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

- Scholarships:
  - Additional $300,000 - Recruitment scholarships for program, URM, and PELL growth.

- New programs, grad and undergrad
  - Doctorate in Occupational Therapy – Summer 2018
  - Bachelor of Fine Arts in Acting – Musical Theatre & Acting – Fall 2019
  - Bachelor of Science in Cybersecurity – Fall 2019
  - Bachelor of Science in Mechanical Engineering – Fall 2019
  - Bachelor of Science in Civil Engineering – Fall 2019
  - Master of Science in Health Information Management – Fall 2018
  - Master of Science in Hospitality, Event Management, & Tourism – Fall 2019
  - Master of Science in Accountancy – Fall 2019
  - Master of Science in Social Work – Fall 2020
  - Doctorate in Educational Administration & Organizational Theory – Fall 2020
Strategies

- Produced 60+ student success and academic program-related recruitment videos
- Awarded a National Telly Award for the undergraduate commercial
- Increased focus on career education, transformational experiences, and student success
- Continued to strengthen campus engagement in recruitment events and services
- Marketed for the growth of online degree completion programs
  - Management (BSBA)
  - Leadership Studies (Interdisciplinary BS)
  - Philanthropy and Nonprofit Management (Interdisciplinary BS)
  - Nursing (BSN)
  - Liberal Studies (Interdisciplinary BS)
Outcomes: New Students Fall 18

- **Freshmen**
  - 1554 – down from a high of 1597 (-43 or -2.69%)
  - 183 URMs – down from 190 (-7 or -3.68% decrease)

- **Transfers**
  - 548 – down from 562 (-14 or -2.49%)

- **Graduates**
  - 490 – up from 432 (+58 or +13.43%)
New Freshman Students: Quality in Fall 18

- SAT average 1014 – up from 1007 in 2017
- Honors deposits 152 – up from 134 in 2017
- HSGPA 3.44 compared to 3.42 in 2017
The Student Body

- Total number of students in Fall 18
  - 8,824 – down from a higher of 8,895 in 2017 (-71 or -.80 %)

- Level
  - Undergraduate students: 7,538, down from 7,638 in 2017 (-100 or -1.31%)
  - Graduate students: 1,286, up from 1,257 in 2017 (+29 or +2.31%)

- Diversity (excluding NRAs and unknown)
  - 11.2% undergrad URMs
  - 5.6% grad URMs
Looking Forward

The number of students graduating from high school in PA are down -2% for spring 2019 and the decline is greater in Western PA, our primary recruitment market.

- New Fall 19 students as of now (same time year on year):
  - Freshmen: deposits are down -1 student domestically and -6 internationally
  - Freshmen Regional
    - Western PA deposits up +28
    - Eastern PA deposits up +22
    - Out of State deposits down -50
Looking Forward (Cont’d)

• Diversity: African – American deposits down -3/Hispanic deposits down -4/Two or more deposits down -9

• Transfers: deposits down -27 (early for transfer students)

• Graduates: deposits down -10 for summer and up +23 for fall
Looking Forward (Cont’d)

- Quality:
  - HSGPA 3.46 in fall 2019 and 3.41 in fall 2018
  - TOP 10% - 13.4% in fall 2019 and 10.8% in fall 2018
  - Top 25% - 38.2% in fall 2019 and 34.6% in fall 2018
  - Top 50% - 77.2% in fall 2019 and 71.9% in fall 2018
  - SAT 1009 in fall 2019 and 1014 in fall 2018
Goal 2: Offer a quality, flexible, agile and integrated curriculum and co-curriculum.
Strategies/Outcomes

• Quality
  • Completed the self-study and liaison visit. MSCHE SRU webpage, working groups are meeting.

• Flexibility
  • Students in online programs and courses in F18
    • Undergraduate: hybrid rose from 20% to 22%.
    • Graduate: % wholly online remained at 62%
  • Summer 2018: Credits decreased by 3.1%
  • Winter 2018-19: Credits decreased by 4.4%
Strategies/Outcomes

• Agility
  • New programs approved:
    • MSW, MAcc, EdD in Ed Leadership and Administration
  • New concentrations and minors show interdisciplinary cooperation:
    • Theatre Arts Management concentration
Strategies/Outcomes

- Program Reviews
  - English (grad/undergrad)
  - HEMT (Resort, Rec, Hospitality Mgt.)
  - Public Health (undergrad/grad)
  - Math (undergrad) and Data Analytics (grad)

- Completed Accreditation Visits
  - Rec Therapy – CAAHEP/CARTE
  - Art – NASAD
Looking Forward

- Programs starting in 2019-21: MSW, MAcc, EdD, ENGR

- New programs in development:
  - MS Recreation Therapy
  - MS Healthcare Administration
  - BS Chemical Engineering
  - BS Electrical Engineering
  - MSN

- Rock Studies general education program approved - now faculty teams are building university seminars and threads.
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

- Study abroad:
  - 443 in 17-18
  - Projected 572 in 18-19

- Students presenting research or creative activity at 2019 Symposium:
  - 143 student presenters with 64 faculty mentors
  - 503 in attendance
Outcomes: Transformational Experiences

- Community-Engaged Learning (OCEL):
  - Global Service-Learning Programs: 35 participants in 4 GS-L programs (up from 30 student participants in pilot last year)
  - 16 Slippery Rock faculty members received 28 community engagement mini-grants in support of new community partnerships, professional development, and engaged scholarship endeavors (up from 15 mini-grants awarded previous year).

- HIPS (service-learning) courses:
  - 33 HIP-S courses offered, of 85 total HIP courses for 2018-19 (39%)
  - 9 HIP-S departments, of 37 SRU depts. (24%)
  - 20 HIP-S faculty members, of 460 faculty (4%)
  - 730 HIP-S students, of 7538 undergraduates (10%)
Outcomes: Transformational Experiences (Cont’d)

- Engagement & Leadership (OSEL):
  - “Rock the Weekends”
    - Implemented a weekend programming series designed to create positive social opportunities.
      - 1,215 students served
      - 38% of attendees attended more than one event
      - 61% of attendees live on-campus
Outcomes: Transformational Experiences (Cont’d)

- Leadership Programs
  - Leadership Abroad: New Zealand
  - First-Year Leader Scholar Program (FLSP)
  - Fraternity/Sorority New Member Workshop
  - Greek Leadership Retreat
  - Student Leadership Training Fall 2018
  - Emerging Leaders Event: Diversity Awareness Program
- Student Organization Workshops
Outcomes: Transformational Experiences (Cont’d)

• Careers
  • Uncommon Hour Series to help students address complex career education decisions and opportunities.
  • Junior Job Jolt to encourage juniors to do senior-level career prep.
• Senior Transition Conference
• Career Café
NSSE 2017

- 66% of first-year students had one or more HIPs compared to 57% system-wide.

- 89% of seniors had a HIP experience and the highest percentage of participation in more than one HIP (66%) versus other comparison groups.

- Both first-year and senior students showed significant improvements in “Preparing for class” in the Academic Challenge category.
Looking Forward

- Increase in Faculty Learning Communities to help faculty redesign their courses into HIPs.
- Carnegie Community Engagement Classification – application has been submitted.
- Honors College and designated space
- Co-op option for students
Goal 4: Maintain an unwavering focus on success for all students.
Strategies: Examples

- Launched transportation initiatives to support students who want to travel to Pittsburgh and to the Eastern Side of the state during breaks.
- Expanded capacity in Student Support by reassigning a staff member to that area.
- Developed standard learning outcomes for FYRST seminar.
- Office of Disability Services created the ATLAS program for students with autism to enhance their success outside of the classroom.
- Student Success Coaches had over 2200 in-person appointments so far this year.
Outcomes

- Degrees awarded 2243 in 17-18, up from 2190 (16-17)
- Persistence to second year: 81% in Fall 18 (2nd in System)
- Graduation in four years: 53.6% (tied with West Chester for 1st in System)
- Graduation in 6 years: 66.6% (2nd in System)
- Employed: 2017 class (measured at 6 months post-graduation)
  - 91% of graduate students employed FT
  - 71% of undergrads employed FT overall (compared to national benchmark of 57%)
  - 1% not employed
  - 21% of undergrads attended full time graduate school
- Loan default rate: SRU remains second lowest in System at 5.0%
Looking Forward

- Continue to analyze data on non-persisting students and develop strategies.

- Assess impact of success coaches.
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
- Wellness: mental health services
- Safety: emergency preparedness
Outcomes

• ROCK 30 Wellness Initiative to promote physical and mental wellness.

• Office of Disability Services received glowing review from AHEAD (Association on Higher Education and Disability).

• Student Health Services received an exemplary review from AAAHC and is accredited for another 3 years.

• Hosted professional development day focused on active shooter and crisis response.
Outcomes (Cont’d)

• 16,997 student clinical visits occurred through the SHS; these visits totaled 5,894 hours of direct, “hands-on” patient care.

• 904 student visits were for assistance with psychological concerns, including suicidal ideation, psychiatric hospitalization, depression and anxiety issues.

• 73 visits involved suicidal ideation, a 35% increase from the 2017-2018 academic year.
Goal 6: Attract, retain and develop highly qualified faculty, staff and administrators who provide excellent teaching, scholarship and service.
Strategies: Faculty Example

- Recruitment and selection
  - Quality: salary, start-up funds, QM funding
  - Diversity: pipeline development, search committee training
- Development
  - Teaching: CTL programs and online videos and informal advice, teaching effectiveness Pathways program
  - Scholarship: grants for research, travel, writing grants
  - Faculty Learning Communities
- Retention
  - Promotion Procedures Review Committee
  - Joint committees to review campus policies and procedures
  - Incentives for program development and campus leadership roles
  - Milestone committee training
Outcomes: Faculty

- **Recruitment**
  - 24 new TT faculty hires Fall 2018
  - FTE faculty in Fall 18 remained steady at 420.

- **Development**
  - 6 chair development sessions
  - 997 unique views of CTL instructional videos on pedagogy and educational technologies
  - 1818 unique faculty emails requesting help/services
  - 549 faculty phone calls for on-campus support services
  - 228 faculty attended a F2F training workshop.
  - 82 faculty participated in a Faculty Learning Community.
  - 26 faculty participated in the Effective Teaching Practices program.
  - 21 faculty attended a Teaching on Tap round table.
Outcomes: Faculty (Cont’d)

- Retention

  - Great Colleges to Work For (Chronicle July 2018)--8th time in 9 years
    - Compensation and benefits, professional/career development programs and supervisor/department chair relationships

  - Joint APSCUF-Administration committees looking at promotion, general education, distance education
Outcomes: Faculty (Cont’d)

• Teaching evaluations
  • % responses in Strongly Agree/Agree categories in Fall 18 rose slightly for
    • “I received feedback which helped me improve my understanding/performance in the course.” (87.7% up from 86.2%)
    • “The course provided opportunities for me to seek more knowledge about this subject.” (92.5% up from 92%)
Looking Forward

- Recruitment
  - Expect further increases in faculty
  - Newcomer web site
- Development
  - Additional Faculty Learning Communities and Pathways, including Effective Teaching Practices, to be opened to all faculty
- Retention
  - Mentoring untenured faculty and temps.
  - Joint APSCUF-Administration committees to look at issues of mutual interest.
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
  • Giving Day 2019: $139,109 from 1,709 donations, an increase of 157% and 147% respectively
  • Founders’ Society ($1000+) members increased from 457 to 511
  • FY19 grants awarded to date = $1,197,454
Strategies/Outcomes

• Steward our physical resources to support the mission.

  • Renovations and/or new equipment in Art, Bailey Library, Eisenberg, Harrisville Building, Maltby, McKay, Patterson, Morrow Field House, Swope, Storm Harbor and Strain Safety Building.

  • Excellent financial risk evaluation by State System. Second least-risky. Improved significantly more than any other university in the State System over the past five years.
Strategies/Outcomes

- Promote continuous improvement through efficiency, effectiveness, productivity, use of available technology, and the development of technological solutions.
  - Standardized control devices in classrooms in ECB, BSB, Vincent, Spotts, and McKay which reduced over 180 calls to the Help Desk.
  - Added a new password management tool for self-service at the help desk.
  - Added an additional 1,000 access points for better wireless access.
  - Completed new electronic processes using Office 365 including summer contracts and student location verification.
  - Coming soon: Course Catalog and Curriculum Update Software, Travel Request Modification.
Strategies/Outcomes

- Major academic renovation and construction projects:
  - Strain Safety Building
    - To be rededicated at June COT meeting.
  - Storm Harbor Equestrian Center
    - Existing classroom and technology refreshed.
    - Expansion project is still ongoing.
  - McKay Education
    - Dean’s Suite
    - Windows and bathrooms – summer ‘19
Strategies/Outcomes

- Major academic renovation and construction projects: (Cont’d)
  - ATS – Lab furniture
  - Performing Arts Center – under renovation but roughly 120 days behind.
  - Harrisville – video teleconferencing upgrades and additions.
  - Engineering – an architectural firm to help determine what we need for future new engineering programs.
Strategies/Outcomes

- Major academic renovation and construction projects:
  (Cont’d)

- Patterson – new equipment including a very large and specialty treadmill

- Police station – renovation projects are pending
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 – Between 2016 and 2018, 410 alumni and community members have reported engagements on campus. We still believe this is underreported!

• Launched the PeopleGrove cloud-based mentoring system to foster relationships between alumni and students. Nearly 500 alumni and over 100 students have active accounts in the new SRUnite alumni mentoring system.

• More than 120 alumni returned to campus this year to recruit students for jobs and internships through Career Education’s career expos.
Outcomes (Cont’d)

- Over 15 alumni presented workshops and presentations in conjunction with Career Education and Development programming this year.

- Alumni working in over 15 school districts arranged for multiple presentations by the career staff, to support career discernment and recruitment.
Looking Forward

• Developing campus speakers bureau.

• Continue consolidating and coordinating reunions (academic and co-curricular) into Alumni Weekend – June 21-23, 2019.

• Better coordination of enrollment and alumni events including legacy family outreach.
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:

- Continuing service programs:
  - Rock Star Neighbors: SRU Childcare Center
  - Shelter Sidekicks: Butler and Lawrence County Humane Societies
  - Dream Chasers: Quality Life Services, Grove City and Mercer County

- Global Service Learning Programs (Domestic and International):
  - Immigration & Refugee Resettlement – South Bend, Indiana
  - Animal Rights and Research – Ft. Pierce, Florida
  - Environment, Justice and Identity – San Juan, Puerto Rico
  - Village Tourism and Community Development – Petersfield, Jamaica

- Career Education and Admissions road show to Pennsylvania Ohio schools to provide career and college planning services.
Outcomes (cont’d)

Culture

• Fine and Performing arts events attendance: more than 11,000 so far for 18-19
• Dance: 22+ events in 18-19 both on and off campus (including a performance of Martha Graham classic dance at the Joyce Theater in New York City ) with 2000+ attendees
• Art: 29 exhibits/events on and off campus with 500+ attendees total
• Music: 124+ events/performances with crowds between 20 and 300, or a total of some 5000
• Theater and Performing Arts Series: 6 productions (with four mainstage productions of 7 shows each), with an average crowd of 70, or some 2500 total
• Kaleidoscope Annual Arts Festival: 30 events in April 2019, with attendance between 20 and 300 per event
• Humanities and Gender Studies: 80+ events that reached between 20-800 each, or nearly 3000 total
Outcomes (cont’d)

Economic Development

- Operate as NRC-WVU OSHA Institute Education host site to provide Occupational Safety and Health courses.
- ROTC cadets and faculty run three different training events for seven local area high school Junior ROTC programs.
- School of Business internships with the VITA program continue to provide local residents with tax preparation.
- The Sustainability Accelerator Enterprise (SEA) provides programming and expertise to various entities throughout the local region.
- The Hospitality, Event Management and Tourism (HEMT) department works with various city, townships, county, and municipal government recreation departments, hotels, country clubs, resorts, and event planning facilities each summer.
- The Military Science department provides support to District Congressman’s Academy Boards and Congressional Scholarship initiative expanding the quantity of scholarships.
Looking Forward

• K-12
  • Summer camps, e.g., dance, music pedagogy, volleyball, soccer, and field hockey, and band
  • Continuation of Humanities Ladder outreach to area schools
• Culture
  • Approximately 8 members of the Jazz Ensemble will tour in Colombia, South America during the summer
  • Some 20 students will journey to Japan in May
Conclusion

- ASA continues to move onward and upward!
- The future is very bright!
- Thanks to all faculty, staff, and students who have helped us succeed in 2018-19!