – this represents an additional **15** new students, over Fall 2017.
    - Fall 2017 = 470   to   Fall 2018 = 485

Retention

- **A first-year retention** increase of **2%**, which represents **30** more students that will continue beyond the first year compared to last year.
    - Fall 2017 = 68%   to   Fall 2018 =70% (based on an NEF cohort of 1540)

Total increase of 185 students for Fall 2018.

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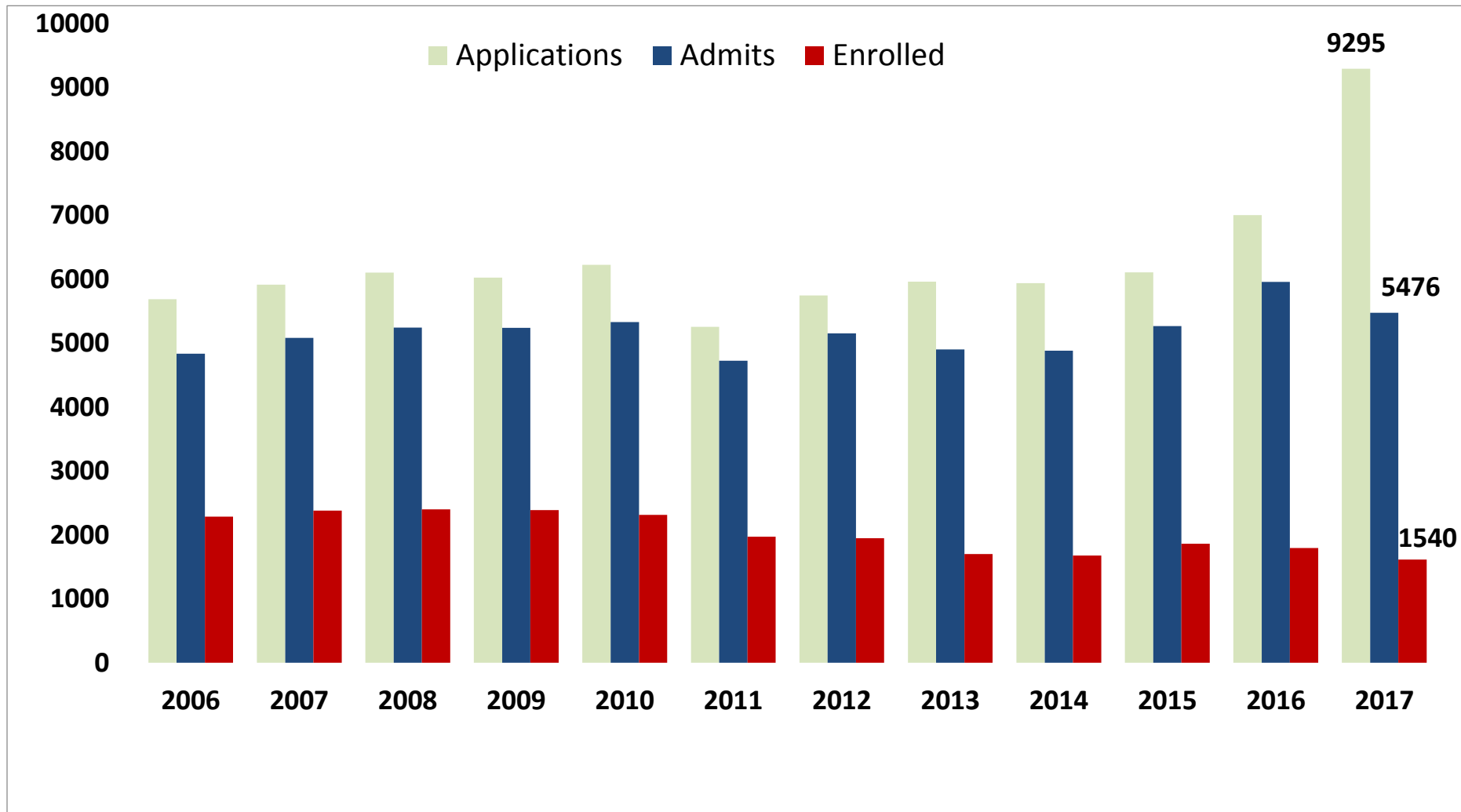Develop the full Strategic Enrollment Management Plan

Expand flexible, responsive and personalized communication with students through Hobson's and SSC

Redefine residential life experience for new and returning students

New Entering Students
(Recruitment)

Admission Yield

Admitting Strong Students

First-Time Students Average QPP

Year	QPP
2008	76.1
2009	74.5
2010	75.3
2011	74.8
2012	75
2013	77.4
2014	78.1
2015	77.9
2016	76.8
2017*	77.2
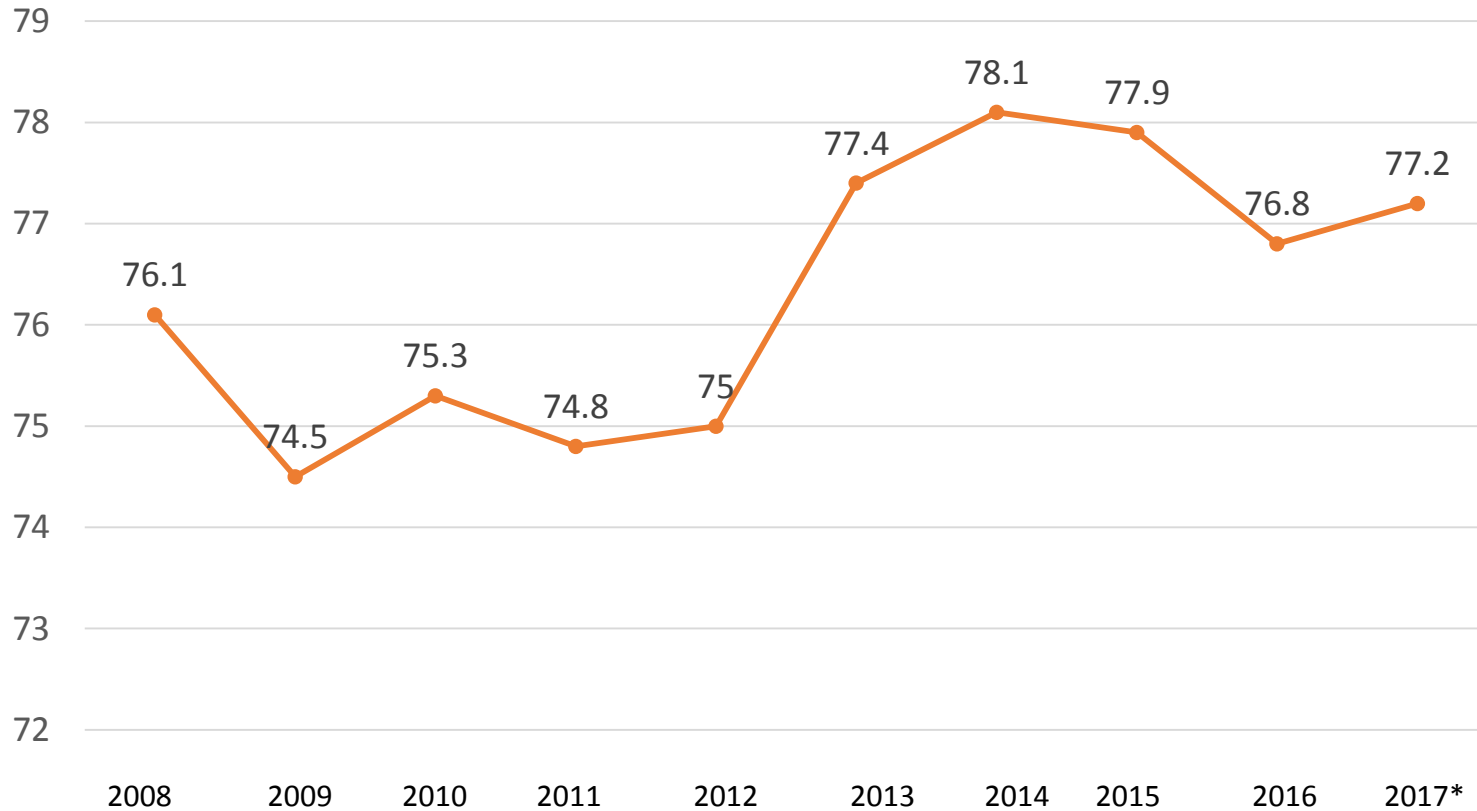
*estimated QPP (Quality Points Predicted) average of NEF registered as of 8/10/17

Recruitment of New Students (NEF, NET, NEG, NEI)

- Develop Strategic Enrollment Management Plan.
- Rework the Campus Experience.
- Market and brand the University (BVK consultants).
- Personalize student communication strategies (Hobsons & SSC).

- Increase the number of 2+2 and completion programs with our partner community and technical colleges.
- Increase the number of programs offered online.
- Target recruitment for graduate programs.
- Target international recruitment efforts.

SCSU Enrollment Strategies

How can you engage?

- Participate in campus recruitment events (Preview Days, Red and Black Days).
- Meet with prospective students and their parents.
- Assist Office of Admissions and University Communications in developing positive stories for your program to share with prospective students. Tell your story!
- Greet campus tours of prospective students and parents with a smile. (Do not underestimate the importance of feeling welcome).
- Talk with your neighbors and friends about the great opportunity here at SCSU

We all need to engage with prospective students!

Returning Students
(Retention)

Retention Rates for NEF/NET
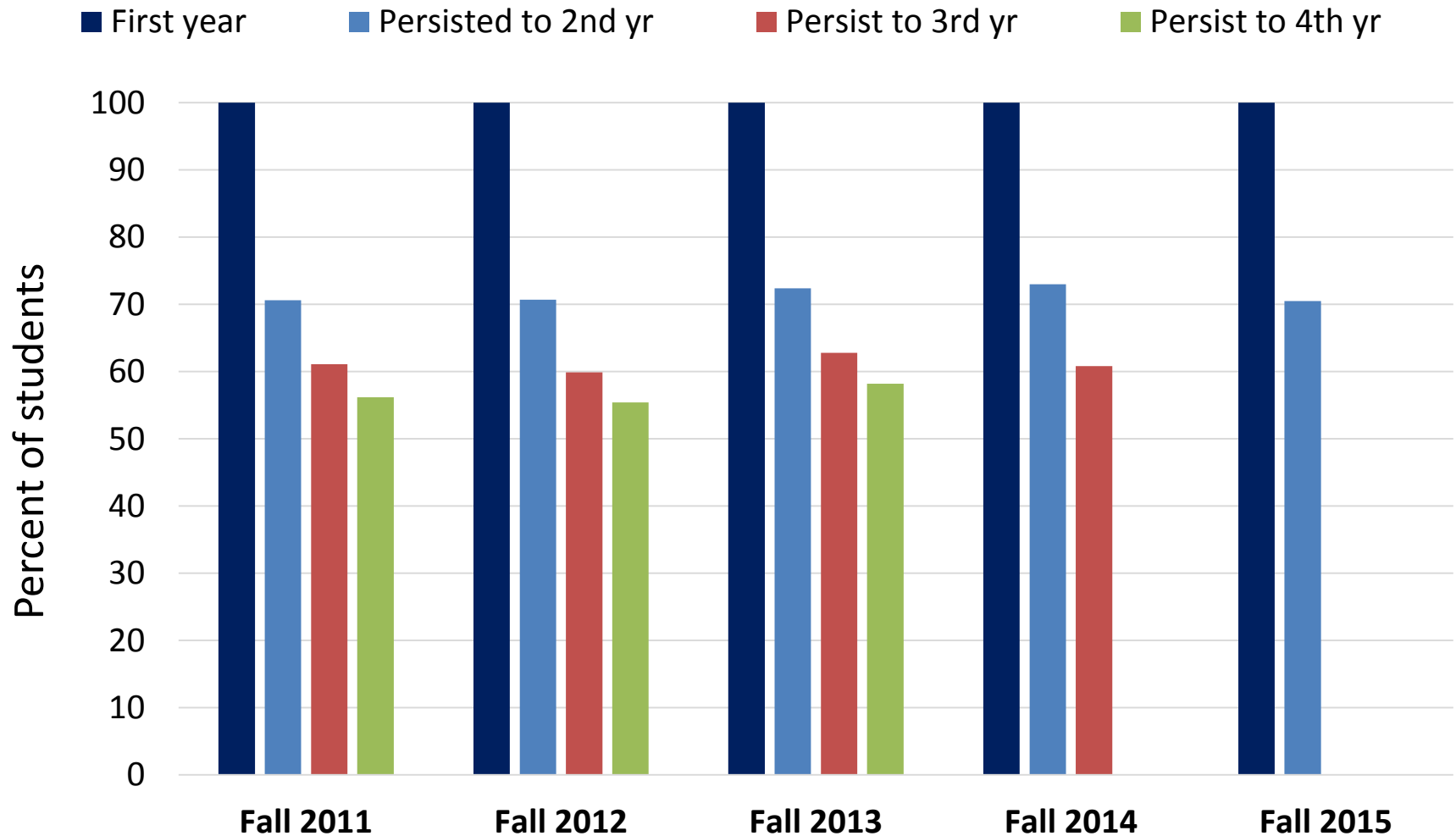
SCSU Retention Strategies

Successful and Healthy Transition and Growth	Value Added Advising	Understanding the Path To Graduation	Reimagining The Year (AASCU Project)	Student Success Collaborative (Education Advisory Board)	Student Support Structures	Banded Tuition	Beyond the First Year	Graduate Education
1st – 4 Days	Student Success Teams	Guided Pathways	Belonging Mindset	Early Alert System	Lindgren Child Center	SCSU Persistence Data	Belonging Mindset	Career Development
1st – 4 weeks	Advising for 15 credits	Direct Declare	Proactive Outreach	Student Success Teams	LGBT Center	National Success Data	Guided Pathways	Plymouth Graduate Center
1st – 4 Months	Complete Scheduling	Career Development	Guided Pathways	Faculty Training	Women's Center	Construction of Band	Microgrants	
1st – 4 Years	Flexible Advising Time	Husky Compact	1st Year Seminar	Staff Training	American Indian Center		Data Analysis	
A&R Days	Proactive outreach	Transfer Agreements	Microgrants	Proactive Outreach	The Write Place		Proactive Outreach	
Gear Up Events	Transfer Advising Center	Program Advisory Board	Predictive Analytics	Predictive Analytics	Student Health Services		90 Day Graduation Check	
U-Choose Programming	Meta Majors	Program Milestones	Student Success teams	Multimodal Communication	U-Choose			
Developmental Math		Transfer Advising Center	Learning Communities	Academic Progress Reports	Multi-Cultural Student Center			
Supplemental English		Financial Literacy	Flexible Advising		Non-traditional student group			
Our Husky Compact		Major Exploration/ Declaration Fair	DASH Grants		Student Disabilities Center			
International Advising Day		Student-focused Curriculum	Gateway Course Redesign		Student Parent Support Initiative			
Placement Testing and Multiple Measures			1st Year Experience Study Abroad Programs		Counseling and Psychological Services			
Advance Preparation Program (APP)			Student Success Collaborative		Academic Learning Center			
Academic Collegiate Excellence (ACE			Engaging Students in Campus Life		Student Disabilities Services			
Community College connection (CCC)					Center for International Studies			
Proactive Financial Aid Outreach					Veterans Resource Center			
Graduate Student Orientation								
University Programming Board								

Retention

Although each department will engage in the retention work outlined in the last slide in different ways, every program and division in Academic Affairs will be asked to engage in the following four projects:

1. Reimagining the First Year (RFY)

2. Student Success Collaborative (SSC)

3. High Quality Academic Programs
   – Program Portfolio Management (PPM)

4. Marketing and Branding

We need engagement from all of you to be successful.

Reimagining the First Year (RFY)

- Designed to support new entering students as they make their transition to SCSU; initiatives to foster knowledge, skills and abilities needed to successfully navigate the academic and social systems of higher education.

- Initiatives intended to improve retention during a period when students are most vulnerable.

- The first round of initiatives will be launched this fall to support the class of 2021:

  - *Student Success Teams*
    - Academic Advisor
    - Financial Aid Specialist
    - Career Counselor
    - Departmental Faculty

  - *Course exploration tool for undecided students*

  - *LEP-based First Year Seminar (eight sections in Fall 2017)*

  - *Belonging exercise for new entering first-year students*

  - *Complete Scheduling – helping students register for fifteen credits*

  - *Proactive, early outreach to students in need of additional support*

Reimagining the First Year (RFY)

- Additional initiatives under development
  - *Gateway Course Strategies*
  - *Registration and Early Alert*
  - *Direct Declare Initiative*
  - *Meta Major Development*
  - *Promoting a Belonging Mindset*

- Faculty and staff have been involved in many different capacities:
  - Profs. Chris Jazwinski and Garth Harris developed an exercise for new entering first-year students that promotes a strong sense of belonging. More than 1000 students experienced the intervention during 2017 Advising and Registration Days.
  - Prof. David Robinson developed a predictive index based on responses to a MapWorks survey that provides insight into the role social belonging plays in students' decisions to stay or leave SCSU.
  - Prof. Matt Vorell used the Zaltman Metaphor Elicitation Technique, an image-based interview process, to learn more about how first-year students, from a variety of backgrounds, experience our campus.
  - Faculty in COSE and SCEE developed a plan to improve outcomes in gateway courses populated primarily by first-year students.

Student Success Collaborative

- Partnership with students.
    - Students are investing $500k over the next 5 years with the expectation that faculty and staff will fully integrate into the technology

- Three overarching benefits:
    - *Improve communications with and about our students*
    - *Easy access to actionable, program specific data*
    - *Streamline administrative tasks for faculty and staff to allow for more time spent on helping students*

- More than 120 staff and faculty members trained in July and August.

- SSC will be used this semester in the following areas, reaching thousands of students:
    - Advising and Student Transitions
    - Business Advising Center
    - University Honors Program
    - Financial Aid
    - Career Center
    - Student Life and Development

Student Success Collaborative

Implementation of Training

  Phase 1 (August 9, 2017): Professional Advisors, Professional Staff

  Phase 1.5 (August 17, 2017): Undergraduate students, with a focus on new entering first-year students

  Phase 2 (September 25 to October 26, 2017): Faculty, Administrators, Undergraduate students, Graduate students (communication and outreach only)

  Phase 3 (on-going support): Campus Community

Training Stages (for every faculty and staff member)

  Stage One: Understand the significance of the platform as a student success tool; navigate the platform.

  Stage Two: Develop competency in the core features of the SSC. Designed to have an immediate impact on student success

  Stage Three: Learn to use advanced features to support student success.

  Stage Four: Take advantage of full capabilities of the platform.

Student Success Collaborative

How can you get involved in SSC?

- Attend the SSC Overview meeting on August 17 from 9-10am (Glacier)

- Volunteer to be a Training Specialist to help your department colleagues learn how to use the platform
  - We're seeking one Specialist per department/program. Please contact Glenn Davis for more information
  - Training for Specialists will take place on Friday, September 22

- Attend a Specialist-led training session between September 25 and October 26.

Program Portfolio Management

- Maintain high-quality academic programs.

- Continue to implement the Program Portfolio Management process developed in 2010 and revised in 2015.

- Ask departments and programs to update program information where needed.

- The objectives of this work are to:
  - Ensure high-quality academic programs
  - Ensure a portfolio of programs that is both responsive to internal student demand as well as external employer demand
  - Assist departments and programs in developing strategies for continuous improvement.

- Deans will work with their respective college/school to develop recommendations regarding FY-19 program improvements.

SCSU Branding and Marketing

- An important element of our enrollment strategy this year is a rebranding effort that will better tell our story to prospective students and their families.

- We have heard from many of you and many of our alumni how transformative their SCSU experience has been. But we've also heard their frustration because not enough people know our story.

- Please attend the marketing and branding session on **Thursday at 11am in Atwood Glacier** Room. This is your opportunity to review the progress up to this point and share your thoughts and suggestions.

SCSU Enrollment Strategies

Recruitment

- Strategic Enrollment Management Plan development
- Reworking the Campus Experience
- Marketing and Branding (BVK consultants)
- Communication Strategies
- Increase the number of 2+2 and completion programs with our partner community and technical colleges.
- Targeted recruitment with graduate programs
- Targeted international recruitment efforts

Retention

- Reimagine the First Year (AASCU initiative)
- Student Success Collaborative
- Program Portfolio Management
- Marketing and Branding (BVK consultants)

We need engagement from all of you to be successful.

SCSU Comprehensive Campaign

- SCSU will be launching its first comprehensive fund raising campaign in nearly 20 years.
- Foundation and external consultants conducted a 2016 feasibility study around key institutional priorities which were developed through a participatory process at the unit level.

- Implementation:
    1. Quiet phase (January 2018)
        Leadership gifts
        Professional development for faculty & staff
        Achieve 60% of goal
    2. Public phase (60% + of goal)
        Public launch of campaign
        Broad alumni & volunteer engagement
    3. Celebration phase (Spring 2023)

Your participation and telling of your story are vital to our success.
You are worth a million dollar investment!

Benjamin Witts

Nancy K. Sundheim

Eric Little

Positive and Promising: Nontraditional Student Views on St. Cloud State University

Online Lab Experience

Friday, September 15, 2017
9:45 – 11:40 a.m.

Keynote Speaker: Regan Gurung

Cultivating Learning: Challenges &
Solutions to Fostering Lifetime Learning

Thank you for your remarkable work!

Questions & Discussion