

ADVANCING MSSU

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

Friday, September 18, 2015

Admissions

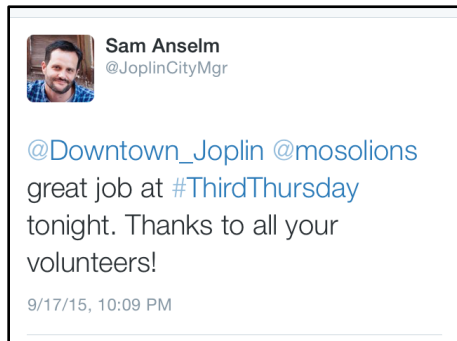
- Total enrollment at Missouri Southern is up 3% with 5,783 students enrolled for the Fall 2015 semester, up 70 students from 2014. A total of 925 freshmen are enrolled in classes, up 8% from 856 last fall. This represents one of the largest freshmen classes in the university's history.
- Notable in the enrollment numbers is a 12% increase in transfer students – from 581 in 2014 to 652 – which is a record for MSSU. Also, international students grew by over 25 with 217 students from 40 countries attending the university, also a record. Both in-state and out-of-state students numbers were up, with students from outside Missouri increasing 76, or 8%.
- Credit hours in which students are enrolled was up 1,938 over last fall for a total of 68,101 student credit hours. This is notable because it is on credit hours that students pay tuition rather than headcount. An increase in headcount is positive, but an increase in credit hour production is a financial gain for the institution.

University Relations and Marketing

- One of the university's new billboards on Rangeline Road in Joplin. An innovative design aimed at getting the community excited about Lion's football.



- As has been noted in previous reports to the Board of Governors, revenue from licensing of merchandise sales has steadily increased over recent years, particularly since we engaged Learfield Licensing as our agent. In Fiscal Year 2015, the university received \$27,306 in licensing revenue, a 9% increase. Another benefit of more aggressively licensing our products is that we have the prerogative to enforce the institution's brand standards. At right is a photograph of an unlicensed brand found just this week in Walmart on 15th Street. With Learfield's assistance, we were able to have the unlicensed merchandise removed.
- The Office of University Relations and Marketing coordinated MSSU's presence last night in downtown Joplin for the Third Thursday event. The university was the September sponsor of Third Thursday and over 80 clubs, departments, and campus organizations set up booths along Main Street. It is estimated that over 10,000 people came downtown last night for the event. Congratulations to URM and all the faculty and staff who helped make last night a success.



Alumni Relations

- The Missouri Southern Alumni Association voted at their meeting earlier this month to eliminate the organization's membership program. Instead, they will focus on encouraging alumni to become more engaged with the institution by recruiting students, making gifts, and voicing support for MSSU with local elected officials. This move follows a national trend for institutions of Southern's size to eliminate membership dues to the alumni association as a way to encourage all alumni to be active, not just members.
- Save the date – Homecoming is October 23-24, 2015. On Friday night, the institution will honor award recipients with a dinner at Twin Hills Country Club. Then on Friday the traditional parade, tailgating, and football game complete the weekend. For more information, visit the Alumni Relations web site at www.mssu.edu/

Governmental and Community Relations

- The university completed a draft of its legislative priorities earlier this month and forwarded those to key members of our local delegation along with those firms that represent the university in Jefferson City throughout the session. As those priorities are firmed up over the next month, representatives of the university will begin having focused conversations with key members of the General Assembly in preparation for the opening of the legislative session in January 2016.