

# Major Accomplishments of the University, 2004-2005

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## Strategic Plan Priority 1: Top Quality Academic Programs

*QUALITY OF TEACHING & LEARNING, QUALIFICATIONS OF FACULTY & STAFF,  
QUALITY OF PROGRAMS & SERVICES*

- Achieved initial national accreditation for five professional programs in mass communication (one of fewer than 20 in the U.S. with all five specific program accreditations), re-accreditation in community counseling and school counseling, and program approval in sports management
- Piloted an expanded dual enrollment/early college credit program at the area higher education centers (Accelerated College Education – ACE)
- Created Student Transitions Program to help students progress from orientation through choice of major and graduation, to graduate school or career, with emphasis on practical experiences
- Conducted a review of Kent Library
- Provided faculty development opportunities for promoting best practices for teaching students of the millennial (technologically savvy) generation, including a campus conference with the vice president of Educause as the keynote speaker
- Began discussions on restructuring the Web-based curriculum so course offerings can be easily expanded as demand changes
- Inaugurated the “Southeast Explorer” mobile learning lab, providing cultural, historical, and scientific exhibits and learning opportunities for students throughout the service region
- Saw Harrison College of Business included in Princeton Review book “143 Best Business Schools,” indicating it is perceived as one of the top 5% of schools of business
- Continued expanding research partnerships between Southeast, other universities, and area businesses with oversight by the Missouri Research Corporation
- Developed and signed 1-2-1 agreements with two universities in China and a 2+3 agreement with International American University in St. Lucia, West Indies
- Saw four McNair Scholars accepted into graduate school; three of these received fellowships for doctoral studies

## Strategic Plan Priority 2: Enhance Access Throughout Service Region

*ENROLLMENT MANAGEMENT, AFFORDABILITY, ACCESSIBILITY*

- Implemented offering of lower division courses for the Bachelor of General Studies degree at area higher education centers in Sikeston, Malden, and Kennett
- Began implementation of the Strategic Enrollment Management Task Force initiatives; e.g. targeting major cities in other states and prospective international students
- Inaugurated and marketed a Web-based Bachelor of General Studies 2+2

- program in cooperation with St. Louis Community College (SLCC) and inaugurated a part-time Southeast presence at SLCC to support that program
- Received a \$1.8 million, six-year grant for the GEAR UP program; eleven GEAR UP students (rising seniors) enrolled in early college credit courses, and six Project Upward Bound high school graduates reported they will be attending Southeast in the fall 2005
  - Received a \$1.2 million grant for Student Support Services
  - Began developing recruitment plans for those academic programs that identified recruitment as part of programmatic improvement plans during Phase II of program review, and also for those programs identified as having high potential for recruitment
  - Developed a new statewide scholarship program for high school students who score in the upper two quintiles on the Missouri Assessment Program (MAP) exam in cooperation with area school superintendents
  - In an effort to improve retention, moved Residence Life to a model in which staff focus more time on student success and planned academic and learning enrichment support initiatives in residence halls
  - Promoted the University marketing message (Personal Attention, Professional Education, Practical (Real World) Experience) with both internal and external audiences
  - Developed a billboard campaign in the St. Louis area in cooperation with the Cape Girardeau Convention and Visitors Bureau
  - Continued the "Salute to Excellence" cooperative program with KMOX and another cooperative program with KMOX and Carole Buck offering a Jack Buck Scholar-Leadership Award to selected students in the St. Louis metropolitan area

### Strategic Plan Priority 3: Enhance Access Throughout Service Region

#### *REGIONAL DEVELOPMENT, REGIONAL INFORMATION, REGIONAL CULTURE*

- Continued development of an I-55 interchange and an applied research life sciences park at the University Farm through negotiations and discussions with MoDOT, the Cities of Cape Girardeau and Jackson, Cape Girardeau County, and private landowners; began the master plan for the research park development; and purchased alternative farm property needed for the future academic mission of the Department of Agriculture in service to the region's agricultural interests
- Began a viticulture program in the Department of Agriculture
- Began significant upgrades of computers and technology at the area higher education centers
- Provided orientation sessions at off-campus locations via ITV

### Strategic Plan Priority 4: Enhance the University Community

#### *MEETING STUDENT, FACULTY & STAFF NEEDS, DIVERSITY & LEADERSHIP, COMMUNITY BUILDING*

- Retired the "Indians" and "Otahkians" athletic nicknames with appropriate

ceremonies and implemented the new "Redhawks" nickname, including design of logos and mascots

- Restructured the medical insurance plan after dissolution of the Missouri State Universities (MSU) Benefits Group consortium
- Worked with Student Government leadership to enhance student life through implementation of an increased general fee for an Aquatics Center, athletics, and student activities, including recreational sports
- Brought in a facilitator from the Association of Governing Boards to assist the Board of Regents with a self-assessment
- Established a Web portal and promoted its use by students, faculty and staff
- Participated in development of local (Campus and Community Coalition for Change) and statewide efforts to curb student abuse of alcohol through environmental management strategies in cooperation with local law enforcement, beer distributors, bar owners, etc.; conducted an "alcohol summit" for Greek organization student leaders; and conducted late night alternative programming activities with attendance of over 1,500

## Strategic Plan Priority 5: Wise Stewardship & Quality Infrastructure

*INFORMATION TECHNOLOGY, RESOURCE MANAGEMENT, FACILITIES, WORK ENVIRONMENT, GOVERNANCE*

- Finalized construction documents and began construction on the River Campus project
- Completed and opened new student organization space at the University Center second floor, and finalized design of third floor spaces
- Partnered with Chartwells for renovation of the University Center entrance and development of a convenience store
- Continued transitway development, including a parking deck near the Student Recreation Center
- Finalized plans and began construction of a relocated Broadway-Henderson intersection, including a new entrance to the campus and a renovation of the Houck Field House façade
- Began renovation of First Baptist Church education building for use by the Innovation Center as a business incubator and to house other programs
- In support of Missouri Research Corporation initiatives, established an environmental trace laboratory
- Moved the new athletics-academics support center into the First Baptist Church property
- Conducted a major planning effort for beautification of the campus, with special emphasis on the central campus corridor
- Completed arrangements for site, construction, and equipment for KSEF-FM to expand Southeast Public Radio to an area that includes Farmington, Park Hills, Jefferson County, and South St. Louis
- Began updating Campus Master Plan
- Implemented the results of Phase II of academic program review and began Phase III
- Continued implementation of SCT Banner administrative software, with inauguration of the Advancement system in January and Finance system July 1, 2005
- Piloted an on-line tutorial program for students enrolled in mathematics

courses

- Completed the application process for federal earmarks and grants totaling \$8.1 million
- Continued implementing the moves management process with a goal of building endowments and funding college and school initiatives by increasing the number and size of major and planned gifts
- Completed Missouri Development Finance Board tax credits program for funding of the River Campus