Slippery Rock University: The Year in Perspective

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Priorities: Continuity and Change

- **Continuity:** Stay the Course – Maintain the Upward Trajectory
- **Change:** Move forward - Our guide is the Strategic Plan.
  - Tweak current strategies in response to assessment data etc.
- Pave the way for the new president.
Goal 1: Increase enrollment while enhancing student quality and diversity.
Strategies

- Scholarships:
  - Additional $112,000 in recruitment scholarships
  - Over $300,000 for the Spring 2018 semester to cover the shortfall in PHEAA funds.
- New programs, grad and undergrad
- Honors College and Honors Day recruiting event
- Online offerings
- Brand: Experience the Difference
- Increasing focus on career education, transformational experiences, and student success
- Campus engagement in recruitment
Outcomes: New Students Fall 17

- Freshmen
  - 1597 – up from 1564 (2.11% increase)
  - 190 URMs – down from 216 (12% decrease)

- Transfers
  - 562 – down from 615 (8.62% decrease)

- Graduates
  - 432 – down from 475 (9.05% decrease)
New Freshman Students: Quality in Fall 17

- SAT average 1008 – up from 1000 in 2016
- Honors deposits: +7% from 136 to 145
The Student Body

- Total number of students in Fall 17
  - 8895 – up from 8881 (0.16% increase)
- Level
  - Graduate students: 1257
    - Up from 1217 (3.29% increase)
    - Rose from 13.79% to 14.1% of total students
- Diversity
  - 12.9% non-majority - up from 12.5%
Looking forward

- New Fall 18 students as of now (same time year on year): Caveat – it’s early!
  - Freshmen: deposits down 57 (-3.7%) (Timing issue)
  - Quality: average (old) SAT - 1013 up from 1008
  - Diversity: URM freshmen deposits down 8
  - Transfers: deposits down 6 (-1.6%)
  - Graduates: deposits up 4 for summer and down 1 for fall
Goal 2: Offer a quality, flexible, agile and integrated curriculum and co-curriculum.
Strategies/Outcomes

- **Quality**
  - Beginning analysis for MSCHE self-study.
  - Accreditations e.g., OTD, Sport Mgt, Chemistry

- **Flexibility**
  - Students in online programs and courses in F17
    - Undergraduate: hybrid rose from 16% to 20%.
    - Graduate: % wholly online decreased from 66% to 62%.
  - Summer 2017: Credits increased by 297 or 1.3%
  - Winter 2017-18: Credits increased by 62 or 0.91%
Strategies/Outcomes

• Agility
  • Revised University-wide Learning Outcomes approved.
  • New programs approved:
    • BFA Acting, MSHIM, MSHTM at State System
  • New concentrations and minors show interdisciplinary cooperation:
    • BFA Art with Psychology concentration
    • Environmental Communication and Heritage Interpretation minor
    • Chemistry Education
    • Chemistry Health Sciences
Looking Forward

- Programs starting in 2018: OTD, MSHIM
- New programs in development:
  - MSW, EdD, M of Acct, BS Civil Engr, BS Mechanical Engr, BS Cybersecurity
- Revised university-wide undergraduate student learning outcomes being integrated into assessment plan.
- New general education program: Roll out in two phases: Fall 2018 and Fall 2019.
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:**
  - 513 in 16-17 (up from 509)
- **Students presenting research or creative activity at 2017 Symposium:**
  - 174 student presenters with 59 faculty mentors
- **Community-Engaged Learning (OCEL):**
  - Global Service-Learning Programs: 30 students participated in pilot.
  - 15 Slippery Rock faculty members received community engagement mini-grants in support of new community partnerships, professional development, and engaged scholarship endeavors.
- **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.
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

- Faculty Learning Communities to help faculty redesign their courses into HIPs.
- Continue to grow faculty-led international programs.
- Expansion of service learning and community-engaged scholarship opportunities
- Carnegie Community Engagement Classification – target is 2020.
- Honors College and designated space
- Co-op option for students
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
    - Hired 3 success coaches who have had 1863 appointments.
    - Jump Start grew from 98 to 107 in 17-18 - 94% retained to second semester, average 2.87 GPA.
  - Students with disabilities: 7% received accommodations
  - Transgender students: housing options, all-gender bathrooms
  - International students: Global Ambassador mentoring program
Outcomes

- Degrees awarded 2190 in 16-17, up from 2093 (15-16)
- Persistence to second year: 81.1% in Fall 17 (2nd in System)
- Graduation in four years: 53.6%, up from 49.8% (2nd in System)
- Graduation in 6 years: 66.1%, down from 68.3%
- Employed: 2016 class
  - 58% of undergrads and 79% of graduates employed FT job of choice
  - 70% of undergrads employed FT overall (compared to national benchmark of 55%)
  - 1% not employed
  - 21% full time graduate school
- Loan default rate: second lowest in System at 5.4%
- Athletics: 4 Academic All-Americans in 2017; Women’s field hockey team has highest GPA in NCAA Div II (3.71).
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

- In 2017 the financial hold threshold was raised to $500. An additional 568 could register for Fall 2017; an additional 996 could register for Spring 2018; and over 900 could register for Fall 2018.
- Starting Fall 2017, Student Accounts increased student payment plan options for Fall 2017 to provide more flexibility for families.
- Digital Resource Guide pushed out to campus computers.
- Emotional wellness peer assistance.
- Safety: active shooter drill; October development Monday
Goal 6: Attract, retain and develop highly qualified faculty, staff and administrators who provide excellent teaching, scholarship and service.
Culture

• A great college to work for produces a great college to study at.

• Approach: constructive culture at work
  • Goal planning and achievement
  • Creativity, personal growth, enjoyment
  • Trust, participation, support, the individual
  • Friendly relations, openness, cooperation, loyalty

• Focus
  • Professional development opportunities
  • Participation: extended Cabinet/President’s Council, Forum
  • Community: building breakfasts, birthday breakfasts, meals, fireside chats, employee social events
Strategies: Faculty Example

- Recruitment
  - Quality: salary, start-up funds
  - Diversity: pipeline development, search committee training
- Development
  - Teaching: CTL programs and online videos and informal advice
  - 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
Outcomes: Faculty

- Recruitment
  - 19 new TT faculty hires Fall 2017
  - FTE faculty in Fall 17 reached 420 (up from 407)
- Development
  - 6 chair development sessions
  - Online teaching support
    - 368 training video views
    - 1000 logged phone consultations and 4500 email requests from faculty and staff
  - 125 faculty attended in-person CTL training
- Retention
  - Great Colleges to Work For (Chronicle July 2017)--7th time in 8 years
- Teaching evaluations
  - % responses in Strongly Agree/Agree categories in Fall 16 rose slightly for
    - “I received feedback which helped me improve my understanding/performance in the course. (86.2% up from 85.5%)
    - The course provided opportunities for me to seek more knowledge about this subject. (92% up from 91.9%)
Looking Forward

- Recruitment
  - Expect further increases in faculty
  - Newcomer web site
- Development
  - Faculty Learning Communities
- Retention
  - Mentoring untenured faculty
- 2018 Culture survey data analysis
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 2018: 5x last year’s donors! $54K in pledges
  • Founders’ Society ($1000+) members increased from 357 to 391
  • FY18 grants awarded to date = $1,014,326
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

• Improved financial risk evaluation by State System. Second least-risky. Only State System school to improve ranking this year

• Sightlines Composite Score improved from 84% to 91%. SRU third in System.
Strategies/Outcomes

- Promote continuous improvement through efficiency, effectiveness, productivity, use of available technology, and the development of technological solutions.
  - New technology
  - Library Management System: Alma/Primo
  - Student organizations: OrgSync (CORE)
  - Password reset tool
  - Office 365 rollout
  - Wireless upgrades complete with 750 new or replaced access points. Review of outdoor access beginning.
Looking forward

• Financial resources: expect increase in enrollment.
• Assess campus business processes to improve systemic efficiency by 15%.
• Continued development of campus master plan, which is about half completed.
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 – 265 alumni and community engagements on campus. We believe this is underreported!
- Featured alumni in FYRST seminars, Senior Transitions conference, and success story videos. Skype options offered to improve outreach.
- 142 alums and friends on campus advisory boards
- Career coaches are assigned to incoming students for early contact. Also a summer webinar series to create connections with new students and families.
Looking Forward

- Developing campus speakers bureau.
- PeopleGrove cloud-based mentoring system to foster relationships between alumni and students. Expected rollout in Fall 2018.
- Continue consolidating reunions into Alumni Weekend (June 22-24, 2018).
- 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
  • Care breaks, e.g., Bolivia, Virginia
  • Civic engagement breakfasts

• K-12
  • Adapted Physical Activity and PGH Penguins—Blind Ice Hockey Program
  • Troops to Teachers: $275K grant
  • Career Education and Admissions road show to Ohio schools to provide career and college planning services.
Outcomes (cont’d)

Culture
- Fine and Performing arts events attendance: more than 15,000 so far for 17-18
- Dance: 25+ performances, lectures, and events on & off campus with 2000+ attendees
- Art: 11 exhibitions with 40-160 attendees at each opening (plus others thereafter)
- Music: 100+ performances for more than 6000 total audience members
- Theater and Performing Arts Series: 10 productions for more than 4200 attendees
- Kaleidoscope Annual Arts Festival: 28 events with attendance between 50-400 per event
- Humanities and Gender Studies: 60+ events that reached over 1000 participants

Economic Development for the Community
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 200 members of SRU’s Marching Pride will be featured in the 2019 St. Patrick’s Day Parade in Dublin, Ireland (participants from 2018 were the University of Illinois, Purdue, and Stephen F. Austin State University)
Conclusion

• We have come a long way BUT we’ve only just begun!
• Everyone needs to watch out!
• Our new leader, President Bill Behre, begins on July 1!