State of the University

2010-2011
The Year of University Teamwork

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2011-2012
Building for the Future

John and Betty Glenn Auditorium
Dempster Hall
September 15, 2011
Part I: The Year of University Teamwork
Accomplishments in 2010-2011

PRIORITY I: ACADEMICS AND STUDENT EXPERIENCE

- Southeast continued to be recognized nationally:
  - For the 8th year in a row, Princeton Review recognized the MBA program on its list of “Best Business Schools”
  - Recognized in the top tier of the Midwest best regional universities in U.S. News Best Colleges for 2011
  - Named among the “Best in the Midwest” by Princeton Review
  - U.S. News listed master’s programs in nursing, speech-language pathology and business in the 2012 edition of Best Graduate Schools
  - StateUniversity.com ranked Southeast the safest college campus in Missouri
- Several of our programs received new accreditation or accreditation renewal:
  - Computer Science was accredited by the Computing Accreditation Commission of the Accreditation Board of Engineering
  - The National Council for Accreditation of Teacher Education and the Missouri Department of Elementary and Secondary Education reaccredited 28 initial teacher and all 12 advanced teacher preparation programs
  - The Harrison College of Business completed the recertification process through the Association to Advance Collegiate Schools of Business-International
  - Both the baccalaureate and master’s degree programs in nursing received continuing accreditation from the Commission on Collegiate Nursing Education
  - The Center for Child Studies received accreditation by the National Association for the Education of Young Children
  - Communication Disorders was reaccredited by the American Speech-Language-Hearing Association Council on Academic Accreditation in Audiology and Speech-Language
  - Social Work was accredited by both the Commission on Collegiate Nursing Education and the Council on Social Work Education
  - Mass Media received provisional reaccreditation from the Accrediting Council on Education in Journalism and Mass Communication
  - Industrial and Engineering Technology received reaccreditation from the Association of Technology Management and Applied Engineering
- Set an enrollment record for the 10th year in a row with total headcount at 11,112; key to the enrollment surge were:
  - A record-breaking freshmen class of 1,928, up 6.8 percent
  - Transfer students increased by 100
  - African-American enrollment increased from 803 to 853
  - International enrollment grew to more than 500
- A record 3,000 housing contracts were received; three residence halls were added since 2003 as demand for housing increased.
- Enhanced minority enrollments through implementation of the College Access Partnership Award program.
- Conducted a year-long review of the factors influencing first-year student retention, resulting in several process improvements and the implementation of efforts to support at-risk college students.
- Continued to be “The University of First Choice,” as freshmen survey data indicates more than 39 percent of new students applied only to Southeast while the national statistic is 13 percent, and Southeast was either the first or the second choice of more than 91 percent of all new freshmen versus 79 percent nationally.
• In response to employment needs and utilizing our Program Review Committee processes, programs were added, including:
  > B.A. in Global Cultures and Languages
  > B.S. in Agribusiness at Southeast’s regional campuses in Sikeston, Malden and Kennett
  > B.S. in Biology: Pre-Physician Assistant Option
  > B.S. in Cybersecurity – the only such program in Missouri and one of fewer than 50 in the U.S.
  > B.S. in Psychology for off-site delivery
  > M.S. in Organizational Management
  > New certificates for Healthcare Facilities Operations and English Speakers of Other Languages
  > Entrepreneurship minors in Agriculture/Horticulture, Biological and Medical Sciences, Fashion, Fine Arts, Health Management, and a minor in Autism Studies
• Created an eight-member “Southeast in the Year 2020” Committee to study trends in higher education and to begin planning for educating the students in 2020; created subcommittees including Technology; Curriculum, Academics, and Academic Programs; Role of Faculty; Student Services; and Student Demographics.
• Implemented a pilot Intercession Program.
• Continued the successful Speakers Series including Pat Buchanan and Tom Daschle debate, NPR broadcaster Carl Kasell, the MythBusters Build Team, media correspondent Roland Martin, Baseball Hall of Famer Cal Ripken, Jr. and cybersecurity expert James Lewis.
• Human Resource Management was officially recognized by The Society of Human Resource Management for its redesigned human resources management option and alignment with SHRM curriculum guidelines. Southeast has the only Human Resource Management program in Missouri to be recognized.
• Sent one of only 10 business teams to Canada to compete in the 2011 championship round of international case analysis competition.
• Collaborated with four universities in Missouri in the disciplines of foreign languages, physics, economics and education to expand course offerings at all four universities using interactive television or online instruction. Consortium member schools benefit by having access to instruction not available on their own campuses and by being able to combine courses with lower enrollments into one course taught by a single instructor, resulting in cost savings.
• Listed as the lead institution in a consortium of six Missouri universities that benefitted from a $250,000 Next Generation Learning Challenges competition grant awarded to American Association of State Colleges and Universities (AASCU) and the University of Florida. The grant will expand adoption of blended learning through the development of a “Blended Learning Toolkit.”
• Established and/or re-signed transfer and articulation agreements with:
  > Logan Chiropractic College in St. Louis
  > Vinnytsia State Pedagogical Institute in the Ukraine
  > Sichuan Normal University in China
• Received approval from the CBHE for Southeast and Three Rivers College students attending Southeast regional campuses-south, through a reverse transfer arrangement, to complete an associate of arts degree with only 12 hours from Three Rivers.
• Sponsored a campus conference on course redesign with noted expert Dr. George McHaffey, vice president for academic leadership and change with AASCU, as the keynote speaker.
• Inaugurated the new Beef Research Facility at the David M. Barton Agriculture Research Center devoted to improving farm profitability, providing innovative research and educating the next generation of animal producers.
• Continued work with the Higher Learning Commission of the North Central Association as a part of their Academic Quality Improvement Program (AQIP), completing one AQIP Action Project – “Improving Information Distribution and Communication;” and continuing work on the following:
  > Shared Governance
  > Course Redesign
  > Development of Communication Protocols and Training Program for Emergency Response
  > Improving Students’ Basic Algebra Skills using Technology Plus Individual Tutoring
• Developed and submitted the institution’s response to AQIP Systems Portfolio Appraisal; several faculty and staff from the AQIP Steering Committee and the president attended an AQIP Strategy Forum in Chicago.

• Dedicated the Douglas C. Greene Center for Innovation and Entrepreneurship (CIE) for entrepreneur and businessman Douglas C. Greene who has been a generous supporter, encouraging students to develop entrepreneurial skills; opened a new student incubator, resource center and creative space.

• Harvested the first test plot of sorghum at the David M. Barton Agriculture Research Center for use as a viable renewable energy source that could soon replace corn as the preferred ethanol fuel crop.

• Completed successful first year of The Cape Girardeau Partnership for Higher Education a cooperative program with Three Rivers and Mineral Area Colleges at the Cape Girardeau Career and Technology Center with almost 200 students enrolled both semesters.

• Incorporated Student Transitions and Career Linkages into Enrollment Management and Student Success, initiating a review of the Career Linkages program.

• Sponsored a recognition luncheon for student veterans as part of a broader commitment to reach out to veterans and better understand their special needs.

• Commemorated the 25th anniversary of the cooperative agreement between the Japan-America Academic Center and Southeast.

• Completed the first year of the “Engage in 8!” program resulting in more students becoming actively involved in campus activities in the first eight weeks of the fall semester.

• Implemented the first and second semester of a three-tiered student leadership development program.

• Increased participation in Student Recreation Services programs for the seventh year in a row.

• The Earl and Margie Holland School of Visual and Performing Arts celebrated its fourth year of operation with a multitude of cultural activities for more than 50,000 Southeast students and residents of the region.

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**PRIORITY 2: PEOPLE**

• Established the first annual Employee Recognition Awards and presented one team award and seven individual awards; Employee of the Year awarded to Officer Ken Gullett.

• President Ken Dobbs became chair of AASCU, an organization of more than 420 universities educating more than 3.7 million students annually.

• Hosted the Executive Board of AASCU, consisting of 16 college and university presidents and chancellors, on campus in March.

• Transitioned faculty search and contract processes to Human Resources; developed online contracts for adjunct faculty.

• Initiated diversity activities, including a minority faculty and staff welcome back reception, Salute to Excellence, and Dr. Martin Luther King, Jr. Celebration Dinner.

• Created and conducted Faculty Search Committee training.

• Campus Health Clinic—Southeast Health—completed its third year of operation with a continued increase in patient volume and revenues. A physician, at no additional cost to the University, saw patients two mornings a week at the clinic and worked closely with the University trainers at their sports facility.

• Awarded employee medical insurance contract to United Healthcare, adopted Paid Time Off concept for vacation and energy conservation leave time, eliminated vacation buyback program, and revamped the paid sick leave program, saving the University more than $1 million.

• Featured former St. Louis Cardinals Coach Whitey Herzog as the Homecoming Parade Marshal.

• Lieutenant Kenneth D. Mayberry of the Department of Public Safety was selected by the Federal Bureau of Investigation, St. Louis Division, to attend the 248th session of the FBI National Academy.

• From an eighth-place OVC preseason football ranking, the Redhawks finished the season with first-ever conference championship, a top-20 national ranking, and NCAA playoff berth – a first in the 104-year history of the football program.
Football Coach Tony Samuel named Eddie Robinson National Coach of the Year and team brought national distinction to the University and city of Cape Girardeau for their success throughout a remarkable season.

A record 186 student athletes with a 3.0 or better cumulative GPA were named Southeast Scholar-Athletes; 23 student athletes had perfect 4.0 GPAs; 19 student athletes were OVC Medal of Honor recipients, an award given annually to the highest GPA in a conference-sponsored sport and the highest academic honor bestowed by the conference.

Two men's basketball players named to the National Association of Basketball Coaches Honors Court for excellence in academics.

One student athlete won the CoSIDA/ESPN The Magazine Academic All-American of the Year Award.

Captured OVC Team Academic Achievement Awards for football, baseball, women's basketball, men's cross country and men's track and field.

Received the OVC's annual Institutional Sportsmanship Award, which goes to the institution selected by its peers to have best exhibited the standards of sportsmanship and ethical conduct as outlined by the OVC and NCAA.

The men's and women's track and field teams were named All-Academic by the U.S. Track & Field and Cross Country Coaches Association.

The gymnastics team was named the 2011 Academic National Champion by the National Association of Collegiate Gymnastics Coaches/Women. The achievement marks the third time in four years the team has won this prestigious award. The team had an impressive 3.91 GPA, which tied the highest GPA for a team in the history of the award, tying the mark set by the Redhawks in 2009.

**PRIORITY 3: COMMUNICATION**

Faculty Senate and the administration worked collaboratively to develop the following policies, which were sent to the Board of Regents for approval:

- Academic Fresh Start
- Five-Year Academic Calendar
- Academic Distinction in the Department of Major
- Jane Stephens Honors Program
- Academic Honesty
- Faculty Merit Pay and Faculty Tenure and Promotion

Submitted an excellent Division I Self Study recertification report to the NCAA, which has tentative approval without an NCAA team visit.

Designed technology for real-time shuttle tracking, allowing shuttle riders to track the location of Southeast's shuttles using GPS technology either from a cell phone or a computer.

Hosted Missouri's Eighth Congressional District debate at the River Campus.

Hosted representatives of the Isle of Capri Casino, Inc., and presented them with collaborative ideas to benefit their employees, customers, and the University's faculty, staff and students.

The Explorer outreach tour bus hosted art exhibits and activities and reached 24,048 children in the service region.

Sponsored television broadcast of the NCAA Division I Football Championship play-off game between Southeast and Eastern Washington on the Heartland's CW.

Participated in the "Drop, Cover, and Hold On" earthquake drill to commemorate the 200th anniversary of the New Madrid earthquake.

Produced major University publications: Viewbook, On Campus tabloid, Harrison College of Business and School of Polytechnic Studies brochures, Sustainable Energy Systems Management and Cybersecurity program brochures, Fall 2010 and Spring 2011 print and online editions of The Magazine of Southeast Missouri State University, 2010 Honor Roll of Donors, and 2011/2012 River Campus Season Brochure.

PRIORITY 4: FUNDING

• Budget Review Committee (BRC) balanced the FY12 budget with modest merit salary increases for faculty and staff and created a small pool of money to provide institutional need-based aid to Southeast students who will soon suffer from the federal downsizing of the Pell Grant Program and the elimination of ACCESS Missouri dollars.

• The BRC recommended to the Board of Regents that faculty promotions be funded as a cost of continuing, a modest extraordinary merit pool for staff be established, and additional institutional need-based financial aid to Southeast students be provided; also recommended a 2 percent or $450 (whichever is greater) merit salary increase for FY12.

• Completed analysis of major capital and deferred maintenance needs on campus and worked with Student Government to implement a general fee to fund a $59 million bond project.

• In response to a crumbling infrastructure and deferred maintenance and repair issues, the Board of Regents took advantage of optimal bond financing opportunities to support critical infrastructure needs. We completed an analysis of major capital and deferred maintenance needs on campus and worked with Student Government, Budget Review Committee, and the Board of Regents to implement a general fee to fund a $59 million bond project including:
  ➢ Academic Hall renovations ($22,782,818)
  ➢ Magill Hall renovation/addition ($17,952,593)
  ➢ Power plant conversion to natural gas ($6,080,600)
  ➢ Replace chiller to electric ($847,000)
  ➢ Deferred maintenance priorities 1 and 2 ($9.6 million)
  ➢ Renovation/maintenance of Memorial Hall for IT/transitional space ($945,000)

• Secured 69 competitive grant awards totaling nearly $6.7 million in FY11, including the following:
  ➢ Missouri Foundation for Health (MFH) grant to establish a program to educate underserved elementary school students about health care careers and to assist counselors in guiding students into these fields
  ➢ MFH grant to educate nursing students through an accelerated Bachelor of Science in Nursing program and to promote retention in the nursing programs
  ➢ Two U.S. Small Business Administration grants to assist the CIE to help low-income entrepreneurs with training and technical assistance to start, operate and grow their own businesses
  ➢ A one-year grant from USDA Rural Development for the CIE to continue offering its successful Operation Jump-Start training, and to work with rural Bootheel communities to facilitate community development projects
  ➢ A Missouri Soybean Merchandising Council grant to study the effects of two fungicides on healthy soybeans unaffected by disease
  ➢ A Missouri Conservation Heritage Foundation grant to fund KRCU’s locally produced “Discover Nature” segment

• Hosted a press conference with the Delta Regional Authority and Governor Jay Nixon to announce an entrepreneurship training grant for the CIE to use Operation Jump-Start training in numerous other locations.

• Conducted a successful Federal Opportunities Seminar in Washington, D.C to establish relationships and more fully utilize means to receive federal grants.

• Raised more than $3.4 million through the University Foundation, with more than $1 million in bequests and planned gifts, a 52 percent increase over last year.

• Donations to the Annual Fund increased by a record 15 percent.

• Established nine new endowed scholarships with pledges for eight additional new endowed scholarships.

• Interviewed and retained a campaign consultant to conduct a feasibility study and operational audit of development activities, and in the process, identified more than 50 participants as prospects to complete the feasibility study for a possible comprehensive campaign.

• Celebrated the 20th anniversary of KRCU radio with a gala that raised more than $10,000.
• Launched the following new alumni programs:
  ➤ Alumni Redhawk Membership Program
  ➤ One-Minute Mentor Program with 58 matches
  ➤ Student Alumni Association with more than 100 members
  ➤ Public launch of the Southeast Heritage Plaza Brick Campaign
  ➤ Thursdays in St. Louis event series with more than 150 alumni attending

**PRIORITY 5: INFRASTRUCTURE**

• Completed a number of building, remodeling, construction, maintenance and repair projects (not including those in the $59 million bond project), including:
  ➤ Construction of the Beef Research Facility
  ➤ Paving of parking lot for the Autism Center for Diagnosis and Treatment
  ➤ Renovation to make Brandt 205 a larger classroom
  ➤ Additional parking at corner of Broadway and Pacific
  ➤ Campus sidewalk repairs
  ➤ Relocation of the Department of Public Safety
  ➤ Magill Hall biology lab renovations
  ➤ Nursing simulation lab renovation
  ➤ Regional campuses information commons
  ➤ Relocation of athletic weight room
  ➤ Numerous residence hall renovation and maintenance projects
  ➤ Renovation of the River Campus Box Office
  ➤ Maintenance and repair of the Sikeston heating, ventilation and air conditioning

• Initiated planning activities associated with expansion of a centralized student services concept and related conceptual designs for Academic Hall remodeling, Magill Hall addition and remodeling, and Memorial Hall renovations.

• Improved Houck Stadium facilities, including field antimicrobial treatment, bleacher pad replacement, north side exterior work, bleacher handrail painting, a new scoreboard, lighting and field turf replacement.

• Relocated athletic administrative offices to remodeled 1221 Broadway building.

• Moved athletic weight room to the Student Recreation Center South and repaired the javelin pit.

• Began initial planning for an RFP for a private/University River Campus hotel partnership to meet demand for residence hall rooms and for rental space of faculty offices and rehearsal facilities in close proximity to the River Campus.

• Awarded a five-year contract to Midwest Recycling Center for the recycling and disposal of mixed electronic surplus, decreasing the number of items ending up in landfills and ensuring that all data/software programs were removed for confidentiality purposes.

• Expanded the indoor emergency warning system to Towers Complex, Group Housing, New Hall, Vandiver Hall, Cheney Hall, Henderson House, Shively House, Dearmont Hall and Greystone.
Part II: Building for the Future
Strategic Plan, Mission Statement, Vision Statement and Priorities
Proposed Major Tasks for 2011-2012

MISSION STATEMENT
Southeast Missouri State University provides professional education grounded in the liberal arts and sciences and in practical experience. The University, through teaching and scholarship, challenges students to extend their intellectual capacities, interests, and creative abilities; develop their talents; and acquire a lifelong enthusiasm for learning. Students benefit from a relevant, extensive, and thorough general education with a global perspective; professional and liberal arts and sciences curricula; co-curricular opportunities; and real-world experiences. By emphasizing student-centered and experiential learning, the University, in collaboration with other entities as appropriate, prepares individuals to participate responsibly in a diverse and technologically advanced world, and in this and other ways contributes to the development of the social, cultural, and economic life of the region, state and nation.

STRATEGIC VISION
Becoming The University of First Choice.
Southeast Missouri State University will be the university of first choice for students, faculty, staff, and employers in a geographical area that includes eastern Missouri and surrounding states. The University will be nationally recognized as a leader among all area higher education institutions in serving the agriculture, arts, business, education, health, human service, science, and technology needs of that region.

The following list of major tasks for 2011-2012 was developed through University-wide initiatives including departmental, college, school and staff meetings and retreats, Administrative Council and Executive Staff retreats, and input from all constituencies on campus. While there are several objectives under each priority, the major tasks are listed only under priorities since many of these tasks may fit under multiple objectives.

TASKS FOR 2011-2012 AS DEVELOPED BY ADMINISTRATIVE COUNCIL*

- The AQIP Steering Committee is to develop and disseminate the process for the Quality Improvement Program or Q², a process of constant evaluation and procedures to try and improve quality by reducing waste and variables.
- Establish a Q² committee to review and revise the Career Linkages class program, including combining CL001 and CL002 in the freshman year, and revising CL003 and CL004 to be included in capstone classes where available.
- Utilize the Southeast in the Year 2020 subcommittee reviewing academic advising to determine how to share advising files and make online advising appointments using the Banner system.
- Implement changes where possible in online programs and courses while considering input from the University community. Components to consider include key goals, assessments, personnel implications, training needs, quality control, programs and financial impacts.
- Revise and finalize organizational structure, utilizing recommendations and insights from the Southeast in the Year 2020 Committee.
- Continue AQIP projects leading to re-accreditation by North Central Association. Current status is as follows:
  - Project 1: Defining indicators of being “The University of First Choice” – COMPLETED
  - Project 2: Strengthening faculty-based academic advising Part 1 – COMPLETED
  - Project 3: Improving information distribution and communication – COMPLETED
  - Project 4: Improving students’ basic algebra skills using technology plus individual tutoring – IN PROGRESS
  - Project 5: Development of communication protocols and training program for emergency response – IN PROGRESS
  - Project 6: Shared Governance – IN PROGRESS
  - Project 7: Course Redesign – IN PROGRESS
  - Project 8: Assessment Development and Planning – IN PROGRESS

*Administrative Council membership representation listing can be found at www.semo.edu/president/committee_14248.htm
PRIORITY 1: 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.

PRIORITY 1 TASKS FOR 2011-2012

- Reemphasize and practice continual academic quality improvement, as measured by student success, accreditation, programmatic strength (via program review plus other methods) and other identified quality metrics.
- Achieve annual academic efficiency goals, including faculty workload and release time, average class size, number of low-enrolled classes, and semester credit-hour generation per faculty full-time equivalent.
- Expand the delivery of academic programs utilizing electronic delivery methodology and new technologies, including growing online offerings and developing online programs, as well as implementing course redesign and implementing collaborative programming.
- Participate in the development of a process to document assessment of student learning outcomes for all courses.
- Expand winter intersession and summer offerings.
- Initiate the development of the nurse practitioner doctorate.
- Continue updating the Faculty Handbook with input from faculty, staff and administration.
- Implement the development of Arrow relationship with the Southeast Missourian.
- Complete business process analyses Q² Project for graduate admissions and graduation and implement appropriate changes, streamlining and automating where possible.
- Support and assess use of DegreeWorks course planner module for academic advising.
- Develop an inventory of student community service activities and a framework for supporting the continued growth of service learning.
- Begin long-term planning for bookstore/textbook rental in relation to the use of technology by students and faculty in the year 2020.
- Enhance online capabilities and processes for financial assistance.
- Establish procedures and guidelines for measuring graduate assistant productivity.
- Continue development and implementation of "Phase I" of a centralized student support services center.
- Reorganize student accounts into two separate functions, including a centralized student support services center providing student/customer services, and a student accounts area where the University's accounts receivables would be processed.
- Improve student services, including enhancing online capabilities and processes such as adding parent access to payments and the ability to accept merit scholarships.

PRIORITY 2: 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.

PRIORITY 2 TASKS FOR 2011-2012

- Help recruitment and expand retention/leadership options for minority faculty and staff.
- Set minority faculty and staff recruitment and retention goals and produce quarterly affirmative action reports.
- Implement face-to-face manager training for new and experienced managers.
- Continue offering sexual harassment prevention training and develop an online refresher course.
- Continue development of Foundation and Alumni Boards to build awareness and involvement in upcoming comprehensive campaign.
- Continue to improve University’s outreach efforts in St. Louis and nationally.
- Implement recognition program for continuous donors.
- Provide training sessions to faculty and staff in colleges and departments to encourage involvement in planned giving process.
• Implement series of planned giving educational seminars for targeted audiences.
• Improve and increase Booster Club membership to 600 by thorough evaluation of structure and enhanced membership drive.
• Grow Rowdy’s Kids Club to 50 members.
• Implement and unveil the Heritage Plaza to honor alumni during Homecoming 2011.

PRIORITY 3: 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.

PRIORITY 3 TASKS FOR 2011-2012

• Collaborate to complete development of online Banner training for purchasing, accounts payable, and receivers sessions.
• Implement online requisition system for faculty and staff employment.
• Prepare promotional plans for celebrating the 25th anniversary of the Show Me Center.
• Develop marketing plan for upcoming comprehensive campaign.
• Complete areas of study project and coordinate with DegreeWorks.
• Establish formalized marketing plan and benchmarks for social media.
• Implement form creation software for RedDot Content Management System, which will allow users to create and edit their own forms, and convert existing forms to the new system.
• Create a new mobile site available only in the portal.
• Work with Student Government to get the When in Need – Go Shuttle (W.I.N.G.S.) shuttles into the shuttle tracking system.
• Seek opportunities to use the Southeast News and the University’s Twitter platforms to convey news in a timely manner. Continue to use other new media, including Facebook, to distribute news.
• Develop new publication for younger (sophomore and junior) students—possibly in the form of a tabloid.

PRIORITY 4: 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.

PRIORITY 4 TASKS FOR 2011-2012

• Through the Budget Review Committee continue planned revenue enhancements, with minimal expense increases, to offset reduced/flat state appropriations and cost of continuing increases.
• Evaluate results from campaign feasibility study and operational audit to make final recommendations for comprehensive campaign, followed by final recommendations for campaign, including priorities, goals and objectives.
• Increase Annual Fund revenue by 15 percent.
• Complete eight to ten new planned gift arrangements.
• Target specific areas for increased giving and revenue opportunities to enhance numerous academic areas and programs including, but not limited to:
  ▶ Magill Hall and Academic Hall renovations
  ▶ Musical instruments for Earl and Margie Holland School of Visual and Performing Arts
  ▶ Numerous scholarships in a variety of academic areas
  ▶ Funding for the Department of Theatre and Dance 2012 Senior Showcase in New York
  ▶ Jane Stephens Honors House

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➢ International Studies
➢ Endowed chairs
➢ Agriculture laboratories at regional campuses
➢ KRCU and Circle memberships and corporate support
➢ Enhance and increase athletic marketing revenue and sponsorships
➢ Coordinate with congressional staff for competitive grants with congressionally directed priorities

PRIORITY 5: INFRASTRUCTURE

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must offer its students, faculty, and staff an aesthetically pleasing campus and access to state-of-the-art facilities and technology. The University must also promote safety and sustainability and lead the region’s efforts to protect the environment and conserve natural resources.

PRIORITY 5 TASKS FOR 2011-2012

• Begin construction phases of bond-funded projects, including Magill Hall addition, Academic Hall renovation, Power plant conversion to natural gas, and deferred maintenance projects.
• Begin installation of Windows 7 Operating system on office PCs.
• Participate in the University of Missouri Procurement Initiative.
• Install and activate wireless networking equipment across campus.
• Prepare the bid process for:
  ➢ Actuary services
  ➢ River Campus hotel partnership