

MISSOURI SOUTHERN  
STATE UNIVERSITY

# BOARD OF GOVERNORS

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JANUARY 13, 2023 • REPORT



# DR. DEAN VAN GALEN

## PRESIDENT



### HOLIDAY HAPPENINGS

On December 9, Missouri Southern launched a new event for campus and the community to celebrate the holiday season. Holiday Happenings included a Makers Market, public tours of the Alumni Mansion that was decorated for the season, children's activities, and the lighting of a 24-foot tree on the Oval. Also, over 500 MSSU branded stocking caps/beanies were given to our students. Holiday music provided by the East Newton High School choir, the MSSU Chamber Choir and MSSU Band Ensemble, carolers (the Dillon family) in front of the mansion, and performers David Loving, and Peter Situ.



## HEALTH SCIENCE INNOVATION CENTER: MOVING FORWARD

During the 2022 legislative session, Missouri Southern successfully secured approval for a new Health Science Innovation Center. As part of the state budget, the State of Missouri committed \$15 million in matching funds towards this estimated \$30 million capital project. Over the past 6 months, gifts and commitments have been made by businesses, charitable foundations, individuals, and governmental bodies. As of December 31, in addition to funds appropriated by the State, \$8.2 million in funds have been secured for the project.

Of special note is the \$1.5 million commitment of ARPA funds approved by the Joplin City Council on December 19. We are extraordinarily grateful for the City's investment in this project and share the belief that the Health Science Innovation Center will have significant and long-term benefits for Joplin and the region.

## RECOGNIZING OUR OUTSTANDING STAFF

On December 21st the university held its annual pre-holiday brunch event in Young Gym to express appreciation to all employees and to recognize professional and classified staff who have reached milestones in their years of service to MSSU. In total, 41 staff members from across campus were recognized for service ranging from 5 years to 25 years.

Also, two staff members were presented with the 2022 Superior Service Award for their outstanding contributions to Missouri Southern. The 2022 recipients are pictured below:



**Scott Timmsen**



**Becca Diskin**

## INTENTIONALLY SHAPING OUR FUTURE

In today's higher education landscape, it is essential that Missouri Southern be strategic and forwarding thinking in establishing priorities and taking action that will shape the university's future. Key examples of recent and current initiatives designed to support that goal include development of high-demand academic programs, launching the Lions Forward Campaign, development of our next aspirational strategic plan, investments in existing and new facilities, the SERRA project to help inform employee retention and recruitment strategies, and a range of initiatives that focus on enrollment and student success. The campus is grateful for the support of the Board of Governors in these endeavors.



# DR. BRAD HODSON

## EXECUTIVE VICE PRESIDENT

### CAMPAIGN UPDATE



The end of the calendar year also marked the end of the first six months of the university's Lions Forward fundraising campaign. As of December, 31, 2022, gift officers in the Office of University Development and administrators playing a role in the campaign had made 314 visits to prospective donors and made 150 asks for leadership gifts to benefit the campaign's seven priorities. To date, those asks have resulted in 43 leadership gifts of \$25,000 or more. With a projected five year window of campaign activity, the first six months marked 10% of the campaign completed. Donor response to the campaign has been very positive, demonstrating

how engaged prospective donors become when the institution identifies projects that make a difference in the student experience and promote those opportunities through a focused fundraising campaign.

### SEASONAL CHORAL FLOURISH



On Friday, December 2, 2022, over 150 donors and volunteers gathered at Joplin's Scottish Rite Cathedral for a holiday reception before moving to St. Peter the Apostle Catholic Church for the annual Choral Flourish concert. Members of the Missouri Southern choral provided a private performance for the university's guests that included traditional holiday favorites and new melodies for guest's enjoyment. This was the first time the event had been held since 2019 due to COVID and many commented how nice it was to be back together and how much they looked forward to the reception and concert each year.



## TAYLOR PERFORMING ARTS CENTER

The installation of the new seats in Taylor Performing Arts Center was completed prior to the holiday break. With wider, more comfortable seats and more leg room between rows, the seating capacity of the venue dropped from 2,200 pre-renovation to 1,715 post renovation (1,046 main floor and 669 balcony). However, the audience experience will be significantly enhanced due to the new seating configuration. Only rarely were all 2,200 seats used pre-renovation and with 1,715 seats, Taylor Performing Arts Center will remain the largest theatrical venue within 90 miles of Joplin. The new seats are green fabric with green metal accents. Currently, the final touches are being made to the track lighting in the aisles and “punch list” items. Delivery of the main stage curtain, the only “supply chain” issue on the project, is still scheduled for February 2023.



## ENDOWMENT REPORTS



The Missouri Southern Foundation recently sent reports to all donors who have established endowments for scholarships, program support, or other purposes. These individually-customized annual reports detail the performance of each endowment in terms of both investment return and impact on students, departments, and programs. For example, page six of the endowment report details the history of investment returns for the Missouri Southern Foundation. While there are ups and downs in the market year to year, overall, since 2010, the average rate of return on an endowment held by the Missouri Southern Foundation has been 7.15%. Currently, the Foundation charges a 4% spending policy for the purpose of the endowment and a 1.75% management fee. This total charge to each endowment of 5.75% leaves, on average since 2010, 1.4% growth to offset for inflation and ensure the future purchasing power of each endowment.

# DR. LISA TOMS

PROVOST/VICE PRESIDENT OF ACADEMIC AFFAIRS

## QUICK HIGHLIGHTS

The **Intensive English Program** and **International Club** took 40+ students to experience Silver Dollar City on Friday, November 11th.



**Social Work Phi Alpha Honor Society** assisted in the annual Chase the Chill Southwest Missouri sorting and tagging event. Each student took responsibility for collecting hats, gloves, and scarves in various MSSU academic buildings.



The fall **Law Enforcement Academy** class had a 100% pass rate for the state POST exam. Ninety percent of the students are employed before graduation and Director Chad Adams is confident that the remaining students will be placed.



## MOSO CAPS

The inaugural class in August 2022 of MOSO CAPS started with forty-one students. Students chose one of three career strands: Health Sciences, Human Services, or Business/Marketing, Entrepreneurship.

The MOSO CAPS Health Science Strand currently has thirteen students. Student associates were placed at Mercy in their choice of four different departments to gain a better understanding of what a career in healthcare might look like in the future. Veterinarian students were placed at Banfield Pet Hospital, Madison Animal Clinic, Smith Equine and Veterinary Services, and the Joplin Humane Society for their industry partner experiences.



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The MOSO CAPS Human Services Strand currently has twelve students. Student associates in Law and Criminal Justice were placed at the Jasper County Prosecuting Attorney's office, Circuit Clerk's office, Treatment Court, City of Joplin's Municipal Court, and the Joplin Police Department. Those interested in Psychology were placed at Mercy and with the City of Joplin. Student associates interested in Teacher Education were placed in their home school districts.

The MOSO CAPS Business Strand currently has twelve students. Student associates completed their industry partner rotations in various local businesses: Anderson Engineering, City of Joplin, Mercy, Midwestern, Ferguson Realty, Pennington Station, George Spiva Center for the Arts, KOAM, Glenn Group, First American Title, Ducommun, Henkle's, Heritage Tractor, Specialty Risk, Champion Feed, USDA Market Reporter, MSSU URM, AMI Radio, Steve's Frame and Body, Fletcher Toyota, and MODOT General Services.

## DECEMBER TOWN HALL

The Strategic Plan Task Force and the External Environmental Scan Committee presented the results of their work to the campus on December 1 in a Town Hall meeting. The presentation was recorded and emailed to all faculty and staff. Both audience members were given the opportunity to ask questions and make comments.



# LINDA EIS

CHIEF FINANCIAL OFFICER

## STRATEGIC EMPLOYEE RECRUITMENT AND RETENTION ANALYSIS (SERRA)

We continue the work on our strategic employee recruitment and retention analysis. As you will recall, in November, we announced the university had selected CBIZ to perform this service.

Since then we had our kickoff meeting with CBIZ and have outlined the estimated timeline below for this project. In November and December, Human Resources worked with campus departments to engage the supervisors in confirming up-to-date job descriptions. Supervisors met with their team members as part of this review. We have submitted the job descriptions and details of fringe benefits to the consultant for review. CBIZ will spend the next quarter performing market analysis with an anticipated draft report in April.



## FISCAL YEAR 2024 BUDGET



The budget process is on-going. Throughout the year, we monitor revenues and consistently review expenses to garner savings whenever possible and incorporate increased costs when needed. The next few months will see the more formal development of the fiscal year 2024 budget with analysis of revenue, including changes in state appropriations, as well as expense allocations. Maintenance and capital project needs will also be evaluated.

## FINANCIAL STATEMENTS

Presentation of the financial statements for the period ending December 31, 2022.

Lions **Forward**. Lions **Together**.



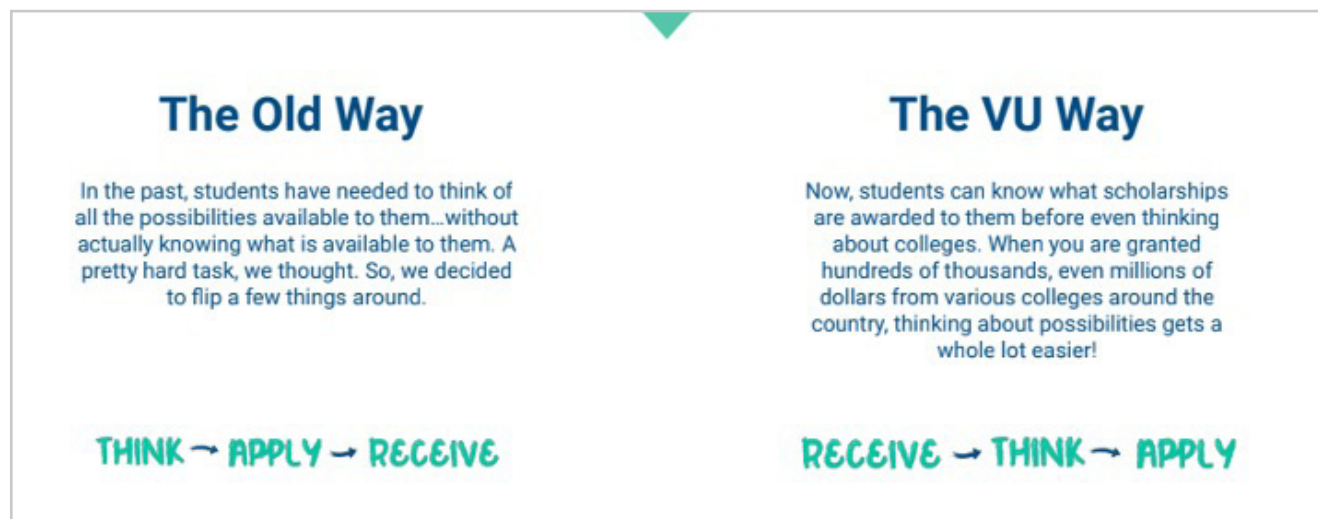
# DR. SHELLIE HEWITT

## DEAN OF ADMISSIONS

### RECRUITMENT, ENROLLMENT, AND RETENTION STRATEGIES

This past fall semester, Presidents Cabinet proposed strategies to support new student recruitment, increase enrollment and strengthen retention efforts. To date many of these strategies have been implemented.

- MSSU is partnering with a company called VU Scholarships to proactively share scholarship awards to students before they even think about applying to college. This partnership allows MSSU to reach students from Missouri (emphasis in Kansas City and St. Louis), Kansas, Iowa, Oklahoma, and Illinois



- New scholarship models**
  - Rolled out new transfer student and international student scholarship models
    - New Marketing materials, website update, email communications plan

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**NEW & IMPROVED**  
**TRANSFER SCHOLARSHIPS**  
*You earned it!*

3.0 - 3.24 TRANSFER GPA Dean's Scholarship	3.25 - 3.49 TRANSFER GPA President's Distinguished Scholarship	3.5 - 4.0 TRANSFER GPA Board of Governors Distinguished Scholarship
<b>\$1,500</b> (\$250 per semester)	<b>\$4,500</b> (\$750 per semester)	<b>\$6,000</b> (\$1,000 per semester)

You are eligible for these scholarships if you are a **TRANSFER STUDENT** working toward your first baccalaureate degree.

You do not need to apply for this scholarship as it will automatically be applied to your student account. If you qualify, you will be awarded the scholarship amount per semester, renewable for six consecutive semesters. To continue receiving this scholarship each semester, you must meet the scholarship renewal criteria.

**MISSOURI SOUTHERN STATE UNIVERSITY** | **SCAN TO LEARN MORE** | [admissions@mssu.edu](mailto:admissions@mssu.edu)  
417-625-9378  
[mssu.edu/admissions](http://mssu.edu/admissions)  
[mssu.edu/scholarships](http://mssu.edu/scholarships)



- **Community college partnerships** for international transfer students
  - Establish MOU's with the following community colleges in the four-state region



Crowder College  
*In Progress*



Tulsa Community College  
*Completed*



NWACC  
*In Progress*



Coffeyville Community College  
*In Progress*



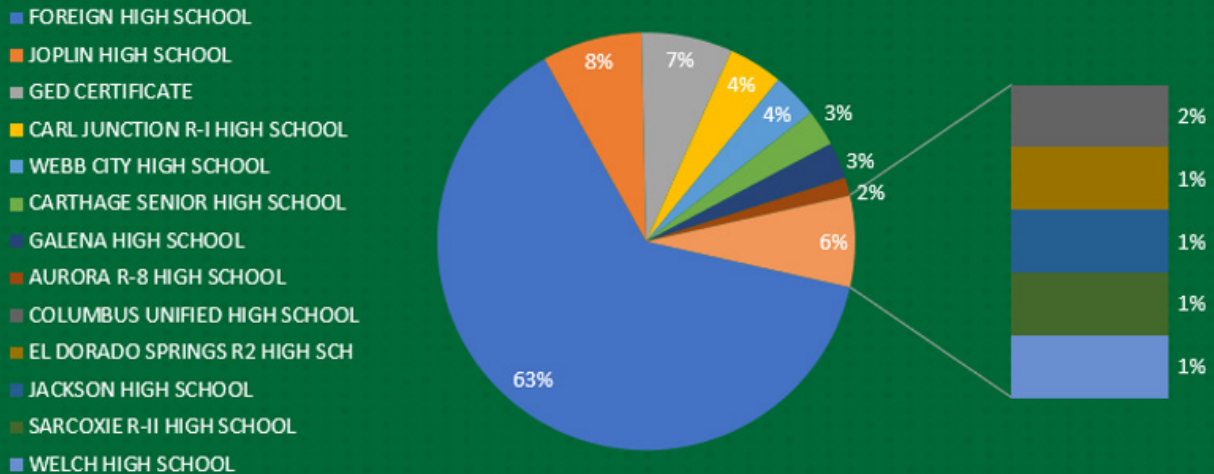
St. Louis Community College  
*In Progress*

- **Social Influencers** – student centered marketing initiative
  - University Relations and Marketing (URM) and Admissions collaborated and recruited a group of current students that will become Missouri Southern social influences
  - These social influencers are sharing their experiences and helping grow a positive brand for Missouri Southern
- MSSU Marching Band/Choir **Stipends and Scholarships**
  - To increase our band and choir numbers, we will offer stipends/scholarships to make MSSU competitive with other schools

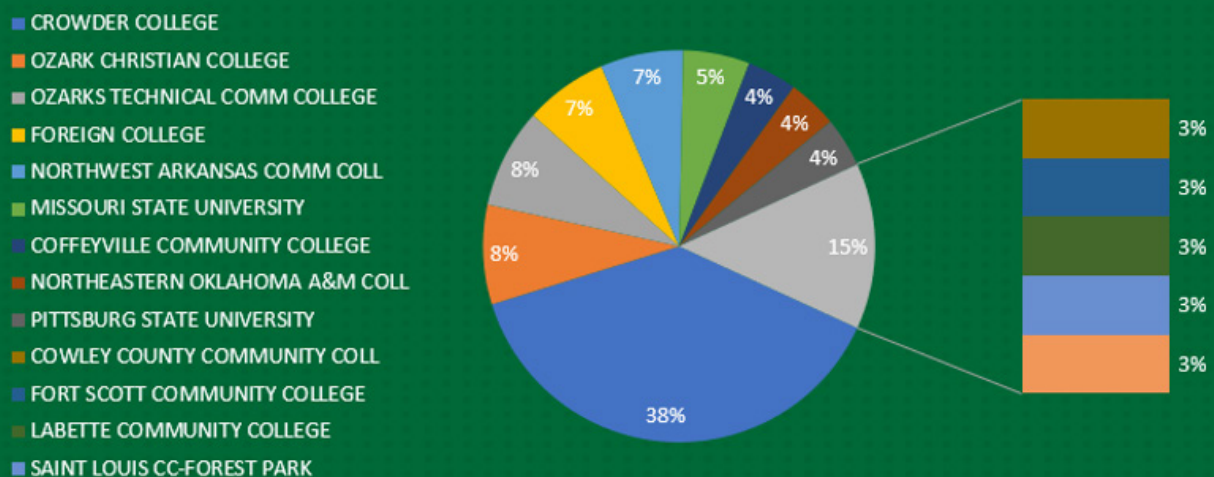
## NEW STUDENT ADMIT DATA (SPRING 2023)

This data shows the top high schools for first-time freshman and the top transfer schools for our new transfer students for the spring 2023 semester.

### New Student Admits by High Schools



### New Student Admits by Transfer School



## NEW PROGRAMS – MARKETING INITIATIVES

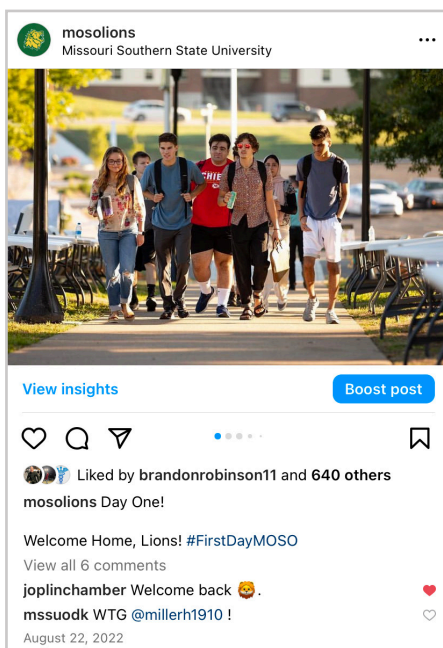
URM is promoting our new programs locally and throughout the region:

- **New billboard** highlighting specific academic programs (Starting January 2023)



- Highlighting immersive learning opportunities through **paid social media**
- **New local TV commercial** with increased advertisement buys (Starting January 2023)

## ORGANIC GROWTH IN KEY AREA (SOCIAL MEDIA)



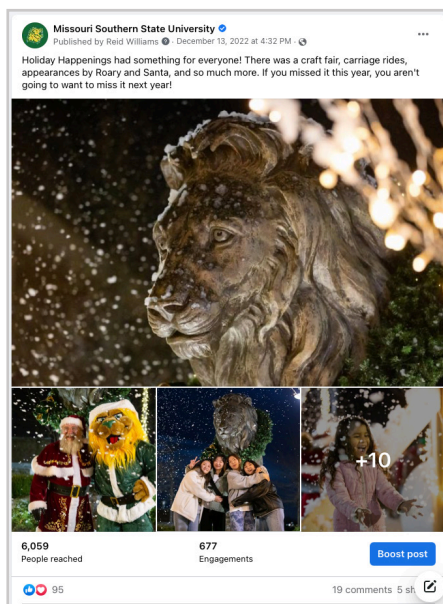
Utilizing social media for recruitment and brand awareness has proven to be a successful strategy. Missouri Southern is effectively reaching our target audiences and providing valuable information to prospective students and our community.

Over the past year, we have seen significant growth in our organic social media presence. For example, last academic year, our combined social media impressions rose 35.5% compared to the year prior. Engagement on those impressions rose 13.6%, while direct visits to mssu.edu were up 81.8%. We also saw an increase in followers across all social media platforms by 3.5%.

This semester we had the highest performance-based months in our social media history. In August, our social following grew by 731 individuals while we maintained an 8% engagement rate.

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Our Facebook, Instagram, and Twitter beat out the average engagement rates of all our identified competitors for this month. We had the top-liked Instagram in our school's history and two in the top five all-time. This past semester we grew our social audience by 2.2% or 1,946 followers.

## DIGITAL MARKETING INITIATIVES

Our current paid marketing campaigns focus heavily on showcasing our unique scholarships and hands-on learning opportunities that help students become career-ready when they graduate. Currently we are dividing our general university campaigns into two separate segments.

**Local:** Joplin and the surrounding rural area

- Local social media ad numbers in November: 73,810 impressions, 307 visits directly to apply at MSSU, 0.42% Link Click Through Rate

**Regional:** Northwest Arkansas, Springfield, and Tulsa metros

- Regional social media ad numbers in November: 118,762 impressions, 269 visits directly to apply at MSSU, 0.23% Link Click Through Rate

Locations we have seen increases in overall impressions and site visits through Google Paid Search and YouTube Ads:

- |                   |                    |             |
|-------------------|--------------------|-------------|
| • Springfield, MO | • Tulsa, OK        | • Grove, OK |
| • Pittsburg, KS   | • Fayetteville, AR |             |

# ROB MALLORY

## DIRECTOR OF ATHLETICS

### STUDENT-ATHLETE ACADEMIC SUCCESS

Missouri Southern student-athletes performed well in the classroom during the Fall 2022 semester. The overall GPA for varsity athletic teams during the term was 3.13, and four programs had a GPA of 3.5 or higher. Those teams were softball (3.59), women's basketball (3.63), women's track & field (3.54), and women's golf (3.72). For men's teams, golf led the way with a 3.35.

Additionally, 132 student-athletes (40%) earned a 3.5 GPA or better during the fall term. Of those, 94 made the Dean's List (3.75+) and 61 earned a perfect 4.0.

Entering the Spring 2023 semester, the cumulative GPA for all student-athletes is 3.19. The department cumulative GPA has now been at a 3.0 or higher nine consecutive semesters.

On November 15, the NCAA released its report on Academic Success Rate and four-year Federal Graduation Rate for the 2012-2015 cohort. The graduation rate for Missouri Southern student-athletes was 52% compared to 34% for the overall student population.

### MIAA AWARDS FOR FALL SPORTS

As fall sports season concluded, the MIAA announced both academic and athletic award winners. On the academic side, 64 Missouri Southern student-athletes were named to the MIAA Academic Honor Roll, which requires a 3.0 cumulative GPA and a minimum of two semesters of attendance at the school. Nine MSSU student-athletes were received "Scholar-Athlete" distinction. This honor is for those with a 3.5 cumulative GPA, a minimum of two semesters of attendance, and earning All-MIAA athletic honors for the current season. Three Lion student-athletes earned the prestigious MIAA Academic Excellence award, which requires a 4.0 cumulative GPA and a minimum of two semesters of attendance. MIAA Academic Excellence award winners were **Maya Greenquist** (soccer), **JP Rutledge** (men's cross country), and **Kayanna Gaines** (women's cross country).



**Maya Greenquist**



**JP Rutledge**



**Kayanna Gaines**

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"All-MIAA" athletic honors were bestowed upon 22 different fall sport student-athletes. Those honors included four 1st-team selections, six 2nd-team honors, and 12 honorable mention recognitions. Additionally, Head Distance Coach Jamie Burnham was named the MIAA Men's Cross Country Coach of the Year for the fourth time in his career, having previously won the award after the 2016, 2018, and 2019 seasons.

## CROSS COUNTRY FINISHES A SUCCESSFUL SEASON



The cross country program wrapped up a successful season, particular on the men's side, at the Division II Cross Country Championships in Seattle, WA on December 2. Missouri Southern finished 9th overall, the fifth top-10 finish in program history, and were the top finishing men's team from the MIAA.

Prior to the national championship meet, the Lions won both the MIAA and Central Region Championships. MSSU dominated the MIAA meet, with three runners in the top-six and five in the top-17. **Gidieon Kimutai** won his third individual championship, with teammate and defending champion **Ryan Riddle** finishing in second place.

MSSU again swept the individual and team championships at the NCAA Central Region Championships. **Gidieon Kimutai** won his third regional title, while the team placed four runners in the top-15 to take the team trophy. The United States Track & Field and Cross Country Coaches Association named Kimutai the Central Region Athlete of the Year, while Head Distance Coach **Jamie Burnham** took home Coach of the Year honors for the region.



**Gidieon Kimutai**



**Ryan Riddle**

## MEN'S GOLF STRONG FALL SEASON



The Men's Golf team had an impressive showing during the fall portion of their season. The Lions had a team tournament win, along with two runners-up and a third-place finish. In golf, the MIAA requires competition in three designated points events and the MIAA championship

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tournament. Those four events eventually determine the conference champion. After the two fall designated points events, MSSU leads the MIAA standings by virtue of a win and runner-up finish in those events. Additionally, junior **Ben Marckmann** leads the individual MIAA race after the fall, with teammate **Tradgon McCrae** (senior) currently in 7th. McCrae also boasts two individual tournament titles so far this season. The Lions will resume competition this spring on February 20 in San Antonio, TX.



**Ben Marckmann**



**Tradgon McCrae**

## **LIONS CONTINUE TO POSITIVELY IMPACT THE COMMUNITY**

As noted in previous reports, community service and positive impact on the Joplin-area community have been a significant priority for the athletic department this year. As of January 4, 2023, Missouri Southern student-athletes have completed 3,943 hours of community service with a 77% participation rate. The rankings in the NCAA Teamworks Challenge have not been updated since December 9, but at that time MSSU ranked 5th in the Division II standings.