Report to the Campus on Major Accomplishments for 2003-2004

PRIORITY 1: TOP QUALITY ACADEMIC PROGRAMS

CURRICULUM, OUTCOMES ASSESSMENT, TEACHER-SCHOLAR MODEL, EXPERIENTIAL LEARNING, CITIZENSHIP

- Adopted a new institutional mission and priorities statement.
- Achieved accreditation in Communication Disorders, Recreation, Dietetics and Dietetics Internship, Social Work, Center for Child Studies, and Industrial Technology; and completed an external review of the Learning Enrichment Center.
- Completed the design development planning for the River Campus and began the construction design phase.
- Established a baccalaureate degree requirements target of 120 credit hours.
- Conducted Phases I and II of the review of academic programs mandated by the Board of Regents and identified potential budgetary savings to minimize future fee increases and maintain access to higher education while continuing academic excellence.
- The Voluntary Retirement Incentive Program was offered and accepted by a sufficient number of faculty to avoid any involuntary reduction of faculty as a result of Phase I of academic program review.
- Agreed upon a revised Teacher/Scholar Model with a more direct reference to the service component.
- The new public broadcast student radio station was licensed by the Federal Communication Commission and began broadcasting as KDMC at 103.7 FM.
- The Southeast Missouri State University Press brought recognition to the University for quality publications including The Gold of Cape Girardeau, a novel by Morley Swingle; Rush Hudson Limbaugh and His Times: Reflections of a Life Well-lived, interviews edited by George G. Suggs, Jr.; The Complete Book of Kong, poems by William Trowbridge; Mind the Gap: Poems by an American in London by Robert Hamblin; and Seven Laurels, a novel by Linda Busby Parker.
- Implemented a FIPSE grant that provides pre-student teaching experiences for nine Southeast students in Northern Ireland, Spain, and the Netherlands and brings three students from each of these countries to Southeast for similar experiences.
- Received a $1 million federal grant for the McNair Scholars Program to encourage success of under-represented, low income and first generation students in higher education through the doctoral level and began the implementation with the hiring of a director and the selection of 22 students and 14 faculty mentors.
- Developed a coordinated plan for enhanced services for Minority Student Programs, the McNair Scholars Program, and Student Support Services and identified and secured adequate space for these programs and Career Services in the area of Student Development.
- Through federal funding, expanded the TESOL (Teaching English to Speakers of Other Languages) program to provide instruction to 275 teachers across the state in 18 instructional centers.
- Received grants from private and public funds for a total of $9.2 million to support institutional programs.
- Initiated process of developing an information literacy program embedded throughout the curriculum.

PRIORIT Y 2: ENHANCE ACCESS THROUGHOUT SERVICE REGION

STUDENT PROFILE, ENROLLMENT, ASPIRATIONS, AFFORDABILITY, ACCESSIBILITY OF COURSES AND CAMPUS

- Conducted the review of non-academic programs as mandated by the Board and identified budgetary savings to minimize future fee increases and maintain access to higher education.
- Agreed to the mission and plan to provide online learning to the region and beyond, with programmatic commitments in: Bachelor of General Studies, Bachelor of Science in Business Administration – Organizational Administration, Bachelor of Science in Industrial Technology, Alternative Certification, and Master of Arts in Teaching English to Speakers of Other Languages (TESOL).
- Developed a strategic enrollment management plan including a complete set of enrollment management reports for planning, implementing and assessing enrollment management initiatives.
- Implemented the College is Possible initiative in middle and high schools in Caruthersville, North Pemiscot, and Charleston, and gave ACT Explorer and ACT PLAN to over 80% of GEAR UP 8th and 10th graders.
- Implemented first phase of content management system and launched first phase of new Web site (future students), including completion of online academic program brochures.
- Improved effectiveness of scholarship program in terms of structure, target groups, and the offer process.
- Continued development of the Integrated Marketing Communication Plan, including ways to more effectively market in the St. Louis area.
- Refined and promoted central marketing message effectively differentiating Southeast from its main competitors for student recruitment; aligned reality and rhetoric with a three-part message, “personal attention, professional education, real world experiences.”
- Reviewed campus visit program so as to increase yield rate, to personalize visits, and to create high-energy, memorable experiences for all visitors.
- Reviewed and modified Show Me Days to enhance student-centeredness, energy, and University image.
- Produced college/school videos for recruitment/foundation needs.
- Produced two new University television commercials focusing on experiential learning.
- Produced Video News Releases to send to media, to develop as news magazines and to use on the Web site.

PRIORIT Y 3: PROVIDE SERVICE TO THE REGION

PARTNERSHIPS, INFORMATION CENTER, RESEARCH PROJECTS, CULTURAL CENTER, REWARD STRUCTURE
• Authorized preparation of construction documents for River Campus. Issued two bond issues through the Missouri Development Finance Board to permit start of River Campus construction in Spring 2005.
• Completed the design development plans for the new Southeast Missouri Regional Museum and designed a new Mobile Learning Center for cultural, historical, and scientific outreach throughout the service area.
• Completed the search for an executive director and established the innovation/business incubator center and the Missouri Research Corporation.
• The Center for Economic and Business Research sponsored the fifth annual Economic Outlook Conference, prepared economic impact studies for projects in three communities.
• The University Symphony Orchestra completed a season of five concerts sponsored by Commerce Bank.
• A new chamber music series called “Sundays at Three” was initiated with four performances at Old St. Vincent Church, featuring symphony musicians and guest artists.
• KRCU continued its development for a new satellite station in Farmington and received a Federal grant from the Public Telecommunication Facilities Program to help build a new 10,000 watt station which will have the call letters ”KSEF” (Southeast Farmington) and reach an additional 100,000 potential listeners.
• The new Southeast Missouri Regional Crime Lab was opened and dedicated.

PRIORITY 4: ENHANCE THE UNIVERSITY COMMUNITY

TECHNOLOGY, STUDENT VIEW OF UNIVERSITY, FACILITIES, WORK ENVIRONMENT, GOVERNANCE

• Selected SCT-Banner as the vendor for new integrated database/administrative system and began implementation. Skill levels needed by faculty and staff to use the proposed new integrated database were assessed, a training schedule was implemented, and units conducted business process analyses.
• Completed University Center strategic plan focused on creating a destination of choice for students and student organizations and began remodeling of facility to implement the plan by Fall 2004.
• Participated in statewide and national efforts to curb student abuse of alcohol through environmental management strategies and developed partnerships with Cape Girardeau County community members including law enforcement, liquor distributors/retailers, medical professionals, secondary schools and agencies to develop and implement environmental management strategies to prevent high risk use of alcohol.
• Continued implementation of the Web content management system by beginning work on sections for current students, faculty & staff, alumni and visitors, coordinating with directors, deans, administrators, designating responsibility for individual pages, completing the approval/editing process, and conducting training.
• Developed and began implementation of a campus-wide approach to cost-effective digital document handling (faxing, copying, printing).
• Began use of student e-mail addresses to provide aid information and promote use of student on-line services (S.O.S.) to students for getting data. Began developing portal that will replace S.O.S. with “My Southeast.”
- Implemented computer lab printer control as approved by Student Government, resulting in savings of over $75,000.
- Finalized plans to implement Resource/Schedule 25 and integrate this process with SCT Banner systems
- Used technology to deliver off-campus financial aid presentations through the use of video, ITV and web
- Received NCAA Division I re-certification
- Refined the staff employment process
- Moved Textbook Rental into the basement of Kent Library as part of the University Center master plan
- Implemented new Greek recruitment process.
- Relocated and consolidated Printing & Duplicating and Copy Center operations
- Relocated Central Receiving from the downtown area
- Researched feasibility of acquiring system to extend Outdoor Warning System into primary buildings
- Designed emergency building notification signage
- Won Ohio Valley Conference championships in both women's indoor and outdoor track
- Won the inaugural Ohio Valley Conference Sportsmanship Award

**RESOURCE DEVELOPMENT**

- Increased cash contributions by 14% for total gifts of $5.6 million, including real-world experience in investment management provided to students in the Harrison College of Business because of $600,000 investment pool established through an estate gift by George and Dorothy Shillig; gift planning of Kermit and Louisa Wood for a scholarship that will award more than $20,000 each year to students with financial need; and more than $750,000 in estate gifts from two university alumni to invest in the betterment of students.
- Continued private fund-raising efforts to meet River Campus campaign goals
- Support for regional service continued through fundraising programs at each area higher education center
- Athletic Booster campaign surpassed its FY04 $600,000 goal.
- Endowments under Foundation management grew by 12% to $21.8 million.
- Planned giving expectancies grew by $1.5 million, a 14% increase.
- Foundation launched an expanded St. Louis alumni and corporate outreach program in partnership with the Harrison College of Business