

MISSOURI SOUTHERN
STATE UNIVERSITY

BOARD OF GOVERNORS

MAR. 11, 2022 | REPORT



DR. DEAN VAN GALEN

PRESIDENT

GOVERNOR PROPOSES STRONG INVESTMENT IN HIGHER EDUCATION

We are pleased that Governor Mike Parson has proposed significant new investment in Missouri public higher education for Fiscal Year 2023. The governor's proposal is an early step in the process of development of the next state budget, the outcome of which will not be known until early summer. Major items in the governor's proposed higher-education budget, along with potential impacts on Missouri Southern, are listed below:

- A 5.4% core budget increase for all public higher-education institutions: This would translate to an approximately \$1.4 million increase for MSSU.
- \$31 million in funding for MoExcels projects: MSSU could potentially receive \$767,732 in one-time funds for a Center for Digital Media and Virtual Production.
- \$475 million in capital investment in higher education, while challenging each institution to provide a 50% match from sources such as philanthropy, federal funds from governmental entities, in-kind contributions, etc.: The governor's budget includes a \$30 million project to construct a Health Science Innovation Center at MSSU.



MISSOURI SOUTHERN HOSTS GOVERNOR PARSON FOR WORKFORCE AND HIGHER EDUCATION ROUNDTABLE



On Feb. 10, Missouri Southern hosted Governor Parson's Workforce and Higher Education Roundtable at the North End Zone facility. The event brought together leaders from higher education, K-12 education, workforce development, and key business sectors to discuss the governor's initiatives for the State of Missouri.

UPCOMING CHANGES IN CAMPUS ADMINISTRATION

Several changes in campus administration structure and roles are planned for implementation by July 1. These changes will reduce approximately \$500,000 in ongoing administrative expenses. Included in these anticipated changes (others are still in development) are:

- Led by the Division of Academic Affairs, a model has been developed to reduce the number of academic colleges from four to three, while also supporting some new and innovative connections between academic departments.
- After 28 years of distinguished service, Mr. Rob Yust will retire as vice president for business affairs effective June 30. The position will not be refilled, and current Treasurer Linda Eis will provide leadership and oversight for the university's finance and budget functions.
- The position of vice president for student affairs, formerly held by Mr. Darren Fullerton until his retirement in December 2020, will not be filled. Rather, many functions currently housed in Academic Affairs and Student Affairs will be integrated and housed under the direction of Provost Lisa Toms. This will provide opportunity to have an even more wholistic and integrated approach to supporting the success of our students.

A VIBRANT CAMPUS



Missouri Southern takes pride in offering students an engaging experience and continues to further build a vibrant campus culture. Among many such efforts, on February 21 the Global Leaders program sponsored featured speaker, Esdra Lamy. A 2001 MSSU graduate, Mr. Lamy is the Senior Vice President of Sales, Co-Head of Syndication, and Head of Airlines Content Sales for Warner Brothers. We received a great deal of positive feedback on Mr. Lamy's presentation, including one student who said: *We were honored to have Esdra Lamy come to visit his old campus. His story was interesting and insightful. It was inspiring to hear how a man who came from so little has risen in the ranks of the world, while still valuing the down-to-earth things that we value.*

DR. BRAD HODSON

EXECUTIVE VICE PRESIDENT

NEW STUDENT ADMISSION

As of the last day of February, admission of new freshman is **up 28% overall** compared to the same date last year with 1,374 freshmen currently admitted (application completed, meets criteria for admission, eligible to enroll for fall classes) compared to 1,071 a year ago (+303 admitted students). Admitted transfer students are **up 6% overall**, with eleven more transfer students admitted as of Monday compared to the same date last year.

'THE COLLEGE TOUR'

Missouri Southern has signed a contract with the producers of the Amazon Prime series "The College Tour" to feature MSSU in season six. Missouri Southern is the first college in either Missouri or Kansas to participate in the series. Currently, producers are reviewing auditions received from MSSU students to be the "face" of one of 10 segments highlighting distinctive elements of Southern. Those 10 segments are:



- Life at Missouri Southern
- The Joplin Community
- Affordability
- Athletics
- Health Sciences
- Global Mission
- Immersive Learning
- Cultivating Leadership
- You Belong Here
- Unique Opportunities

The presence of a 30-minute show (advertisement) on a national streaming platform like Amazon Prime will be of great value as Missouri Southern seeks to spread its brand to prospective students nationally. The production crew will be on campus and in the Joplin community to shoot the series the week of April 18-22.

MARKETING UPDATE

The Office of University Relations and Marketing (URM) continues to focus its marketing efforts on new student recruitment. Marketing messages currently promoted by URM include:

- The new MOSO Merit automatic aid model / affordability
- High quality academic programs and faculty
- Immersive learning opportunities unique to MSSU
- Showcasing an involved, active, and vibrant campus life
- Showcasing academic programs with capacity for growth and workforce demand (e.g. environmental health and safety)



Social media efforts in Fiscal Year 2022 (beginning July 1, 2021) have seen increased engagement across all social media platforms of 37.6% (more likes/shares/tags, etc.). This is due to a net audience growth rate of 38.1% (more followers) and an increase in social media impressions of 46.4% (total views by unique individuals).

Television advertising in the local media market has focused on two areas: 1) Black History Month; and 2) sporting events. Black History Month involves commercials, in-show promotions, and online digital advertising with KSN. Sporting events include airing spots during college football bowl games, NFL playoffs, the Olympics, and NCAA March Madness.

In addition, URM has successfully transitioned mssu.edu to cloud hosting. This was a labor-intensive move, but it will result in more reliable availability of web content (when the electricity goes off on campus, the Web site will now be unaffected) and better mobile responsiveness. Now the process moves to a complete web redesign of the main landing pages using Beacon, a national web marketing firm. This redesign is estimated to take nine to 12 months to complete.

Finally, URM continues to aggressively push prospective students to reserve a spot in one of the many upcoming admission events. These include the very popular Lion Pride Visit Days (see right).



FUNDRAISING CAMPAIGN FEASIBILITY STUDY



Missouri Southern has selected J.F. Smith Group of Auburn, Ala., to conduct a fundraising campaign feasibility study. The study involves face-to-face, phone, and Zoom interviews with at least 100 of the institution's most likely donors. More than 400 individuals were invited to participate. With four of the six weeks of interviews completed, just over 100 prospective donors have met with J.F. Smith staff. The next two weeks

of interviews will only add to the validity of the final report, which will include a recommendation on the campaign's fundraising goal and information about which projects were of the greatest interest to prospective donors. We anticipate receipt of the final feasibility study in May 2022.

DR. LISA TOMS

VICE PRESIDENT OF ACADEMIC AFFAIRS

COLLEGE OF BUSINESS ACCREDITATIONS MOVE FORWARD



The Plaster College of Business (PCB) has taken another significant step forward in achieving AACSB accreditation. As reported earlier, the Association to Advance Collegiate School of Business (AACSB) International Initial Accreditation Committee (IAC) met on April 20-21, 2021, and reviewed the Initial Self Evaluation Report (iSER) submitted by the PCB. On May 27, 2021, the College received official notification that the IAC voted to accept the iSER. On Feb. 15, 2022, the PCB

submitted our first Progress Report to the IAC addressing the progress made on the issues and concerns identified by the IAC. The IAC will meet in April to review our Progress Report and determine our alignment with the accreditation standards. The PCB will submit our next Progress Report in February of 2023. As we seek AACSB accreditation, the PCB continues to be accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

The Industrial Engineering Technology program is working on their Self-Study report for reaffirmation of their ABET accreditation. We expect an ABET site visit to our campus to occur in the fall of 2022.

EXECUTIVE SPEAKER SERIES RESUMES APRIL 21

The Plaster College of Business Executive Speaker series resumes on April 21 with our first such event since the start of the COVID-19 pandemic. The event features two business alumni set to share their experiences and advice as C-suite executives with our students.

STUDENTS ACCEPTED INTO DISNEY COLLEGE PROGRAM



Twenty-six students have applied for the Disney College Program and three have been accepted so far. This program was put on hiatus during the pandemic and is just starting back up. If you want more information, contact Amanda Curtis, our Disney program coordinator.

DENTAL-HYGIENE STUDENT DEMONSTRATES IMPORTANCE OF EARLY DETECTION



Emily Valence, a second-year dental hygiene student was recently spotlighted in MOSO Minute. Last fall, Emily did an exam on her father-in-law in the university's dental clinic and discovered a pre-malignant cancerous lesion. Early detection led to a positive outcome. Her story was recently featured on one of the local television stations and will be in the Spring 2022 edition of Crossroads.

GEORGE WASHINGTON CARVER NATIONAL MONUMENT ART AND ESSAY CONTEST

The George Washington Carver National Monument sponsors an art and essay contest for area third and fourth graders each year. The Teacher Education program works with GWC to choose a theme, based on Carver's attributes ("Kindness" for the 2022 contest). Senior Elementary Education majors enrolled in the second literacy block (EDUC 343 and EDUC 470) assess the students' entries. The awards ceremony will be held at the GWC National Monument on Saturday, April 2. Roary will be there for photo ops and to congratulate the winners. Roary and the winners will also be named honorary park rangers for the day.

CARTHAGE SCHOOL DISTRICT AND MSSU TEACHER EDUCATION COLLABORATION ON 'LIONS AND TIGERS TOGETHER' PROGRAM



In Fall 2020, the Carthage School District reached out to us to establish a Grow Your Own Program, later named the 'Lions and Tigers Together' program. We have had a partnership with Carthage High School for several years to offer EDUC 100 Introduction to Teacher Education as a dual credit course. We worked with Carthage to identify students who took the EDUC 100 course at Carthage High School and were enrolled in the Teacher Education program. We identified two: Jelica Montelongo (Elementary-Special Education major) and Delayna Gardner (Elementary-ELL major). As part of the program, the students were awarded a \$500 scholarship the semester before their student teaching and another \$500

scholarship during their student teaching. Both students are currently completing their student teaching in the Carthage School District and were hired by the district for the next academic year (Jelica to teach sixth grade special education and Delayna to teach second grade).

DR. JULIE WENGERT

INTERIM VICE PRESIDENT OF STUDENT AFFAIRS

HEERF III – STUDENT GRANT FUNDS

MSSU has received \$7,636,833 in HEERF III student grant funds. This is the third installment of student grants provided by the federal government during the global pandemic. In order to qualify for these funds, students must be enrolled at MSSU as of census during the Fall 2021 and/or Spring 2022 semesters. For this third round, students were not required to be degree-seeking, be a U.S. citizen, or have a FAFSA on file in order to qualify.

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To finish distributing the HEERF III funds, we are currently working on awarding block grants similar to what was provided in the Fall 2021 semester.

- \$300 to dual-credit or non-degree-seeking students
- \$825 to students with either no FAFSA or EFC >12000
- \$1227 to students with EFC of 0-12000

We are prioritizing students with exceptional need by awarding them in the first distribution each semester. Students may use the HEERF III grant funds for any component of their cost of attendance or for emergency costs that arise due to coronavirus such as tuition, food, housing, health care (including mental health care or child care). Students are also able to opt-in to apply these funds to their MSSU student account balance, should they still have one.

STUDENT RECRUITMENT & ENGAGEMENT

Campus Involvement Day

Hosted in Billingsly Student Center, students explored all of the Registered Student Organizations to find out how to become involved on campus.

Dress to Impress

Career Services hosted their eighth annual Dress to Impress event in BSC on March 2. The strong partnership between the Joplin Area Chamber of Commerce and Missouri Southern State University allows MSSU and community volunteers to provide free professional clothing to our students.



Spring Career Fair

Students have the chance to find career, internship and graduate-school opportunities at the annual Spring Career Fair. Representatives from a variety of industries will be looking to Hire a Lion from 10 a.m. to 1:30 p.m. Wednesday, March 16 in the Leggett & Platt Athletic Center.

Stuff-A-Lion

Back by popular demand, Student Activities hosted their annual Stuff-A-Lion event. Similar to "Build-A-Bear," students made their own stuffed lion and dressed it in an official MSSU logo hoodie.



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Magician Daniel Martin

Students were entertained in Corley Auditorium by magician Daniel Martin.

Admitted Student Experience

A variety of departments have collaborated to establish an enhanced and engaging student experience from the point of admission to the first part of the fall semester. Teams of MSSU advisors will travel to our top feeder high schools to enroll admitted students this spring. Admitted students will have two opportunities to visit campus during the summer at the new “Southern Kick-Off” events. Finally, Southern Welcome, MSSU’s freshman orientation, will occur Aug. 18-21.

Financial Forgiveness Project

In late March, the Admissions, Registrar, Bursar and Financial Aid teams will work together to communicate with students who left MSSU with an outstanding balance and unfinished degree. Old debts will be forgiven for students to be able to come back and finish their degrees.

Featured Speaker

The Global Leaders program hosted Esdra Lamy, Warner Brothers Senior Vice President of Sales, Co-Head Syndication, & Head of Airlines Content Sales.



COMMUNITY ENGAGEMENT



MSSU Aquatics is partnering with the Alliance of SW Missouri, the City of Joplin’s Parks and Recreation Department, the Joplin Family YMCA and area firefighters to bring a Water Safety Program to the community. We are currently in the planning process to provide three educational opportunities in which the community may participate. The first will be held in May, focusing on open water safety, hosted at Shoal Creek; June will focus on general water safety, hosted at the Joplin Family YMCA; and July will also focus on general water safety, hosted at the MSSU swimming pool. The MSSU session will also provide swim instruction, lifejacket fitting, and lifejackets for participants.

ROB YUST

VICE PRESIDENT OF BUSINESS AFFAIRS

CONSTRUCTION

Campus Improvements

Here are updates on the campus improvement projects which are being funded by the Federal Budget Stabilization Fund.



- **Pedestrian safety in the main parking lot** – Raised walking medians
 - Completed



- **Street replacement/crosswalks** – International Avenue from Newman Road to University Parkway
 - Completed



- **Tunnel safety improvements** – Interior enhancements and new lighting
 - The tunnel is closed through late March. The metal panels with murals are installed and the lights are nearing completion. Floor staining and sealing has started. The south tunnel entrance is complete and the north entrance paver installation will be complete by the end of the month.



- **Oval infrastructure** – New sidewalks, lighting, landscaping, and entrances to Hearn's Library, Reynold's Hall and Webster Hall

- Revamping the entrance to Hearn's Hall from the east (first floor)
 - Completed
- New pavers in front of Webster
 - Completed

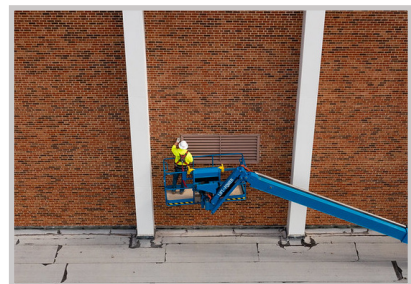
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- New pavers and a seat wall by Reynolds Hall
 - Completed
 - Seat wall cap will be installed this month
- The concrete benches and planters have been poured and the pavers installation have started at the Oval entrances to Hearn and Spiva.
- Sidewalk replacement and tree removal on the Oval.
 - Completed
- Replacement of an old water line on the Oval.
 - Completed
- Installation of new light poles on the Oval will occur in the second week of March, depending on the light shipment.

The entire project should be complete around the first of May, depending on the weather.

Taylor Performing Arts Center (TPAC)

All of the MEP demo is complete. Helical anchors are nearing completion. Steel erection is ongoing. The seating will be procured in the next couple weeks. The seating/carpet demo is scheduled for October with the installation in November/December. The project should be complete in January 2023.



ROB MALLORY

DIRECTOR OF ATHLETICS

RECORD-SETTING SEASON FOR WOMEN'S BASKETBALL

The women's basketball team has put together a record-setting season. For the first time in program history, the Lions were crowned MIAA regular-season champions after going 19-3 in conference play. Missouri Southern was the only team to beat all other 13 MIAA teams this season. To date (March 3), the team has compiled an overall record of 23-5 and won 16 straight games, tying the program's all-time win streak, and advanced to the semifinals of the MIAA Tournament. Currently, Missouri Southern sits fifth in the NCAA Central Region rankings, with the top eight set to qualify for the NCAA Tournament.

Several Lions received MIAA post-season honors, lead by head coach Ronnie Ressel who was the unanimous pick for MIAA Coach of the Year, and freshman point guard Lacy Stokes, who was named MIAA All-Defensive Team, 1st Team All-MIAA, MIAA Freshman of the Year, and MIAA Player of the Year. This is the first time in conference history that a freshman has won the Player of the Year honor. Additionally, Madi Stokes was named MIAA All-Defensive Team and 3rd Team All-MIAA, while Amaya Johns also received 3rd Team All-MIAA recognition.



LIONS AMONG NATIONAL LEADERS IN COMMUNITY ENGAGEMENT

Missouri Southern finished sixth in Division II in the Fall 2021 NCAA Team Works Challenge. The challenge ranks participating institutions based on the number of community service/engagement hours completed. NCAA Team Works, which coordinates community service efforts at NCAA championships, and Helper Helper, a volunteer management and tracking platform, launched the community service competition in 2017 to recognize student-athletes who give back to their communities.

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The efforts of the women's soccer program contributed heavily to the top-10 finish for Missouri Southern, as they were the only program that utilized the Helper Helper platform for the entire semester. The entire department adopted the use of the tracking application in November with the help of MIAA conference grant funding.



The NCAA® Team Works™ Challenge

DIVISION II FINAL LEADERBOARD

1. ARKANSAS TECH UNIVERSITY

11. UNIVERSITY OF WEST GEORGIA

2. GEORGIAN COURT UNIVERSITY

12. BELMONT ABBEY COLLEGE

3. GEORGIA SOUTHWESTERN STATE UNIVERSITY

13. AUBURN UNIVERSITY AT MONTGOMERY

4. CLAYTON STATE UNIVERSITY

14. POST UNIVERSITY

5. UNIVERSITY OF COLORADO, COLORADO SPRINGS

15. FLORIDA SOUTHERN COLLEGE

6. MISSOURI SOUTHERN STATE UNIVERSITY

16. MOLLOY COLLEGE

7. METROPOLITAN STATE UNIVERSITY OF DENVER

17. WAYNE STATE UNIVERSITY

8. SOUTHERN ARKANSAS UNIVERSITY

18. MIDWESTERN STATE UNIVERSITY

9. COKER UNIVERSITY

19. FLAGLER COLLEGE

10. EMPORIA STATE UNIVERSITY

20. WALSH UNIVERSITY

NCAA CONVENTION RECAP

On January 20 in Indianapolis, Ind., the NCAA membership overwhelmingly voted in favor of a new constitution. Despite protests from a number of individual institutions, it was clear that the vast majority of members were in favor of the new constitution with a final vote of 801-195.

The new constitution was developed by a 28-person Constitution Committee with representation from all three NCAA divisions. Effective Aug. 1, 2022, the new constitution reduces the size of the Board of Governors from 21 to 9; ensures student-athlete voting representation on each of the division's presidential bodies as well as the Board of Governors; prohibits pay for play but embraces name, image, and likeness opportunities; maintains existing revenue and championships opportunities for all divisions; and gives each division oversight of its own budget, expenditures and financial distributions to membership.

Division II took additional action to allow for the review of division specific legislation that we now might need or desire to change in accordance with the new constitution. This work is being done by the Division II Implementation Committee, which includes a representative from each of the 23 conferences within the division.

In the Division II business session on Jan. 22, eight new legislative proposals were approved. Among those were new rules for the football preseason and a series of new guidelines related to four-year college transfers.