

# The State of the University

**September 5, 2019**

# Staff Awards for Excellence

---

## Exempt

### Robert “Coop” Cooper

- Initiating and/or supervising more than 140 evening and weekend activities on campus
- Teaches *Intro. to Higher Ed.* and *REC 389 Special Event Programming* courses

## Non-Exempt

### Cindy Troutman

- Wealth of knowledge — “an irreplaceable asset to the university and the community”
- Volunteer in the community as a volleyball coach for 10 years

## Non-Exempt Facilities Maintenance

### Kathy Leck

- Willingness to take on new tasks and develop new skills
- Volunteer duties include the FSU-Maryland Charity Campaign



*One University. A World of Experiences.*

# 2019 President's Distinguished Staff Award & 2019 Board of Regents Staff Award

---

**Bridgette Karalewitz**  
*Student Support Services*



# 2019 President's Distinguished Faculty Award

---

**Dr. Jennifer Rankin**

*Educational Professions*



# 2019 USM Elkins Fellowship

---

**Dr. Justin Dunmyre**

*Mathematics*





# 2019 Faculty Achievement Awards

---



**Andy Duncan**

*Department of English  
and Foreign Languages*

Academic Accomplishment



**Dr. Heather Hurst**

*Department of  
Educational Professions*

Teaching



**Dr. Mike Monahan**

*Department of Management*

University and  
Community Service

# Recap Since September 2018

---

- 1,292 Graduates
- New Academic Programs
- 73 New Faculty & Staff
- Two New Divisions
- Balanced Budget
- Construction & Design of New Facilities
- Actions under Strategic Planning

# Progress Over Past Several Years

---

- Middle States Accreditation Achieved
- Budget
  - Meeting Expectations
  - Beginning to Address Physical Needs
  - Reallocation of Resources Underway
- New Strategic Plan in Place
- New Programs
- New Construction



# Academic Affairs

# Division of Academic Affairs: Provost Office

---

- Welcome Back
  - Faculty Achievement Awards
  - New Faculty
  - Promotions: 6 were granted tenure/promoted to Associate Professor; 5 to Professor
  - Welcome Dean Hixson
  - New Dean Search and Congratulations Dr. Kim Rotruck, Associate Dean
  - New Department Chairs

# Provost Office

---

- The Team
  - Lacey Shillingburg and Welcome Stephanie Sindy
- Interim Associate Provost, Dr. Michael Mathias
  - Faculty/Student: Academic Standards
- Interim Assistant Vice President of Analytics, Dr. Sara-Beth Bittinger
  - Administrative/Data: USM, MHEC, Middle States

# Advancing FSU Strategic Plan

---

- Interfolio
- Portfolium/ORIE
- Digital Badging
- OERs
- Student Success Initiatives:
  - Excellence in Academic Advising (EAA)
  - General Education Program Review and Re-envisioning

# 2019 Institute on General Education and Assessment

---



# Advancing FSU Strategic Plan

---

- Physician Assistant Program
  - Other New Program/Suspensions
- High-Impact Practices



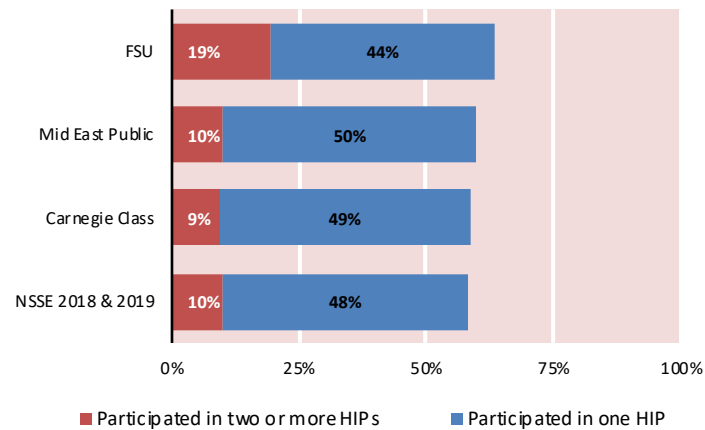
# Accomplishments: Advancing FSU Strategic Plan

## Action Item: High Impact Practices

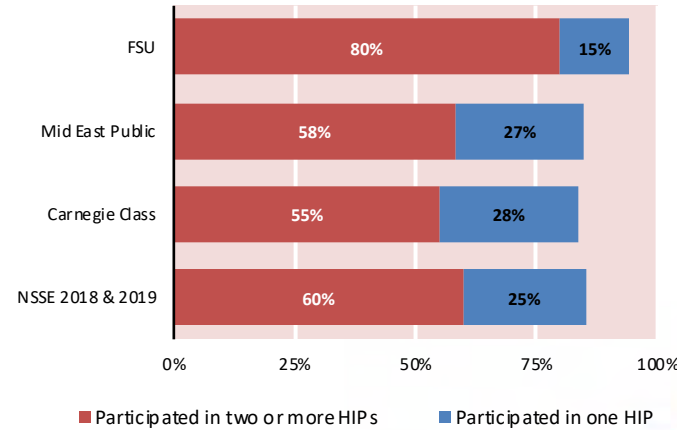
### Overall HIP Participation

The figures below display the percentage of students who participated in High-Impact Practices. Both figures include participation in service-learning, a learning community, and research with faculty. The senior figure also includes participation in an internship or field experience, study abroad, and culminating senior experience. The first segment in each bar shows the percentage who participated in at least two HIPs, and the full bar (both colors) represents the percentage who participated in at least one.

First-year



Senior



# Goals for AY2019-2020

---

- Strategic Plan for Academic Affairs: Mission, Vision, 5-year plan
- Distance Education Strategic Plan Implementation 2020
- Academic Integrity Project: Collaboration with Student Affairs
- ACHIEVE Program

# Student Affairs

# The Division of Student Affairs

---

- **Student Services**

- Brady Health Center
- Career & Professional Development
- Community Standards
- Counseling & Psychological Services
- Diversity, Equity, & Inclusion
- Residence Life
- Substance Abuse Prevention
- Veterans Services

- **Student Engagement**

- Civic Engagement
- Cultural Events Series
- Lane University Center
- Marketing & Design
- Student Activities & Greek Life

# Student Affairs

- **2020 Priorities**

1. Career Readiness
2. Cultural Inclusion
3. Residential Facilities
4. Student Engagement
5. Student Well-being



# Career Readiness

---

- 59% of FSU seniors indicated they participated in an internship, co-op, field experience, student teaching, or clinical placement, as compared to 50% of other Mid-east Publics and 43% of same Carnegie Classification institutions (NSSE, 2019).
- Additional professional staff member in Career & Professional Development Center





# Report an Internship button

[HOME](#) / [CAREER PROFESSIONAL DEVELOPMENT CENTER](#)

## CAREER AND PROFESSIONAL DEVELOPMENT CENTER

CAREER & PROFESSIONAL DEVELOPMENT CENTER HOME

EVENTS

STUDENTS

GRADUATE STUDENTS

VETERANS

EMPLOYERS


FACULTY

ALUMNI

OUR STAFF

## CAREER AND PROFESSIONAL DEVELOPMENT CENTER

Frostburg State University's Career and Professional Development Center facilitates a culture that actively supports, educates, and empowers students to make career decisions and pursue the skill development necessary to achieve success in a rapidly changing, competency-based, global workplace.



Select a link to the left to begin exploring our site. It's full of information, resources and services to get you going on the pathway to success.

[REPORT AN INTERNSHIP](#)

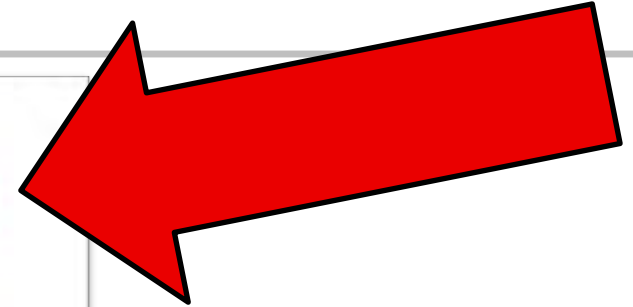
[PLEASE CALL TO MAKE AN APPOINTMENT](#)

call **x4403**  
(301-687-4403 off-campus)

### CONTACT US

Career and Professional Development Center  
110 Pullen Hall  
Frostburg, MD 21532

Hours: M-F 8-4:30  
Telephone: 301-687-4403  
E-mail: [careerservices@frostburg.edu](mailto:careerservices@frostburg.edu)



# Career Readiness

---

- Career & Professional Development Center
  - 1,855 students attended 69 career development sessions/workshops
  - 1,026 students had appointments at the CPDC during FY 2019



It all begins  
with a  
**handshake.**



# Cultural Inclusion

- The University Council on Diversity, Equity, and Inclusion promotes harmonious human interaction that celebrates our common humanity and fosters a campus community where we value and embrace our genders, our races/ethnicities, our languages, our sexual orientations, our ages, our faiths, our cultural and social class contexts, our intellectual and physical abilities, our mental health statuses, and our origins.
- Co-chairs:
  - Dr. Jennifer Earles, Assistant Professor of Sociology
  - Robin Wynder, Director for Student Diversity, Equity, & Inclusion
- Increased funding from Student Affairs





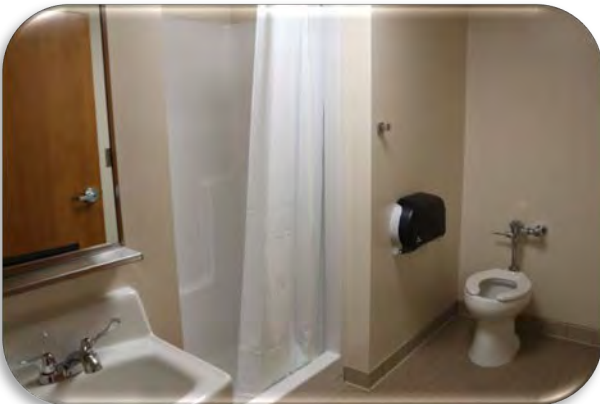
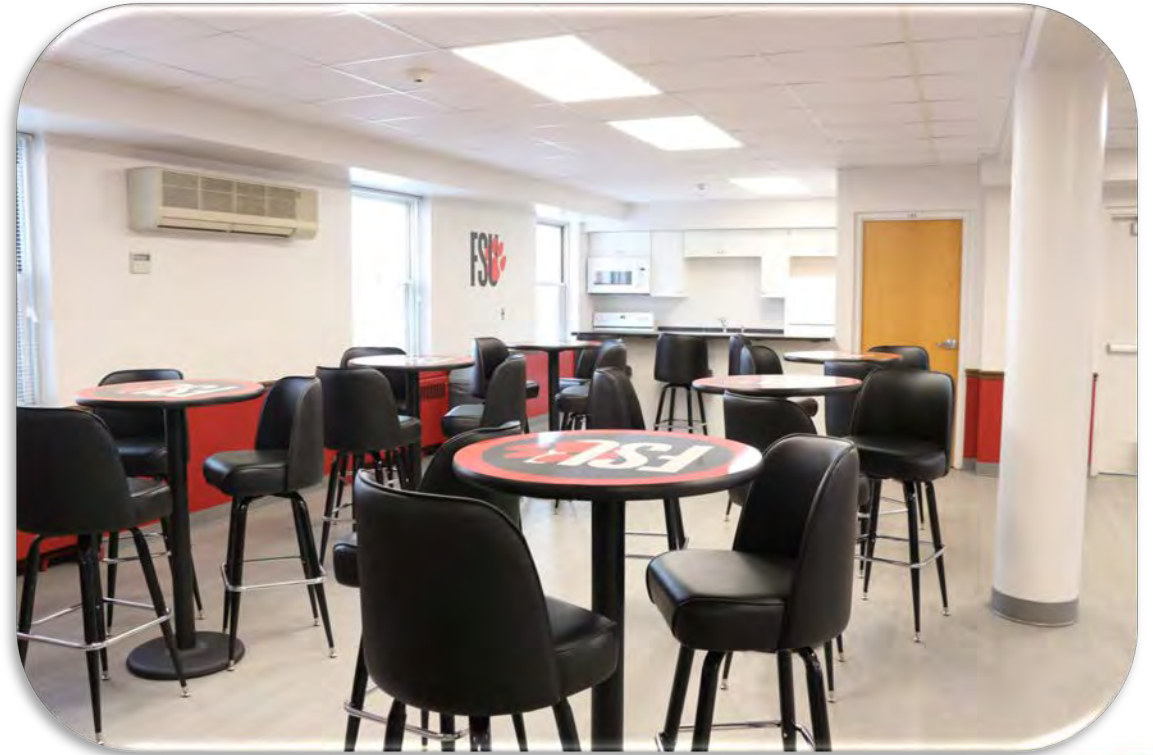
# UCDEI Workgroups

- Exploring student focused issues
- Campus Climate Survey
- Creating a safe and welcoming campus environment
- Supporting University efforts for the recruitment and retention of a culturally-rich population of faculty, staff, and students
- FSU-NCBI will serve as a vehicle to promote diversity education and training
- Establishing a Multicultural Center on campus (Lincoln School location)
- Improving communication on campus and with the Frostburg community



# Residential Facilities

- Safety
- Aesthetics
- Engagement



# Residential Facilities

Renovations since 2017:

- Annapolis Hall: \$2,508,037
- Cumberland Hall: \$3,105,406
- Other Halls: \$1,971,925
- Total: **\$7,585,368**

New Residence Hall: \$42.9 million





# Student Engagement

<u>Unit</u>	<u># of Students</u>	<u>Hours</u>	<u>Activity</u>
Residence Life	63	3,551	Professional Development
Cultural Events Series	8	2,627	Paid Experience
Lane University Center	54	18,104	Paid Experience
Social Marketing Team	14	1,210	Paid Internships
University Programming Council	18	8,940	Paid Experience
Greek Life	352	881	Community Philanthropy
BURG Peer & Health Educators	14	4,095	Training & Programming
Veterans Center	212	1,013	Volunteer Community Service
ECHOSTARS	56	16,800	AmeriCorps Service
TOTALS:	791	57,221	\$311,898

# Student Engagement





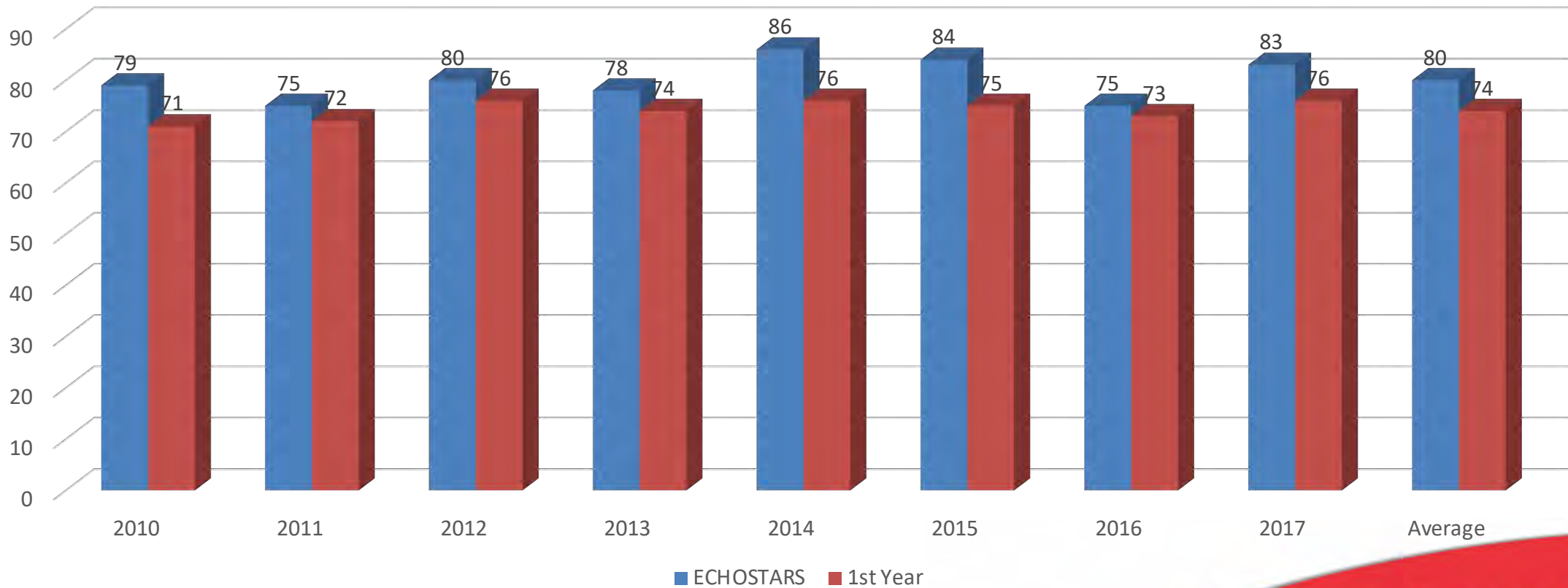
# Student Engagement

- Lane University Center:
  - 710,937 visitors entered the LUC
  - 51,408 visitors utilized the LUC fitness center
  - 34,485 visitors utilized the LUC game room
  - 3,968 events or meeting were hosted in the LUC
- Cultural Events Series
  - Live performances from 14 artists with 3,270 attendees
  - 20 Educational Outreach events connecting with 2,308 regional students
- PAWS Pantry
  - Collected 17,532 pounds of food, while providing 10,585 pounds to over 300 students



# Student Engagement

ECHOSTARS Retention Rates



# Student Well-being

---

- Brady Health Center:
  - 2,518 student appointments
- Counseling & Psychological Services:
  - Provided 2,975 sessions to 426 students
- CAPS Partnership with Western Maryland Health System
  - Best-practice consultation
  - Clinical supervision
  - Contractual clinician support



# Enrollment Management & Student Success

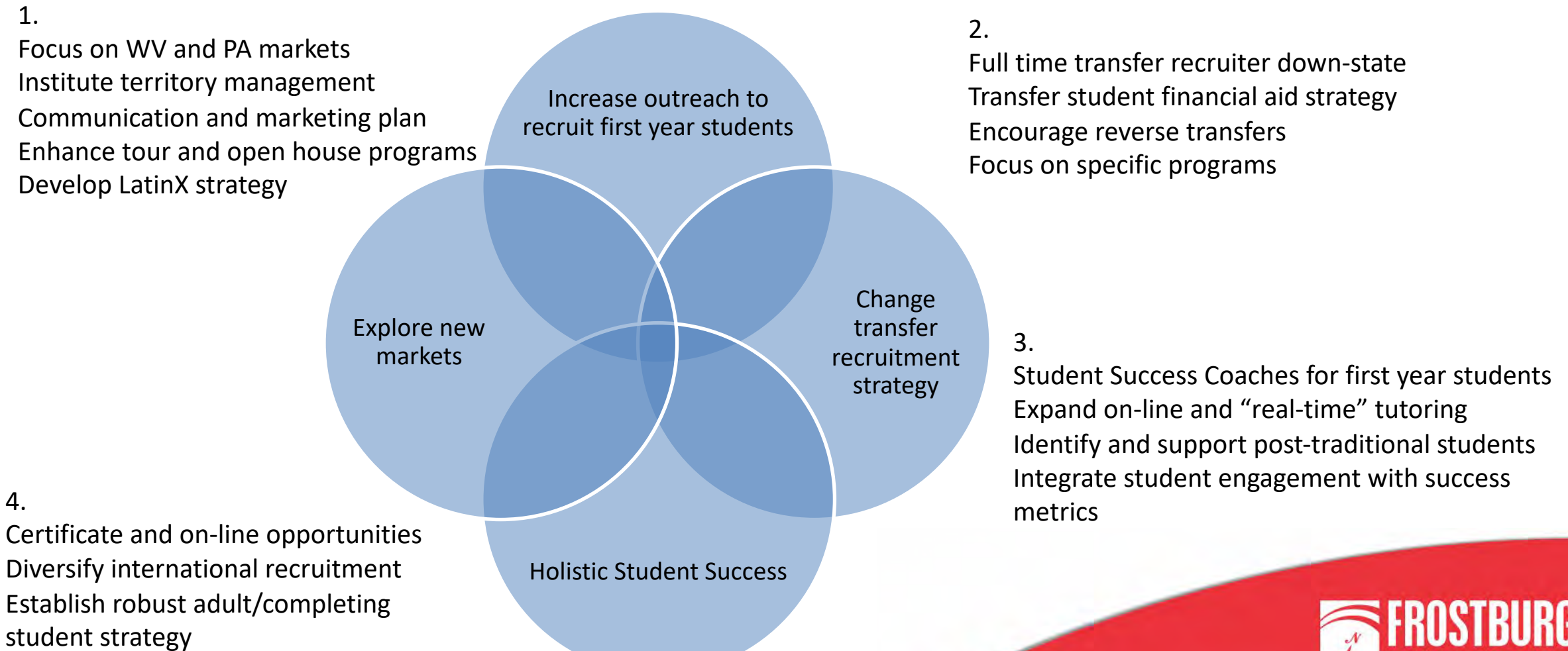


# Our Current Situation

---

- New First-Year Student enrollment slightly higher this fall
- New Transfer Student enrollment significantly lower this fall
- Fall 2018 to Fall 2019 First-Year retention appears to be 75% versus 77% Fall 2017 to Fall 2018
- 8.6 % drop in overall headcount (vs Fall 2018) so far
- 48% of new students tested into one of the DVMT classes
- Students are graduating with an average of about \$23,000 in debt
- Average SAT, ACT and GPA of new first-year enrolling students is higher than last year

# Initiatives to Support Change



# 2019 Admitted Student Survey

---

Survey of all admitted students in early May done by NRCCUA:ACT

- 2,100 names and emails submitted

Comparing responses of those who chose to enroll at FSU with those choosing to enroll elsewhere

- Enrolling at Frostburg State
  - 710 invited
  - 234 responded
- Non-Enrollers
  - 1,400 invited
  - 120 responded

# 2019 Admitted Student Survey

## Experiences you expect to learn the most from during your college years

	Enrolling	Non-Enrolling
Internships	70%	72%
Clubs and activities	61%	52%
Being with other students	60%	53%
Work study job or other campus employment	46%	43%
Academic coursework	41%	49%

# 2019 Admitted Student Survey

## Top 5 expectations you have for your education

	Enrolling	Non-Enrolling
Good job after graduation	67%	60%
Solid foundation for my entire career	47%	49%
Practical career skills	44%	49%
Gain lasting friendships	35%	30%
Learn to make decisions and solve problems in the real world	32%	30%

# 2019 Admitted Student Survey

## What did you care about the most in making your college decision?

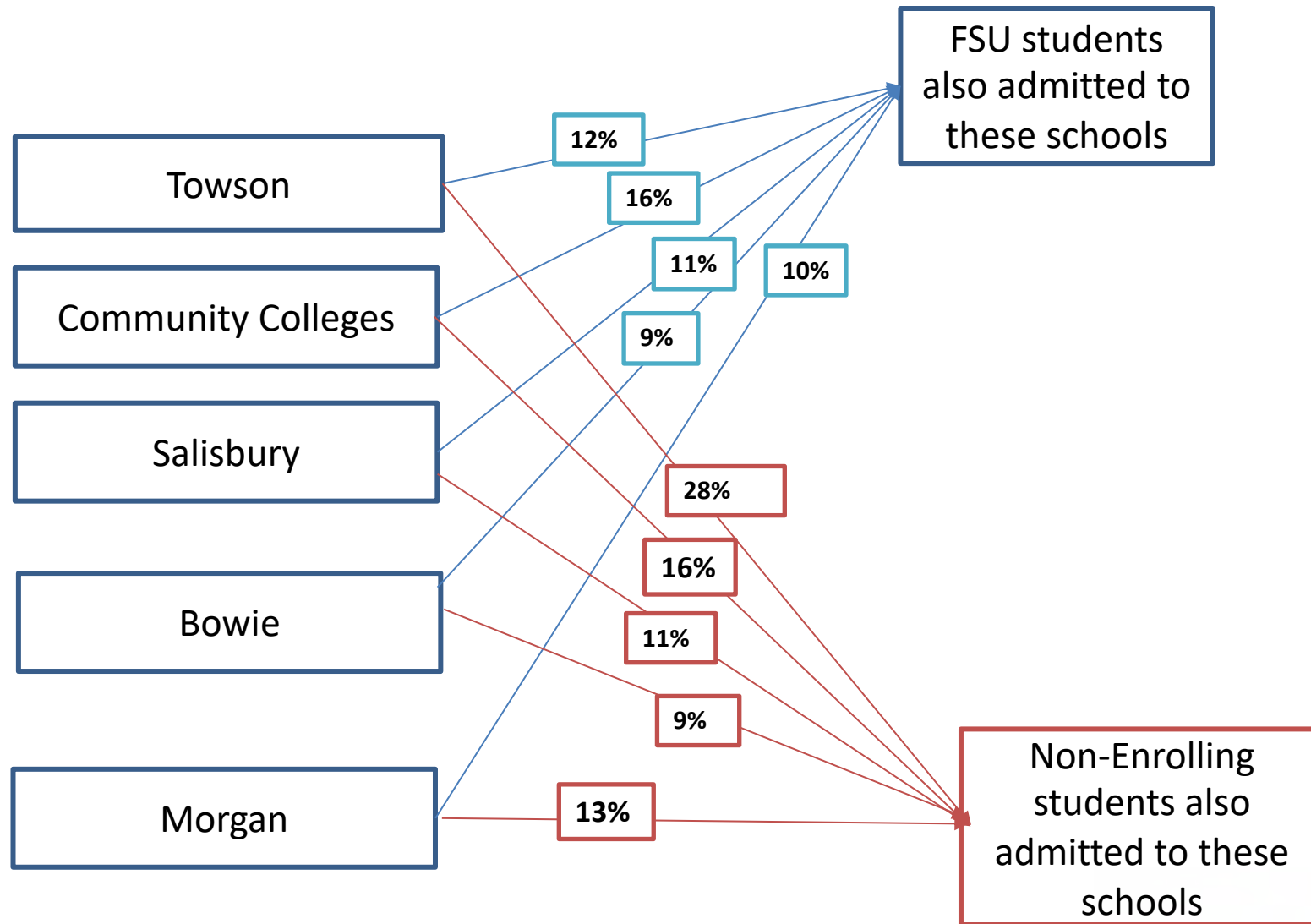
	Enrolling	Non-Enrolling
Affordability	75%	63%
Academic environment	51%	58%
Core curricular experience	48%	53%
Career preparedness	35%	43%
Physical environment	29%	33%
Social environment	23%	35%



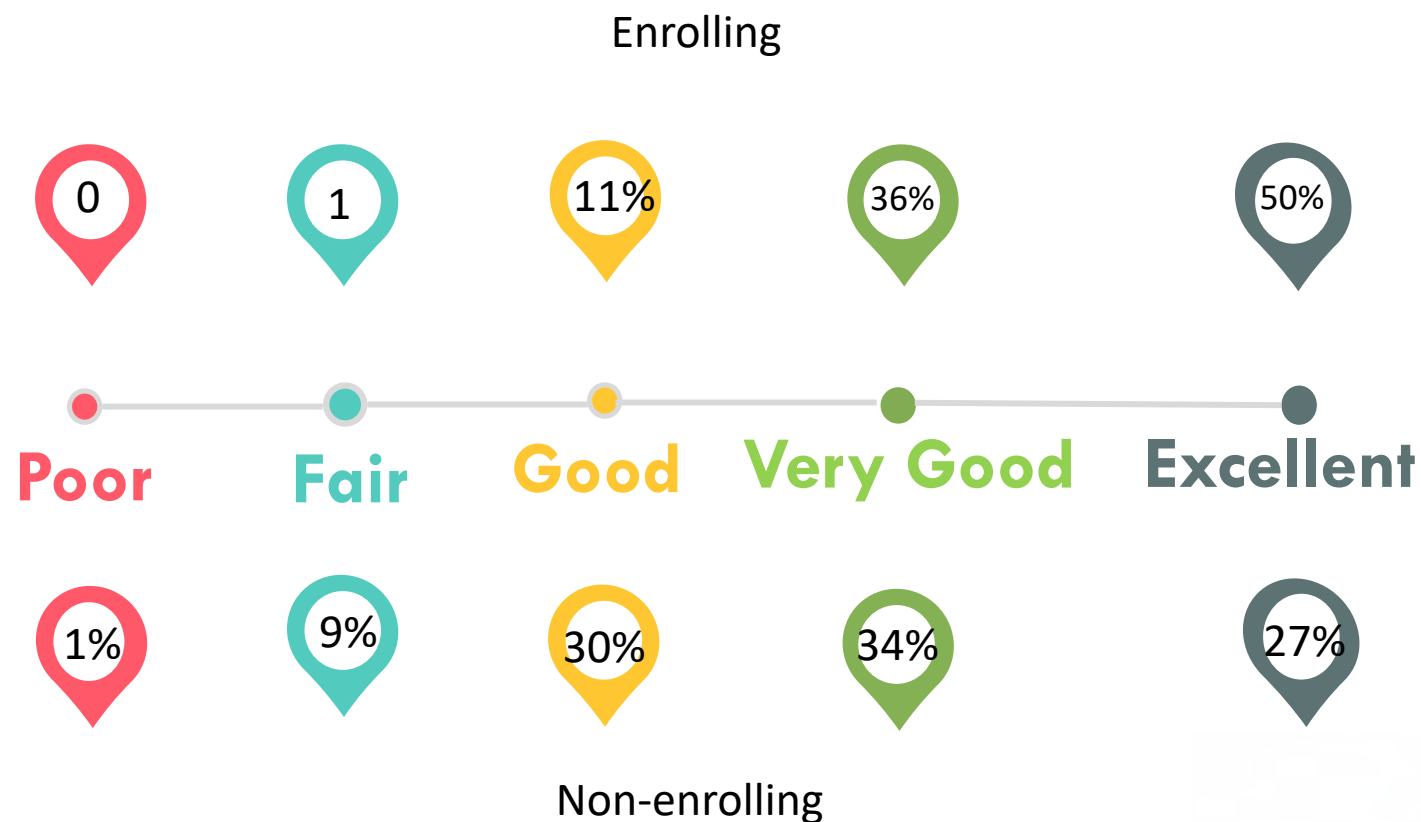
# 2019 Admitted Student Survey

## What was the most important reason for choosing your school?

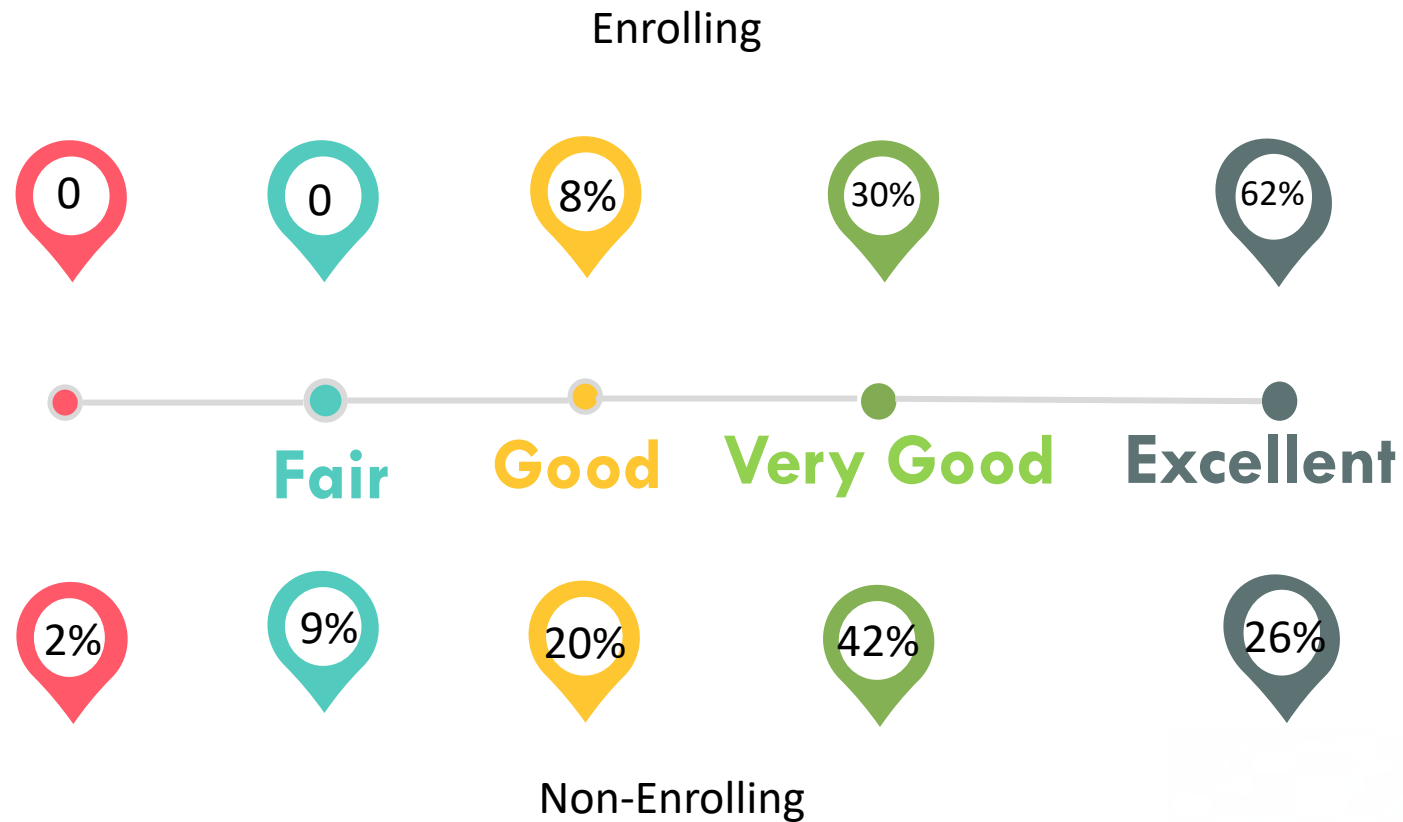
	Enrolling	Non-Enrolling
Had my major	21%	15%
Affordability	20%	18%
Value for the cost	13%	10%
Career outcomes	10%	9%
Feeling I'd fit in	8%	12%
Reputation/academic quality	3%	10%



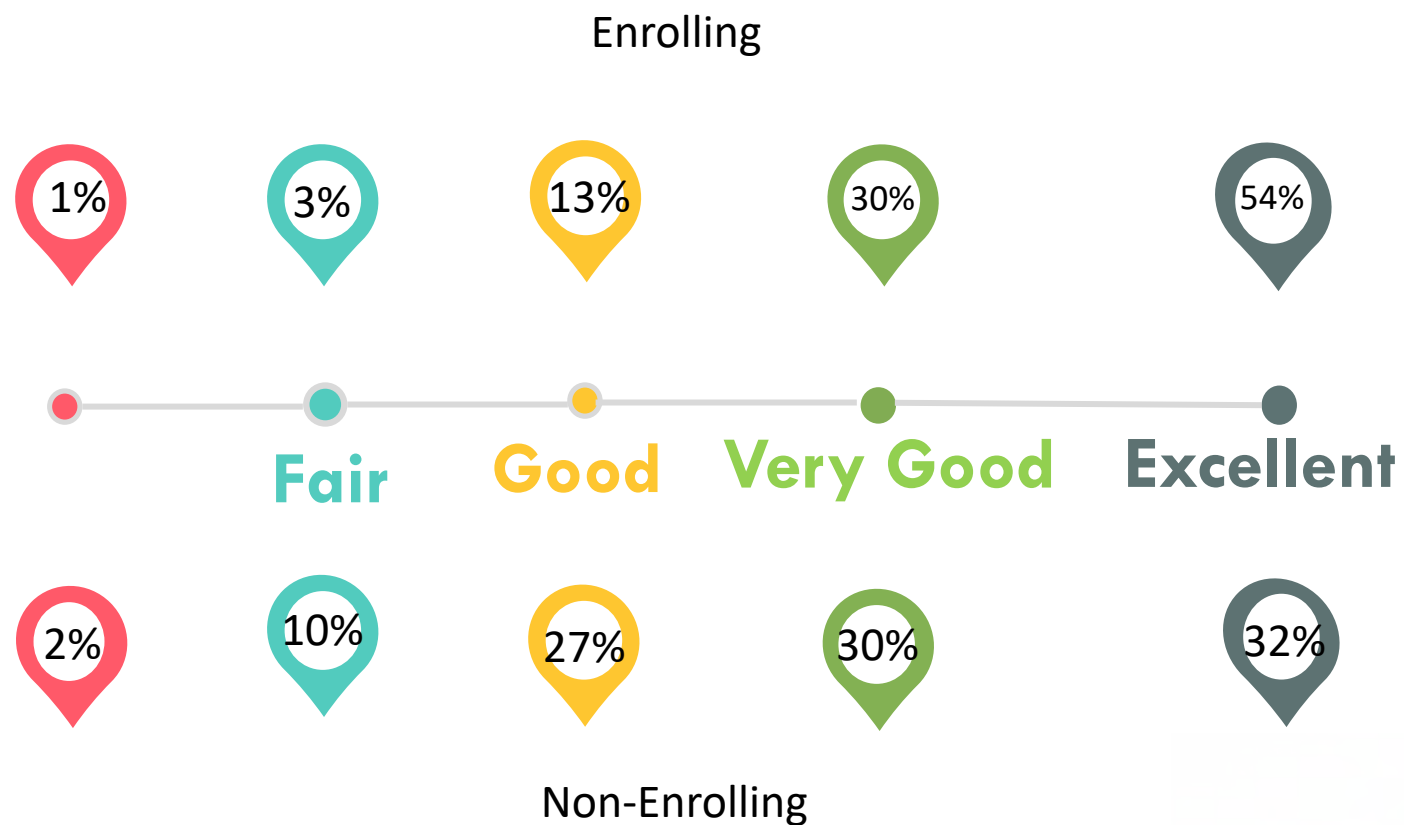
# Your impression of the overall academic environment



# Your impression of the social environment



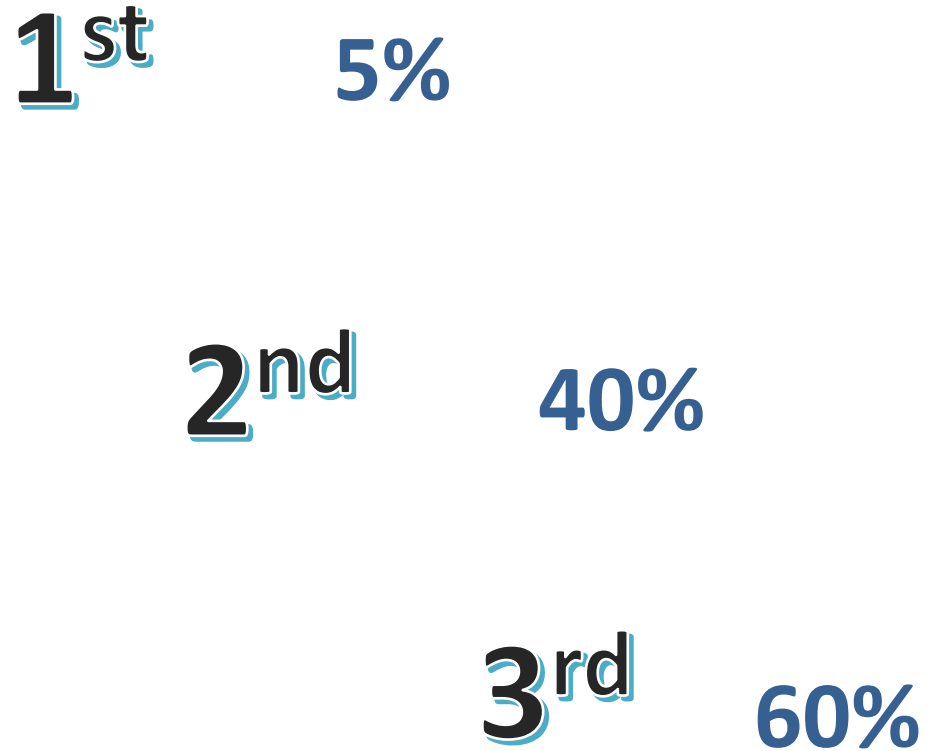
# Your impression of FSU affordability





## Non-Enrolled Students: Where did FSU rank among your choices?

---



Will you be attending the school which was your 1<sup>st</sup> choice?

---

**Non-Enrolling**

**80%**

**Enrolling**

**88%**

# Office of University Advancement/ FSU Foundation

# Composition of Advancement Operation

---

- Development/Fundraising
- Alumni Relations
- Marketing/Communications/Media Relations
- WFWM

# Total Fundraising

---

Fiscal Year	Amount
2019	\$3,596,829
2018	\$3,194,275
2017	\$3,093,832
2016	\$2,048,061
2015	\$2,145,438
2014	\$2,204,694



# Growth of the Endowment

---

Fiscal Year	Amount
2019	\$26,767,487
2018	\$24,089,158
2017	\$22,330,779
2016	\$20,042,165
2015	\$18,519,015
2014	\$17,386,327

# Growth in Scholarship Awards

---

Fiscal Year	Amount
2019	\$923,520
2018	\$822,141
2017	\$806,057
2016	\$788,046
2015	\$639,731
2014	\$470,851

# Comprehensive Campaign

---

- Quiet Phase of Campaign began July 1, 2016
  - Raised over \$10 million to date
  - Quiet Phase will continue through September 2020
- Public Phase of Campaign
  - Anticipate public launch at Homecoming in October 2020
  - Campaign will end in 2023, coinciding with the 125<sup>th</sup> anniversary of FSU

# Alumni Relations

---

- Means of Communication
  - Distributed two editions of Profile and four editions of eNews
  - Continue to utilize email communication to increase outreach
  - Increased number of followers on Facebook, Twitter, and Instagram; used creative campaigns to focus on engagement
  - Thursday Night LIVE remains popular segment to update alumni on FSU happenings, do live campus tours, etc.

# Alumni Relations

---

- Means of Communication, continued...
  - Launched redesign of alumni website that is more user friendly
- Reconnecting with Alumni
  - Hosted events on campus and in high population areas
  - Homecoming scheduled for October 3-6;  
find full schedule of events online at  
[www.frostburg.edu/homecoming](http://www.frostburg.edu/homecoming)



# Alumni Relations

---

- Reconnecting with Alumni, continued...
  - Hosted third annual Alumni Awards Banquet – continuing to recognize outstanding alumni and reconnect former recipients
  - Continue to grow campus partnerships, so alumni can be utilized for speaking in classrooms, providing internships, acting as mentors, etc.
- We have almost 200 alumni working here at FSU – something we are truly proud of

# Marketing, Communications & Media Relations

---

- Marketing
  - Created new position for Assistant Vice President of Marketing and Communications. He will be focusing on:
    - Branding
    - Enrollment
    - Campaign Communication
- Communications
  - Over 800 publications projects for the year
  - Social Media
    - Instagram – 3,726 followers (up 24 percent from last October)
    - Facebook – 17,740 followers (up 5 percent)
    - Twitter – 5,584 followers

# Marketing, Communications & Media Relations

---

- Media Relations
  - 299 press releases sent out last year
    - 58 promoted the University's successes
    - Remainder promoted opportunities for the community to engage with the University
  - Additional releases sent recognized 2,146 students to 336 media outlets across the country

# WFWM

---

- Financial support of the station is up from last year.
- 39 non-profits were interviewed for the 5.5 minute-long “Community Matters” program.
- 62 local organizations recorded Public Service Announcements in WFWM studios.
- 1,098 Public Service Announcements were written and read on-air for local organizations on "Community Calendars," including 169 for FSU organizations.

# Conclusion

---

- We're raising more money.
- We're connecting with more alumni and other friends of the University.
- We're doing more to promote the University, its students, and its faculty and staff.



# Regional Development & Engagement

# Regional Development & Engagement

---

- FSU Engages with the Region and Beyond by:
  1. Deploying Intellectual Capital
  2. Acting as a Convener and “Honest Broker”
  3. Serving as a Catalyst for innovation and positive change

# Regional Development & Engagement

---

## What We're Doing:

### Office of Sponsored Programs

- New policies, added resources and more incentives

### FSU Small Business Development Center

- New location, expanded focus and broader coordination

### Center for Applied Research and Innovation (CARI)

- Space, support and resources to foster innovation

# Regional Development & Engagement

---

## Some More That We're Doing:

### Regional Economic Development partnerships

- New era of regional cooperation, coordination and action

### Local, State and Federal government relations

- Closer cooperation, targeted requests and expanded effort in Annapolis

# Administration & Finance



# Financials

---

## FY2019

- Operated in a fiscally responsible manner with a balanced budget for FY2019
- Met USM fund balance (reserve) goal of increasing unrestricted funds by 1% of the current year's operating expenses
- Facility renewal 5 year progress:

**FY2015 - \$ .7m**

**FY2016 - \$1.7m**

**FY2017 - \$2.2m**

**FY2018 - \$3.4m**

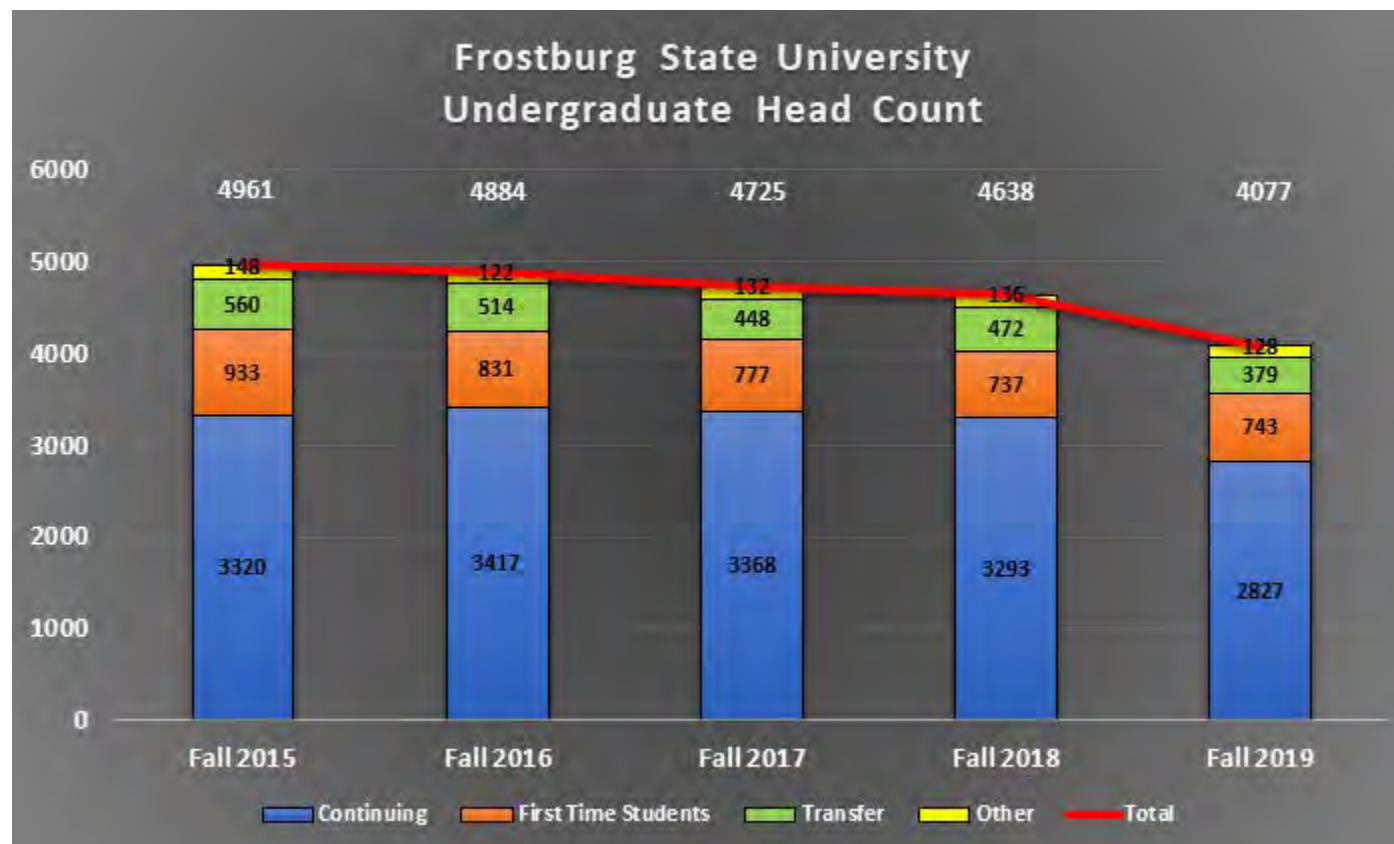
**FY2019 - \$3.5m**

## FY2020 Projected Budget

---

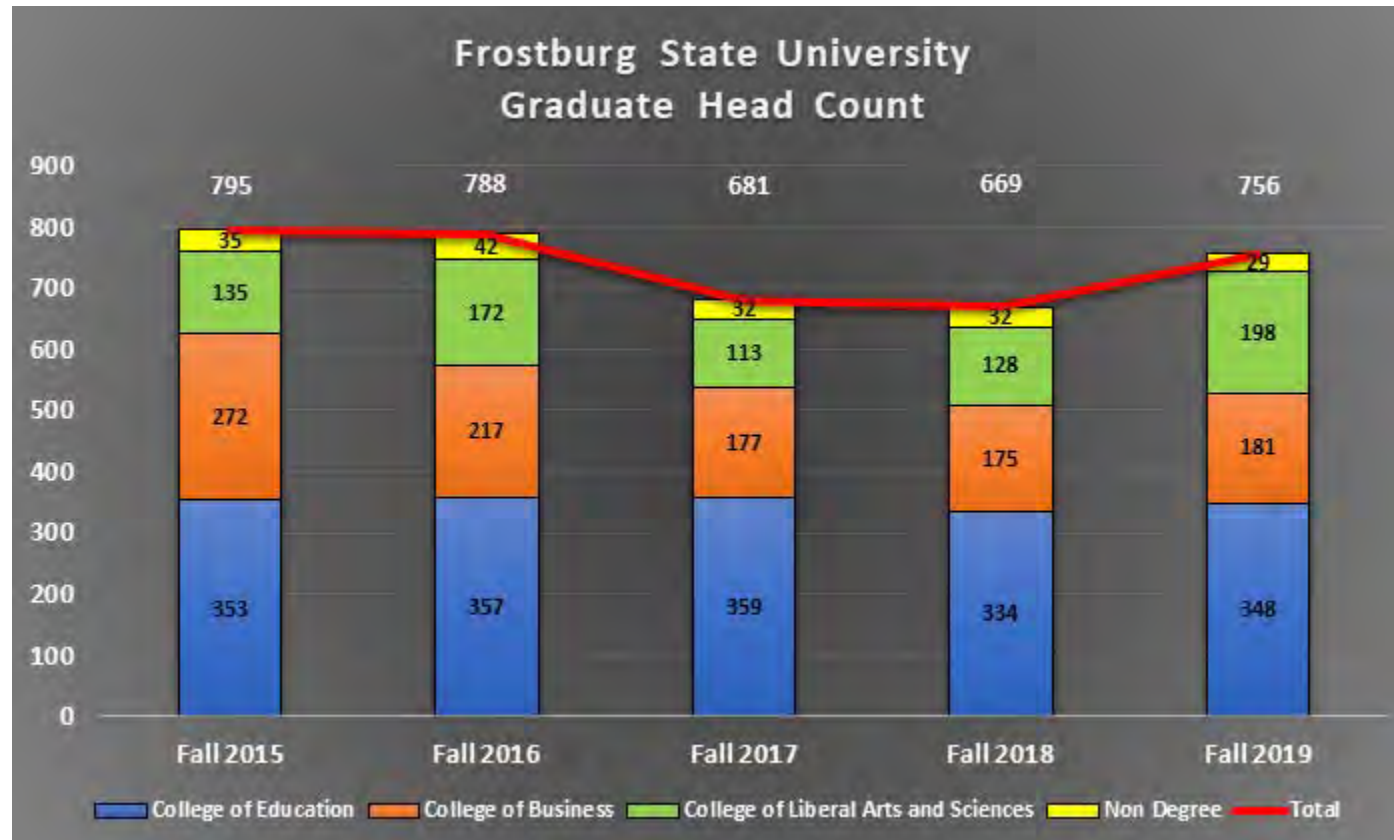
<b>Tuition/State Appropriations</b>	<b>\$64.7m</b>
<b>Auxiliary/Other</b>	<b><u>\$29.8m</u></b>
<b>Total Unrestricted Revenue</b>	<b>\$94.5m</b>

# Undergraduate Enrollment Comparison (Fall 2019 Estimates)



\*Census Data except for Fall 2019 as of 8/28/2019.

# Graduate Enrollment Comparison (Fall 2019 Estimates)



\*Census Data except for Fall 2019 as of 8/28/2019.



One University. A World of Experiences.

# Sibson Organizational Study

---

- Organizational assessment of FSU staff was completed by Sibson Consulting in late May of 2019
- More than 100 staff members were interviewed for the study. This included 60 one-on-one interviews and 12 focus groups
- Recommendations were made short, medium, and long term in the areas of:
  - Human Resources
  - Student Success
  - Communications & Marketing
  - Diversity, Equity, & Inclusion
  - Operational Efficiency and Change Management
  - Strategic Data Planning
- The University is in the process of reviewing and planning for the implementation of the recommendations



# Athletics – Transition to Division II

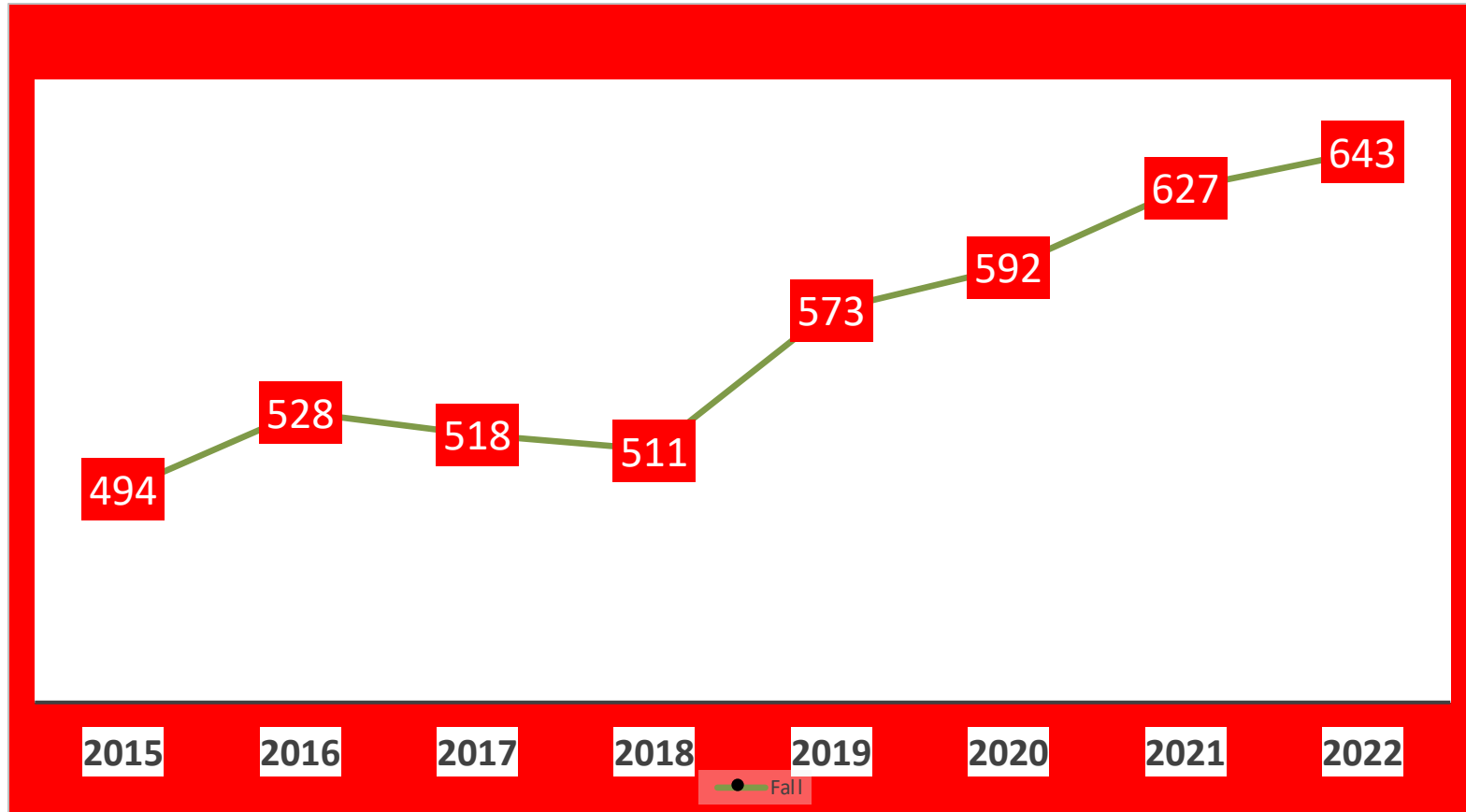
---

- July 12, 2019 – FSU was notified of acceptance into the Membership Process by the NCAA
- Sept. 1, 2019 – NCAA provisional Year 1 begins
- Sept. 5, 2019 – First NCAA DII games to be played





# Athletic Roster Size



# FSU DII Kickoff Games –Sept. 5

- Field Hockey v. St Thomas Aquinas – 3 p.m. @ Bobcat Stadium
  - Women's Soccer @ Shepherd University – 3 p.m.
  - Men's Soccer @ Shepherd University – 5 p.m.
  - Football v. West Virginia State – 7 p.m. @ Bobcat Stadium
- Opening Weekend Fireworks – Approx. 15 minutes following the football game



# State Facilities Renewal FY2019: \$3.5m

---

## ***Academic:***

Guild Remediation (Moisture  
Intrusion Issues)  
Fine Arts Upgrades  
Compton Flooring  
Lowndes Boiler  
Old Main/Guild Mechanical  
Library Fire Alarms  
Library Fan Replacement  
Gunter Chiller  
PAC Mechanicals/Flooring  
E&HS Construction Mgmt. Fees  
7 American Upgrades/Relocation  
Dunkle Improvements

## ***Other:***

Campus Network Upgrades  
Pullen Improvements  
Paving/Concrete  
Campus Telephone Upgrade  
CARI Utility Upgrades  
Pole Building Replacement  
Campus Wide Cameras  
Brady Roof

# State Facilities Renewal FY2020: \$3.6m

---

## ***Academic:***

Collaborative Student Areas  
Guild HVAC Upgrades  
Guild Flooring & Drainage  
Gunter Roof  
Fine Arts Building Remediation  
Dunkle Boiler/HVAC  
Dunkle Windows  
Lowndes ADA Ramp  
PE Upgrades  
Library Exterior Lighting

## ***Other:***

Campus Pavement/Concrete  
Pullen Hall Boiler/Entryway  
Clock Tower Foundation/Brick  
College Ave Storm/Sanitary Lines  
Upper Quad Circle Brick  
AC for CARI Building  
(Ctr. for Applied Research Innov.)

# Maintenance Challenges

---

- Guild & Fine Arts Buildings
- Campus Paving & Concrete





# Prototype of Chesapeake Renovation – Teaching Kitchen





# Capital Projects – New Residence Hall Update

---



Funded by Auxiliary Facility Fees & Room Rates  
*Completion 2020*

# Capital Projects – Education & Health Sciences Building Update

---



Funded by State Capital Funding  
*Groundbreaking Spring 2020*

# Final Comments

# My Focus

---

- **Continued Attention to Strategic Plan Action Items**
- **Enrollment**
- **Marketing**
- **Continued Emphasis on Resources**

# Your Help

---

- **Getting the Word Out**
- **Helping Define the Future**
  - **Academic Programs**
  - **Student Experience**
- **Attention to Details & Living the Frostburg Reputation of “Personal Caring”**



**Thank You!**