

MISSOURI SOUTHERN  
STATE UNIVERSITY

# BOARD OF GOVERNORS

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JUNE 9, 2022 | REPORT



# DR. DEAN VAN GALEN

## PRESIDENT

### COMMENCEMENT



At two commencement ceremonies on Saturday, May 14, Missouri Southern celebrated student success as more than 680 associate's, baccalaureate, and master's degrees were awarded. It was the university's first traditional commencement ceremony since December 2019. Katie (Gariss) Marsh, MSSU Class of 2002, provided an inspiring commencement address.

Thanks are extended to the many faculty and staff who planned or carried out the commencement events, and to those members of the Board able to participate.

### SUCCESSFUL LEGISLATIVE SESSION FOR MISSOURI SOUTHERN



We are grateful to the Missouri legislature, with particular thanks to our local legislative delegation, for their continued support of higher education and Missouri Southern during the 2022 legislative session. Key legislative budget actions (that still require approval by Governor Parson) include:

- For fiscal year 2023 (beginning July 1, 2022), a 5.4% core funding increase for all public higher-education institutions (this translates to approximately \$1.4 million being added to the MSSU base budget).
- Funds to help higher-education institutions offset increases in MOSERS costs for FY2023, including \$512,000 for MSSU.
- Approval and 50% state funding of a package of capital projects for higher education, including a \$30 million (total) Health Science Innovation Center at Missouri Southern. Efforts are underway to secure the necessary 50% match.

## STRATEGIC PLANNING

Missouri Southern's current strategic plan, launched in 2018, will sunset in 2023. Considering the university's challenges and emerging opportunities, it is important that MSSU begin the process to develop our next aspirational strategic plan. It is anticipated that the Board of Governors will review the plan in April 2023 with implementation to take place July 1, 2023.

A Strategic Plan Task Force has been formed to plan and lead activities, including seeking input from a range of internal and external stakeholders. The Task Force is chaired by Provost and Vice President for Academic Affairs Dr. Lisa Toms, and includes a total of 14 faculty, staff and administrators (the President serves as an *ex-officio* member).

## LIONS FOR LIFE

We are proud that Missouri Southern positively impacts communities and the individuals throughout their life's journey. Three recent events illustrated that impact in powerful ways:



**Lion Cub Academy  
Pre-K Graduation**



**Over 380 6th Graders  
from Neosho Visit Campus**



**Golden Grads Return  
to Celebrate 50+ Years**

# DR. BRAD HODSON

## EXECUTIVE VICE PRESIDENT

### NEW STUDENT ADMISSION

As of the last day of May 2022, admission of new freshman is **up 17% overall** compared to the same date last year with 1,708 freshmen currently admitted (*application completed, meets criteria for admission, eligible to enroll for fall classes*) compared to 1,460 a year ago (+248 admitted students). The weekly percent increase in the number of new freshmen admitted compared to last year has been narrowing since January by one or two percentage points a week. It's now leveled off as we enter the "completed app phase" (see below). Admitted transfer students are **down 9% overall**, with 39 fewer transfer students admitted as of May 31, 2022, compared to the same date last year.

Two important factors about these numbers: First, the work of admission counselors has shifted from soliciting applications to working on the "completed app phase" – getting incomplete applications completed (*primarily obtaining ACT scores and copies of transcripts*). This means we've **probably received almost all the new freshmen applications we're going to get**. Now it's about ensuring those students are admitted and are eligible to enroll. Second, we're just now entering the season for transfer applications. Most transfer students complete the spring semester and then begin to think about "next steps." We anticipate seeing the number of admitted transfer students improve between now and August to a flat or a net positive number.

### PROSPECTIVE STUDENTS VISITING CAMPUS

Staff in Admissions have hosted more than 620 prospective students on campus this spring – a significant increase as COVID restrictions are relaxed and middle and high schools are starting to send students out to college campuses. A sample of events and groups visiting campus this spring include:

- Business Discovery Day
- STEM Discovery Day
- Humanities/Social Sciences Discovery Day
- Education Discovery Day
- Crowder Transfer Visit Day
- Seymour 8th Grade
- Rogers Heritage High School
- Neosho High School
- Central High School
- Lion Pride Visit Days (2 dates)
- Transfer Discovery Day
- Crowder Upward Bound
- Neosho 6th grade

Summer is just as busy with visits scheduled for Joplin Middle Schools, Parkville High School, Webb City Middle School and two Lion Pride Visit Days (June 11th and July 9th).

## THE COLLEGE TOUR



Filming of Missouri Southern's episode of "The College Tour" for Amazon Prime **wrapped up on April 22nd**. The show is now in post-production, which should be completed by the first week of July. The **full episode will be available on Amazon Prime in November 2022** and distributed to over 60,000 high-school counselors across the U.S. In addition, Missouri Southern will have full access to all footage shot for use in other marketing campaigns in the coming years.

A watch party is being planned for November around the release date. Stay tuned for more details.

## WEB REDESIGN

Missouri Southern is in the initial phase of a web redesign project with Beacon Technologies. The in-depth marketing and creative content review is complete along with a comprehensive analysis of top competitors' websites, and an email survey about the website to prospective audience members. The final elements of this initial phase to be completed include:

- Heatmap analysis
- Website navigation strategy
- Creative design strategy
- Search engine optimization audit

Work in this initial phase will continue through August 2022. At that time, we'll enter the design phase through the end of the calendar year and then the final development phase through April 2023. It's a long process, but one that will result in a more user-friendly and impactful website for student recruitment and marketing activities.

## FUNDRAISING CAMPAIGN FEASIBILITY STUDY



The J.F. Smith Group recently completed its feasibility study for a comprehensive fundraising campaign. The firm interviewed 123 major donors (individuals and couples) and reviewed over 600 responses to an online survey of all alumni and friends in the Foundation's database. The purpose of the interviews and survey was to determine potential donors' attitudes about the university

and their interest in a collection of 16 potential fundraising priorities. From this information, J.F. Smith Group completed a 200-page study for the Foundation that answered three basic questions: 1) Should Missouri Southern launch a fundraising campaign; 2) If so, what potential fundraising priorities most resonated with potential donors; and 3) What should the campaign's working goal be for the campaign? Information from the study, commissioned by the Missouri Southern Foundation, will assist the university in answering those three critical feasibility questions.

# DR. LISA TOMS

PROVOST/VICE PRESIDENT OF ACADEMIC AFFAIRS

## NEW PROGRAMS IMPACT ENROLLMENT

**Sports and Recreational Management:** 10 enrolled

**Master of Arts in Teaching:** 6 enrolled

**Elementary Education online cohort:** 6 enrolled

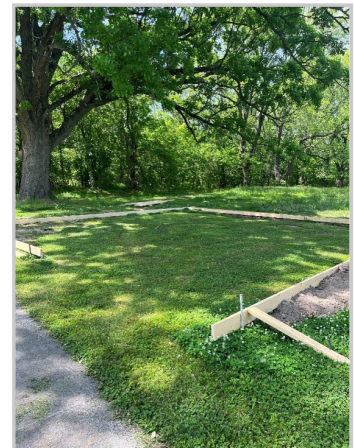
## SUMMER STEM DAYS

The ACACIA Center will offer STEM Camps in June for children in grades 2-5. The sessions include Introduction to Coding, MakerSpace (designing and building mazes, catapults, and vehicles) and LEGO® WeDo Construction. The ACACIA Center will have our first clients receiving ABA services in June.

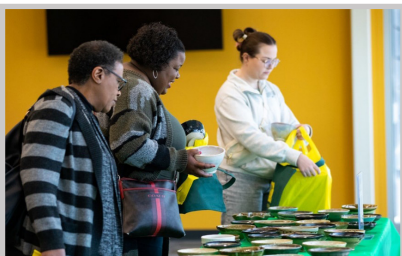


## OUTDOOR EXERCISE EQUIPMENT COMING SOON

Outdoor exercise equipment was purchased in 2021 by MSSU's Recreational Services Department and through a grant from the MO Department of Health and Senior Services. Funding was obtained through a grant from Walk America, Student Senate and Rec Services for the laying of the concrete pad and installation of the equipment. Installation began the week of May 16th.



## A SOUP-ER RESPONSE: INAUGURAL EMPTY BOWLS FUNDRAISER



The Lion Co-op Center for Nutrition Security hosted Empty Bowls in April and raised \$3,000 for its Groceries to Graduate Program. The program provides junior and senior MSSU students with a scholarship, in the form of tokens, to purchase fresh food from the Webb City Farmers Market. This past academic year we funded 30 students.

## STUDY ABROAD RESUMES

Seven faculty-led study abroad trips have recently concluded. Two of the trips went to England, two to Italy, one to the Czech Republic, one to Spain, and one to Sweden. The trips included 80 students and 13 faculty.

Six students spent the Spring 2022 semester studying abroad, including two in France, one in England, one in Germany, and one in the Czech Republic. Eight students plan to spend the entire Fall 2022 semester abroad, with five in England, one in Japan, one in the Czech Republic, and one in France.



## 2022 EARTH DAY EVENTS AT MSSU

The Missouri Southern State University Biology & Environmental Health Department, assisted by the MSSU Environmental Health Club, hosted three events in April.

- The Reduce, Reuse, Recycle Poster/Art/Product Contest was held for area high-school and middle-school students April 14-15 in Billingsly Student Center's Connor Ballroom. A total of 44 students were judged in areas of reduce/reuse/recycle concepts, creativity, and presentation. These projects were then on public display on April 15th. Three art pieces were maintained for display in Reynolds Hall. A total of \$500 was awarded to students across the three competition categories. Judges were rewarded for their time with a complimentary dinner.
- The second component to our celebration of Earth Day was a campuswide clean-up event taking place on April 22. A total of 137 participants received a reduce, reuse, recycle-themed shirt. In total it is estimated that a quarter-ton of refuse was removed and properly disposed of via recycling or landfill. A \$25 prize was awarded for the most unique item collected.
- An aluminum can recycling competition was hosted for our dorm students in the Lion Village. The four floors of the building participated from April 1-22. The floor collecting the most cans was awarded a doughnut breakfast. This was a new event this year and we have hopes of increasing participation by adding the academic buildings into the competition in future years.

## 2023-2028 STRATEGIC PLAN

The Strategic Plan Task Force (SPTF) has been appointed and the process of developing the 2023-2028 Strategic Plan has begun. The SPTF members are:

|                                |                     |                        |
|--------------------------------|---------------------|------------------------|
| Dr. Lisa Toms, Chair           | Ms. Becca Diskin    | Mr. Nick Reynolds      |
| Dr. Dean Van Galen, ex-officio | Dr. Shellie Hewitt  | Dr. Jency Sundararajan |
| Dr. Diana Allen                | Dr. Crystal Lemmons | Dr. Jeff Zimmerman     |
| Dr. Lisa Beals                 | Mr. Rob Mallory     |                        |
| Dr. Dominic Buccieri           | Dr. Will Mountz     |                        |

### Timeline for 2023 – 2028 Strategic Planning

#### Summer 2022:

- External Environmental Scan
- Internal Stakeholder Input
- Internal Data Gathered

#### August/September/October:

- Results from the External Environmental Scan presented
- BOG Retreat for Stakeholder Input
- SPTF Retreat to plan work for fall
- Mission Statement/Core Values Review
- Vision Statement Shared with Campus
- External Stakeholder Input (Surveys and Focus Groups)
- Internal Stakeholder Input

#### November/December:

- Student Input (Surveys and Focus Groups)
- First Draft of Mission Statement/Core Values (if needed)
- Discussion of Strategic Plan Goals and Objectives

#### January/February:

- Mission Statement/Core Values Shared for Feedback
- First Draft of Goals and Objectives Written and Shared for Feedback

#### March/April/May:

- Iterations of Mission/Core Values, Goals and Objectives
- Finalize Core Values
- Finalize Goals and Objectives
- Determine process of SP implementation
- PC sets University Level Strategies

#### Summer 2023:

- June – Plan Presented for BOG approval
- July – “soft opening” of SP on campus
- Prepare communication and materials regarding SP

#### Fall 2023:

- Intro and Rollout of SP to Campus and Community

# DR. JULIE WENGERT

INTERIM VICE PRESIDENT OF STUDENT AFFAIRS

## STUDENT RECRUITMENT & ENGAGEMENT

### High-School Enrollment Visits

Through a collaboration with Admissions, professional advisors from the ACTS department visited six of our top feeder high schools to facilitate enrollment for the Fall 2022 semester. During late April and early May, students were able to make a personal connection with an advisor, plan academic schedules, and go home with some MOSO swag.

### Food Truck Friday

The Oval was home to Food Truck Fridays and lawn activities for the campus community to enjoy throughout the month of April. More than 10 different vendors attended and prepared local cuisine.



### Student Employment Professional Development Day

Ninety-five student employees attended SEPDD on April 5th and 6th. Steven Benfield, Alex Gandy, Stephanie Hopkins, Zach Nichols, Debra Schow-Smith, and Julie Wengert presented during the sessions.

### Glenn Dolence Leadership/Service Awards Ceremony

The 31st annual Glenn Dolence Leadership/Service Awards were held April 5th. Thirty-two recipients were selected for their leadership and service to the university. **Madison Nagel** was the recipient of the Leader of the Year award.



## **Student Activities Entertainment**

Students were entertained in Corley Auditorium by comedian Brandon Vestal on April 5th and hypnotist Michael C. Anthony on April 19th. On May 6th, students enjoyed a casino-themed night sponsored by the Campus Activities Board (CAB). Faculty and staff volunteered as casino dealers.

## **Phi Eta Sigma Induction Ceremony**

Forty-four students were inducted into the freshman honor society, Phi Eta Sigma, on April 8th.

## **Global Leaders Featured Speakers**

On April 18th, the Global Leaders program hosted Shanna Slavings, assistant professor of communications. On April 26th, the program hosted Frank Warren, founder of PostSecret.



## **De-Stress Fest**

During the week before finals, the Student Success Center teamed up with Counseling, Recreation Services, and the Spiva Library to bring back what used to be "Exam Cram." In addition to tutoring in the library, there was also a relaxation station, finals madness, games, and refreshments for students to enjoy.

## DIVISIONAL GOALS

### 1

The Division of Student Affairs will provide consistent branding of intentionally planned and coordinated activities for students for the 2022-2023 academic year.

Logo created by URM for consistent future branding of Student Success Workshop events.



177 events for the 21-22 academic year



9 Campus Vibrancy meetings



16 events involving department collaborations

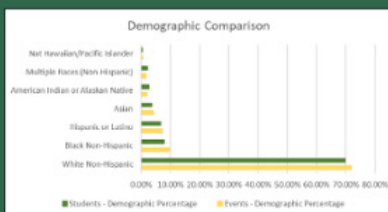
#### 22-23 Calendar Deadlines

- June 1 - Initial deadline for inputting known/reoccurring events
- June/July - Review calendar and create synergy amongst events
- August 1 - Hard deadline for all events

### 2

Using the Presence Software, the SA Division will establish a baseline percentage of the student population of whom is reached through programming for the 21-22 academic year.

|                 | Female | Male   |
|-----------------|--------|--------|
| MSSU Population | 61.07% | 38.93% |
| Event Attendees | 55.3%  | 44.7%  |



UNIQUE  
**2,644**  
attendees

SEVEN  
ACTIVE DEPT.  
USERS

HIGHEST  
ATTENDANCE  
*Freshmen*

EVENTS TRACKED  
AND HOSTED  
**259**

### 3

Each employee in the Division of Student Affairs will either:

1. Recruit one new freshman or transfer student to attend MSSU for the Fall 2022 semester, OR
2. Start one new program designed to recruit and/or retain enrollees.

#### Recruitment Efforts:

- **ACTS/FYE & Project Stay** - High school educational & workshop visits/events
- **Bursar** - Financial Forgiveness Project
- **Financial Aid** - Redesigned award offer packets & mailed MOSO Merit certificates
- **Global Leaders** - School visits, promo materials, international recruitment events, & individual phone calls
- **Recreation Center** - E-sports Arena & Club
- **Registrar** - Transfer Equivalency Tool
- **Residence Life** - Enhanced dorm tour experience
- **Student Activities** - Supply current students with recruitment events
- **Student Success Center** - Tutor Club RSO

# ROB YUST

VICE PRESIDENT OF BUSINESS AFFAIRS

## CONSTRUCTION

### Campus Improvements

Everything is completed on the campus Oval project with the exception of the following:



- **Fiber optics tie-in** – We designed the project to have IT capabilities at several Oval light poles. In order to accomplish that, the fiber would need to be run from the poles to the bottom floor of Hearn Hall. The wires have been pulled to the building but the tie-in to the building has not been completed due to the lack of parts. Parts to accomplish this will not be available for another two weeks.



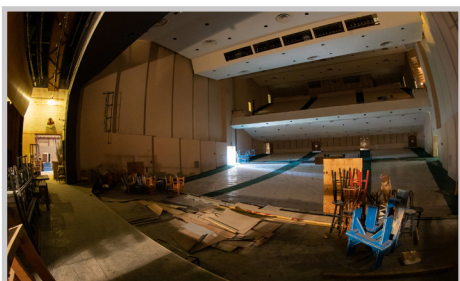
- **Tunnel** – Another coat of anti-graffiti sealant will be installed in the tunnel when we are assured the temperatures will remain above 65 degrees.



- **Landscaping** – As soon as the rain subsides we will have another load of hydroseed to spread and some plants that will be replaced.

The entire project should be complete by the end of June, depending on the weather.

### Taylor Performing Arts Center (TPAC)



The wall remediation is nearly complete. The old seats and carpet have been removed and the new seats/carpet have been ordered. The new rigging will be installed in the next few months with the flooring, seating and curtains to follow. We will be conducting a thorough cleaning of the entire building prior to opening. The project should be complete by November.

# ROB MALLORY

## DIRECTOR OF ATHLETICS

### SAM MCMAHON NAMED NEW HEAD MEN'S BASKETBALL COACH



On April 5, Sam McMahon was named the new Head Men's Basketball Coach, and he was formally introduced the following afternoon. Sam stood out from a highly competitive field of applicants due to his character, positive energy, and relationship-driven mentality. He is also very familiar with Missouri Southern and the Four-States region, as he previously served on the staff of the former head coach for six seasons. In those six seasons, the men's basketball team averaged 20 wins per year and accumulated an overall record of 124-60 while finishing in the top four of the MIAA standings each year and qualifying for the NCAA tournament on three occasions. Most recently Sam served as an assistant coach at Southeast Missouri State University for two years. He also has experience Missouri State University and Central Methodist University.

Sam was a standout high-school player at Jefferson City High School and played collegiately at the University of Delaware. He and his wife Holly have three children, Maverick, Eva and Nova.

### STUDENT-ATHLETES HONORED AT ALL-ATHLETE BANQUET

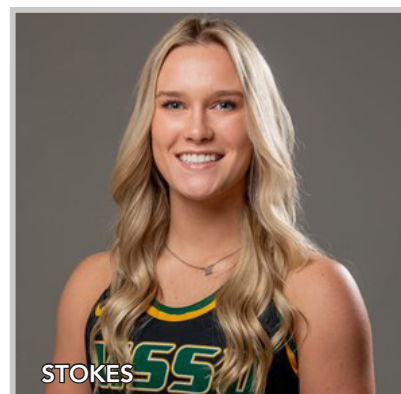
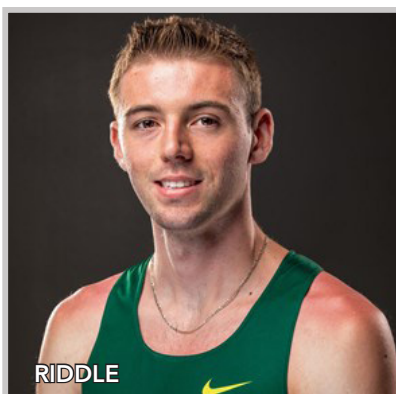


For the first time since May 2019, student-athletes from every program gathered for the All-Athlete Banquet on May 9th in Young Gymnasium. It was also the first time since the August 2019 that all student-athletes had the opportunity to gather in person. The evening consisted of recognition of senior student-athletes, the announcement of new student-athletes advisory committee officers, presentation of individual program and Lionbacker awards, and awarding of department-wide honors.

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Department-wide award winners were as follows:

- Team Service Award: **Women's Soccer** for completion of 22.7 hours per student-athlete
- Individual Service Award: **Riley Laver** (Women's Soccer) for completion of 163 hours
- Male Athlete of the Year: **Ryan Riddle** (Men's Cross Country and Track & Field)
- Female Athlete of the Year: **Lacy Stokes** (Women's Basketball)
- EO and Virginia Humphrey Award: **Riley Laver** (Women's Soccer) for excellence in athletics, academics, and community service.



## STUDENT-ATHLETE ADVISORY COMMITTEE TOPS MAKE-A-WISH GOAL AND ELECTS NEW OFFICERS

Make-a-Wish is the identified national charitable organization for all NCAA Division II members. This year, the Student-Athlete Advisory Committee (SAAC) set a goal of raising \$2,000 for Make-a-Wish. Through various activities such as the "miracle minute" change collection and bake sales at home events, \$1,930.73 had been raised as the year neared its end. A "Pie-a-Coach" contest was held at the All-Athlete Banquet, where donations could be made toward a head coach, with the top two in money raised receiving a pie in the face. The contest raised an additional \$190.50 to push SAAC past their goal with \$2,121.23 raised for Make-a-Wish. Head Coaches Hallie Blackney (Softball) and Bryan Schiding (Cross Country and Track & Field) were the lucky winners!

SAAC also elected new leadership for the 2022-23 academic year. **Riley Laver** (Women's Soccer) will serve as President, **Kara Amos** (Softball) as Vice-President, **Dionnte White** (Football) as Secretary, and **Kelie Henderson** (Women's Cross Country and Track & Field) as Pride Promoter. **Bryan Candrl** (Men's Track & Field) will serve as first alternate for MIAA SAAC meetings where both genders must be represented. Kara Amos will also serve on the NCAA Division II National SAAC representing the MIAA.

SAAC leadership has highlighted significant priorities for 2022-23 that include community engagement, enhanced support and comradery between student-athletes across all sports and student-athlete mental health.