



SOUTHEAST MISSOURI
STATE UNIVERSITY · 1873

BOARD OF REGENTS
PRESIDENT'S REPORT ITEM
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Open Session

PRESIDENT'S OFFICE

- The National Security Agency (NSA) and the U.S. Department of Homeland Security (DHS) have designated Southeast Missouri State as a National Center of Academic Excellence in Cyber Defense Education (CAE-CDE) through 2024. Southeast is one of only three four-year institutions in Missouri to hold this designation and one of just 250 nationally. This designation is the result of a multi-year application and curriculum review process that was led by Dr. Sumanth Yenduri, Chair, Department of Computer Science, and Dr. Vijay Anand, Director of Southeast's cybersecurity program.
- On May 1, we held a Brown Bag Lunch presentation continuing our engagement with the University community on the topic of "Enhancing Recruitment and Student Success." During this discussion, we asked attendees to share their perceptions of higher education in general, and Southeast in particular, and to offer us their ideas on how we might continue our efforts to enhance recruitment activities, grow enrollment and provide support to our students. This is the third such conversation we have had with University constituents this semester in an effort to help us craft a new multi-year plan focused on the strategic areas of recruitment, enrollment and student success.

ACADEMIC AFFAIRS

- Five art education students won awards in the Art Exhibit at Missouri Art Education Association's (MAEA) spring conference in Kansas City, Missouri. The awards included one Best in Show, two First Place, one Third Place, and one Honorable Mention.
- Meg Daniels, a 2013 Bachelor of Science in Art Education graduate, was named Poplar Bluff High School 2019-20 Teacher of the Year and secondary grade level Teacher of the Year. According to the Daily American Republic newspaper, Meg credits Southeast instructor Carol Horst for encouraging her to become an art teacher.
- Southeast's student newspaper, *The Arrow*, recently took home 13 awards from the 2019 Missouri College Media Association Conference, including five first-place, two second-place and three third-place wins, as well as three honorable mentions. Additionally, *The Arrow* faculty adviser, Dr. Tamara Buck, also was elected the College Media Association's Vice President for member support. Southeast will host the Missouri College Media Association Conference in April 2020.

- A Southeast team consisting of students Dalton Cowan, Andrew Banning, and Michael Hwang won third place at the Missouri Collegiate Mathematics Competition in April. The competition included 33 teams from 15 schools, including SLU, Missouri S&T, Washington University, the University of Missouri-Columbia, and others. Southeast's third place finish is believed to be the school's highest in the 24 years we have competed in this competition. A second team consisting of Southeast students Masayuki Miyakita, Britani Prescott, and Annie Ramey took 14th place in the competition. Both teams were coached by Dr. Paul Deiermann, associate professor of mathematics at Southeast.
- Southeast's Zeta Alpha Lambda chapter of Future Business Leaders of America-Phi Beta Lambda, won 18 awards in individual, chapter and team events at the State Phi Beta Lambda Leadership Conference in April. The team consisting of 11 Southeast students brought home seven first-place, five second-place, two third-place, two fourth-place and five fifth-place finishes.
- Southeast senior Josh Thibodeaux has been honored with an American Society of Horticulture Science's 2019 Outstanding Horticulture Award. This award recognizes exceptional undergraduate students enrolled in horticulture or in a plant science/crop science department. Students are nominated by their institution's faculty and selected by the organization on the basis of their academic achievements, leadership abilities, participation in campus/club activities, and service to their departments. Josh was nominated by Dr. Sven Svenson, professor of Agriculture, and is one of 13 recipients recognized across the country in 2019.
- Southeast's Collegiate DECA (formerly known as Distributive Education Clubs of America) students recently competed in the 2019 Collegiate DECA International Career Development Conference and Competition against a field of more than 1,000 competitors from colleges and universities in the United States and Canada. Five students were named Top 10 Finalists – Madison Francis and Hannah Gordon in Event Planning, Alicia Merry and David Rook in Entrepreneurship-Starting a Business, and Lindsey Myers in Restaurant and Food Service Management.
- 136 students presented 92 research projects at Southeast's annual Student Research Conference. The conference encourages research by undergraduate and graduate students in all academic disciplines and provides a setting to present their work in a professional manner. Students are given the option of conducting the research independently, as part of a course, or as a team collaboration. The conference featured 15-17 minute oral presentations, poster presentations, a Senior Capstone Symposium, and four roundtable discussion sessions. Cash prizes were awarded for first, second and third place presenters in each category. Additionally, faculty mentors whose student presenters won first place in their division received a faculty mentor recognition award.

Enrollment Management & Student Success

- This fall, Southeast will open a new eSports venue in the Towers Complex. The 1,500-square-foot space will feature 12 personal computers for competitive fantasy-type gaming. Video gaming also will be available in another area of the space with Xbox, PlayStation and Nintendo consoles. It will also include a 70-inch wall-mounted television to provide a birds-eye view of live games being played in real-time. This space will be a resource for Southeast's new eSports Club and eSports intramurals, and will be an asset to support Southeast's recruitment and retention efforts serving to provide a space for students to connect and compete in this growing interest area.
- Dr. Shawn Guiling, instructor of physiology, and Ms. Marcy Ball, a professional advisor, were presented with Outstanding Academic Advisor Awards during Southeast's recent Excellence in Advising Celebration and Award Ceremony. Dr. Guiling was also named the National Academic Advising Association's (NACADA) national faculty advisor for 2019, and Ms. Ball was named NACADA's 2019 Outstanding Advising Award Recipient for Primary Advising. This is the second year in a row that representatives from Southeast were the recipients of these national awards.
- Amanda Woods, Military and Veterans Services Officer and Veterans Administration Certifying Official at Southeast, was awarded the prestigious Employer Support for Guard and Reserve Patriot Award. The Award honors individuals for their support of service members and their family.
- Tameka Randle, Assistant Director of Educational Access and Outreach Programs, has been named the American College Testing (ACT) Postsecondary Champion for Missouri. ACT College and Career Readiness Champions are high school seniors, K-12 professionals, postsecondary professionals and workforce professionals who are making a positive impact on their communities through their efforts to advance college and career readiness. Ms. Randle was also named 573 Magazine's Woman of the Year.
- A task force was formed this spring to evaluate and recommend the use of vendor-provided products and services to support strategic enrollment growth. To date, three requests for proposals have been issued – (1) Website Redesign, (2) Customer Relations Management (CRM); and (3) Marketing Automation. The website redesign will develop new sites for Admissions and Southeast Online in an effort to enhance the user experience and to improve our digital marketing results and conversion rates. A new CRM will provide the opportunity for better data analytics and more robust mobile platforms offering easy-to-complete forms and applications; it could also provide an opportunity for better interfacing with digital marketing campaigns, which our current CRM cannot do. Marketing Automation software will provide University Marketing with the technology required to automate unlimited digital and email marketing campaigns to effectively represent the university's academic programs – traditional face-to-face and online – to a diverse audience of students. A fourth RFP that we are still working to develop is in regard to Enrollment Services. A growing number of companies are working with colleges and universities to support enrollment planning, prospective student search, digital marketing, application marketing, and financial aid optimization. An RFP in this area will allow us to determine which, if any, of these services will be needed to achieve enrollment growth.

Finance & Administration

- An online exit interview survey tool is now active for use as of April 1, 2019. Web links to the survey tool are now included in employment separation paperwork, and Human Resources is doing outreach to separating employees to encourage them to complete the online form. Data reporting is now being developed, with the goal of providing quarterly reporting to the executive team for their review.
- Human Resources and the Institutional Equity & Diversity are currently working on implementing diversity recruiting strategies to broaden applicant pools and the creation of a diversity commitment statement to incorporate into job advertisements. A database of recruiting sources by faculty discipline has been developed for use.
- Throughout this year, representatives from our Department of Public Safety have been working to engage more with student organizations. Since the beginning of March, University Police has had a representative at Indian Night, hosted by the Indian Sub-Continent Student Association; Popcorn with Police, hosted by Student Government; and Nepal Night in April, hosted by the Nepalese Student Association. Other events scheduled have included Current Drug Trends, hosted by SEMO Prevention Resource Center, and Redhawks Rising meeting (Student organization for survivors of Sexual Assault and Supporters).
- The Department of Information Technology continues to upgrade the campus network. We have recently upgraded Carnahan Hall and the Student Recreation Center. We are preparing to upgrade Crisp Hall as part of its renovation project. Kent Library and Scully Hall are two large projects which need new cabling inside the buildings and are planned for this summer.
- Facilities Management has implemented a customer service survey to gain an understanding of the customers' perception of the services provided. The results will allow FM to tailor communication efforts and establish baselines to measure future performance, making improvements where necessary.

Athletics

- Southeast Missouri offensive tackle Drew Forbes was selected in the sixth round of the 2019 National Football League Draft by the Cleveland Browns as the 189th overall pick, the Redhawks second-highest draft pick in school history. This was the second year in a row that Southeast had a player drafted.
- The Redhawk Sundancers won the Dance Team Union Division I College National Championship April 13, in Las Vegas. Southeast beat the University of Toledo in the Division I Team Performance to win the national championship. This is the Sundancers' first ever national championship after earning a 94.54 out of 100, which is the highest score ever achieved in the history of the Sundancers program.

- Four gymnasts recently represented Southeast at the 2019 USA Gymnastics Women's Collegiate National Championships in Bridgeport, Connecticut. Anna Kaziska was the national runner-up on both the beam and floor exercise. Anna Kasiska, Mackenzie Slee and Gabrielle Adams each earned All-American honors for their performances at the championships.
- Southeast Athletics hosted its 12th Annual Cindy Gannon Walk for Women at Houck Field House on Saturday, April 13. The longstanding event, named after Walk for Women founder and former SEMO Senior Associate Director of Athletics Cindy Gannon, raised more than \$40,000 for athletic scholarships this year.
- This weekend, Southeast will host the OVC Outdoor Track and Field Championships. Southeast has not hosted the championships since 2012.
- Southeast's Softball team finished the regular season with a record of 41-15, making them one of 12 teams in the nation with 41 or more victories, and they ended the season atop the OVC standings sharing the conference title with Jacksonville State. Coach Mark Redburn was named OVC Coach of the Year, and junior center fielder Rachel Anderson was voted the OVC Player of the Year. They entered the conference tournament this week as the #1 seed.

Advancement

- A new Workforce Preparedness Task Force has been developed to inform campus partners of what companies hiring our students are looking for in an effort to better prepare our students for graduation and entering the workforce. The goal of the group is to ultimately recommend strategies to assist the University in developing an aggressive and comprehensive "preparedness for the workforce" program that would be linked within academics and activities external to the classroom on campus. The membership of the group will include alumni, faculty, staff and employer representatives.
- John Moore has been hired as the new Operations Director for KRCU.
- Over the last several months, successful alumni events have been held throughout mid-Missouri and the Bootheel as well as in Florida, Chicago, Texas and Washington, D.C.