

ADVANCING MSSU

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

Friday, April 21, 2017

Fundraising

- Our most recent scholarship-matching program has been well received by donors. The Foundation Board approved the use of matching money for purpose of created new endowed scholarships. Several agreements have been finalized with others pending approval. Development officers are visiting with other prospective donors to gauge interest.
- We will host a reception today at 3pm in the Ralph L. Gray Alumni Center to recognize the creation of the BKD Endowed Professorship in Accounting. To date, we have received \$509,500 in commitments toward this project.

Admissions

- Both summer and fall enrollment numbers are very positive. While it is still very early in the projection timeline, based on the numbers available at this time, indications are that we are on track to be at or above last year's enrollment for summer and fall.
 - Current freshmen applications are up slightly in comparison with last year's class, which turned out to be the second-largest freshman class in school history. This includes positive numbers in two very important areas: Missouri applicants and feeder school applicants.
 - Transfer applications are about even with where we were for last year's record transfer class.
- Similarly, analysis of students who have registered for Southern Welcome sessions are right on par with last year's numbers.

University Relations and Marketing

- This has been a very busy time for our URM area. Design of the next issue of Crossroads is complete and the magazine will hit the mail in early May to around 44,000 alumni and friends.

- URM is proud to have partnered with the Office of Admissions to plan and execute this year's Sophomore Day event, which occurred on April 19. This is the third (and largest) Sophomore Day so far with more than 2,500 high school sophomores and teachers attending from 10 different school districts (Joplin, Webb City, Carthage, Carl Junction, Neosho, Diamond, Jasper, Monett, Aurora and Logan-Rogersville).

Thirty-three academic and student support presentations occurred simultaneously on campus nine times that day, with nearly 150 Missouri Southern students and employees volunteering as either presenters or support crew. Students observed presentations ranging from Biology, Music, Engineering Technology, Law Enforcement, Athletics, Teacher Education, and many more.

To emphasize the importance of this event on enrollment, our first Sophomore Day was held in 2015 with around 1,800 students attending. So far, more than 250 of those students have enrolled for the Fall 2017 semester. This would equate to more than 20% of our anticipated freshman class for next year.

Alumni Relations

- We were proud to host the Joplin Junior College reunion on March 31. The event started with a historical presentation by Brad Belk at the Joplin Schools Administration Building at 8th & Wall, one of the former homes of JJC. The event then moved to the Scottish Rite Cathedral for a dinner and program. More than 150 attended, including 72 JJC alums. Engagement of these alums will continue with more “Remember When” newsletters and future reunions.
- Other alumni events hosted in April included Southern Social on campus and a Tulsa-area Alumni After Hours on April 11. Future plans include an event in Springfield on May 16 as well as an event for St. Louis area alums.

Missouri Southern Foundation

- The annual Scholarship Reception occurred in Connor Ballroom on April 3. The event is an effort to better familiarize scholarship donors or representatives with scholarship recipients and vice versa. More than 160 people were in attendance, including 89 scholarship recipients and 48 donors or representatives.