THERE ISN’T ANYTHING WE CAN’T DO together!

STATE OF THE UNIVERSITY

Dr. Carlos Vargas
18th President
September 28, 2016
MISSION
Southeast Missouri State University provides student-centered education and experiential learning with a foundation of liberal arts and sciences, embracing a tradition of access, exceptional teaching, and commitment to student success that significantly contributes to the development of the region and beyond.

VISION
Southeast Missouri State University strives to be one of the nation’s most academically competitive regional comprehensive universities, recognized for excellence in education, engagement, research, and creativity.

VALUES
**Student Success** – Southeast Missouri State University values student-centered education and experiential learning through engaged and adaptive modes in and beyond the classroom in a safe, friendly, supportive environment that offers academic and career achievement for our students.

**Excellence** – Southeast Missouri State University values sustained commitment to quality teaching, research, and creative activities integrated into impactful academic and cocurricular programs that offer students a transformative educational experience.

**Access and Diversity** – Southeast Missouri State University values access to affordable, high quality education with a diverse student body, faculty, and staff that respects and celebrates a diverse learning community in a global society.

**Community** – Southeast Missouri State University values an engaged campus learning community committed through shared purposes and service; sustained by respect, accountability, and adaptability; and strengthened through collaborative partnerships that extend the expertise and accomplishments of faculty, staff, students, and alumni beyond the campus.
UNIVERSITY PRIORITIES

PRIORITY I / THE ACADEMIC EXPERIENCE
Southeast prepares students by providing comprehensive and diverse experiences including experiential and service learning opportunities, cutting-edge technology, and exceptional instruction that prepares students for civic responsibility and professional careers or advanced graduate education.

PRIORITY II / THE STUDENT EXPERIENCE
Southeast challenges students to expand their education both in and beyond the classroom by providing diverse, valuable experiential learning and community service opportunities that cultivate a commitment to the growth and success of students as well as the surrounding community. Students benefit from both Southeast’s engaging cocurricular experiences and highly personalized attention from student-centered faculty, advisors, and staff who help shape their future professions.

PRIORITY III / FACULTY AND STAFF EXPERIENCE
Southeast is an engaged learning community that recognizes and values the people who make it possible—our students, faculty, staff, benefactors, and the employers of our graduates. These essential individuals actively participate in the pursuit of our core mission surrounding student learning and success, scholarship and creative activity, and service to the multi-state region, nation, and world.

PRIORITY IV / EXTERNAL ENGAGEMENT
Southeast is proud to be an engaged learning community that contributes significantly to the educational, economic, cultural, and social development of the people and multi-state region we serve. Through mutually beneficial partnerships with business, industry, government, education, and non-profit organizations, the University will extend the expertise of our faculty and staff, the accomplishments of our alumni and donors, and the contributions and passion to learn of our students to improve the quality of lives, organizations, and communities in the multi-state region, nation, and world.

PRIORITY V / FISCAL RESOURCES
Southeast is a fiscally responsive institution that provides high-quality, affordable education and will continue to partner with stakeholders to identify new funding sources that support our mission, our innovative programs, and our services to meet the changing needs of students and the multi-state region.

PRIORITY VI / TECHNOLOGY AND INFRASTRUCTURE
Southeast embraces rapidly changing technologies to serve the needs of the University community, to enhance the institutional experience, and to provide technological support and training for students, faculty, and staff. Southeast has an aesthetically pleasing campus that must continue to promote safety, accessibility, and sustainability, and to lead regional efforts to protect the environment and conserve natural resources.
EMBRACE A CAMPUS CULTURE SUPPORTING STUDENT PERSISTENCE AND GRADUATION

Southeast aspires to retain at least 80 percent of all first-time, full-time students to the second year and graduate at least 60 percent of this cohort in six years. The campus community will continue to update/develop relevant academic programs and enhance academic, student engagement, and support programs to achieve this goal.

A sampling of planned strategies include:

/ Host campus-wide events, such as Building a Culture for Retention and Completion: A Day with Vincent Tinto, on October 19, 2016
/ Review the first-year experience course to maximize effect on student retention
/ Conduct a comprehensive review of the University Studies Program; the review will specifically address goals and mechanisms to reduce the time to degree completion
/ Develop the first edition of a custom UI100 textbook to be published for fall 2017, a textbook written by Southeast faculty and staff for Southeast students
/ Create a Master Advisor Program with a goal of having 10 percent of full-time faculty earn the master advisor credential by May 2017
/ Enhance advising for “at-risk” students
/ Complete a needs assessment for third-party advising and retention software with special emphasis on “at-risk” students

GOALS FOR THE 2016/17 ACADEMIC YEAR
CONTINUE COMMITMENT TO ACADEMIC EFFECTIVENESS AND CONTINUOUS IMPROVEMENT

Southeast remains committed to maintaining current national accreditations and achieving national accreditation for programs when available and appropriate. Programs without accrediting opportunities will continue to conduct internal reviews to strengthen their academic offerings.

Programs seeking initial accreditation in AY2017 include:
- Council for Interior Design Accreditation (CIDA) for Bachelor of Science in Human Environmental Studies: Interior Design
- National Association of Schools of Art and Design (NASAD) for:
  - Bachelor of Arts in Art
  - Bachelor of Fine Arts in Art (specializations)
    - Ceramics
    - Digital Art
    - Graphic Design/Illustration
    - Painting
    - Printmaking
    - Sculpture
  - Bachelor of Science in Education: Art Education
  - Bachelor of Science in Human Environmental Studies: Interior Design Option
  - Master of Arts in Education: Secondary Education (Art)
  - Master of Arts in Human Environmental Studies: Interior Design Specialization

Programs seeking reaccreditation or certification in AY2017 include:
- American Chemical Society (ACS) for Bachelor of Science in Chemistry
- National Association for the Education of Young Children for the University School for Young Children
- Accrediting Council on Education in Journalism and Mass Communication for Bachelor of Science in Mass Communication

Additionally, new Academic Quality Improvement Program (AQIP) Action Projects will be selected in fulfillment of the University’s commitment to strengthen institutional performance.

Current projects completed or near completion include:
- Development, Implementation, and Assessment of Program-Level Learning Outcomes
- Conducting a Data Audit of Faculty Assignments and Workload
- Graduate Placement Data Collection, Reporting, and Assessment
IMPLEMENT NEW ACADEMIC PROGRAMS

Southeast continues to seek out new programs that will meet the current and future needs of our state and nation.

Approved programs to be implemented in fall 2017:
/ Bachelor of Science in Unmanned Aircraft Systems
/ Bachelor of Science in Geographic Information Science

Program proposals to be submitted to CBHE for consideration in AY2017:
/ Master of Science in Cybersecurity
/ Master of Science in Computer Science

IMPLEMENT RECOMMENDATIONS OF PRESIDENT’S TASK FORCE ON DIVERSITY EDUCATION

The President’s Task Force on Diversity Education released its final report and recommendations in December 2015. The plan was reviewed and accepted by the University in early spring 2016. The Equity and Inclusion Committee, a standing University committee, was instituted as a result of the recommendations. This committee, along with the Office of Institutional Equity and Diversity, will continue to monitor and report the institution’s progress toward the goals set forth in the report, as well as play an integral role in further developing the University’s vision for the creation of a campus climate and culture which is inclusive, civil, engaged and welcoming to a diverse population of individuals.

CELEBRATE THE 10TH YEAR OF THE RIVER CAMPUS

This is a monumental year at the River Campus as it marks the 10th season of bringing world-class visual and performing arts to the area. Nearly 285,000 patrons have attended almost 500 performances over the past nine seasons, and this year's stellar lineup of productions, exhibitions, and shows is sure to continue to inspire the Southeast and Cape Girardeau communities. Don’t miss out on the encore performance of “Big River,” which was the first show on the Donald C. Bedell stage in 2007, and get your tickets for the March Symphony Series event, “A Tribute to the River Campus Past, Present, and Future,” featuring the world premier of a work by Dr. Gordon “Dick” Goodwin. It’s a great time to visit our River Campus and be a part of A Perfect 10!  

* Note: Reporting of Multiple-Races and Native Hawaiian/Pacific Islander categories did not begin until 2009.
PROMOTE CAMPUS INTERNATIONALIZATION

Southeast was selected as one of 11 institutions to participate in the American Council on Education (ACE) 2016-2018 Internationalization Laboratory, ACE’s premier planning process toward comprehensive internationalization efforts in teaching and learning. Ultimately, the University will review its goals and develop a strategic plan in its international education efforts that aligns and integrates policies, programs, and initiatives to position the University as a more globally oriented and internationally-connected institution. A leadership team comprised of Southeast faculty, staff, and students will facilitate this review process.

SOUTHEAST BUILDING RELATIONSHIPS IN LATIN AMERICA

President Carlos Vargas and a group of faculty and staff recently visited Universidad Católica Santa María La Antigua and Universidad Especializada de las Américas, both in Panama City, Panama, and Universidad de IberoAmérica in Tibas, Costa Rica, along with other nearby educational institutions. The trip was part of an effort to strengthen relationships with universities and Southeast alumni in Latin America. The intent was to explore and begin establishing collaborative efforts to increase research and study-abroad opportunities for students and faculty in education, health studies, agriculture, and other disciplines. The visits also laid the groundwork to encourage students from Latin America to study at Southeast. Exploring the many opportunities available in Panama, Costa Rica, and other nations is part of a broader internationalization initiative underway at Southeast to enrich the international fabric of the University.

COMPLETE PLANNED CAPITAL PROJECTS AND DEVELOP A UNIVERSITY MASTER PLAN

The University Master Plan will be updated and will incorporate assessments and needs related to Residence Life facilities, infrastructure distribution systems, athletic facilities and support facilities including parking, academic instruction, and administrative spaces.

Large-Scale Facility Expansions and Renovation planned for AY2016 include:
- Capaha Field Renovations
- Center for Speech and Hearing Construction
- Grauel Building Renovation
- Greek Housing Construction
- Marching Band Relocation
- Rice Breeder Greenhouse at Malden Regional Campus
- Rust Center for Media

RUST CENTER FOR MEDIA, CREATIVE SPACE

The Rust Center for Media opened this fall as an innovation laboratory at 325 Broadway along “media row” in the heart of downtown Cape Girardeau. The 13,000-square-foot space features a flexible learning space and production studios for students enrolled in television directing and advanced video production. It also houses The Arrow, Southeast’s student newspaper; SECreative, Southeast’s student advertising firm; and Riverfront PR, Southeast’s student public relations firm. Workspaces for audio production, podcasting, photo production, webcast production and content creation enable multimedia storytelling. The building’s floorplan encourages teamwork among students and faculty, as well as the ability to connect multiple digital devices to each other and to TV monitors. The center also offers opportunities for students to work with Southeast’s media partners, the Southeast Missourian and KFVS12.
INVEST IN FACULTY AND STAFF DEVELOPMENT AND RECOGNITION

Southeast is an engaged learning community that recognizes and values the faculty, staff, and student employees who are tasked with the pursuit of our core mission and service to our state and nation.

Major initiatives planned in AY2017 include:

/ Establish a new presidential awards program to periodically recognize those faculty and staff who go the extra mile or who put forth the extra effort to help someone, to challenge someone, or to inspire

/ Enhance training and development initiatives, including relocating faculty and staff training and development to Human Resources, hiring a dedicated Human Resources training coordinator, and utilizing technology for the development of online employee training modules

/ Work with a diversity consulting firm to implement a 360 inclusive leadership development program for executive-level administrators, division directors, and those in academic leadership roles and implement a two-day interactive, facilitated workshop on “Becoming an Inclusive Leader” for faculty, staff, and student leaders

/ Continue to educate and train the community on Title IX and Responsible Reporting Guidelines and enhance education and prevention efforts related to sexual harassment/assault, and enhance guidelines and processes for filing Title IX complaints with the Office of Institutional Equity and Diversity

REVIEW THE HEALTH AND WELLNESS NEEDS OF STUDENTS

A needs assessment will be conducted to determine the extent to which Southeast meets the health and wellness needs of students. Areas to be reviewed include medical and mental health, immunizations, substance abuse and prevention education, pharmaceutical access, health insurance, nutrition, sexual health, and screenings to detect challenges to learning. Additionally, the needs assessment will consider the appropriate support systems for student groups.

ENCOURAGE STUDENT RESEARCH

In collaboration with the Student Government Association, the Office of the Provost will create and implement internal grant programs supporting student research with faculty mentors. Grants will be available in both the fall and spring semesters.

‘PRO ON THE GO’ TO PREPARE STUDENTS FOR DIGITAL WORLD

In an effort to prepare students for 21st century media storytelling skills, the Department of Mass Media has announced it will launch the ‘Pro on the Go’ device initiative in fall 2017. This innovative new program will put a MacBook Pro laptop computer in the hands of every mass media student for use in the classroom. Students may lease from the University or purchase their own device. The goal is to prepare students for a new media landscape by personalizing the learning experience for mass media students and encouraging them to engage and collaborate while creating and developing content. Faculty and students will use the same devices for teaching and learning both inside and outside the classroom, as together they prepare for today’s digital media world.
GOALS FOR THE 2016/17 ACADEMIC YEAR

INVEST IN INFORMATION TECHNOLOGY
Southeast will strive to optimize technology support resources and services to be responsive to the needs of students, faculty, and staff who live and learn in a 24/7 environment.

Major initiatives planned in AY2017 include:
/ Complete a campus survey of technology needs and update the University's Information Technology (IT) Strategic Plan
/ Migrate student, faculty and staff email services to Microsoft Office 365
/ Review current IT security policies and implement a comprehensive IT security plan
/ Assess the need for a campus reporting solution to support data-driven decision making

POSITION ATHLETICS FOR SUSTAINED SUCCESS
Southeast will strive to better integrate athletics into the campus community and address opportunities to promote academic achievement, personal development, and competitive success within the Ohio Valley Conference.

Major initiatives planned in AY2017 include:
/ Develop a multi-year plan to increase athletics revenue sources, thereby creating increasingly competitive operating budgets within the Ohio Valley Conference
/ Identify funding mechanisms to assist in completion of future facilities improvements
/ Work collaboratively to improve school spirit and enhance student engagement at athletics events
/ Fully implement the Redhawks BRIDGE program, providing comprehensive life skills and leadership programming for all student-athletes

CONTINUE TO ENHANCE THE UNIVERSITY BRAND
The University will continue to expand efforts that began in 2015 to strengthen the “Will to Do” brand.

Major initiatives planned in AY2017 include:
/ Continue to implement plans for elevating “pillar programs”
/ Work with departments to ensure that the University brand is integrated into strategic communications
/ Replace or update campus signs such as building names, monument signs, and wayfinding signs
/ Continue brand training for faculty and staff to ensure the institution lives up to its brand promise
/ Further extend the University brand into the community by working with community partners and business and industry

EXPLORE FEASIBILITY OF BECOMING A TOBACCO-FREE CAMPUS
Missouri’s Higher Education Substance Abuse Consortium, Partners in Prevention, conducts an annual survey of 21 colleges and universities in Missouri. The Missouri College Health Behavioral Survey indicates that the number of students statewide who prefer having a smoke-free outdoor university has increased from 58% in 2012 to 80% in 2015. At Southeast, 72% of students completing this survey indicated the same preference. In light of this information, Administrative Council will survey the University's constituent groups (students, faculty, and staff) to provide input regarding the possibility that Southeast becomes a tobacco-free campus.

SECLIPSE 2017 CELEBRATION
On August 21, 2017, the United States will see a total solar eclipse from Oregon to South Carolina. Cape Girardeau is in this path and will experience totality (darkness as the moon passes in front of the sun) for one minute and 45 seconds starting at 1:20:21 p.m. (CDT). Cape Girardeau will be an excellent viewing area. Because August 21 will be the first day of classes, multiple events are being planned. The SEclipse activities will start between Kent Library and Academic Hall around 11 a.m. Eventually, the crowd will be encouraged to make its way to Houck Stadium where there will be activities for K-12 students and teachers, an atmospheric balloon launch, and more. All activities are in the planning stages, but the hope is to kick off the University Speakers Series with an expert in the field.