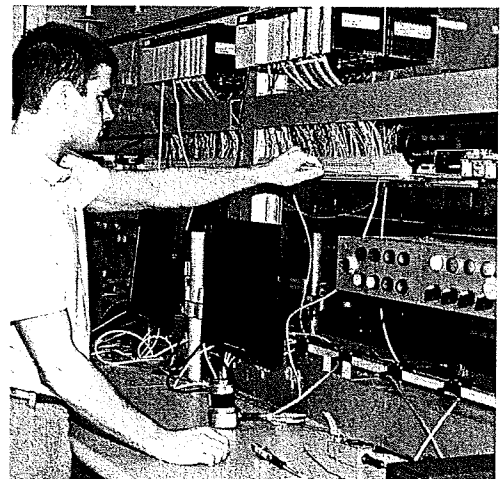


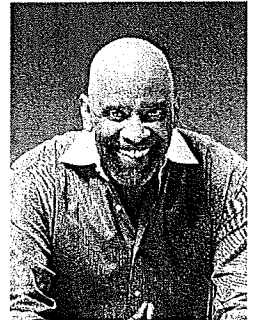
PART I: Accomplishments in 2009-2010

PRIORITY I: ACADEMICS AND STUDENT EXPERIENCE

- Received the award of **International Accreditation** for the Harrison College of Business by the Network of International Business Schools.
- Cooperatively developed a minor in **fine arts entrepreneurship** joining both the Harrison College of Business and the Holland School of Visual and Performing Arts.
- Successfully began piloting the new **NCATE process** for reaccreditation in the College of Education, including submission of the institutional report. Received national recognition for several of the process reports.
- Inaugurated a new master's degree program in **teacher leadership** in the College of Education.
- Received Missouri Coordinating Board for Higher Education (CBHE) approval for a new **Master of Science in Environmental Science degree**.
- **Increased enrollments** for the 15th year in a row with a freshmen class of more than 1,800 students. Coupled with last year's 1,828 freshmen enrollment, and a retention rate that significantly increased to 74.2 percent, up by about 4 percentage points over the past three years, total enrollment for fall 2009 was a record of almost 11,000 students.
- Enrolled **better academically prepared new freshmen** as the number with ACT scores of 24 or higher increased, with average ACT scores almost 22.8, up from 22.6 last year and 22.2 in fall 2004.
- **Increased international student enrollment** with headcount in spring 2010 at 398, up from 247 in spring 2009.
- **Completed two AQIP Action Projects** – Defining Indicators of Being The University of First Choice and Strengthening Faculty-Based Undergraduate Academic Advising – Part I, and completed the systems portfolio and post for accreditation review as part of the AQIP accreditation cycle.
- Received **national publicity** for nearly six years of fungal genetic research on the genome of the mushroom *Coprinopsis cinerea* by Dr. Allen Gathman and Dr. Walt Lilly as they were featured on the cover of one of the world's most influential science journals. "Genome Evolution in Mushrooms" was published in the June 30 issue of the Proceedings of the National Academy of Sciences of the United States of America.
- **Expanded the campus-wide green initiative** with a new bachelor's degree option: a sustainable energy systems management option for technology management majors was added to the existing Bachelor of Science in Technology Management degree.
- **Achieved a 100 percent pass rate** on the National Council Licensure Examination-Registered Nurse (NCLEX-RN) in both the December 2008 and May 2009 baccalaureate graduating nursing classes.
- Offered the **new accelerated Bachelor of Science in Nursing (BSN) option** as a component of Missouri Gov. Jay Nixon's *Caring for Missourians* initiative.
- **Expanded services with the S.H.O.W. Mobile** by offering dental services two Saturdays per month.



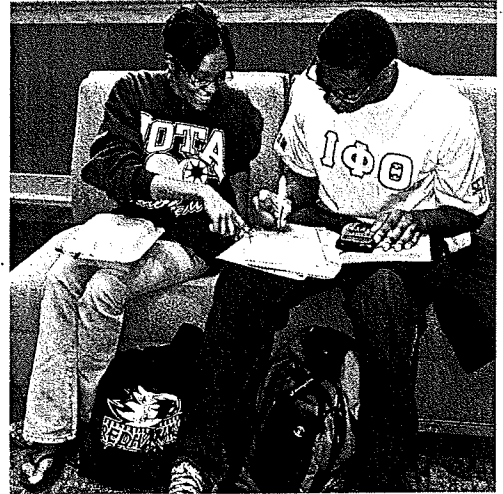
- **Proposed a new bachelor's degree program** in commercial photography in the School of Polytechnic Studies.
- **Coordinated with area community colleges** to approve and open the Cape Girardeau Partnership in Higher Education in the fall 2010 semester at the Career and Technology Center.
- Received Coordinating Board for Higher Education (CBHE) approval for Southeast and Three Rivers Community College (TRCC) students attending the three south Southeast regional campuses, through a **reverse transfer arrangement** to complete a TRCC AA degree by completing only 12 credit hours from TRCC.
- Inaugurated a **new summer faculty compensation system** with the objectives of being able to add more and smaller course sections to provide more opportunity for students to make timely progress toward completion of their degrees.
- **Increased** 2010 summer session with 41 additional course sections, serving an additional 263 students.
- **Expanded Center for Strategic and International Studies (CSIS) opportunities** in Washington, D.C., adding 10 additional students (25-35 students).
- Implemented an **online scholarship application** within the student portal, eliminating the need for students to complete paper applications and increasing the total number of scholarship applicants.
- Developed the **five-year academic calendar** and revised and clarified student evaluation of instruction policy with successful input from throughout the campus community.
- Hosted a **Fulbright Scholar** in Residence in the College of Education – Dr. Svetlana Kuzmina from the Vinnitsa State Pedagogical University in the Ukraine.
- Transitioned from Federal Family Education Loan Program to fully implemented **Direct Loan Program** exclusively beginning with the summer 2010 semester.
- Implemented **Post 911 Veterans Affairs benefit program** as it relates to financial aid requirements.
- Developed and launched a successful **University Cost Estimator** so prospective students and families can get a general idea of total costs per semester.
- Developed a **video and a publication as a marketing/information tool** for students and parents on all Student Financial Services processes.
- Enhanced the online **Financial Aid Award Notification** to provide better navigation.
- Piloted the **Student Engagement Database** with emphases on the co-curricular transcript and tracking attendance at campus events to encourage and assess student engagement.
- Launched and assessed the expanded **learning communities program** in the residence halls.
- Completed and launched first phase of **DegreeWorks**.
- Planned and executed the **Dr. Martin Luther King, Jr. Celebration dinner** with a record 1,200 people in attendance.



PRIORITY 2: PEOPLE

- Initiated a **successful March planning forum** with Dr. Bill Weary as guest moderator that included approximately 60 University faculty, staff, students and members of the Board of Regents.
- Completed the second year of operation of the **Student Health Clinic** with Southeast Missouri Hospital. Utilization has increased by 20 percent from 2009; waiting room times have decreased; and the clinic's visibility has increased.
- Increased **alumni contacts** throughout the United States with new alumni events to engage and reconnect alumni with the University.
- Successfully commemorated the **25th anniversary** of the cooperative agreement between the Japan-America Academic Center (JAAC) and Southeast Missouri State University.
- Developed and delivered **Building Coordinator Emergency Orientation and Alert Lockdown Inform Counter Evacuate (A.L.I.C.E)** training for faculty, staff and students.
- Coordinated ongoing **Community Emergency Response Teams (CERT)** training to include purchase of additional CERT equipment.
- Reviewed and conducted **building threat assessments** by location quadrant.

- Constructed and offered a **leadership program for Greek organizations**.
- Worked with the new Unity First Advisory Council to continue to address the **needs and concerns of African-American students**.
- Piloted student conduct and **basic training and assessment modules** of alcohol education.
- Continued delivery of **Sexual Harassment Prevention** classes, training all new employees during orientation; adding classes for the Teaching Enhancement Workshop for new faculty and all graduate assistants; and conducting make-up sessions for 187 faculty and staff.
- Coordinated a **National Science Foundation (NSF) Day** in the fall 2009 semester where faculty had the opportunity to speak directly with eight NSF program staff and network with 93 attendees from 24 institutions in seven states.
- Offered **compliance-focused workshops** for administrative assistants and grant-funded personnel.
- Awarded the third straight **National Academic Team Championship** to the Women's Gymnastics Team. Members of the team were presented championship rings by the provost and deans.
- Earned the Ohio Valley Conference (OVC) Women's Basketball Team **Sportsmanship Award**.
- Claimed **18 Ohio Valley Conference Medals of Honor** for the University's student athletes for the academic year – all had perfect 4.0 GPAs.
- Awarded Southeast baseball, women's tennis and men's cross country **OVC Team Academic Achievement Awards**, given annually to the squads with the greatest percentage of athletes on the OVC Commissioner's Honor Roll.
- Awarded the fifth **Team Academic Achievement Award** to men's cross country in the past six years.
- Awarded a school-record total of 136 Southeast athletes to the **OVC Commissioner's Honor Roll**, which requires a 3.25 GPA or better.
- Completed second year of highly successful **University Speakers' Series**, including Howard Dean and Newt Gingrich debate on health care, Christopher Gardner, Mike Rowe, Drew Pinsky and the Dysons and began recruitment of major speakers for next academic year.
- Hosted internationally known Southeast alumnus and opera singer, **Neal E. Boyd** in a performance with the Southeast Missouri Symphony Orchestra.
- Featured retiring **United States Senator Christopher S. "Kit" Bond** as the Homecoming Parade Marshal.
- Successfully coordinated the search for a new provost and implemented a successful transition with **Dr. Ron Rosati** named to the position.
- Coordinated more internal efforts to increase **retention of African-American faculty members**.



PRIORITY 3: COMMUNICATION



- Designated as GetEducated.com's **Top Best Value in Online MBAs**.
- Received recognition as U.S. News **Best Colleges' Best Master's Degree-Granting Universities in Midwest**.
- Awarded Princeton Review's **2010 Best in the Midwest**.
- Named Princeton Review's **Best 301 Business Schools**.
- Rated safest campus in Missouri by **StateUniversity.com**.
- Installed a new, more robust antenna system for KSEF 88.9 FM in Farmington, and listeners in the Parkland area all the way north to St. Louis received a **much improved signal**.
- Weathered two major power outages and the H1N1 flu epidemic utilizing **emergency communication guidelines**.
- Continued to enhance **iAMsoutheast**, alumni online community, with more than 2,000 members incorporating ongoing video messages by the alumni director. Enhanced presence on Facebook and LinkedIn.
- Continued program for students on **Financial Literacy and Default Prevention** grant application and activities.
- Developed new **Social Media Guidelines** for the University with input from all constituencies across campus.
- Inaugurated new **Administrative Council Compact**.
- Developed "**I Will**" campaign including television commercials, print ads, annual fund appeal, website, decorative prints and student referral request to alumni.
- Created new **virtual campus tour** on website.
- Produced fall 2009 and spring 2010 editions of **The Magazine of Southeast Missouri State University** and new online version of spring 2010 edition.
- Built "**Listen Live**" module for KRCU and KDMC.

PRIORITY 4: FUNDING

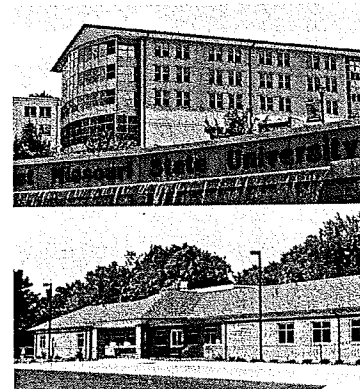
- Hosted three **campus-wide open forums** on University expenses/revenue in March to discuss recommendations from previous forums and institutional recommendations; reviewed and discussed committee budget reduction recommendations.
- Conducted a March Common Hour presentation featuring Paul Wagner, deputy commissioner of the Missouri Department of Higher Education, who spoke to faculty, staff and students about the **budget challenges** facing the state of Missouri and higher education in particular.
- Briefed every academic unit and non-academic division during April and May on the **budget review process** for FY 2011 and FY 2012. The president, provost and vice president for finance and administration discussed the outlook for state appropriations for the next three to five years, conducted an open dialogue about how the University plans to move forward and answered questions concerning the next steps.
- Based on campus-wide discussions of draft goals/action items, a final FY 2011 budget and FY 2012 budget draft, including a budget action plan with **draft goals and action items**, was presented to the Board of Regents in June for approval.

- Received Foundation donations of **more than \$6.8 million** in fiscal year 2010, including a nearly 30 percent increase in support of the University Fund.
- Entrepreneurship and economic development in the region are now organized under the **Center for Innovation and Entrepreneurship**, managing and leveraging grants totaling \$850,000 this past year.
- Chemistry faculty were responsible for a **three-year National Science Foundation grant** to mentor students in the area of green chemistry research, and the Physics Department received a \$35,000 grant to research the use of nano-robots to enhance axon growth after a nervous system injury.
- Secured \$2 million Title III grant from the U.S. Department of Education to **renovate science labs in Magill Hall**.
- The University received **87 competitive grant and contract awards** for a total of \$6,362,703.
- Received another **four congressionally directed grant awards** for the University totaling \$1,902,950.
- Successfully bid **outside contracts** for charter bus services and an exclusive clothing contract for Athletics, saving money for the department.



PRIORITY 5: INFRASTRUCTURE

- Successfully completed and opened the new **300-bed residence hall**.
- Completed and began utilizing **new locker room and training room** for athletic teams in the new residence hall.
- Increased **parking opportunities** with additions along Broadway and New Madrid streets, adding 237 new parking spaces.
- Completed construction and successfully opened the **Southeast Missouri State University Autism Center for Diagnosis and Treatment** - an 11,000-plus-square-foot building - for \$2.6 million, bringing together under one roof four existing regional service providers – Southeast Missouri State University; TouchPoint Autism Services-Southeast Project; The Tailor Institute; and The Thompson Center—Southeast Outreach for Early Intensive Behavioral Intervention.
- Completed, with support of a generous gift, a new **gymnastics training facility** located in old Parker pool area, featuring an elevated vaulting space and large areas for free foam pits.
- Dedicated the **Donald L. Dickerson River Campus Commons**, connecting the original seminary building and the newly constructed portion of the River Campus.
- Relocated the University's **Video Services Department** to newly remodeled facilities in Rose Theatre allowing greater coordination and the sharing of resources between Video Services and the Mass Media Department.
- Installed **emergency "red phones"** on every floor in every building on campus as part of emergency operations measures.
- Developed a highly successful and current **Southeast Mobile website application** for iPhones and BlackBerries.
- Renovated and upgraded the former University Relations House for the **Honors Program** and named the program in honor of retiring provost Jane Stephens.
- Completed upgrades to University Center to **expand dining capacity**.
- Relocated **athletics administrative/support services offices**.
- Completed conversion of a classroom into a science lab space at the **Perryville Higher Education Center**.
- Completed numerous **Residence Life projects**.
- Installed and promoted use of **emergency text messaging system** and Emergency Response Team notification software.
- Automated Facilities Management **internal billing process**.



PART II: *The Year of University Teamwork...*
Strategic Plan, Mission Statement,
Vision Statement and Priorities

PROPOSED MAJOR TASKS FOR 2010-2011

MISSION STATEMENT

Southeast Missouri State University provides professional education grounded in the liberal arts and sciences and in practical experience. The University, through teaching and scholarship, challenges students to extend their intellectual capacities, interests, and creative abilities; develop their talents; and acquire a lifelong enthusiasm for learning. Students benefit from a relevant, extensive, and thorough general education with a global perspective; professional and liberal arts and sciences curricula; co-curricular opportunities; and real-world experiences. By emphasizing student-centered and experiential learning, the University, in collaboration with other entities as appropriate, prepares individuals to participate responsibly in a diverse and technologically advanced world, and in this and other ways contributes to the development of the social, cultural, and economic life of the region, state and nation.

STRATEGIC VISION

Becoming The University of First Choice
Southeast Missouri State University will be the university of first choice for students, faculty, staff, and employers in a geographical area that includes eastern Missouri and surrounding states. The University will be nationally recognized as a leader among all area higher education institutions in serving the agriculture, arts, business, education, health, human service, science, and technology needs of that region.

The following list of major tasks for 2010-2011 was developed through University-wide initiatives including departmental, college, school and staff meetings and retreats, Administrative Council and Executive Staff retreats, and input from all constituencies on campus. While there are several objectives under each priority, the major tasks are listed only under priorities since many of these tasks may fit under multiple objectives.

TASKS FOR 2010-2011 ASSIGNED BY BOARD OF REGENTS

- Revise mission statement and strategic plan based on campus discussions about projected state budget challenges.
- Update policies, procedures and the Faculty Handbook to properly outline the University governance structure and specific responsibilities including program discontinuance.
- Continue with academic and non-academic program review, including non-instructional program restructuring.
- Identify ways to effectively deal with SB 389 constraints.
- Prioritize maintenance/repair/renovation projects and explore ways and methods to accomplish those projects.
- Investigate campus infrastructure/utilization for possible consolidation.
- Evaluate and recommend changes to employee compensation/benefit package.
- Continue Academic Quality Improvement Program (AQIP) projects leading to re-accreditation by North Central Association. Current status is as follows:
 - Project 1: Defining indicators of being “The University of First Choice” – COMPLETED
 - Project 2: Strengthening faculty-based academic advising – Part 1 – COMPLETED
 - Project 3: Improving information distribution and communication – IN PROGRESS
 - Project 4: Improving students’ basic algebra skills using technology plus individual tutoring – IN PROGRESS
 - Project 5: Development of communication protocols and training program for emergency response – IN PROGRESS

PRIORITY 1: ACADEMICS and STUDENT EXPERIENCE

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must be nationally recognized for a high-quality undergraduate and graduate student experience that includes academic excellence, a strong liberal arts foundation, and a wealth of "real world" learning opportunities preparing students for professional careers or advanced graduate education. The University must provide to its students a supportive, student-centered environment that challenges them, treats them with dignity, and helps them to grow and succeed.

PRIORITY 1 TASKS FOR 2010-2011

- Increase the focus on student learning outcomes as the core of academic programs and implement appropriate means of assessing student progress on those outcomes.
- Implement new academic programs: agricultural education, career counseling, commercial photography, cyber security, environmental science, sustainable energy systems management, teacher leadership, public history, graduate certificate in heritage education, graduate certificate in historic preservation, graduate certificate in facilities management and post-master's graduate certificate for family nurse practitioner.
- Achieve reaccreditation of accredited programs currently under review: business, communication disorders, education, mass media, music, nursing and social work, and seek new accreditations for art and theatre.
- Support and enhance international programs, including increasing enrollment, improving support services for students and improving campus involvement with internationalizing campus life and culture.
- Implement a system for identifying and informing students of both state and federal legislative and government internships.
- Implement Curriculum Planner component of DegreeWorks.
- Commence the new "Engage in 8!" program to improve student involvement and retention.
- Implement the first and second semester of a three-tiered student leadership development program.
- Implement fully the student co-curricular transcript.
- Continue development of speakers' series with selection of outstanding programs for 2011-2012.
- Assess the first year of operation of the Cape Girardeau Partnership for Higher Education at the Cape Career and Technology Center.
- Implement SE TV, movie and an events residence life cable television channel.
- Improve services to students with special focus on veterans' and health and counseling services, billing processes, academic assistance programs, Greek life accreditation, student conduct and student and client rider services.

PRIORITY 2: PEOPLE

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must recognize and value the people who make it possible – its students, faculty, staff, benefactors, and the employers of its graduates. These individuals are essential, even more important than physical assets and financial resources.

PRIORITY 2 TASKS FOR 2010-2011

- Provide additional opportunities for faculty assignments through the expansion of course offerings during summer session and intercessions.
- Evaluate alternative assignments for faculty in an equitable manner.
- Create an employee recognition committee to recommend and implement ways to recognize the accomplishments of staff and team efforts.
- Improve and enhance faculty and staff training with focus on diversity, communications, Banner, sexual harassment prevention, emergency response, and A.L.I.C.E. (Alert, Lockdown, Inform, Counter, Evacuate).
- Create an ad-hoc Health Sustainability Committee to look at ongoing issues related to medical insurance.
- Deliver and assess a campus-wide emergency simulation.
- Build a stronger alumni association through active engagement of the Alumni Board and Chapters, the development of a mentoring program, a stronger Student Alumni Association and enhanced outreach.
- Complete procedures and organization changes to transition faculty search and hiring processes to Human Resources.

PRIORITY 3: COMMUNICATION

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must not only be an outstanding public comprehensive university, but also must be recognized as such by the general public. This message must be communicated internally, as well as regionally, nationally, and globally to the University's alumni, the employers of its graduates, prospective donors, government officials, and others.

PRIORITY 3 TASKS FOR 2010-2011

- Implement "Boardnotes," a special issue of "Newswire," for distribution after each Board of Regents meeting to adequately communicate the actions of the Board to the campus constituency.
- Continue to work with Integrated Marketing Committee to improve the University's messaging and to maximize resources.
- Implement and manage a social media marketing campaign (Facebook) for prospective students.
- Integrate Athletics marketing and publications into University Relations production.
- Implement a new University Master Calendar online.
- Continue to use electronic media platforms to improve communication across campus and to outside constituencies.
- Develop an electronic system for notifying financial managers of fiscal year-end carryovers.
- Explore the feasibility of developing a Mobile Emergency Communication Center using a University shuttle bus.
- Post and coordinate Region 7 Planning Seminar for New Madrid Seismic Zone Multi-State Function exercise.

PRIORITY 4: FUNDING

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must partner with stakeholders to identify alternative funding sources to support its mission, to initiate innovative programs and services that meet the changing needs of students and the region, and to continue providing high-quality education at a reasonable cost.

PRIORITY 4 TASKS FOR 2010-2011

- Begin active planning for implementation of a comprehensive fund-raising campaign, with projects and scope tied to the University strategic plan, goals and priorities.
- Increase giving focusing on the Annual Fund, Horizon Club and KRCU memberships and sponsorships, establish a recognition program for continuous donors and a young alumni giving program.
- Continue development of the Foundation Board to increase awareness and involvement of members in the development process, including event planning for the health care initiative and other Foundation action items.
- Manage effectively the use of a consultant to recommend benefit plan changes to better serve the needs of employees and their families and to meet budgetary needs; bid successfully the University's medical, dental and vision insurance plans for calendar year 2011.
- Implement a "trip optimizer" which will direct University employees on the most cost-effective methods of travel for University business.
- Launch the public program for the Alumni Brick Campaign during Homecoming 2010. This campaign will fund and create a brick plaza in front of the Wehking Alumni Center to recognize alumni, family and friends of the University.
- Increase KRCU memberships, Circle memberships, and number of corporate underwrites with a minimum of 300 new contacts per year.
- Continue working with federal and state officials to increase federally directed and grant funding.
- Investigate possible software solutions for grant proposal preparation in order to advocate and assist in seeking institutional assurances and updated procedures required to access larger funding mechanisms at National Institutes of Health, the National Science Foundation and other federal agencies and increase external funding proposals to underwrite sustainability initiatives on campus.

PRIORITY 5: INFRASTRUCTURE

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must offer its students, faculty, and staff an aesthetically pleasing campus and access to state-of-the-art facilities and technology. The University must also promote safety and sustainability and lead the region's efforts to protect the environment and conserve natural resources.

PRIORITY 5 TASKS FOR 2010-2011

- Continue efforts of the ad hoc Committee on Sustainability to develop and recommend policies and procedures for environmental and sustainability issues, as well as both formal and informal mechanisms for improved education to enhance environmental and sustainability awareness.
- Provide maintenance, upgrades, repair, installation and/or construction of Residence Life facilities including Washington Street Apartments; the Nursing Department simulation lab; Agricultural Research Beef facility at the David M. Barton Agriculture Research Center; and Houck Stadium scoreboard and stadium lighting.
- Investigate the scope and cost for completing renovations of science labs and infrastructure in Magill and Rhodes; repair infrastructure, exterior envelope, and remodel Academic Hall, and major campus-wide deferred maintenance and infrastructure needs.
- Investigate funding opportunities to complete major capital projects including the issuance of traditional tax-exempt bonds or Build America Bonds.
- Extend Information Commons concept to regional campuses through federally directed funds.
- Move the offices and staff in General Services 1 to the Facilities Management building.
- Complete the move of the Department of Public Safety operations to the former alumni building on South Sprigg Street.
- Design and implement carpool hangtags and permits for carpool parking spaces in coordination with the Sustainability Committee.
- Establish a single-stream recycling program in the residence halls with the City of Cape Girardeau and improve signage of recycling areas within buildings.
- Develop Facilities Management project information on the Web, including notices of road closures, parking lot closures, etc.
- Draft Sustainable Campus Master Plan for facilities.