

**Office of the President
Minot State University
Report to University Cabinet and Campus
September 21, 2005**

This report includes selected University activities. It is distributed to the University Cabinet at its regular monthly meeting, and it is also forwarded to faculty, staff, student leaders for their information. If anyone wishes to learn more about any of these items, he/she should contact the president.

Summer 2005

- Woychick Designs, the marketing firm contracted to develop a new brand marketing plan, presented the new designs, the tagline “Be Seen, Be Heard,” and the layout for the MSU web site. An open meeting with faculty and staff was held to discuss proposals and tagline.
- The President’s Staff participated in a two-day retreat to discuss annual goals, inclusive and deliberative decision making processes, improved communications with campus, institutional challenges, threats, and opportunities.
- The University Cabinet, the advisory group made up of all directors, vice presidents, presidents of the faculty, staff, and student senates, held a full-day retreat to focus on the meaning of “students first” and to identify realistic responses the campus can make to improving student support and service.
- Along with a redefinition of the university colors (i.e., returning to red and green), 45 red and green welcome banners were installed across campus and on Broadway.
- The newly reconfigured President’s Staff, including all direct reports to the president, defined new reporting lines; including the new enrollment management program which now incorporates admissions, recruiting services, and CEL. The President’s Staff includes the vice presidents for advancement, academic affairs, student affairs, and administration and finance, the director of public information, the assistant vice president for enrollment management, the human resources director, and the president serving as the chair.

Start of the Fall Semester

- Faculty and staff worked hard to welcome our new students to campus, help them move into the residence halls, and provide helpful assistance in registration despite the challenges caused by the new ConnectND system.
- New faculty orientations, the campus-wide Convocation, training with the PeopleSoft program, an orientation for our new students and their parents, and a new faculty, staff, alumni and family event called “MSU at the Zoo,” which attracted over 1000 of our community members, occurred during the week prior to the start of classes.
- Enrollment: the unofficial enrollment figures for the first day of classes indicated a slight increase in MSU headcount and FTE. The official figures at the third week recorded a slight decline in headcount and increase in full-time equivalent enrollments. The change in the first-day to the third week numbers was traced to the fact that we had not entered into the system those students who had cancelled their enrollments from April to August.

Other

- MSU submitted its 2004-2005 Cornerstone Reports to the North Dakota University System office. The Cornerstone Goals are set each year to respond to the Roundtable initiative, which is a collaborative effort between higher education, legislature, and the private sector to address demographic challenges and economic development. MSU accomplished a number of its goals, such as the pilot recruitment project in Minneapolis, the character counts program through athletics, the development of a new and responsive system in our bookstore, and an improved tuition waiver plan; goals not accomplished or partially accomplished were: the plan to undertake a targeted industry study, review of our graduate programs, and the redesign of student services through a Title III program.
- Centers of Excellence and Art Space. MSU submitted a proposal for state funding to support a partnership between Art Space, a private, non-profit enterprise in Minnesota, the city of Minot, and Minot State University. The goal of this project is to promote economic development and to develop an exciting new arts program and facility for the university.
- A new Marketing Committee will be appointed to provide oversight to campus marketing and promotion. Members of the committee are now being nominated and appointed. This committee will provide support and guidance to our enrollment management program as it develops new ways to attract and recruit new students to campus.
- An architectural firm made an initial visit to campus in July and will be returning October 3-5 to conduct focus group meetings with the campus master planning steering committee and the many constituencies of the university. This firm will use this information and its in-depth study of our campus infrastructure to develop a campus master plan, which will include new directions for campus entrances, signage, buildings, themes, student spaces on campus, the use of the north side of campus, as well as many other short- and long-term considerations.
- The State Board of Higher Education is currently involved in responding to a legislative mandate to revise and improve the Long-Term Finance Plan. That plan, which was a part of the Roundtable initiative, was based on a peer comparison model and long-term goals to fund parity and equity needs on each campus. With the inconsistency of funding through the years and some skepticism about the peers and the model, the goals were not reached as intended. The SBHE will be providing input to a consulting firm hired to examine and revise the model.
- In my Convocation remarks, I referred to the need to establish a campus committee to look at salaries and to work on a five-year plan for salary distributions. Each senate is now nominating individuals to serve on this committee. The goal is to get a preliminary report completed and submitted by mid February.
- With the new Woychick designs, a new graphic standards manual is under considerations. Woychick Designs has submitted a manual for our review. A standards manual describes appropriate uses of the logo, our signature, colors, etc, so that there is a consistency in the way we present ourselves to the community.
- Building projects. We are submitting RFPs and opening bids for the renovation of the first floor and restrooms of Dakota Hall, the remodeling of Crane Hall into studio apartments, and the remodeling of the Student Ballroom into a new student activity center. Companies will be selected this fall and building undertaken shortly thereafter. The plans are to complete all projects before the start of the 2006 Fall semester.
- The roles and responsibilities of the MSU Board of Regents, an 80-member advisory board, are being revised and updated. New committee structures, expanded meeting dates and times, a new communication plan, and membership fee will be presented to the

- Board on September 30. This new structure will enlist the support of Board members in such areas as public relations, fund raising, advancement, and improved membership.
- Strategic Planning. The Planning and Budgeting Council, MSU's strategic planning council, has completed 18 focus groups with a wide-range of internal and external constituencies. The results from those focus groups and other research will provide the council information with which to share with the campus and identify new goals and objectives.
 - Visits to the Native American tribal colleges and discussions with Native leaders have led to a number of ideas to support collaboration. A Native American Task Force, an advisory group of faculty, staff, and students, will be appointed to review these ideas and set goals for recruitment and cultural exchanges. A similar plan for developing an international action group is under consideration.
 - Academic Assessment. The assessment committee plans to use the October 10 assessment day for a broad discussion about student learning and assessment. A reconsideration of the role of the assessment committee, a coordinator, the deans, and the chairs will be included in these discussions. With the Higher Learning Commission visit for our re-accreditation coming in two years, our job will be to make sure that our assessment plans are up to date, but most important, that our faculty and campus is using assessment as a means of monitoring and improving student learning.
 - The official notice from the Higher Learning Commission regarding our self-study processes is expected this month. At that time, we will need to appoint a self-study coordinator, a steering committee, and begin the work preparing for the team visit. A team of faculty and staff attended the North Central meeting in Chicago last year and became familiar with the new criteria and processes.
 - Public Information survey. In an effort to improve our communications and public information on campus and off, a survey is being distributed asking for suggestions and comments.
 - The National Survey of Student Engagement (NSSE) results and the planned administration of the Faculty Survey of Student Engagement (FSSE) will be used to assess and understand how we compare to peer institutions, master's institutions, and all institutions participating in these surveys. This information will help us respond to specific needs of our first-year students, for example.
 - Searches. The search for the College of Business dean will begin in October. Currently, the position description for the new library director is being revised in anticipation of the advertisement coming in the Chronicle and other sources in October. The search processes for the vice president for academic affairs will continue and be advertised in October.
 - Enrollment management. The separation of recruiting services and career services has been completed. Stephanie Witwer, the assistant vice president for enrollment management, is working to create special teams, new communications, revised job descriptions, and a new plan for recruitment, admissions, and marketing. Admissions, which is part of our Records Office, will eventually be merged with enrollment management. Two new recruiters are being hired as a part of this enhanced recruiting service. In her new role with enrollment management, Stephanie will no longer be serving as the coordinator of academic assessment.
 - Dr. Jenkins has been asked to head up an Orientation Task Force, which is charged with the responsibility of evaluating our current orientation program and determining if all first-year students should be required to participate in Orientation. Only a small percentage of our first-year students actually participate in orientation. With our needs

to look closely at retention of our first-year students and our service to them, an orientation program will be an important element in this endeavor.

- The proposals for office relocations presented to the campus last year have been approved after open meetings with our campus faculty, staff, and student leaders. The relocations depend on the completion of Dakota's first floor, the move of Housing to the new offices in Dakota, the completion of the student activity center in the Student Union, and the relocation of the Student Association Offices to the ballroom area. When those moves are completed, we will be able to proceed with the relocation of our foundation offices to the third floor of the Union, all recruiting services and admission moving to the current location of the foundation offices, the move of our printing services and public information offices to the third floor of the Union, and other related moves this year. The plan is to have the majority of these moves completed by the start of the Fall Semester 2006.
- The new strategic plan will give us direction as to other changes and new goals. One important initiative will be examine closely our residence halls and their infrastructure in anticipation of a plan to require first-year students to stay on campus. This move will only occur after careful study and preparation. Other initiatives and strategies will be shared with the campus when the focus-group results are discussed at an open meeting this fall.

Final Comments

- All seems to be going very well as we start our new school year. The weather has been beautiful, our numbers are encouraging, the students have revealed and excitement and enthusiasm about campus life and MSU, and we're taking some notable steps to work together to build on our obvious and many strengths and to address the challenges in front of us. All signs point to a very good year. Thanks to faculty and staff for contributing in so many ways to the growth, learning, and success of our students.

David Fuller
President
September 21, 2005