Since 1873:
- Educating
- Changing
- Succeeding

STATE OF THE UNIVERSITY
Fall 2012

John and Betty Glenn Auditorium
Dempster Hall
September 25, 2012
PART I: ACCOMPLISHMENTS IN 2011-2012

PRIORITY I: ACADEMICS and STUDENT EXPERIENCE

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must be nationally recognized for a high-quality undergraduate and graduate student experience that includes academic excellence, a strong liberal arts foundation, and a wealth of “real world” learning opportunities preparing students for professional careers or advanced graduate education. The University must provide to its students a supportive, student-centered environment that challenges them, treats them with dignity, and helps them to grow and succeed.

- Received accreditations/re-accreditations for the following:
  - Athletic Training through the Commission on Accreditation of Athletic Training Education
  - Communication Disorders from the American Speech-Language-Hearing Association, Council on Academic Accreditation in Audiology and Speech-Language Pathology
  - University Child Enrichment Center from the National Association for the Education of Young Children
  - Music from the National Association of Schools of Music
  - Public Relations (as part of the Mass Media Department) from Certification in Education for Public Relations/Public Relations Society of America

- Received approval for changes to academic programs, including:
  - Adding criminology option to Bachelor of Science in criminal justice
  - Adding Facilities Management and Sustainability option to Bachelor of Science in Technology Management
  - Minor in Industrial and Engineering Technology Entrepreneurship
  - Minor in Latin American Studies
  - Adding off-site delivery of agricultural education for the regional campuses at Sikeston, Malden and Kennett
  - Adding BA and BFA in Dance
  - Changing name of BSED Business and Marketing Education to BSED Business Education
  - Adding community policing administration and criminal justice administration options to the Master of Science in criminal justice
  - Adding English studies and professional writing as options to the Master of Arts in English
  - Launching a Master of Science degree program in Organizational Management

- Researched the literature, consulted with peers, discussed trends in higher education and planned for the educating of students of 2020 through the Southeast in the Year 2020 Steering Committee – subcommittees shared draft reports in campus open forums and outlined recommendations in the areas of:
  - Technology
  - Curriculum, academics and academic programs
- Role of faculty
- Student services
- Student demographics

- Began planning and preparation process for Higher Learning Commission reaccreditation visit for Fall 2012
- Recognized as the top partner in the state of Missouri for Global Entrepreneurship Week, an effort led by The Douglas C. Greene Center for Innovation and Entrepreneurship (Greene CIE)
- Achieved first-place international ranking – marking the first time an American university won the top prize - when Harrison College of Business students competed in the Worldwide Case Competition in the Netherlands, presenting feasibility plans for an Eco-hotel in India
- Achieved top undergraduate team in the nation - earned second place finish behind a graduate team – when Harrison College of Business Students competed at the Society for Human Resource Management Southwest Central Regional Student Conference
- Set enrollment records for 17th straight year with 11,510 total students with beginning freshmen exceeding 1,900 for the second year in a row
- Increased international enrollment by 135 percent, from 312 in fall 2010 to 733 in fall 2011, representing 50 countries
- Increased African American student enrollment by 8 percent, from 853 in Fall 2010 to 927 in fall 2011
- Expanded winter intersession to 28 sections
- Recognized the Greene CIE for Innovation and Entrepreneurship by the Southern Growth Policies Board with a 2012 Innovator Award for the CIE’s Operation JumpStart program expansion into the 252 counties in the eight states served by the Delta Regional Authority region
- Established a new college by combining the College of Science and Mathematics and the School of Polytechnic Studies to become the College of Science, Technology and Agriculture
- Completed business process analyses Quick Quality Improvement Process (Q²) for graduate admissions and graduation and implemented appropriate changes, streamlining and automating where possible
- Launched a 10-acre working farm operation at the Sikeston Regional Campus
- Redesigned and improved Career Linkages “CL00X” series ensuring near 100 percent participation
- Revised alcohol/drug education and response plan integrating MyStudent Body drug and alcohol abuse components were integrated into UI100 on a voluntary basis
- Completed successfully the first year of the President’s Leadership Academy with 10 graduates
- Promoted a community service fair and inventoried student engagement in community service
• Earned the Innovative Academic Support Initiative Award from the American College Personnel Association for Academic Support in Higher Education – the award recognizes Academic Support Centers for program innovation and collaboration that resulted in marked increases in GPAs
• Increased enrollment in the Registered Nurse to Bachelor of Science in Nursing (RN to BSN) program due to several curriculum changes implemented, including moving from offering face to face to totally online RN to BSN courses; offering courses in eight-week blocks; and allowing registered nurses to complete all nursing course requirements (25 hours or six courses) in two semesters resulting in more than 70 registered nurses accepted into the online program
• Presented faculty and student-created first and only 3-D animated short film, “Death to the Different,” at the New York City International Film Festival where it was selected from more than 2,600 films. The film was also accepted into the International Short Film Festival Detmold in Germany, the 2011 International LUMS Film Festival in Pakistan and the Seventh China International Cartoon and Animation Film Festival in Hangzhou, China
• Selected Department of Theatre and Dance students performed in “Dancing in the Streets” in St. Louis for the third straight year
• Hosted by the Student Nurses Association, the Missouri Nursing Students Association (MONSA) state convention drew more than 200 student nurses and 30 exhibitors
• Sent 30 students and four faculty for the sixth year in a row during spring break to the prestigious Center for Strategic and International Studies week-long seminar in Washington, D.C.
• Welcomed Governor Jay Nixon as the spring commencement speaker for a record-breaking graduation class of 1,322, including record numbers of student athletes, minority and nontraditional students
• Received recertification of our athletic program from the NCAA Division I Committee on Athletics Certification, denoting that Southeast operates its athletics program in compliance with principles adopted by Division I membership
• Celebrated 62.2 percent of all Southeast student athletes, or a school record 200, as Scholar-Athletes – those with a minimum 3.0 cumulative GPA with a total of 19 student-athletes registering perfect 4.0 GPAs
• Recorded 11 of our 15 intercollegiate athletic teams with a team GPA of 3.0 or higher with the gymnastics team posting the best overall mark of 3.82
• Named the 2011 Academic National Champion by the National Association of Collegiate Gymnastics Coaches/Women, the Redhawks gymnastics team garnered the honor for the third time in four years – the team GPA was an impressive 3.91 during the 2010-11 academic year, tied for the highest GPA for a team in the history of the award
• Stringing together an historic 47-game hitting streak which broke both a school and OVC record, and tied for third in NCAA Division I history,
shortstop Kenton Parmley had his bat sent to the College Baseball Foundation to be displayed in the National College Baseball Museum and Hall of Fame

- Restructured the academic and leadership scholarship programs to maximize the use of scholarship resources, assist more students, and meet the university’s enrollment goals
- Developed a customer queuing system for Student Financial Services

**PRIORITY II: PEOPLE**

*To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must recognize and value the people who make it possible – its students, faculty, staff, benefactors, and the employers of its graduates. These individuals are essential, even more important than physical assets and financial resources.*

- Welcomed two new gubernatorial-appointed members to the University’s Board of Regents – Ms. Kendra Neely-Martin of St. Louis, a 1994 Southeast graduate, and Mr. Thomas M. Meyer of Cape Girardeau, a 1975 Southeast graduate
- Received national publicity when President Ken Dobbins chaired the American Association of State Colleges and Universities (AASCU) annual conference and 50th Anniversary Gala in Boston, Mass., the first time ever a Southeast president has chaired the Association
- Selected by the Council of Deans, Dr. Susan Swartwout, professor of English and publisher and editor of the University Press, was awarded the Provost’s Research, Instruction and Development for Excellence (PRIDE) Award and also was selected for the Faculty Merit Award – the first time in Southeast history a faculty member has received both awards in the same year
- Received international attention through an article published in one of the world’s most influential scientific journals written by Dr. Santaneel Ghosh, Associate Professor of Physics – article demonstrated the role of smart nanostructures in the development of novel therapeutic approaches for treating central nervous system disorders
- Recognized University staff members at the annual holiday luncheon including: Kim Fees, Assistant Director of Residence Life for Facilities and Operations, as Employee of the Year; the Facilities Management moving crew, including Marvin McBride, Ralph McDonald, Derek Eaves, Kenny Wallace, Allan Sample, and Gerald Derossett, as Employee Team of the Year; Jamie Mayfield, administrative assistant in the Department of Psychology, as CTS Employee; Marvin McBride, Facilities Management Support Service Staff lead, as Bargaining Unit Employee; and Jacob McCleland, host and producer on KRCU Radio, as Professional Employee of the Year
- Created a partnership with SEMO Health Network to extend the reach and services of the mobile Southeast Health on Wheels (S.H.O.W.Mobile)
• Received recognition when Lt. Kenny Mayberry of the University Police graduated from the FBI National Academy Program at Quantico, Va., one of only five officers at the Academy representing University police departments and one of only 257 from around the world admitted to the program
• Received state-wide publicity with the appointment of Dr. Mary Moore Johnson, professor of business law, as the higher education representative to serve a four-year term on the Supreme Court of Missouri’s Committee on Civic Education

PRIORITY III: COMMUNICATION

*To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must not only be an outstanding public comprehensive university, but also must be recognized as such by the general public. This message must be communicated internally, as well as regionally, nationally, and globally to the University’s alumni, the employers of its graduates, prospective donors, government officials, and others.*

• Worked in collaboration with Student Government to host an outstanding Speakers Series including:
  ➢ Lisa Ling, war reporter, National Geographic correspondent, and co-executive producer and host of “Our America” on Oprah Winfrey Network
  ➢ Michael J. Fox, international television and movie start and proponent of Parkinson’s Disease research
  ➢ L. Douglas Wilder, the first elected African-American governor for the annual Dr. Martin Luther King Jr. Celebration Dinner
  ➢ Kurt Warner, retired football player
  ➢ Bill Nye, The Science Guy
• Conducted a number of open forums to gather input for the Southeast in the Year 2020 initiative
• Passed eight resolutions and a record-breaking 42 bills, many for updating the Faculty Handbook, in Faculty Senate
• Selected, purchased, and installed new Learning Management System (Moodle) and began faculty/staff training
• Honored Lawrence and Donna Marler of Ste. Genevieve as the 2012 Friends of the University, the highest honor bestowed by the Foundation, for their generous financial and physical support of the University and its events
• Introduced a series of workshops with collaboration between The Greene CIE and the Delta Regional Authority (DRA) to train more than 120 community agencies and organizations in eight Mississippi Delta states in the tools and training resources needed to jump-start microenterprise development efforts; training will lead to more than 1,000 aspiring entrepreneurs creating approximately 300 new businesses
• Opened Business Service Centers at each of the three regional campuses to serve aspiring entrepreneurs and current small business owners in the Bootheel.

• Implemented process with ReadMedia for sending hometown new releases, and 3,269 news releases were distributed to hometown newspapers of those Southeast students receiving honors as well as high school students receiving scholarships and planning to attend Southeast; 3,958 stories were published by 781 media outlets; 7,097 emails were sent to students and their parents with online links to these stories; 7,845 online page views and 490 posts of these announcements to social media outlets.

• Worked with KBSI Fox 23 to produce weekly Business Briefs promoting the University.

• Produced new series of marketing materials for the colleges.

• Documented progress on University renovation and construction projects and posted on the University’s home web page entitled “Building Your Future.”

• Created and maintained RiverCampusEvents.com to promote all touring, theatre and dance, music, symphony, museum, art gallery and faculty events.

• Built or restructured 26 sites in OpenText (RedDot), including seven academic departments and/or programs, and numerous service departments including Student Financial Services & Scholarships, Veterans and Military Services, Student Government, and Department of Public Safety.

• Launched Google AdWords campaign to promote online RN to BSN program, resulting in 11,316 clicks and more than 24.4 million impressions.

• Restructured the Strategic Enrollment Management Committee and formalized subcommittees to address and communicate enrollment development, retention, and scholarship matters.

• Developed and implemented a Web-Based Database for Graduate Coordinators to access applicant information.

• Developed and implemented weekly comparative graduate admissions reports to assess progress toward graduate enrollment goals.

• Southeast continued to garner national distinction:
  - *Princeton Review* lists Southeast as one of the “Best in the Midwest” representing only about 25 percent of the nation’s four-year colleges.
  - For eight consecutive years, *Princeton Review* included the Harrison College of Business in its list of “Best Business Schools.”
  - *U.S. News & World Report*’s first edition of “Top Online Education Programs” includes Southeast’s online bachelor’s and master’s degree programs.
For the second year in a row, StateUniversity.com ranks Southeast as the safest public four-year university in Missouri

Militaryfriendlyschools.com lists Southeast among the top schools that embrace veterans as students

PRIORITY IV: FUNDING

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must partner with stakeholders to identify alternative funding sources to support its mission, to initiate innovative programs and services that meet the changing needs of students and the region, and to continue providing high-quality education at a reasonable cost.

- Balanced University budget and provided one-time funding for much-needed equipment purchases, priority maintenance/repair projects, and additional funds for the University’s “Rainy Day Fund”
- Funded 2 percent ($475 minimum) merit salary increase for all faculty, staff, and graduate assistantships, and in accordance with recent change to Faculty Handbook, the 2 percent merit salary pool for faculty will be used to fund a 1.75 percent base merit salary increase for faculty and the remaining 0.25 percent to fund post-professorial merit salary increases
- Received more than $1 million from the Missouri Department of Education and Secondary Education so the College of Education can work to transform high-poverty, low-performing schools into schools that demonstrate student achievement with efforts focusing on assuring that Missouri students graduate from college and are career-ready
- Awarded a $500,000 U.S. Department of Energy grant to develop a Satellite Industrial Assessment Center to train students on energy engineering
- Awarded $498,725 National Science Foundation (NSF) grant to Dr. Margaret Waterman, professor biology, to assist in developing a Research Collaborative Network in Undergraduate Biology Education
- Approved for more than $320,000 in grant renewals for The Greene CIE on two Program for Investment in Microentrepreneurs Act (PRIME) grants from the U.S. Small Business Administration, as well as funding from the U.S. Department of Agriculture, the Delta Regional Authority to allow The Greene CIE to continue business training and technical assistance to help disadvantaged entrepreneurs start, operate, or grow small businesses in southeast Missouri
- Named the lead university among a group of six Missouri universities to benefit from a Next Generation Learning Challenges Grant for $250,000 awarded by the American Association of State Colleges and Universities and the University of Central Florida
- Acquired gift of art works worth more than $200,000 from the New York Artists Equity Association (NYAEFA) in addition to works from the Warhol Foundation valued at more than $170,000 to add to the Crisp Museum’s permanent collection
• Welcomed Governor Jay Nixon to campus for the announcement of a $145,556 “JumpStarting Missouri Communities Post Flood” grant from the DRA to The Greene CIE to assist flood-impacted Missouri counties recover by providing training and technical assistance to disadvantaged microentrepreneurs
• Received $71,000 grant for The Greene CIE from the U.S. Department of Agriculture to assist small businesses impacted by severe flooding
• Received more than $68,700 in grants to support the Southeast Missouri Symphony Orchestra, assistance for graduate nursing students, and support for KRCU’s local “Discover Nature” program
• Endowed 15 new scholarships this year; received pledges for 12 more, and awarded more than $1.035 million in endowed and need-based scholarships to Southeast students
• Received more than $2.86 million in gifts to the Foundation for this fiscal year
• Sponsored the first-ever community women’s luncheon, “Reflecting Women Forward” in an effort to connect female students with opportunities, women mentors and resources in the community
• Unveiled, during Homecoming festivities, the Heritage Plaza, a commemorative brick patio area near the Alumni Center which honors alumni and friends of the University
• Named the University’s newest residence hall overlooking Houck Stadium the William A. and Christene Merick Residence Hall in honor of their $4.3 million unrestricted gift to the University to support education

PRIORITY V: INFRASTRUCTURE
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• Began construction of a new 250-bed residence hall on the north end of campus to be completed by fall 2013
• Continued utilizing $59 million in bonds for campus maintenance and repair, including:
  ➢ Academic Hall Renovations ($22,782,818) – renovated structure will feature a central student services concept, merging new ideas with the historic features of the building and is slated to reopen in fall 2013
  ➢ Magill Hall Renovation/Addition ($17,952,593) – addition of new classroom and utility space and remodeling and updating of science labs
  ➢ Power Plant conversion to natural gas ($6,080,600)
  ➢ Replace chiller to electric ($847,000)
  ➢ Numerous deferred maintenance priorities
  ➢ Renovation/maintenance of Memorial for IT/transitional space
• Authorized an architectural and engineering services contract to study the feasibility of a Greek Housing master plan that could result in a new Greek Village
• Donated two shuttle busses to Joplin, Mo., to assist in recovery efforts after the city lost its fleet in the May tornado that devastated the city
• Received donation of a Kawasaki 4010 Mule worth more than $9,000 from Midwest Agri-Chemico, Inc., and Midwest Grain and Barge Company to support the University’s agriculture program
• Received loan of a 70-horsepower tractor from HOLT AgriBusiness for Southeast’s outdoor laboratories at the regional campuses in Sikeston, Malden, and Kennett
• Installed 474 wireless access points in the residence halls, and installed or upgraded more than 220 wireless access points in academic spaces
PRIORITIES FOR FISCAL YEAR 2013
Since 1873: Educating, Changing, Succeeding

PRIORITY I: ACADEMICS and STUDENT EXPERIENCE
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- Secure campus input, complete draft report and recommendations from the Southeast in the Year 2020 steering committee, and coordinate with the Board of Regents a workshop to update the University strategic plan
- Continue preparations and necessary initiatives for the fall 2012 accreditation visit by the Higher Learning Commission
- Develop and implement common elements for course syllabi
- Complete development of student learning outcomes, including a system for assessment, reporting and continual improvement
- Complete necessary preparations to be fully prepared for accreditation of International Education Program in Academic Year 2014
- Evaluate the Lift For Life charter school student academic progress
- Develop and implement a new vision for the university library, considering the development and implementation of classes in literacy management
- Support the development and implementation of a new academic program selection process
- Implement new structure for the University Studies Program
- Continue supporting the development and growth of academic programs such as cyber security and agriculture in the region
- Investigate and implement new academic programs which support the Missouri National Guard’s SHOW ME GOLD initiative and veterans
- Initiate quality control implementations for online classes
- Implement fully the new learning management system
- Review and modify, as needed, efficiency initiatives including faculty workload (e.g. semester teaching assignment verification system), SCH per faculty FTE, and class size
- Provide training workshops for faculty that provide the A-Zs of pre-award for sponsored programs
- Enhance academic and career advising through reorganization and establishment of a centralized advising center for the College of Liberal Arts, College of Health and Human Services, and University Studies, and hire two career advisors
- Increase the number of admissions-hosted off-campus events for prospective students and high school counselors
- Increase frequency of disbursement and award letter processes
• Consider processing online credit card payments where students cover the “convenience fees”
• Develop and implement an online student checklist for admitted and currently enrolled students, including admissions, enrollment, housing, financial aid, scholarship, and student account information
• Enhance recruitment and support services to veteran and active military students through establishment of an Office of Veteran and Military Services to include improved access to information about admissions, registration, and financial aid; support for student veteran and active military special activities; and cadre relationship-building
• Achieve Level 2 Certification for all Learning Assistants (student tutors) across campus
• Revise the Student Code of Conduct to include procedures specific to student groups and organizations
• Collaborate to create transfer guides for top feeder programs at top feeder community colleges
• Complete the first cycle of the new Greek accreditation process
• Develop a comprehensive wellness program for students and employees
• Complete Athletics Strategic Plan to serve as an active planning document for the next four years
• Develop Athletic Facilities Master Plan to identify and prioritize athletic needs for the next five years.
• Grow overall giving in the Redhawks Club, Legacy and athletic sponsorships
• Increase season ticket sales in athletic programs
• Implement athletics outreach plan for the St. Louis metropolitan area, Memphis and other communities along the “I-55 Corridor”
• Establish Southeast Missouri State University as the regional university of choice for prospective student-athletes
• Complete and begin implementation of the 2012-2016 Strategic Enrollment Management Plan
• Implement Law Enforcement Academy at the Kennett Regional Campus
• Enhance online offerings at regional campuses
• Enhance online offerings for regional school districts to assist with Advanced Placement and Dual Enrollment

PRIORITY II: PEOPLE
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• Use consultant to review thoroughly and modify, as needed, faculty and staff salaries and benefits
• Implement and administer new deans and chairs orientation program
• Create and fully implement an Enrollment Management and Student Success professional development program
• Investigate through the Budget Review Committee process the possibility of providing more funding for professional development for all faculty and staff
• Develop further training initiatives for sexual harassment prevention and diversity awareness
• Implement and administer face-to-face manager training to assist with succession planning and employee development
• Plan effectively for retirements and transitioning effectiveness where retirements are projected

PRIORITY III: COMMUNICATION
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• Evaluate internal communication processes and if applicable, hire consultant to assist with strengthening internal communication
• Develop initiatives for continuous web postings of minutes from Administrative Council and various other standing committees to improve internal communication
• Develop social media and text messaging communication plans and establish benchmarks for measurement of efforts
• Implement and evaluate marketing efforts to increase online and military enrollment
• Convert the University’s website into a responsive design that will adapt itself to any device
• Establish committee to begin planning for the re-dedication of the remodeled Academic Hall and Magill Hall in 2013

PRIORITY IV: FUNDING
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• Improve the fall/spring and summer part time/overload processes, establishing procedures that will allow departments to communicate with the Office of Human Resources and the Budget Office in meaningful, simple ways, and allow the Budget Office to supply supporting information to the deans and departments earlier in the academic year
• Conduct complete review of transit service, to include a possible 30 percent reduction in cost to be achieved by reduction in hours of service
• Conduct a review of Textbook Services keeping to the forefront the use of e-books and the Learning Management System
• Review program costs through the Budget Review and Academic Program Review processes
• Integrate Athletic and Foundation records with Ticketswest and Pacquillon ticket systems
• Continue quiet phase of Honoring Tradition – Inspiring Success comprehensive campaign
• Utilize the Campaign Committee and President in the solicitation process for campaign initiatives.
• Continue utilization of moves management process to identify, cultivate and solicit new prospects with individual goals established for each development officer to establish 20 new development relationships with major gift potential.
• Develop campaign reports and marketing materials along with continual evaluation of materials to ensure needs are met for cultivation of prospective donors
• Coordinate/collaborate with other sponsored program offices at universities, colleges, and industry to initiate potential partnerships in pursuit of future collaborative efforts for sponsored programs

PRIORITY V: INFRASTRUCTURE
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• Conduct a space utilization study to allocate/reallocate space, especially due to the remodeling/renovation of Academic Hall and Magill Hall and begin revising the Campus Master Plan
• Initiate or continue projects including, but not limited to:
  ➢ Magill Hall addition and renovation – Phase II
  ➢ Academic Hall renovation
  ➢ Power Plant conversion – phase II
  ➢ Deferred maintenance: North Chiller plant upgrades
  ➢ Deferred maintenance: Scully HVAC- phase II
  ➢ New residence hall
  ➢ Dearmont electrical upgrades
  ➢ Myers Hall flat roof replacement
  ➢ Tennis courts repairs
  ➢ University Center Starbucks, Smashers, south dining and dining addition, and restroom renovations
  ➢ Scully (Subway)
  ➢ Towers (Complex dining renovation and load dock renovations)
  ➢ Greek Housing study
  ➢ New chiller plant
Transit Nexus
Aquatic Center / SRC maintenance and repair
Malden electronic message board
Girardot Center elevator
Chiller plant and chilled water loop study

• Proceed with research / proposal on Phase III indoor warning system for academic buildings
• Develop and implement initiatives which keep the University proactively engaged with changes resulting from Internet-based educational changes, such as free courseware, changing markets, changing student demands, cost of education, etc.
• Implement new applicant tracking software
• Continue move to virtualized server environment to reduce maintenance of physical server
• Continue installing and activating wireless networking equipment across campus in a strategic manner
• Complete planning and staffing for the move from FORTIS to the Banner Document Management System
• Evaluate results of the mobile printing facility trial to determine how to expand the program
Notes
Notes