

MISSOURI SOUTHERN
STATE UNIVERSITY

BOARD OF GOVERNORS

SEPTEMBER 9, 2022 | REPORT



DR. DEAN VAN GALEN

PRESIDENT

WELCOME BACK, LIONS

The beginning of the fall semester is always an exciting time at Missouri Southern, and this fall the university provided a welcoming and vibrant environment for new and returning students. Here are a few highlights:

- Residence hall move-in went smoothly, and we are encouraged that residence hall occupancy has increased significantly compared to last fall.
- A Convocation ceremony was held in Leggett & Platt to welcome our new freshman students. Gil Salgado ('20) provided the keynote address, and each new student was individually recognized and presented with a university medallion by a member of President's Cabinet.
- Incoming freshman students in the MKEAP program were recognized at a Green Coat ceremony. Students were fitted with a green coat, symbolizing their journey to a white coat when they begin medical school at Kansas City University.
- Many of our staff and faculty personally greeted students around campus during the first two days of classes, offering them directions and an encouraging word.
- Among other popular student events, Pizza/Movie Night on the Oval attracted 102 students, and 225 students attended Big Prize Bingo.
- On Wednesday of the first week of classes, Community Day on the Oval welcomed 144 registered businesses and non-profits to campus to connect with students, faculty and staff. This was a record high number of participants.



RECOGNIZING FACULTY TENURE AND PROMOTION

On Aug. 25, the 13 faculty members who were approved for promotion and/or tenure at the June Board meeting were recognized during an event at the Mansion. The Board of Governors was represented by Governor Oplotnik (Board Chair), Governor Rosenberg (Chair of the Academic Affairs Committee), and Governor Morgan (Vice Chair of the Academic Affairs Committee).



CONVENING HEALTH LEADERS

In early August, Missouri Southern hosted the first meeting of the Joplin Regional Alliance for Healthcare and Health Science. This group, composed of CEOs and other leaders from health care, health science, and the community, is a coalition of regional leaders that will envision, support and advance excellence and growth in healthcare and health science education. The group will collaborate on initiatives that support the economic, educational and community success of Joplin and the region. The group will also consider how Joplin could become a national model for how health care education and delivery can help define and transform a community.



LOOKING FORWARD TO THE 2022-2023 ACADEMIC YEAR

The coming academic year will be one of great opportunity and progress. At the Aug. 18 Welcome Back meeting for faculty and staff, eight reasons for optimism and excitement were shared — for the benefit of the Board of Governors, here is that list:



**Celebrate Czech
Themed Semester**



**Renewed
Campus Vibrancy**



**Reopening
of TPAC**



**Aspirational
Strategic Plan**



**Health Science
Innovation Center**



**Campaign Launched:
Lions Forward**



**Strong New
Student Enrollment**



**Great
People**

DR. BRAD HODSON

EXECUTIVE VICE PRESIDENT

"LIONS FORWARD" CAMPAIGN

Preparations are ongoing for the successful launch of the university's \$31.5 million fundraising campaign. Items currently being addressed include:

- Finalize the campaign priorities, which the Board of Governors will be asked to approve at today's meeting.
- Following approval of the priorities, develop the campaign case statement, which will serve as a basis for all proposals, publications, and campaign promotions.
- Develop a campaign theme and visual identity. The theme chosen is "Lions Forward" and the visual identity is shown below.



- Codify policies that will guide the operation of the campaign, including the Foundation's "Gift Acceptance and Campaign Counting Guidelines," a 26-page document that clearly defines how a variety of different types of gifts will be recorded and how tax credit, gift credit, and recognition credit will be awarded for each.
- Finalize prospect portfolios and performance goals for each major gift officer and administrator who will actively raise funds for the campaign. For example, a full-time major gift officer will carry a portfolio of 80-90 prospects and be expected to annually complete 240 actions, present 36 proposals, and close \$1.5 million in gifts. The overall goal for the Office of University Development this fiscal year is to raise at least \$6 million toward the campaign goal.
- Work closely with the J.F. Smith Group as campaign consultants to finalize the variety of reports communicating campaign progress, including the "WAR Report" (Weekly Activity Report). Data to populate these reports is pulled directly from actions and opportunities logged by gift officers into the Raiser's Edge NXT system.

- Close and document campaign commitments from 100% of the Board of Governors, Foundation Board, President's Cabinet, Deans Council, and Office of University Development staff to demonstrate leadership's support for the campaign.
- Design and produce of a variety of campaign materials, including:
 - Proposal "guts" and envelopes;
 - "Leave behind" publication;
 - Pledge cards;
 - Thank you notes and envelopes;
 - Acknowledgement letterhead and envelopes;
 - Forms, including gift-in-kind and planned giving intent; and
 - Branded donor gifts.
- Hold biweekly prospect management huddles with the Office of University Development's fundraising team, the first of which was held on Tuesday, Sep. 6th. These meetings will serve as regular and ongoing check-ins related to campaign progress and fundraising successes and challenges.

EVALUATION OF INSTRUCTIONAL SPACES

In preparation for the development of a three-year facilities improvement plan, an evaluation of all the university's instructional spaces was completed this summer. Two hundred and twenty-eight (228) individual classrooms, laboratories, and studios were visited and evaluated on seven factors: floors, ceilings, walls, lighting, furniture, instructional writing spaces, and technology. Staff from the Physical Plant and academic deans and department chairs related to each space went on the tour and collaborated on scoring each room.

Each space was scored on a five-point scale (excellent, satisfactory, adequate, developmental, unsatisfactory, and inappropriate). Adding up each space's scores assisted in identifying those classrooms, laboratories, and studios that could benefit from improvement. Over the coming months, those scores will be cross referenced with utilization data to identify those areas of heaviest use in the most need of attention. The ultimate goal is to maximize the university's limited facility improvement dollars over the next three years to impact student recruitment and retention.



NEW FOUNDATION DIRECTORS

The Missouri Southern Foundation welcomed four new members to its board of directors at their meeting on Friday, Aug. 19th. They are:

- **Dr. Jana Allison** played softball at Missouri Southern until her graduation in 2003. She received her medical degree from the University of Missouri-Columbia. Today she specializes in obstetrics and gynecology at Freeman Health System in Joplin.
- **Dr. Beth Barlet** completed her undergraduate degree from Missouri Southern in 1984, where she was the outstanding graduate. She completed her medical degree from the University of Missouri-Columbia and is currently the chair of women's health and director of labor and delivery at Mercy Hospital-Joplin.
- **Mr. Jeff England** graduated from MSSU in 2003 with a degree in management. For 18 years, he worked at Walmart headquarters in Bentonville, Ark., in the areas of finance, strategy, and supply chain management. In February 2022, he joined NAPA Auto Parts in Atlanta, Ga., as executive vice president and chief supply chain officer.
- **Mr. Will Lynch** is a 2010 graduate of Missouri Southern with a degree in political science. He earned his juris doctorate and master's degree in public affairs from Mizzou. In 2020, he was appointed by Governor Parson to fill the vacancy as Newton County, Mo., prosecuting attorney and is running unopposed for re-election in 2022.

Each of these four individuals is serving their first three-year term (2022-2025) and will be eligible for one additional three-year term. Their election brings to 35 the total number of Foundation board members as of July 1, 2022.



Dr. Jana Allison



Dr. Beth Barlet



Mr. Jeff England



Mr. Will Lynch

DR. LISA TOMS

PROVOST/VICE PRESIDENT OF ACADEMIC AFFAIRS

DEPARTMENT OF ART AND DESIGN RECEIVES PRESERVATION GRANT



The National Endowment for the Humanities (NEH) Division of Preservation and Access has awarded the MSSU Department of Art and Design a Preservation Assistance Grant for Smaller Institutions. The purpose of this program is to help small and mid-sized institutions improve their ability to preserve and care for their significant humanities collections.

This grant will support the purchase of storage solutions and preservation supplies to house Missouri Southern's African Art collection, as recommended by a Collections Assessment for Preservation (CAP) report developed in 2020. MSSU's participation in CAP was jointly subsidized by the American Institute for Conservation.

UPWARD BOUND PROGRAM RECEIVES FIVE-YEAR GRANT



The Upward Bound program has been awarded a new five-year grant from the United States Department of Education. The grant will award \$334,232 per year for five years for a total of \$1,671,160. The program serves nearly 70 students from Carl Junction, Carthage, East Newton, Joplin, and Webb City High Schools.

Upward Bound is works with high-school students to help prepare them for post-secondary education. It provides academic support so they may complete high school, enroll in college, and successfully obtain a college degree. Qualifying participants come from families who meet the federal income guidelines and/or potential first-generation students. Upward Bound was established by the Federal Economic Opportunity Act of 1964 and Higher Education Act of 1965. It was considered part of the War on Poverty Program of US President Lyndon B. Johnson. Upward Bound at Missouri Southern State University has been actively serving students from Southwest Missouri since 1999.

TESTING SERVICES TABBED AS SELECT TESTING CENTER BY PEARSON VUE

Testing Services has been named a Pearson VUE Authorized Test Center Select. The distinction means the program is now equipped with enhanced biometric and surveillance technology, allowing the testing center to offer a broader range of exams.

Before becoming a Select testing site, the center provided certification exams to teacher-ed students and for the national registry of Emergency Medical Technicians (EMT program), to name a few. With the new Select status, the testing center can now provide the Behavior Analyst Certification Board–Registered Behavior Technician certification. It also allows the center to offer exams to medical students, thus strengthening MSSU's partnership with KCU.

GIPSON CENTER SEES LARGEST GRADUATING CLASS YET

The Gipson Center for Healthcare Leadership graduated its largest class to date during Spring 2022 commencement ceremonies on May 14. Twenty students received a Bachelor of Science in Healthcare Administration.



NOTES FROM ENVIRONMENTAL HEALTH & SAFETY

Dr. Teresa Boman worked with Pierce City High School's Environmental Science course in May to demonstrate macroinvertebrate sampling.

Boman – along with **Dr. Rachel Bechtold** and master instructor **Melissah Perkins** – recently toured La-Z-Boy and met with their director of environmental health and safety regarding an internship partnership between Missouri Southern's program and their facility.



GATES SELECTED AS MIDWESTERN REGENT FOR SIGMA TAU DELTA



Dr. Amy Gates, assistant professor of English, has been elected to serve a four-year term as regent of the Midwestern Region of Sigma Tau Delta, the international English honor society.

The region includes Missouri, Iowa, Illinois, Indiana, Minnesota and Wisconsin. As a first-year regent, she serves on the Regents Committee, the Convention Committee, and the Centennial Ad Hoc Committee.

Each region also has a student representative and an associate student representative. Both posts are currently filled by students from MSSU's English Department. Baylee Harding is this year's student representative and Julie Harvey is serving as the associate student representative. The responsibilities of all three positions are substantial, and it's a great reflection on the quality of our faculty and students to have them serve.

LIBRARY RECEIVES NEW PCS, ARTISTIC UPGRADES

More than 100 new PCs have been purchased and installed in the George A. Spiva Library. Students have access to them in the library's computer labs, study and testing rooms, and quick print stations.

Several areas in the library have been redesigned to provide students with new areas for study. It also unveiled the new Library of Things Collection, which is located on the fourth floor. It provides students with practical items including cookware, bakeware, tools, outdoor equipment, games, technology and more.

To create a more welcoming environment, artwork has been repurposed and reinstalled in the library's study and testing rooms. **Kyle McKenzie**, associate professor of art, and his students finished a beautiful mural on the third floor. McKenzie and his students are planning additional murals in the library for the new academic year.

HONORS PROGRAM WELCOMES 36 NEW STUDENTS, RECEIVES NATIONAL RECOGNITION

The Honors Program accepted 36 new students for the Fall 2022 semester. Here are a few statistics:

- 16 out of the 36 have 4.0 GPAs
- Seven were valedictorians of their class
- 20 were in the top 10 percent of their class
- Five are from out of state
- Nine had an ACT of 30 or higher

(...continued on next page)

During the Suitable Pathways to Student Development conference in July, the MSSU Honors Program was awarded a certificate for having the highest engagement percentage among its students. This is part of the pathway the university has created for our Honors students, which is titled Honors PRIDE (Portfolio, Research, International Study, Development and Engagement).

GREEN COAT CEREMONY HELD FOR EARLY MED SCHOOL ACCEPTANCE PROGRAM

The latest cohort of Missouri Southern's prestigious early medical school acceptance program – presented in collaboration with Kansas City University – began their college experience with the Green Coat ceremony on Saturday, Aug. 20.

The program will be changing its name from Yours to Lose to MSSU KCU Early Acceptance Program (MKEAP). Fifteen students from Joplin and other towns in Missouri, Kansas, Oklahoma, Illinois, Indiana and Texas have joined the program. This accomplished group of students includes an Eagle Scout, a quadrilingual speaker, a guitar player who has been playing since age 5, and a student who memorized the Quran in Arabic at age 10.



LINDA EIS

CHIEF FINANCIAL OFFICER

FINANCIAL SERVICES DIVISION

As part of the reorganizational structure, the Business Affairs Division has merged some offices and has a new name: Financial Services. Our mission remains the same – our continuing commitment to provide customer service to all who need our assistance and be a part of the Missouri Southern team that graduates students.

DIRECTOR OF HUMAN RESOURCES

I am pleased to introduce our new Director of Human Resources, **Christina Means**. She has more than 23 years of experience and has a passion for building and retaining highly effective teams. She will play a key role and be part of the SERRA project mentioned below. She is very much a proud Missouri Southern Lion alum!



STRATEGIC EMPLOYEE RECRUITMENT AND RETENTION ANALYSIS (SERRA)

The budget includes funding to embark upon an analysis of our workforce strategy. The Strategic Employee Recruitment and Retention Analysis (SERRA) will guide us to recruit and retain the best talent.



DR. SHELLIE HEWITT

DEAN OF ADMISSIONS

NEW STUDENT UPDATE



For the first time since 2016, Missouri Southern welcomed its new class of students with increased enrollment from the previous year. We have a 13% increase in residence hall occupancy this year with 693 beds filled. Many factors contributed to our successful recruitment and enrollment efforts, increasing new-first time freshman enrollment by 5.84%. Additionally, Missouri Southern has seen an increase in new graduate and international enrollment, with a slight decrease (four students) in new transfer enrollment. Key factors and strategies that positively impacted recruitment and enrollment include:

- **MOSO Merit Scholarships** provided a competitive edge with other regional colleges and universities.
- **Increased number of on-campus events** providing prospective students and their families the opportunity to learn about Missouri Southern and all that we have to offer.
- **Virtual tour** capability allowing families who live outside the region an opportunity to explore the campus; resulting in many on-campus follow-up visits from individuals who live in states such as California, New York, Georgia, Minnesota, Connecticut, and Colorado.
- **Increased communication** with prospective students, students in the admissions process, and newly admitted students. A collaborative effort from many departments across campus worked with the Office of Admissions to create a robust communication plan for each student type including freshman, transfer, graduate and international. Communications included email, text, social media, mailers, etc.
- Each recruitment territory had its own **recruitment goals** for the fall semester and the admissions counselor assigned to the territory devised a recruitment plan to meet those goals.

WEB REDESIGN

Missouri Southern has entered phase two of the web redesign project with Beacon Technologies. After several months of gathering information during the strategy phase of the project, the design phase is now underway. This phase includes:

- Site and Content Mapping
- Home Page Design Mockup
- Landing Page Mockup
- Interior Page Mockup

The project continues to be on target for the implementation and launch of the new website by summer 2023.

FY 2023 MARKETING PLAN

University Relations & Marketing has developed a marketing plan that will be used to support the university's strategic plan and goals for recruitment, enrollment, and brand awareness. The plan will focus on Missouri Southern's strengths:

- **Quality and excellence** – Quality academic programs and meeting market demand by offering educational experiences in immersive learning environments.
- **New programs** – New innovative degrees for the future
- **Health Sciences** – MSSU is leading the way in our region and around the globe.
- **Global Education** – Our unique commitment to international education creates well-rounded, globally minded citizens



ROB MALLORY

DIRECTOR OF ATHLETICS

SOUTHERNFEST

The Athletic Department hosted its largest annual fundraiser, Southernfest, on July 21-22. Southernfest is comprised of two signature events, the Rod Smith Golf Classic and the newly-named Green & Gold Gala.

The Rod Smith Golf Classic was played over two days at Eagle Creek Golf Club with nearly 200 golfers teeing it up. MSSU Hall of Famer and event namesake Rod Smith made the trip back to Joplin to attend, greet participants, and take photos. Student-athletes from a number of teams were on the course playing games with participants and raising additional funds for their programs, making for a fun and engaging round of golf.

The Green & Gold Gala was held at Downstream Casino Resort. A total of 360 attendees enjoyed dinner, silent and live auctions, more games with student-athletes, and a performance by popular regional band Members Only.

While final figures are not available at this time, the 2022 version of Southernfest was undoubtedly a massive success, with gross receipts in excess of \$100,000. The 2023 event will be held July 20-22.



MENTAL HEALTH INITIATIVES

The mental health of college students is a growing concern nationwide, particularly since the onset of the COVID-19 pandemic. Due to the unique nature of their college experience and the additional demands on their time, this concern is especially true for student-athletes. The Athletic Department has taken a number of steps to be proactive in trying to address this critical issue.

On July 28, as part of our annual staff workshop, all coaches and Athletic Department staff participated in QPR training. QPR stands for “Question, Persuade, Refer” and teaches individuals the three simple steps they can take to help save a life from suicide. Training was provided by Ozark Center, the comprehensive behavioral health entity of Freeman Health System.

The Athletic Department also launched a new partnership with Talkspace, a HIPPA-compliant mental health care service that brings convenient, personal, and professional therapy to students via private messaging from a secure digital platform. Student-athletes wishing to utilize this service are matched with a licensed counselor or therapist, with whom they can communicate through the app via video, voice, or text messaging on their own schedule, with no appointment necessary. This service is available to all student-athletes at no cost and was made accessible through our partnership with athletic insurance provider Dissinger Reed.

The Bandana Project is a simple yet innovative suicide prevention and mental health awareness movement, founded in 2016 at the University of Wisconsin-Madison. The Student-Athlete Advisory Committee (SAAC) is leading the effort to bring The Bandana Project to MSSU this academic year. Participants tie a lime-green bandana to their backpack, signifying they are in possession of region-specific and national resources. They pledge to support the mental health of those in their life, and reject stigma associated with mental illness. More information can be found at www.thebandanaproj.org.



NAME, IMAGE, AND LIKENESS PARTNERSHIP



In July the Athletic Department announced the launch of Icon Suite, an innovative name, image, and likeness tool from Icon Source, the leading digital marketplace connecting brands and athletes for endorsements and partnerships, for all Lion student-athletes and community members.

Missouri Southern was the first Division II institution to partner with Icon Source, and the collaboration will continue to position MSSU athletics at the forefront of NIL opportunities, providing a seamless, compliant system for connecting brands, alumni, and other interested parties with student-athletes for NIL deals.

Icon Source partners with national brands such as Bank of America, Smoothie King, Crocs, Microsoft, and more. The Icon Suite local exchange application software will greatly enhance the NIL experience for those already involved in the MSSU network. The software will connect local companies with student-athletes through a custom MSSU marketplace, simultaneously simplifying the NIL administrative processes for Lion athletics administrators tied to deal disclosure and compliance. Interested businesses and MSSU supporters will be able to readily identify and engage with potential student-athlete partners through this compliant marketplace software.

