



Faculty and Staff Convocation  
Fall 2007

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2007-2008

A Year of  
Completions - Celebrations - Challenges

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Donald C. Bedell Performance Hall  
River Campus  
October 4, 2007

## “A Year of Completions, Celebrations, and Challenges”

At each of the last two faculty-staff convocations, we said the University community would be experiencing “a year of transition.” For example, last September we talked about such transitions as the start of the Student Success Initiative, preparations for the opening of the River Campus, development of the area higher education centers into regional campuses, launching of the University Research Village, the move to a new University Farm, development of the “information commons” concept in Kent Library, and the start of a review of faculty and staff salaries. And there were other transitions going on in various stages.



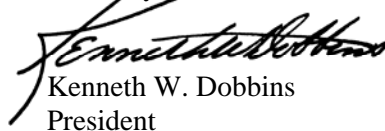
This year, it is my hope that our faculty and staff will step back, take a well-deserved bow for all the work you have had to do to bring these transitions to completion, look with pride at what has been completed, and take time to celebrate what we have been able to achieve over the last several years. A quick overview of those achievements is found in the “Year in Review” video we will see today. That video will also be available on the Web.

Today our faculty and staff are being given the opportunity to be the first group to experience an event in the Donald C. Bedell Performance Hall and after the convocation to tour all the facilities on the River Campus. Although some of the finishing touches are not yet in place, you will be able to see why the completion of this \$50 million project – largest in the history of the University – is well worth celebrating. I hope you will make plans to attend the public grand opening celebration at 3 p.m. Sunday, October 21, during Homecoming Weekend. Among other celebrations this year, we will mark the opening of the new Wehking Alumni Center and the University Advancement offices in the renovated former First Baptist Church building on Broadway, the completion of the Aquatic Center, and the opening of the Information Commons.

While we will take time this year to celebrate our significant completions, we will face a number of challenges because our University is a dynamic institution operating in an ever-changing environment. Some of those future challenges are listed on the following pages. I am confident that, as in the past, we will work together to revise our strategic plan so that we can meet those challenges and take advantage of opportunities to become even more effective in serving the needs of our students and our region.

It is an honor and privilege to experience with you “A Year of Completions, Celebrations, and Challenges.” Thank you for making this possible.

Sincerely,

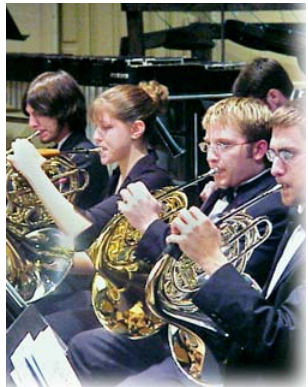


Kenneth W. Dobbins  
President



## 2007 Completions / Celebrations

- Completion of River Campus
- Completion of Information Commons – Phases I & II
- Achievement of ABET Accreditation by Industrial & Engineering Technology and Engineering Physics
- Completion of Aquatic Center
- Completion of First Phase, Magill Hall Laboratory Upgrade
- Completion of First Phase, Dearmont Hall Upgrade
- Completion of Third Phase of Multi-Modal Transportation Facility
- Renovation, Expansion of University Center Food Court
- Renovation and Move to Wehking Alumni Center / Holland Center for University Advancement
- Naming of Vandiver Hall
- Construction of I-55 Interchange (Completion Fall 08)
- Celebration of Show Me Center 20<sup>th</sup> Anniversary
- Celebration of Family Weekend 30<sup>th</sup> Anniversary



## Future Challenges

- Define “University of First Choice”
- Develop and Implement Integrated Internal/External Communication Master Plan
- Maintain and Manage Enrollment Growth
- Expand Residence Hall Capacity
- Enhance Diversity and Multi-Cultural Efforts
- Devise Strategy for Online Courses
- Expand International Programs and Enrollment
- Balance Budget Needs with Appropriations and Tuition Limitations
- Upgrade Science Buildings and Plan Information Technology Upgrades and Replacements
- Develop a Regional Autism Center and University Research Village



# **SOUTHEAST MISSOURI STATE UNIVERSITY**

## **Major Goals for 2007-08**

### **University-Wide**

- Initiate the first three AQIP action projects:
  - Improving Internal Information Distribution and Communication
  - Defining Indicators of Being “The University of First Choice”
  - Strengthening Faculty-Based Undergraduate Academic Advising
- Assure a successful inaugural year for the River Campus
- Develop a University policy on intellectual property rights
- Begin revision of the strategic plan

### **Academic Affairs**

- Complete Phase 3 of the Information Commons installation
- Determine strategic approach for online courses and programs
- Expand International Programs opportunities and initiatives
- Review the faculty merit post-professorial policy and tenure/promotion policy

### **Administration & Enrollment Management**

- Complete construction of River Campus, Aquatic Center, Wehking Alumni Center
- Continue design and development of central corridor
- Plan for new construction in Residence Life
- Increase level of academic themes in student activities
- Enhance the student portal
- Meet beginning freshmen recruitment goal for fall 2008
- Complete IT budget planning with complete review of academic computer labs

### **Business and Finance**

- Complete review of emergency operating plan, including regional campuses
- Re-bid major University contracts such as medical insurance, student medical services, others
- Consider a health savings account option for employees
- Implement new River Campus shuttle system

## **University Advancement**

- Continue to expand the major gift effort
- Align Foundation Board, deans, colleges and Advancement staff around key opportunities
- Complete implementation of “iAMsoutheast,” the Alumni on-line community ([www.semoalumni.com](http://www.semoalumni.com))
- Work with master developer on plans for the University Research Village and ensure progress remains on target for the Fall 2008 completion of the I-55 interchange

## **Missouri Research Corporation**

- Continue “Apprentice” student entrepreneurship program in conjunction with Student Government
- Continue to work with the Missouri Department of Economic Development on future funding for Innovation Centers
- Continue to facilitate the electricity co-generation project at the research park
- Facilitate the Kontek research project and the environmental research center

## **Diversity & Equity Issues**

- Train all search committees in how to source, recruit and hire persons of color
- Develop a diversity awareness program
- Study potential for a multi-cultural office on campus

## **Strategic Communications, Marketing and University Relations**

- Conduct research, develop, and launch first phase of an Integrated Marketing Plan
- Promote the River Campus
- Make Video News Releases available via the Web
- Develop an online version of the viewbook and application booklet
- Work with Department of Communication in support of Southeast TV on KFVS



# 2007 New Student Profile

## Office of New Student Programs

651-5166 newstudentprogs@semo.edu  
http://www.semo.edu/nsp

### NSP Notes

The Office of New Student Programs is delighted to present our annual edition of Southeast Missouri State University's *New Student Profile*. We are introducing our new, first-year students by giving members of the Southeast community a glimpse of who our students are and what they are planning to do during and after their academic careers.

The fall 2007 *New Student Profile* is based on 1630 surveys completed by students who attended First STEP and Transfer orientation sessions from February through August 2007. Students provided demographic information, details about their college plans, and information about why they chose Southeast.

Please join us in continuing to help our new students adjust to the Southeast community. Your continued interest in student success is greatly appreciated. Thank you!

Sincerely,

*Theresa Haug Belvin*  
Theresa Haug Belvin

Assistant Director for New Student Programs

### 2007 Opening Week Student Leaders



### Student Responses

- **87%** of first-time students report that **personalized attention** was **"important"** or **"very important"** in their decision to attend Southeast.
- **70%** of first-time students report that they plan to pursue a **Bachelor's** degree at Southeast; **22%** plan to pursue a **Master's** degree at Southeast; **5%** plan to **transfer** to another institution.
- **75%** of first-time students plan to live on campus.
- **83%** of first-time students report that **financial aid and scholarship offers** were **"important"** or **"very important"** in influencing their decision to attend Southeast.
- **83%** of first-time students plan to hold a **part-time** job (or are looking for a job) while in school; **5%** of first-time students plan to work **full-time**.
- **75%** of first-time students plan to join a **student group or organization**.
- **Students report their parents' highest level of education:**

-High school diploma/GED:	Mother 28%	Father 34%
-Associate's degree/some college:	Mother 34%	Father 27%
-Bachelor's degree or higher:	Mother 32%	Father 33%
- **49%** of first-time students reported that they are **first-generation college students**.
- **75%** of first-time students report that the **influences of other Southeast students** were **"important"** or **"very important"** factors in influencing their decision to attend Southeast.
- **64%** of first-time students indicate that Southeast was their **first college choice**.
- **59%** of first-time students indicate that after they graduate they plan **to go where the job is**.
- **91%** of first-time students are **"interested"** or **"very interested"** in **internships** in their academic areas.
- **47%** of first-time students are **"interested"** or **"very interested"** in **online courses**.

## HOW ACADEMICALLY PREPARED DO NEW STUDENTS PERCEIVE THEMSELVES TO BE?

	<b>Well Prepared</b>	<b>Prepared</b>	<b>Not Prepared</b>
Math	41%	46%	13%
Reading	53%	44%	3%
Writing	48%	45%	7%
Sciences	33%	59%	8%
Computer Usage	47%	46%	7%
Visual/Performing Arts	32%	43%	25%

## WHY DID OUR NEW STUDENTS COME TO COLLEGE?

	<b>Very Important</b>	<b>Important</b>	<b>Not Important</b>
To get a better job	83%	15%	2%
To improve academic skills	64%	34%	2%
To prepare for graduate school	39%	38%	23%
To further develop personal maturity	47%	45%	8%
To develop and use my athletic skills	17%	26%	57%
To take part in college social life	47%	40%	13%
For self-improvement	66%	32%	2%

## WHY DID OUR NEW STUDENTS CHOOSE SOUTHEAST?

How important was each of these factors in a student's decision to attend Southeast?

	<b>Very Important</b>	<b>Important</b>	<b>Not Important</b>
Southeast offered desired academic program	63%	32%	5%
Good academic reputation at Southeast	52%	42%	6%
Small class size	50%	38%	12%
On-campus housing	44%	33%	23%
Student recreation and intramurals	32%	46%	22%
Student activities, clubs and social organizations	34%	48%	18%
Tuition costs relative to other schools	59%	34%	7%
Services for students with disabilities	12%	26%	62%
Prompt response from University	39%	47%	14%
Influence of other Southeast students	31%	44%	25%
Influence of alumni	20%	36%	44%
Geographic location	38%	45%	17%
Personalized attention	39%	48%	13%
Honors program	18%	41%	41%
Influence of high school friends	25%	40%	35%
Influence of family	32%	46%	22%

