

MSSU Athletics Report

1. Sport Program Reports

- a. **Football** – The MSSU football team finished the season 2-9, but set numerous records in the process. The Lions set single-game records for points (86), margin of victory (79), total offense (743) while setting the MIAA record for first downs with 42. Jacob Park set the single-game passing touchdown record with five and the touchdowns responsible record with eight. Charles West and Keandre Bledsoe both set single-season reception records for a running back and tight end, respectively. Finally, the Lions recorded their highest GPA in more than seven years, while working toward a total of more than 878 hours of community service in the Joplin area.
- b. **Volleyball** – The volleyball team is 13-17 on the year and have qualified for the 2019 MIAA Volleyball Tournament to be held at Hy-Vee (Formally Kemper) Arena in Kansas City this Thursday through Saturday. Southern will take on Nebraska-Kearney at 5 pm on Thursday night. Janelle Brehm recently moved into the 1,000 kill club as she had 24 kills at Fort Hays State in the regular-season finale to give her 1,016 and counting with one year remaining to play.
- c. **Soccer** – The Lions' soccer team had four players earn All-MIAA honors this year. Jessica Edwards, Brianna Smith, Bailey Belcher and Ashton Manwill all earned honorable mention All-MIAA honors. Belcher also was named an MIAA Scholar-Athlete, while picking up the Academic Excellence Award which goes to student-athletes that maintain a cumulative 4.00 GPA.
- d. **Men's and Women's Cross Country** – The cross country teams recently hosted the 2019 NCAA Division II Central Region Championships at the Tom Rutledge Cross Country Course. The 6th-ranked men repeated as team champs, while sophomore Gidieon Kimutai repeated as the individual champion. Kimutai and coach Jamie Burnham were honored by the coach's association with the Central Region Male Athlete and Coach of the Year award, which is the second year in a row for both to earn that honor. The men, who also won the MIAA Championship, will compete in the NCAA Division II Championship Race this Saturday in Sacramento, Calif.
- e. **Men's Basketball** – The Missouri Southern men's basketball team is ranked 10th to open the season and the Lions are 3-0 early on. Southern has wins in Kansas City over Winona State and Minnesota State, while the Lions defeated the University of Saint Mary in their home opener this past Sunday. Southern is at Truman State this Thursday night and then Upper Iowa on Saturday.
- f. **Women's Basketball** – The Missouri Southern women's basketball team picked up a win in its home opener last week as the Lions defeated Graceland 89-56. Southern is 1-4 on the season and will be in action on November 23 at Rogers State. Junior Zoe Campbell is shining on the early season as she is averaging 15.4 points and 8.6 rebounds, while also hauling in 20 blocks which has pushed her to fourth all-time in MSSU history for career blocks. The 20 blocks rank second nationally in Division II this year, while the Lions as a team, lead Division II in blocked shots.

2. MIAA News:

- a. MIAA Conference Meetings – Dec. 16-17, 2019 in Kansas City

3. NCAA News:

- a. NCAA Meetings – Jan. 22-25, 2020 in Anaheim, CA

4. Departmental News:

a. NCAA Compliance:

- i. EADA submitted in October
- ii. Verifying full-time enrollment status of all athletes & monitoring daily
- iii. Working on Academic Performance Census report for NCAA. Due on December 2, 2019. This report is a longitudinal record of academic performance that is used to inform policy discussion, and decision making.
- iv. Working on FY 2019 NCAA Membership Financial Report
- v. Preparing NLI and financial aid agreements for all sports, except non-midyear junior college transfers in Football (NLI sign date for Football is February 5)
- vi. Working with Head Coaches on recruiting visits.

b. Athletic Business Office:

- i. Athletics has completed the RFP for Apparel. There were 3 different companies with 5 different proposals to select from. We chose the BSN NIKE contract. This will be a 5-year contract beginning in August 2020. We are working with the MSSU Budgeting Office to finalize the details.

c. Marketing:

- i. Working on courtesy car agreements and pursuing Fred G Hughes Stadium videoboard potentials.
- ii. Seeking spring sponsorships, finalizing basketball sponsorships, and planning sponsor appreciation events.
- iii. Marketing all athletic events through online newsletter, social media and local news outlets.
- iv. Developing new social media and video marketing campaigns for all Mososports and Moso Maniacs social media sites.
- v. Proposing group ticket opportunities to local schools.
- vi. Working on updating Leggett & Platt entryway.
- vii. Updating all video board and stat table board graphics for basketball season.
- viii. Creating new marketing initiatives for each sport to use during games or on social media to create awareness.

d. SAAC:

- i. SAAC had their biggest community engagement event, Trick or Treat so Others Can Eat. This event was held the last week of October. The teams collected 6,215 cans/items and delivered them to Souls Harbor. Souls Harbor stated that the items would last them well until February or March of 2020 and that we are their largest contributor. This was a great event for our community. We will be having a Talent Show on Wednesday, December 4th in Corley Auditorium at 6:30 pm. Voting will be tabulated by donations and all proceeds will go Make-A-Wish. SAAC will also have a Miracle Minute for Make-A-Wish donations during select basketball games in December, January, and February. They will pick one game a month and pass buckets through the stands for donations. The first game will be December 3rd.

5. Lionbackers & Annual Campaign(s):

- a. The 2019-20 Lionbacker Campaign officially began on June 1, 2019.
- b. The 2019-20 Lionbacker Campaign currently has 273 members and \$115,100 in revenue. By comparison, the 2018-19 campaign had 283 members and \$113,215 in revenue. **While revenues**

are up some of the contributions (in the first year of membership) are exclusive to a sport as designated.



Facility Schedules:

Cross Country Course –

Nov. 1 – MSHSAA Class 4 Section 3 Cross Country Race

Nov. 9 – NCAA Central Region Cross Country Race

Hughes Stadium –

Nov. 1 – Soccer vs. University of Central Oklahoma

Nov. 9 – Football vs. Emporia State University

NEZ Facility –

Nov. 5 – Head Coaches Meeting in Alumni Room

Nov. 5 – Football Press Conference in Alumni Room

Nov. 7 – Liberty Utilities Training Meeting in Academic Room

Nov. 8 – Lion Pride Luncheon in Academic Room

Nov. 8 – NCAA Cross Country Coaches Meeting/Banquet in Alumni Room

Nov. 9 – President's Game Day Gathering in Academic Room

Nov. 12 – Lionbacker Steering Committee Meeting in Conference Room

Nov. 13 – Football Press Conference in Alumni Room

Nov. 13 – Joplin Basketball Officials Association Meeting in Alumni Room

Nov. 14 – Joplin Rotary Club Luncheon in Alumni Room

Nov. 15 – Lion Pride Luncheon in Academic Room

Nov. 19 – Honors Program Lecture Series – Victoria Prince in Academic & Alumni Rooms

Nov. 20 – MSSU Dept. of Education Student Teacher Meetings in Alumni Room

Nov. 20 – MSSU Athletics All Team Meeting in Academic Room

Nov. 20 – ACTS Last Chance Enrollment in NEZ Lobby

Nov. 21 – Joplin Rotary Club Luncheon in Alumni Room

Nov. 21 – MSSU Dept. of Education Event in Alumni Room

Nov. 22 – MSSU Foundation Board Meeting in Alumni Room

Leggett & Platt Athletic Center –

Nov. 1 – Freeman Health Systems Trunk or Treat

Nov. 13 – Women's Basketball vs. Graceland University

Nov. 16 – JV Men's Basketball vs. Craig Tyson Prep

Nov. 17 – Men's Basketball vs. University of St. Mary

Nov. 29 – Men's Basketball vs. Culver-Stockton College

Young Gymnasium –

Nov. 1 – Women's Volleyball vs. Missouri Western State University

Nov. 5 – MSSU Foundation Scholarship Awards Banquet

Nov. 7 – Joplin Area Rotary Club Luncheon

Nov. 12 – Honors Program Dodgeball Tournament

Nov. 16 – The Flip Shop Turkey Tumbler

Nov. 18 – JV Women's Basketball vs. Connors State

Nov. 18 – JV Men's Basketball vs. Link Year Prep

Nov. 19 – JV Men's Basketball vs. Evangel

Nov. 21 – JV Women's Basketball vs. Johnson County Community College

Nov. 23 – 24 MSSU Cheer Nationals Choreography Camp

Nov. 25 – JV Women's Basketball vs. Evangel



ADVANCING MSSU

Report of the Executive Vice President to the MSSU Board of Governors

Thursday, November 21, 2019

Fundraising

- **First Quarter Fundraising** – Compared to the same time last year, fundraising totals for the first three months of Fiscal Year 2020 were very positive. Total dollars raised (includes planned gifts and pledges) was up 46% (\$2.2 million vs. \$1.5 million last year – an increase of \$700,000) and fundraising income (cash only) was up 30% (\$680,286 vs. \$519,871 in 2019 – up \$161,000). The total number of donors in the first quarter increased by 175 (872 donors vs. 697 last year) while alumni donors increased by 49.
- **Major Gifts** – The Missouri Southern Foundation has received nineteen (19) cash gifts of \$10,000 or more in the first quarter of FY 2020 (July 1-September 30). They include:
 - \$253,000 to support student scholarships;
 - \$60,000 pledge payments for Reynolds Hall & the BKD Endowed Professorship;
 - \$52,000 gift for teacher education;
 - \$25,000 toward repairs at Taylor Performing Arts Center;
 - \$20,000 estate gift received;
 - \$12,000 matching gift for LaFerla football fundraiser;
 - \$10,000 to support indoor golf practice facility project;
- **Shout Out** – Fundraising is a team effort, from the gift officers, to gift processors, accountants, and event planners. But when one of the staff has an AMAZING first quarter, it deserves recognition. Michelle Wood has worked in the development office for three years. Since July 1, Michelle has booked a \$1.75 million estate gift and closed \$135,500 in cash gifts (\$114,500) and pledges (\$21,000). One of the cash gifts was from a first-time donor for over \$50,000. Great job, Michelle!
- **New Phone Numbers** – A phone number research effort was executed in November resulting in 5,200 new phone numbers for alumni and donor records in Raiser's Edge.
- **Raiser's Edge Training** – Two members of the Office of Development, Teresa Shufflin and Liz Ebert, attended "BBCon", the annual professional development conference associated with Blackbaud, the Raiser's Edge parent company. Areas of focus included database maintenance, prospect research, and continuing education related to the Raiser's Edge system used by the Missouri Southern Foundation.



University Relations and Marketing


- **Quality Marketing Campaign** – A new marketing campaign with the theme “Opportunity Happens Here” will be launched in January. The campaign will focus on the university’s greatest academic assets – its faculty and facilities. Faculty featured in the campaign were chosen if they received national media exposure or extensive accolades. Facilities were selected if they had cutting edge technology or were unique to MSSU vs. competitor institutions. The process to create the ads for outdoor (billboards), broadcast (TV and radio), print (*shown below*), and digital is ongoing. Once completed, a major rollout will begin in January in several media markets, including Joplin and Northwest Arkansas.


His Expertise
IS YOUR
OPPORTUNITY


MEET
DR. TIM WILSON
Chair, Criminal Justice Department


It's the physical evidence that can tell the story. Dr. Tim Wilson has had plenty of field experience in crime scene investigation – his career has included service with the Jasper County Sheriff's Office and the Joplin Police Department. He has shared his CSI expertise on several episodes of the Investigation Discovery series "Reasonable Doubt."

Missouri Southern's **law enforcement academy** offers state-of-the-art training for our students.

 Immersive CSI labs

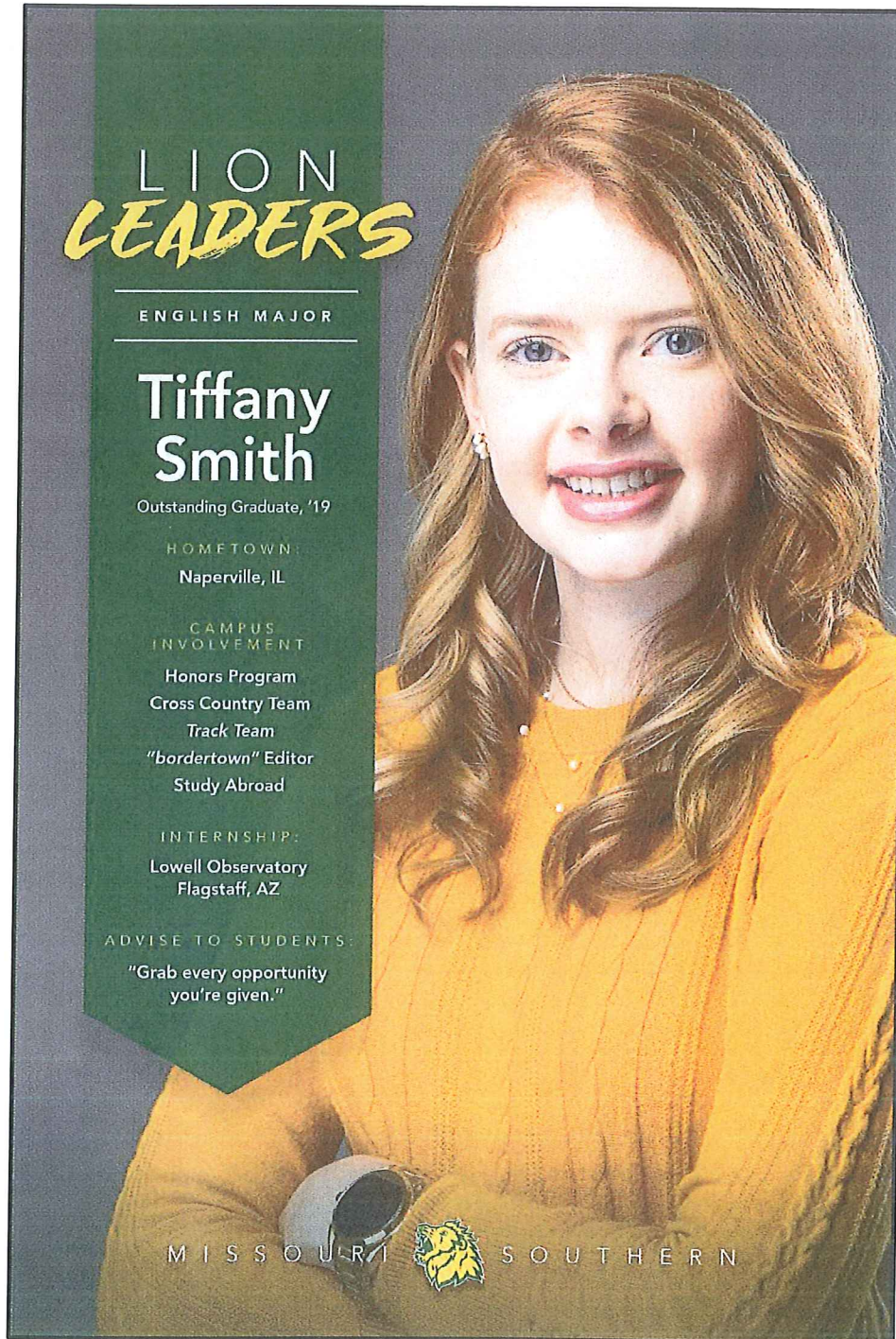
 Indoor firing range and training simulators

 Mock courtroom

 **DISCOVER**
MISSOURI SOUTHERN
STATE UNIVERSITY

MSSU.EDU

- **Lion Leaders Testimonials** – Admissions and URM are working together to produce a new testimonial campaign called “Lion Leaders” (*mock up shown below*). MSSU graduates within the last five years will be featured. They will be displayed in the admissions lobby in Hearnes Hall. They will also be released through social media and on mssu.edu. The graduates, who are currently being identified in collaboration with Career Services, will serve as examples of success to prospective students entering the Admissions Office. Future plans include extending the program to surrounding high schools by featuring their own alumni and working with them to display the large format prints in their schools.



LION LEADERS

ENGLISH MAJOR

Tiffany Smith


Outstanding Graduate, '19

HOMETOWN:
Naperville, IL

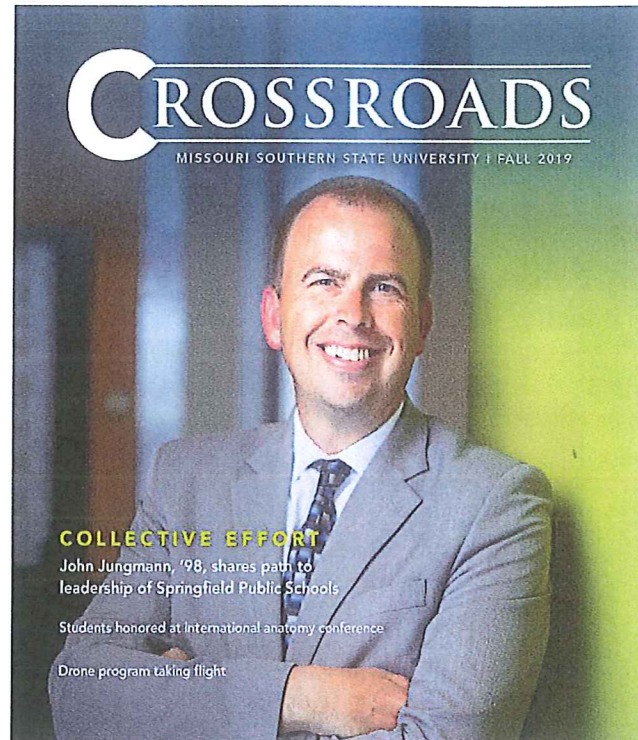
CAMPUS INVOLVEMENT:
Honors Program
Cross Country Team
Track Team
"bordertown" Editor
Study Abroad

INTERNSHIP:
Lowell Observatory
Flagstaff, AZ

ADVISE TO STUDENTS:
"Grab every opportunity
you're given."

MISSOURI  SOUTHERN

- **Crossroads Magazine** – The latest issue of Crossroads will soon be printed and mailed. The cover story for our new issue is an interview with Dr. John Jungmann – a 1998 teacher-education graduate who now serves as superintendent of Springfield Public Schools, the largest school district in the state. You'll also read about Dr. Michael Howarth's latest book, which will have you eager to revisit some classic movies; MSSU's new drone program set to take flight on campus next fall; and a father-son tradition of setting records in Missouri Southern's football program. It is anticipated the next issue will hit mailboxes in early December.



- **First Quarter URM Activity Report** – The staff in University Relations and Marketing at Missouri Southern completed the following activities from July 1 to September 30, 2019:
 - **News & Media (*Mike Olmstead and Scott Meeker*):**
 - 45 press releases;
 - 57 MOSO Minute stories;
 - 22 “On Campus with Mike Olmstead” video features;
 - 355 media mentions (163 non-athletic / 192 athletic).
 - **Web and Social Media (*Ashley Eriksen and Megan Vest*):**
 - 321 web updates completed;
 - 108,674 unique visitors to mssu.edu;
 - 183,410 re-tweets, likes, comments, reactions & shares of content;
 - 1,530 new followers to MSSU-managed social media accounts;
 - 185,232 total followers to MSSU-managed social media accounts.
 - **Photography and Video (*Curtis Almeter*):**
 - 249 projects and photo shoots completed;
 - 18 long-form video projects completed.
 - **Graphic Design (*Chloe McMain and Kayla Monteleone*):**
 - 436 projects completed;
 - 381 new requests for publication design during the quarter.

Alumni Relations

- **MSSU Night at NWAR Nationals Game** – MSSU’s annual alumni gathering on August 27th was attended by more than 70 alumni and friends. Guests mingled with representatives from MSSU and were able to congratulate Dr. Marble on his recently-announced retirement.
- **Student Etiquette Dinner** – This new initiative educated students on desired etiquette at professional social settings such as business meals and mixers. Thirteen table sponsors helped underwrite the cost of the September 26th event and each sent a representative to mingle and dine with MSSU students. Over 100 students and business representatives attended.
- **Homecoming 2019** – On Friday, October 4th, the annual Alumni Awards Dinner was held with over 115 guests gathered to honor this year’s recipients *(left to right in photo)*:
 - Dr. Brandee Harris, '95, Outstanding Alum;
 - Dr. Emily DeFranco, '92, Distinguished Alum;
 - Bob Roth, '86, Distinguished Alum (accepted by wife Tresa);
 - Esdra Lamy, '00, Outstanding Alum;
 - Mark & Stacie Baker family, Outstanding Family *(not pictured)*.

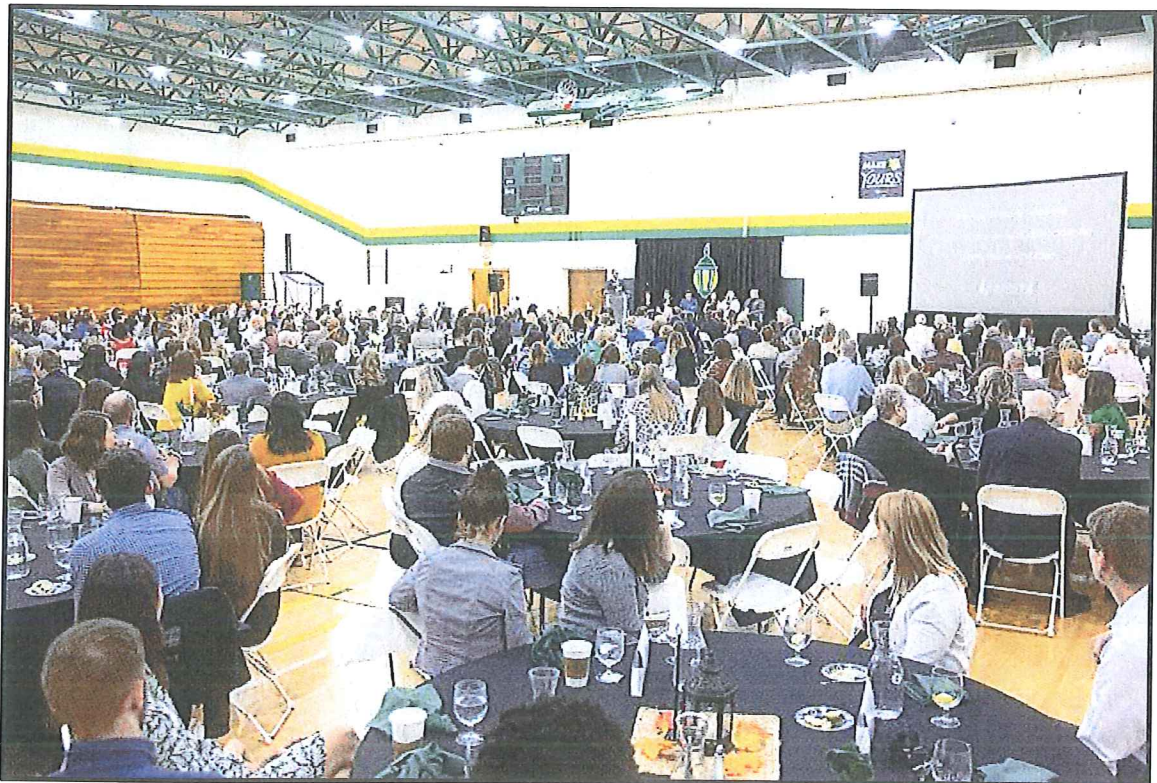


On Saturday, October 5th, the Homecoming parade saw increased participation as a total of 55 entrants and 8 bands made their way through campus. Those numbers reflect an increase of 15 total entrants over last year. That evening, reunion groups held events, including: KGCS-TV, the Class of 1969, and an all-class reunion of Lions Football alumni along with head coaches Jim Frazier and Jeff Sims.

- **MOSO Monday** – On Monday, October 28th, the Plaster School of Business was the featured academic program for the latest MOSO Monday. This year's theme was "Mix, Mingle, Mentor" as PSOB guests were broken into categories of alumni, community leaders, students, and faculty and later paired up to network. A total of 83 non-faculty/staff guests attended the event.
- **OKC Alumni After Hours** – On November 7th, MSSU hosted its first comprehensive alumni event in the Oklahoma City, OK area. Over 20 alumni and friends attended to meet other Lions and receive updates on happenings at Missouri Southern. Olympic gold medalist Bart Conner was in attendance with his father, Harold, a JJC alumnus.

Missouri Southern Foundation

- **Funds Transferred to MSSU** – In the first quarter of FY 2020 (July 1, 2019 to September 30, 2019), the Missouri Southern Foundation transferred over \$800,000 to Missouri Southern State University. Due to the timing of the student scholarship distribution, this included the \$600,000 Fall transfer of scholarship funds to MSSU's Financial Aid Office.
- **2019 Scholarship Dinner** – A near-capacity crowd of more than 500 students, donors and friends filled Young Gymnasium on Tuesday, November 5th, for the annual Scholarship Dinner (*photo below*). The event is designed to allow donors to connect with their student recipients. The program featured three scholarship pairs from the Soroptimist International of Joplin Scholarship, the Liberty Utilities Scholarship and the Ben Reed Memorial Scholarship. The crowd was the largest ever for this event (up 200+ guests from 2018).



- **Show Your MSSU Pride** – Members of the Office of Development staff distributed MSSU-branded garden flags to over 100 upper-level members of the Lantern Society donor recognition club. Flags were left in the gardens of donors as a surprise “thank you” along with a note explaining the gift. Numerous notes and calls of appreciation were received from major donors along with a few, “Where can I get one of those” inquiries from jealous neighbors and friends.



- **Spending Policy** – It is anticipated that at tomorrow’s Missouri Southern Foundation board meeting, the directors will accept and pass the staff’s recommendation to maintain the current endowment spending policy at 4% of a three-year rolling average of the fund’s June 30 market value. Consideration was given to raising it, but the Investment Committee chose to hold the current level and re-evaluate next year. Factors that inform this decision are past performance of funds under management in the last three years along with a future market analysis by FEG, the Foundation’s outsourced chief investment officer.

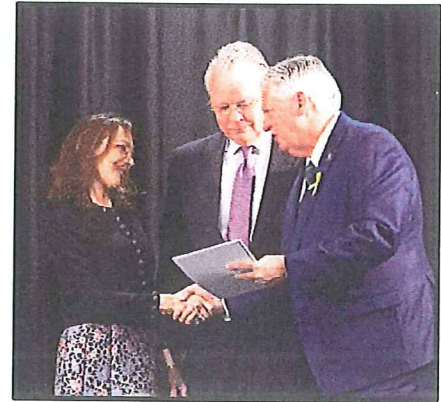
- **Electronic Board Book** – The Missouri Southern Foundation has adopted *AGB Onboard* for its new electronic board book. This web portal will allow board members to access meeting materials, policies, and historic agendas, minutes, and other resources from any phone, tablet, or desktop computer. *AGB Onboard* also has the capacity to facilitate online votes, surveys, mass announcements, and private messaging between board members. The acquisition of *AGB Onboard* was part of the Foundation’s 2019-2021 strategic planning effort to significantly reduce paper used and increase communication between staff and board members.

AGB | OnBoard
MEETING SOLUTIONS

- **New Board Members** – The Missouri Southern Foundation will vote tomorrow to add four new members to its Board of Directors. Those individuals are:
 - Ashley Davis, partner in Davis CPA in Joplin, MO;
 - John Motazedi, owner of SNC² in Joplin, MO;
 - Brian Schmidt, owner of Schmidt Accountants in Carthage, MO;
 - Terry Wachter, retired Mercy executive and former interim president of the Joplin Area Chamber of Commerce.

With the addition of these four members, the total number of voting members on the Board of Directors will increase to 27. This is in alignment with the Foundation’s strategic plan to increase the number of directors to 35 by July 1, 2021.

- **Humphreys Recognition** – Last Friday, President Marble hosted the Humphreys Scholars reception and dinner at TAMKO’s downtown training center. This is the third year in a row MSSU has honored Debra and David Humphreys (right) and their student recipients following the Humphreys’ December 2017 gift of \$1 million for high-achieving students from the region, many with financial need.



Admissions

- **Fall Recruitment** – Staff in the Office of Admissions have completed 380 school visits and recruitment events since July 1, 2019. These combined activities have provided Missouri Southern staff to interact with more than 2250 different student families. In addition, prospective freshmen and transfer students attended campus tours and Join the Pride Days, which brought an additional 1650 student families to campus.
- **No App Fee Marketing** – Posters are up in the top five feeder high schools (Joplin, Carl Junction, Webb City, Carthage, and Neosho) and Crowder College to promote the “No Application Fee” strategy initiated this summer. Students in these schools will not pay the \$25 application fee to apply to Missouri Southern, thereby eliminating one of the first financial barriers to attending college. This along with the beginning of the Common App strategy should yield additional applications and admissions for Fall 2020.
- **Chicago Metro Recruiter Hired** – Cristina Estrada has been hired as the new Chicago recruiter for Missouri Southern. A native of Chicago, Christina has recruited for another university in northern Illinois and is fluent in Spanish. She will be responsible for continuing the partnerships with suburban high schools, which netted 15 first-time or transfers students for Missouri Southern this fall from Chicago.

The Chicago market is important for Missouri Southern as Illinois has 130,000+ high school graduates each year, with 87,000 of them (67% of the state’s graduates) coming from the Chicago metropolitan area. By comparison, the State of Missouri has only 55,000 high school graduates each year with only 2,361 (4% of the state’s graduates) coming from Jasper, Newton, McDonald, and Dade Counties in Southwest Missouri.

Governmental and Community Relations

- **Legislative Preview Meeting** – On Tuesday, October 29th, MSSU President Alan Marble and members of the President’s Council welcomed four members of the Southwest Missouri legislative delegation to campus for the annual legislative preview meeting. Items discussed included the university’s three top legislative priorities for the 2020 session of the General Assembly.

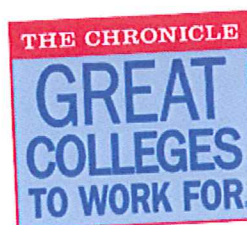
💡 MOExcels 2019 and 2020

2019: Environmental Health and Safety Center of Statewide Excellence and BAS for transfer students (\$188,000 award)

2020: Southwest Missouri Clinic/Center for Applied Behavioral Analysis (\$240,000 award)

💡 Chronicle of Higher Ed “Great Colleges to Work For” 2019-20

Faculty responses ranked equal to or higher than all Carnegie Institutions in our benchmark groups on: Job Satisfaction, Professional Development, Facilities, Policies, Shared Governance (7% and Higher than “Honor Roll” average), Senior Leadership (+12%), Faculty/Staff Relations (+11%), Communication (+8%), Collaboration (+8%), Respect and Appreciation (+8%), and Fairness.



💡 Justice Center Courtroom Ribbon-cutting

Media coverage noted one of the most unique classrooms in the four-states area, and of benefit to students in several majors.

💡 23rd Southern Media Showcase

The annual event is scheduled for December 5, and students from around the region are expected to attend the event in Corley Auditorium. It is sponsored by the Department of Communication.

The event features an opportunity for area high school media students to enter their work in print and audio/video competition categories. The entries are judged, and awards presented when students come to campus.

There are 12 different categories for print, including areas such as news writing, feature writing, sports writing, column writing, as well as photography categories including feature, news and sports. Students may also enter work for print and website design. The audio/video categories include video production work in comedy, documentary, drama, music videos, commercials, public service announcements and news and sports stories. Audio students may enter work in public service announcements and podcasts.

Southern Communication faculty, staff, and students work together on all aspects of the event. This includes planning, judging entries and coordinating the event when students come to campus. Departmental media outlets (KGCS, KXMS, and The Chart) provide support. The MSSU Admissions Office also helps support the event.

Media Showcase Day will feature guest speakers sharing their media experiences. This year's speakers are Emily Younker (Joplin Globe), Sam McDonald (corporate media producer), and Danny Craven (media/marketing producer). The day will include a presentation highlighting the finalists in the video and print categories. Medals, certificates and plaques will be presented to students with winning entries. Showcase is supported by a number of outside sponsors, including the Ruth I. Kolpin Foundation, the Missouri Broadcasters Association, the Missouri Press Association and KOAM-TV.

Invitations

🏠 **Advanced Human Dissection Class Final Presentations**

🏠 **Fall 2019 ITS Friday**

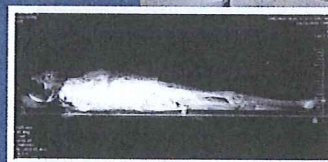
Advanced Human Dissection Class

Patient Case Study Presentation



Thursday, December 5th
2:30 pm
Reynolds Hall room 232

Faculty and Students are welcome!



Dr. Marsi Archer presenting

"Ending the Year with a Bang: Celebrating the International Year of the Periodic Table #IYPT"



December 6
3:00 PM
Spiva Library, 413

🏠 **10th Anniversary of the Seasonal Choral Flourish**



MISSOURI SOUTHERN
STATE UNIVERSITY

Department of Music
and
St. Peter the Apostle Catholic Church
Presents

THE 10th ANNIVERSARY PERFORMANCE OF

A Seasonal Choral Flourish

Saturday, December 7th, 2019
1:00 p.m and 7:30 p.m.

St. Peter the Apostle Catholic Church | 812 S. Pearl St. Joplin, MO

FEATURING
The Missouri Southern
Chamber Singers | Madrigal Singers | Concert Chorale
David L. Shelton Conductor | Glenda Austin Accompanist

WITH THE
The Missouri Southern
Faculty Brass Quintet & Percussion | Trumpet Ensemble
Alumni: Ransom Wilson and Matthew Clark, Saxophone

FREE ADMISSION
DOORS OPEN ONE HOUR BEFORE PERFORMANCE

Student Affairs

Board of Governors
Report
November 2019

Counseling Services

According to the Advising, Counseling, and Testing (ACT's) Office, MSSU Mental Health Counselors (including a graduate student intern) provided 182 individual personal counseling sessions for the month of October

Of those:

- nine were for crisis counseling
- 22 were with new clients
- New client numbers are up 311% from the previous year at this time.

The ACT's Office also offered the following mental health outreach activities during October:

- Week-long Connect2U Mental Health resource and education program.
- Self-Care and Stress Management Workshops offered to various academic classes.



MSSU Celebrates First Generation Students

Missouri Southern's Project Stay Office hosted the Inaugural **MSSU First Generation Celebration Day!**

Many students do not realize that more than 50% of MSSU students are the first in their family to attend college, or First Generation.

MSSU choose to celebrate, honor, and encourage its First-Generation Students with a celebration proclaiming the students as the "First To Roar"!

This event was designed to celebrate the accomplishments of First Generation Students. In addition, this event allowed MSSU staff to reaffirm the institution's support for these students, and to reinforce the University's commitment to their success.

The event included a celebration with cake, buttons for the students indicating "First to Roar" and photos with University President, Dr. Alan Marble. In addition, students were able to meet faculty and staff who were also First Generation Students

this issue

First To Roar **P.1**

Academic Coaching **P.2**

Intern Expo **P.3**

Majors & Minors Fair

On September 18, 2019, 212 students participated in the Annual Majors & Minors Fair.

Over 20 academic and support units participated in this event. The Fair is an opportunity for academic departments to showcase the available majors, minors and certificates. Students who are currently undecided or unsure of their chosen major are encouraged to attend. Representatives from Advising, Counseling and Testing Services were also available to assist students with their academic interests.





Beimdick Recreation Center Celebrates 10 Years

Missouri Southern State University celebrated the 10th Anniversary of the Beimdick Recreation Center, on October 1, 2019. The University wanted to recognize the impact that the Recreation Center has had to the campus during its first decade in operation.

"The time that I've been here, I feel like it's had a great impact on campus," said Steven Benfield, director of recreational services.

The university broke ground for the \$16.5 million recreation center in March 2008, and it opened in Fall 2009 inside Billingsly Student Center. The 71,000-square-foot building was funded by a \$1 million gift from the George S. Beimdick family, as well as from student fees.



MSSU Hosts Academic Life Coaching Workshop

The national focus on retention and graduation rates underscores the need for institutions to invest in comprehensive services that address the evolving needs of today's diverse student population. As contemporary college students navigate a complex world, meaningful campus relationships provide a critical link connecting the student to the institution. One of the latest advances within the field of advising and student support services is the introduction of life coaching practices.

Academic life coaching offers a framework for holistic support that forms a deeper mentoring connection and invites honest dialogue. Coaching activates motivation, encourages engagement, and deepens self-awareness. Through collaboration and goal setting, students are empowered to overcome challenges that often interfere with progress and degree completion. Shifting the paradigm from student as recipient to proactive participant, coaching heightens the student support experience.

Dr. Kathleen Shea Smith is the Associate Provost for Academic Advising at the University of Oklahoma. She is a regular presenter, trainer, and speaker. She was a recent keynote speaker at NACADA's annual conference in Atlanta. She is devoted to helping institutions find ways to remove barriers to degree completion and implement holistic student support strategies. She is a leader in the association currently serving as the Co-Chair of the Advising and Academic Coaching Community.

Advising, Counseling, and Testing hosted a two-day Academic Life Coach Training with a total of 21 attendees from ACTS, Student Affairs, Registrar, Financial Aid, Project Stay, Talent Search, School of Business, and FYE.

This workshop introduced Academic Coaching through formal instruction balanced with live, interactive demonstrations.



The Career Services office hosted an Internship Expo on October 24th.

According to Career Services Director Alex Gandy, "Internships have proven to be a positive way for employers to seek out high-quality candidates through hands-on development, assessment and training.

The expo is a chance for students to meet with employers to discover new internship opportunities".

The 2019 Internship Expo allowed 264 MSSU students the opportunity to meet and discuss internship possibilities with over 40 local and regional employers.

The MSSU Career Services office strives to connect students to high impact learning experiences, in order to prepare them to be successful in their job search and ultimately their careers.



Graduation Expo

The goal of every MSSU student is Graduation. On November 6th, 251 MSSU students attended the Fall 2019 Graduation Expo sponsored by the Registrar's Office.

This event is designed to be a celebration of the student's accomplishments.

Students were able to interact with approximately 15 different University departments to prepare for graduation.

This event is a favorite of many MSSU staff. Watching students order announcements, picking up their veterans cords, discussing final details with Career Services, are just a few of the exciting things that MSSU staff get to experience with our students.

Safe Halloween

Residence Life hosted it's annual "Safe Halloween" on October 31, 2019. Over 500 children and their parents were able to attend this safe, indoor Halloween activity that featured interactive carnival-style games and plenty of candy. The event is organized and administered by members of the Residence Life Staff. Activity booths and carnival games were designed and staffed by Student Resident Assistants. This event was free of charge and open to the public.



Council for the Advancement of Standards in Higher Education

The following
units completed
their program
review:

Title IX

Conferences &
Meetings

Veterans
Services

Internship
Programs



Residence Life Receives the Excellence in Assessment Award

The 2019 Excellence in Assessment Award was presented to the Residence Life. The Excellence in Assessment Award is presented annually to the co-curricular unit which best fulfills the four main areas of assessment: the establishment of goals and objectives pertinent to their mission, the creation and use of measurements to test those goals, the collection and reporting of results, and the use of those results for implementation of constant and continual improvement.

The Residence Life Department was recognized by MSSU's regional accreditors, noting this unit's adoption of learning outcomes within Student Affairs. Specifically, the unit was highlighted for their goals of increasing student awareness and engagement as well as the positive use of conflict resolution methods.

INTERNSHIP EXPO

2019
Snapshot

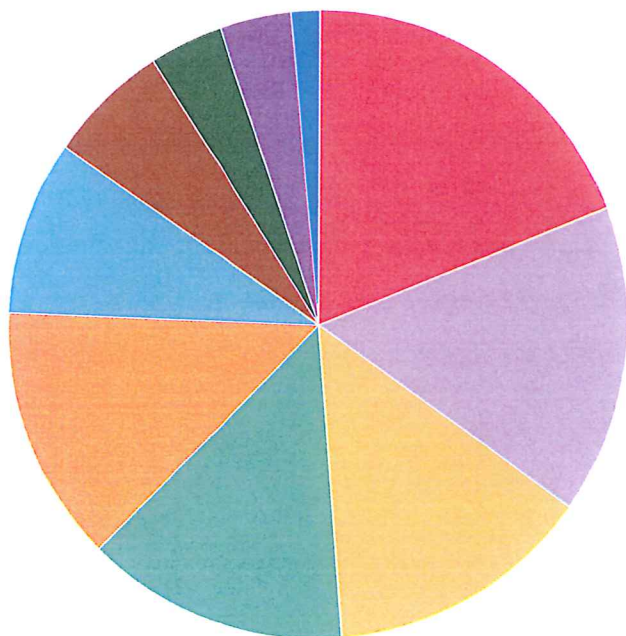
Total # of Students

264



Total # of Employers

40



Psychology	19.0%
Health Promotion & Wellness	15.9%
Accounting	13.8%
Environmental Health & Safety	13.7%
Management and Marketing	13.3%
Biology	8.9%
Industrial Engineering Technology	6.3%
Computer Information Systems	3.8%
Criminal Justice	3.8%
Art	1.5%

Top 10 Degree Programs Represented*

*Chart only includes academic departments who sent a minimum of three students or more.

MISSOURI SOUTHERN

STATE UNIVERSITY

OFFICE OF CAREER SERVICES

MISSOURI SOUTHERN

STATE UNIVERSITY

STAFF SENATE

Board of Governors Staff Senate Report 21 November 2019

I. Quarterly Service Champs

3rd Quarter Recipients: Scott Snell, Director of Distance Learning – Distance Learning; Melanie Epperson, Records Assistant - Transcripts – Registrar; and Talbott Harrison, IT Support Tech – Information Technology.

II. Service Projects

The Community Service Committee set up the Angel Tree on November 11th, with 74 “angels,” all of whom have been adopted. Gift wrapping will take place in the BSC Ballroom on Dec 2nd. Volunteers are always welcome. Gifts will be distributed to recipients during Southern Lights in December.

III. Staff Senate Bylaws Change

The Governance Committee made changes to the Staff Senate bylaws, which were approved by Staff Senate and President’s Cabinet. Changes included modifying the mission to better reflect support for the campus’ mission of “educating and graduating knowledgeable, responsible, and successful global citizens”, updating the elected representation verbiage to clarify the ratio of classified to professional staff members, and removing the requirement for Senators to resign if their job classification changes.

IV. Staff Survey Update

Staff Senate held a special meeting to review the recent staff survey results, which were also discussed in the October Senate meeting and the October meeting with President’s Cabinet. The survey identified areas where staff felt Staff Senate should focus their efforts this academic year: increasing staff morale, improved student retention and attainment, and advocating for staff compensation. Staff Senate has set committee charges to further develop ideas for addressing these areas. We look forward to working with other campus groups and committees to have a lasting and positive impact on campus morale and student retention.

2019-2020 Staff Senators

Kandee Behnke

Denice Brown

Steven Brunson

Robin Douglas

Diana Fordham *Parliamentarian*

Melissa Forsythe, *President*

Martha Freeman

Nathan Hicks, *Secretary*

Stephanie Hopkins

Amber Lewis

Glenda O’Dell

Michael Opfer

Shakira Rhoads

Teresa Shufflin

Debra Schow-Smith, *President Elect*

Craig Thompson



Board Report
11-21-19

Alan Marble

Legislative Preview – We hosted our local Legislative delegation to campus for a general discussion of our goals for the year. Senator Bill White and Representatives Cody Smith, Ann Kelly, and Bob Bromley were able to attend, but due to the nasty weather several were unable to attend. But, as you would expect we focused on reminding them of the importance of moving the \$1.8 million new decision item to core funding line. The \$1.8 million was approved last year to help us serve the exploding demand for courses in STEM fields (Science, Technology, Engineering, Math) – especially Biology and Pre-Med... where we now have over 400 majors. One would anticipate this upward trend to continue with the new KCU Dental School rapidly becoming a reality. The bottom line is that we really need the \$1.8 million to be permanent core funding.

DHEWD – The Missouri Department of Higher Education and Workforce Development operates under the umbrella of the Coordinating Board for Higher Education (CBHE), but historically the Commissioner has also utilized a group called the Commissioners Advisory Group (CAG). This group meets with the Commissioner four times each year to make sure campus issues are reaching her desk.

This year I have been serving on the advisory panel and at our most recent meeting the priorities of this new department were unveiled. The goals fall into three overarching categories with specific initiatives supporting each. The first priority is to make citizens “aware of the options” available to them through the department... everything from scholarship opportunities to re-thinking marketing strategies for Missouri Job Centers. The second priority is to put “more Missourians on a path” to college or a career by focusing on a full-range of educational opportunities. The third priority is to “increase quality attainment” by students participating in everything from short term training and apprenticeship programs to four-year degrees.

These are certainly worthy goals, but as the newly formed Department continues to take shape we will need to make sure that higher education remains a vital participant and is not lost in the mix of other training programs.

Performance Funding – As in past years, performance funding will be the top legislative priority for the Coordinating Board for Higher Education (CBHE) – followed by Maintenance and Repair budget requests. Frankly, I don’t expect much if any M & R money will be available, but performance funding is still a serious consideration in Jefferson City for future funding. And, that should bode well for Missouri Southern because this year we were among only 8 colleges and universities to satisfactorily

achieve all 5 performance funding measures... out of 23 total (8 had 4/5 and 7 had 3/5). Our faculty and staff deserve a huge pat on the back for these outstanding results.

University Council – The University Council has wrestled with a variety of challenges this fall, but chief among them is the least disruptive, but best method to protect sensitive data and shore up our email system with protective procedures to discourage misuse and unauthorized access. After thoughtful and full debate, an effective plan was agreed upon and is currently being implemented. This was another example of how listening to the many voices of those involved helps lead us to the best decisions.

Empowering U – The “PriROARity” enrollment initiative designed by the Empowering U team appears to be showing great results, with a record number of students re-enrolling for the spring semester at much earlier dates. See the details below, provided by Dr. Nicoletti.

The Empowering U Committee (EUC) launched the PriROARity Registration Challenge prior to Priority Registration in early October. Every employee on campus was given 5 Enrollment Cards that were customized with their name. Employees handed out these cards to students and encouraged them to enroll in classes for the Spring 2020 semester. Once a student registered they filled in the card with their name and s-number. Advisers collected the cards and put them into custom drop boxes around campus. The cards have been collected and this Friday, November 22 at noon in the Lion’s Den, the EUC will be drawing five student winners and five employee winners, each to receive \$100 cash. The event has largely been a success getting employees from all over campus involved in MSSU’s enrollment process, including those who traditionally do not have interactions with students regarding enrollment and advising. Currently, 67% of current MSSU students are registered as we enter open enrollment. The winners will be announced at the live celebration on Friday. The success of the initiative is reflected campus-wide as employees increase touchpoints with students and incentivize enrollment. The EUC is looking forward to making this a part of the MSSU priority enrollment process.

Downtown Library – Since last month’s revamping of our approach to developing programs at the Downtown Library, significant progress has been made with regard to a proposal that can be delivered to potential financial supporters and content providers in conjunction with the Chamber of Commerce. Dr. Carson is putting the finishing touches on the proposed programs, Mr. Yust is adjusting the Pro Forma to match the final drafts, Mr. Fullerton has developed the Student Support plan, and Dr. Hodson is crafting the document we will use in our presentations. We are targeting a mid-January push to get the program proposal in front of individuals and companies that should find it appealing and hopefully fundable. Stay tuned because things are moving rapidly now.