Academic and Student Affairs: The Year in Perspective

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April 2017
Goal 1: Increase enrollment while enhancing student quality and diversity.
Strategies

- Strategies tailored to market segments
- Leadership and consultancy
- New programs, grad and undergrad
- Online offerings
- Brand: Experience the Difference
- Affordability and value
- Marketing and recruitment, esp. social media, ads, virtual tour
- Campus engagement in recruitment
- Scholarships 16-17: $4.47 million ($2.98 million SRU)
Outcomes: New Students Fall 16

- Freshmen
  - 1564 – up from 1524 (3% increase)
- Transfers
  - 615 – up from 575 (7% increase)
- Graduates
  - 475 – up from 391 (21% increase)
New freshman student quality and diversity

• Quality
  • SAT average 1001 – up from 999

• Diversity
  • 216 URMs – up from 184 (17% increase)
The student body

- Total number of students in Fall 16
  - 8881 – up from 8624 (3% increase) – a record!!

- Level
  - Graduate students: 1217
    - Up from 1045 (16.5% increase)
    - Rose from 12.1% to 13.7% of total students

- Diversity
  - 12.5% URM - up from 12.3%
Looking forward

- New Fall 17 students as of now (same time year on year): Caveat – it’s early
  - Freshmen: deposits up 19 (1.4%)
  - Quality: average SAT 1008 up from 997
  - Diversity: URM freshmen deposits down 44
  - Transfers: deposits down 12 (-3.4%)
  - Graduates: deposits up 119 for summer
Goal 2: Offer a quality, flexible, agile and integrated curriculum and co-curriculum.
Strategies/Outcomes

- **Quality**
  - Periodic Review Report: successful 5-year review
    - including assessment of student learning

- **Flexibility**
  - Online programs and courses in Fall 16
    - Undergraduate: hybrid rose from 13% to 16%.
    - Graduate: % wholly online rose from 64% to 66%.
  - Summer 2016: FTE increased by 9% or 317 students.
  - Winter 2016-17: 1.2% increase in headcount but 1.9% decrease in FTE
Strategies/Outcomes

- Agility
  - New programs introduced during 16-17
    - CHES:
      - Grad: Health Informatics, PA, Public Health
      - Undergrad: PNGE
    - CLA:
      - Grad: Music Therapy, TESOL
      - Undergrad: Homeland Security, Corporate Security, BFA Dance
  - New programs approved:
    - CHES: Doctorate in Occupational Therapy
  - New certificates
    - Sustainability: 24 students registered
Looking forward

- Revise university-wide student learning outcomes.
- Revamp liberal studies program.
- Submit new programs in pipeline, e.g., grad degrees in health information management, social work.
- Expand online learning opportunities.
- Design new four-year student leadership program in Summer 2017.
- Organize for the Middle States self-study.
Goal 3: Fuel learning with powerful pedagogies and transformational experiences.
Strategies

• Raise the level of student engagement in learning through providing challenging courses, opportunities for peer learning, faculty-student interaction, and effective teaching practices.

• Increase the number of students participating in courses and non-credit activity which involves study away, undergraduate scholarship, and service learning, among other things.
Outcomes: Transformational Experiences

- **Opportunities**
  - 55 courses approved as HIPs by March 2017 (up from 37)

- **Participation**
  - FYRST seminars: 96% freshmen participated in Fall 2016.
  - 81% in Learning Community clusters.

- **Study abroad:**
  - 509 in 2015-16 (up from 506)
  - #1 in PASSHE; #25 in US Master’s Universities

- **Students presenting research or creative activity at 2017 Symposium**
  - 180 (up from 168)
Looking forward

- Increase approved HIPs and develop four-year plans.
- Hold service learning professional development in May (15 attended in January).
- CSIL to redesign domestic and international Alternative Breaks for 17-18.
- Grow faculty-led international programs (330+ students in Spring/Summer 2017).
- Assess powerful pedagogies based on forthcoming Spring 2017 NSSE results.
Goal 4: Maintain an unwavering focus on success for all students.
Strategies: examples

- **General initiatives**
  - Student Health Services: 4120 hours of direct care (rising proportion are mental health-related)
  - Residence Life: living-learning communities - 1114 students (up from 1103)
  - Student Conduct: clearer and more transparent code of conduct
  - ARC: new lighting, HVAC
  - Safety: Just In Case app, sexual assault education grant
  - Students on warning: CDEV grad students help problem-solve.
  - Career Ed/Dev: 2435 appointments to date (up from 2398); disciplinary career fairs, Senior Transitions conference
Strategies: examples (cont’d)

- Initiatives for specific sub-populations
  - Office for Inclusive Excellence
    - Jump Start: 93% retained to second semester, 74% over 2.5 GPA
  - Students with disabilities: 686 received accommodations
  - Transgender students: housing options, all-gender bathrooms
  - International students: Global Ambassador mentoring program
Outcomes

- Degrees awarded 2093 in 15-16, up from 2089 (14-15) and 2042 (13-14)
- Persistence to second year: 82.6% in Fall 16 (2nd in System)
- Graduation in 4 years: 49.8%, up from 49.5% (1st in System)
- Graduation in 6 years: 68.4%, up from 68% (2nd in System)
- Employed: 2015 class
  - 51% undergrads and 71% grads employed FT in job of choice
  - 3% not employed
  - 20% undergrads went to grad school
- Loan default rate: second lowest in System at 4.9%
- Athletics: 4 Academic All-Americans in 2016 (first equal in System)
Looking forward

• Continue to analyze data on non-persisting students and develop strategies.
• Increase staffing in Office for Inclusive Excellence: an assistant director for transitions and three success coaches (from staff retirement savings).
• Train staff in coaching principles.
• Begin the design phase for the Student Success and Services Center.
Goal 5: Provide a caring and inclusive campus, supported by quality housing, dining, recreation, health, safety and administrative services.
Strategies: A focus on three priorities

- High quality service
  - Training
  - Resource directory
  - Planning for equipment replacement
- Wellness: mental health services
  - Identify significant practices
  - Develop database of services
  - Comprehensive treatment strategy
  - Preventative education program
- Safety: emergency preparedness
  - Training
  - Safety audits
  - Emergency procedures
Outcomes

- Service
  - Goal is 85% satisfaction: mostly met in SHS, dining, housing, Library, and Academic Records

- Mental health
  - Withdrawals associated with not seeking help.

- Safety
  - Met goals for E2Campus use, % buildings with AEDs, alarm tests, active shooter training
Looking forward

- Service: campus resource service directory (Aug 2017)
- Mental health: Emotional Wellness public health initiative – peer intervention
- Safety: emergency drill on April 26
Goal 6: Attract, retain and develop highly qualified faculty, staff and administrators who provide excellent teaching, scholarship and service.
Strategies: Example of the Faculty

- Recruitment
  - Quality: salary, start-up funds
  - Diversity: pipeline development, search committee training, accountability

- Development
  - Teaching: CETET programs and online videos and informal advice
  - Scholarship: grants for research, travel, writing grants

- Retention
  - Promotion Procedures Review Committee
Outcomes: Faculty

- **Recruitment**
  - 22 new TT faculty hires Fall 2016
  - FTE faculty in Fall 16 reached 407 (up from 396)

- **Development**
  - 6 chair development sessions
  - Online teaching support
    - 499 training video views
    - 2406 phone/email consultations

- **Retention**
  - Best Colleges to Work For (Chronicle July 2016)
  - Number of faculty leaving: 22 as of now, but mostly retirees

- **Teaching evaluations:**
  - % responses in Strongly Agree/Agree categories in Fall 16 rose slightly for
    - “The teaching in this course was effective.” (88.2 up from 86.4%)
    - “I learned a lot in this course that was valuable to me.” (86 up from 83.8%)
Looking forward

- Recruitment
  - Expect further increases in faculty
  - Newcomer web site
- Development
  - Inclusive teaching
  - Resource site for new chairs
- Retention
  - Mentoring untenured faculty
Goal 7: Increase financial resources, enhance physical facilities, employ cost-effective technology, and adopt sustainable practices.
Strategies/Outcomes

• Prioritize activities that lead to greater financial resources.
  • Enrollment: increased tuition revenue
  • Various criteria: #1 in Performance Indicator points
  • Incentives: 15% increase in $ value of grants as of March 2017
Strategies/Outcomes

• Steward our physical resources to support the mission.
  • Renovations and/or new equipment in Spotts, Eisenberg, McKay, Art, Bailey Library, Swope, Morrow Field House, and Maltby
Strategies/Outcomes

- Promote continuous improvement through efficiency, effectiveness, productivity, use of available technology, and the development of technological solutions.
  - New technology in e.g., VSC (6 rooms), Morrow (2), PT (1)
  - Library Management System: Alma/Primo
  - Student organizations: OrgSynch
Looking forward

- Financial resources: expect increase in enrollment
- Facilities: Library, BSB and East-West Gym
- Safety: emergency drill on April 26
Goal 8: Engage alumni and friends in the life of the university.
Strategies

- Develop a greater appreciation for the transformative effects of an SRU education.
- Increase alumni participation in the Alumni Association and campus activities.
Outcomes

• Engagement Reporting form – 45 shared ~200 alumni and community engagements on campus.
• Featured alumni in FYRST seminars, Senior Transitions conference, and success story videos.
• More programming in Pittsburgh for young alumni.
• Alumni outreach, e.g., Music, CLA, Communication, Education, and Aquatics.
Looking forward

- Alumni brownbag career webinar series in Fall 17 presented by alumni and career staff.
- Pilot pre-matriculation career coaching using alumni for undeclared business students.
- Considering PeopleGrove for a cloud-based alumni mentoring system.
Goal 9: Support external communities through programming and expertise.
Strategies

- Support external communities through
  - Community service
  - Building a K-12 pipeline
  - Strengthening the social and cultural fabric of the region
  - Bolstering the regional economy
Outcomes

- Community service
  - Care breaks, e.g., Jamaica, Kenya
  - Volunteerism
    - 4685 students involved in 2015-16 (up from 4111)
    - 58.3% of student FTEs (up from 51.4%)

- K-12
  - CPH Humanities Ladder at Aliquippa HS
  - Career education in high schools
Outcomes (cont’d)

- Culture
  - Performing arts events attendance: 4281 so far for 16-17
  - Dance: performances and experiences for schools and retirement communities (2330 attendees)
  - Art: 9 exhibitions for 50-120 attendees each
  - Modern languages: teaching Spanish to 40 children at SR P&R building.
- Cultural Series
  - History: 40 articles written about local history for Butler County Historical Society.
- Economic
  - Government Contracting Assistance Center: clients won 98 contracts worth $9.3 million in 2016
Looking forward

- K-12
  - Summer camps, e.g., Dance, Chamber Music, Honors Band, CPH
  - Expansion of Humanities Ladder to Union HS in New Castle.

- Culture
  - Kaleidoscope Arts Festival (3400 attendees in 2016)
Conclusion: A continuation of the trend over the last 4-5 years

- Student access and success
  - Enrollments and increased diversity
  - Graduation rates and employment
- Faculty success
  - Numbers of faculty
  - Record number of new programs
  - Rising teaching evaluations and grant income
- Institutional success
  - USN&WR rank: rose to #23 in Regional Universities North