



BOARD OF GOVERNORS

R E P O R T

J A N U A R Y 1 9 , 2 0 2 4

DR. DEAN VAN GALEN

PRESIDENT

DECEMBER COMMENCEMENT

The 81st Commencement Ceremony of Missouri Southern State University recognized the accomplishments of 315 new MSSU graduates. As always, it was a wonderful day as our campus community and members of the Board of Governors celebrated the success of our new graduates and the support that helped them realize an important achievement in their lives. Among the graduates was **Riley McFall** who gained the distinction of becoming the first person in the United States to hold a certificate in Behavioral Neuroscience.



Board Celebrating Graduates



Faculty Cheering Section



Riley McFall

ANNUAL HOLIDAY BRUNCH AND RECOGNITION OF OUTSTANDING STAFF

On December 21 the university held its annual pre-holiday brunch—a Missouri Southern tradition—in Young Gym to express appreciation to all employees and to recognize professional and classified staff who have reached milestones in their years of service to MSSU. In total, 26 staff members from across campus were recognized for service ranging from 5 years to 35 years.

Also, two staff members, **Donna Pooley** and **Brenda Beasley**, were presented with the 2023 Superior Service Award for their outstanding contributions to Missouri Southern. Beasley and **Catherine Arnall**, who was recognized for 35 years of service, are pictured below:



Brenda Beasley, Academic Affairs



Catherine Arnall, Bookstore

WILLCOXON INNOVATION IN HEALTH SCIENCES SUMMIT



The inaugural Willcoxon Innovation in Health Sciences Summit will take place April 11-12 on the MSSU campus. Supported by a generous gift from Dr. Bob and Dot Willcoxon, the Summit will feature keynote speakers and sessions focused on innovation and important developments that will shape the future of healthcare and the health sciences. We anticipate strong participation from students, educators, healthcare practitioners, and communities from across the region.

The keynote address for the Summit will be delivered by **Dr. Christa Martin**, Chief Scientific Officer at Geisinger Health (Pennsylvania). Dr. Martin leads Geisinger's systemwide clinical research initiatives in areas including precision health, genomics, data science, population health, bioethics, and clinical trials.

Also, in conjunction with the Summit, the groundbreaking ceremony for the Health Science Innovation Center will take place on April 11.

LOOKING AHEAD TO THE LEGISLATIVE SESSION

We continue to appreciate the strong support of Governor Parson and our legislative delegation for our university. Our campus priorities were presented to regional legislators at a meeting on November 14 and a visit to Jefferson City is planned for shortly after the Governor's State of the State address scheduled for January 24.

ANTICIPATING A BRIGHT YEAR AHEAD

The year ahead promises to be a bright one for Missouri Southern and we look forward to progress including:



- Implementation of the university's strategic plan
- Formal expansion of MSSU's statewide mission
- Continued progress on enrollment
- Launch and growth of graduate programs
- *Lions Forward Campaign*—public kickoff event and announcement of formal goal on April 6
- Health Science Innovation Center—groundbreaking on April 11 with subsequent construction
- Another great year for Lion Athletics
- Continued efforts to support our outstanding faculty and staff
- Unwavering focus on student learning and success

DR. BRAD HODSON

EXECUTIVE VICE PRESIDENT

LION VILLAGE



Repairs to 45 dorm rooms on three floors of Lion Village to remediate water damage that occurred on the evening of October 15, 2023, were completed on December 22, 2023 (68 days after the incident). On that date during winter break, the renovated rooms were turned over from Facility Services to Residence Life for professional cleaning and occupancy. Work done by Facility Services and external contractors during those 68 days included:

- Removal of excess water, furnishings, appliances, and cabinetry;
- Full moisture remediation (*certified by the contractor*);
- Demolition of damaged interior materials; and
- Renovation of impacted spaces.

Kudos to Jeff Boman, director of Facility Services, the entire Facility Services team (*most notably custodial, mechanical maintenance, and trades*), Financial Services, and Residence Life for participating in this impressive turnaround that limited the displacement of 63 resident students in Lion Village to just over two months.

HEALTH SCIENCE INNOVATION CENTER

Work is ongoing to design and construct a \$42 million, 65,000sf campus facility to add immersive learning spaces in the health and life sciences and a welcome center. Corner-Greer Architects, Pulse Designs, and the DLR Group, the design team chosen by the university in the fall, have completed the schematic design phase of the project that focused on space adjacencies and stacking. This phase included multiple opportunities for faculty and staff users of the completed building to provide input. The project now moves into the design development phase with a milestone meeting of those internal stakeholders, the design team, and Crossland Construction occurring on January 16th. Following completion of design development, the university will receive another cost estimate from Crossland that will help inform the project's overall budget. Also this spring, the university will develop and issue an RFP for an "owner's representative" to monitor construction daily through building's completion in summer 2026.

THREE-YEAR FACILITIES IMPROVEMENT PLAN

Young Gym Roof

The RFP is on the street for a complete replacement of the roof over Young Gym with a pre-bid meeting scheduled for Thursday, January 18th with all interested contractors. Roof Asset, a consultant, was hired to assist with the development of the RFP on what is currently a decades old roof. Construction begins this spring with completion due August 2024.

Instructional Spaces

Three classroom spaces will be renovated this spring (*sculpture studio in Art 105, zoology lab in Reynold 119, and tiered classroom in Reynolds 232*). Meetings were held in the fall with faculty who use those three rooms to inform development of scopes of work that meet the teaching and learning needs for those spaces. RFPs are under development with construction this spring and occupancy summer 2024.

Billingsly Restrooms

Complete demolition and renovation of men's and women's restrooms on the third floor of Billingsly Student Center near the ballroom. Plans call for the finished project to be very similar to the restrooms on the north end of the third floor of BSC.

ENDOWMENT REPORT



In November, the Missouri Southern Foundation sent out its annual Endowment Report to all donors who have created endowments with the foundation. The report covers activity for Fiscal Year 2023 (*July 1, 2022 through June 30, 2023*), including overall performance information for the MSF investment portfolio, as well as specific income and expenditure information for each donor's endowment. Nearly 300 reports were mailed to donors this year providing an important communication and stewardship touchpoint for those individuals who have invested in MSSU students and programs in perpetuity.

FY 2023 SCHOLARSHIPS

Most of the endowments held by the Missouri Southern Foundation are for student scholarships. In Fiscal Year 2023, the Foundation awarded scholarships from 242 endowed funds and 82 patron (*expendable*) funds to 894 MSSU students. In total, those students received over \$1.3 million in scholarship aid, a new record for the Missouri Southern Foundation. Thank you to the foundation donors who make a Missouri Southern education affordable and accessible and to the members of the foundation board who manage those philanthropic assets to ensure their viability for generations to come.

DR. LISA TOMS

PROVOST / VICE PRESIDENT OF ACADEMIC AFFAIRS

ADULT DEGREE COMPLETION

The Adult Degree Completion program now has 50 students enrolled, and five students graduated in December. Dr. Mountz continues to partner with community organizations, the Missouri Adult Learner Network, and on-campus programs to meet the needs of our adult learners and to promote the program.

INTERNATIONAL STUDIES



The international film series will continue this spring by showing 8 films between Jan. 24 and March 12. Seven faculty members and an emeritus faculty will introduce the films.

The 10 films we showed during the Fall 2023 Ireland Semester drew a total record attendance of 523. We have a dedicated following of students, retired faculty, and community members who attend the films, which are shown in Cornell Auditorium and at Bookhouse Cinema.

FINANCIAL AID

Financial Aid reports the following related to the FAFSA:

- 2024-25 FAFSA went live on December 30, although it was rolled out as a “soft launch”. Federal Student Aid provided intermittent FAFSA availability with the soft launch, so they could continue to make ongoing updates to the online form. This has caused some frustration with early filers nationwide, but things seem to have smoothed out this week.
- As anticipated, MDHEWD announced recently our state’s priority FAFSA filing date moved to April 1, 2024.
- MSSU Financial Aid Office is promoting FAFSA renewal in all our usual ways: email, texting, and postcard mailers to current students.
- We are hosting FAFSA Fiesta workshop on February 14 for all current students, and will invite students to Hearnes during FAFSA Frenzy Week February 15-19.

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- MSSU FA Staff are traveling to area high-schools to assist at FAFSA nights for incoming students. These events will be on-going through January and February. More high schools are asking for assistance this year with all the FAFSA changes.
- Ellucian/Banner hosted an emergency webinar today to share updates about our processing timeline for 24-25 FAFSA data.

COLLEGE OF HEALTH, LIFE SCIENCE AND EDUCATION



The Senior **Nursing** student cohort completed the most recent round of standardized HESI testing in preparation for the NCLEX, scoring collectively 77 points above the National Benchmark and scoring the highest score of all cohorts for the last three years. The students completed an Obstetrical exam, a Pediatric exam, and a comprehensive Pharmacology exam. The Pharmacology exam was 217 points above the national benchmark. This group is set to graduate in May 2024.

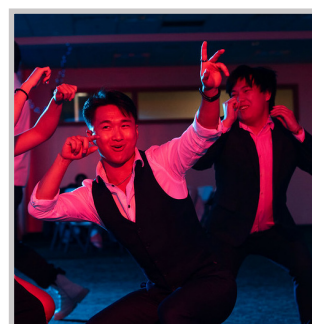
COLLEGE OF ARTS AND SCIENCES

The Missouri Southern **Chamber Singers** and **Concert Chorale**, under the direction of Dr. David Sharlow, performed a Seasonal Choral Flourish on December 1st and 2nd at St. Peter's the Apostle Catholic Church. The concert of Christmas music was a beautiful way to start the holiday season and showcase the talents of our students.

On December 15th, 28 students graduated from the Missouri Southern **Law Enforcement Academy**. This class had a 100% POST pass rate.

At the Missouri Southern Holiday Happenings, a quartet from the MSSU **Chamber Singers** and the MSSU **Brass Alliance** performed holiday music for the tree lighting.

The **International Student Club** held their Winter Ball on December 2.



COLLEGE OF BUSINESS, COMMUNICATION AND TECHNOLOGY

The **communications** department and **KGCS-TV**:

- Hosted the annual Media Hall of Fame banquet and induction ceremony. MSSU has been honoring pioneers in the realm of broadcast and print media since 1997.
- Invited the Missouri National Guard's 135th Army Band for a veteran's day concert in Taylor Performing Arts Center Auditorium. The event was free to the community.
- Cardinals baseball fans had a chance to meet players and get autographs when the Cardinal Caravan visited our campus. The event was free to the community.



The **Industrial Engineering Technology** program held their annual industry advisory board meeting to gain input on employer needs, trends, and issues. This annual event ensures relevant curriculum and forges connections for class projects, field trips, internships, and jobs after graduation. Board members were from the following companies:

- | | | |
|------------------------------|---------------------------|-------------------|
| • EaglePicher Technologies | • MAPP Technologies | • Leggett & Platt |
| • Reyco Granning Suspensions | • Cabinet Doors Unlimited | • General Mills |
| • Thermo Fisher Scientific | • Johnson Controls | • Orizon |
| • Schreiber Foods | • H.E. Williams | • Newell Coach |
| • Ducommun Inc. | • Celltron | |

The Chart, our student Newspaper celebrated it's 30th year. By the way, there are not many colleges that have all three: Newspaper, Radio, and TV-Station.

Several departments organized social events for students and faculty at the end of the fall semester to promote a sense of belonging. The **Plaster School of Business** held a game night with games like card games, corn hole, table tennis and Trivia.

Industrial Engineering Technology hosted their senior send-off where IET students and faculty celebrate the graduates.



LINDA EIS

CHIEF FINANCIAL OFFICER

SOUTHERN SUMMIT



Southern Summit is a professional development event packed with educational sessions designed to engage and educate. Each year campus experts lead these sessions that are divided among various learning tracks. It is a great opportunity to engage and learn about other departments and what they do to serve our students. In addition, there is a keynote speaker during lunch. The sessions are available both in person and through TEAMS to offer employees every opportunity to participate. This year's event will be held on Friday, March 1, 2024. Registration will begin February 5.

PROPERTY INSURANCE



For many years, Missouri universities along with other entities secured property insurance through the Missouri Higher Education Compact (MHEC). Marsh was the provider. We were notified mid-year in fiscal year 2023 that MHEC would no longer offer property insurance effective June 30, 2023 due to less members and increasing rates and costs. The market in general had also endured extreme losses from numerous natural disasters. Fortunately, COPHE (University Presidents) and university finance officers had already begun discussions to explore other options due to continued rising costs. We, as a group of eight Missouri institutions, secured property insurance for FY2024 with assistance from our consultant. For fiscal year 2025, the universities are discussing coverage for the next cycle.

FISCAL YEAR 2025 BUDGET



The budget process is on-going. As we move towards the last half of the current fiscal year, the next few months will see the more formal development of the fiscal year 2025 budget. Of course, throughout the year, we monitor revenues and consistently review expenses to garner savings whenever possible and incorporate increased costs when needed. The tuition work group has focused on the tuition and fee structure. State appropriations will be determined later in the state legislative session. Additional known expenses will include increases in property insurance, MOSERS retirement contributions, and continued maintenance and capital project needs.

FINANCIAL STATEMENTS

Presentation of the financial statements for the period ending December 31, 2023.

Lions **Forward**. Lions **Together**.



DR. SHELLIE HEWITT

DEAN OF ADMISSIONS

UPCOMING SPRING RECRUITMENT EVENTS ON AND OFF CAMPUS

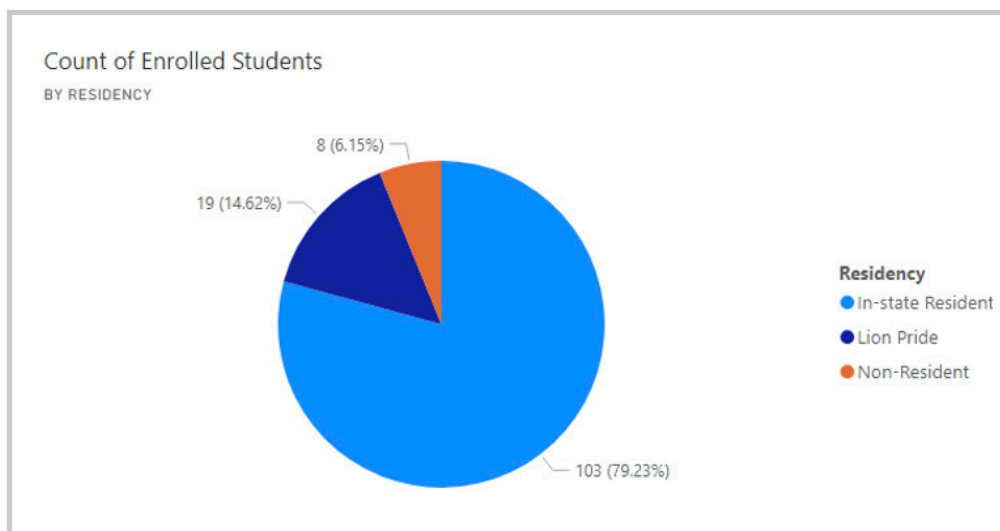
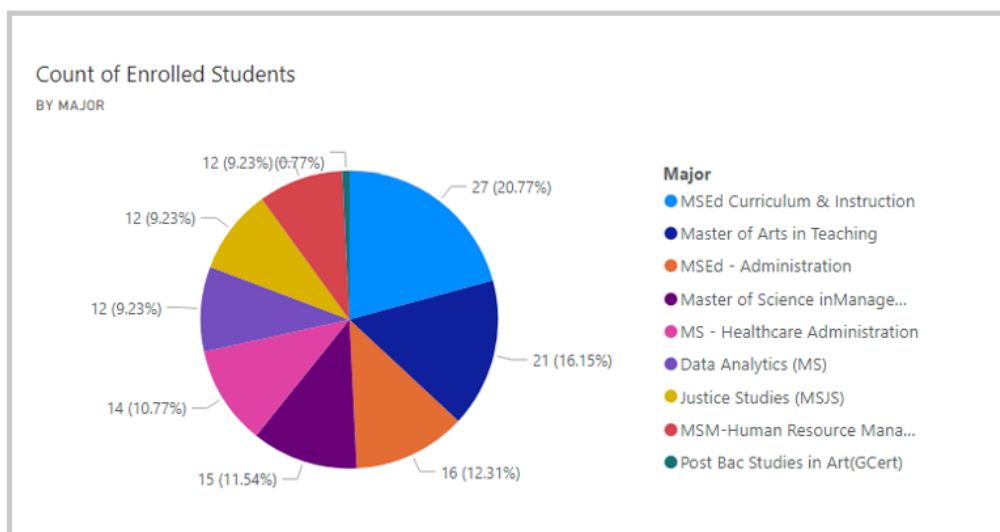
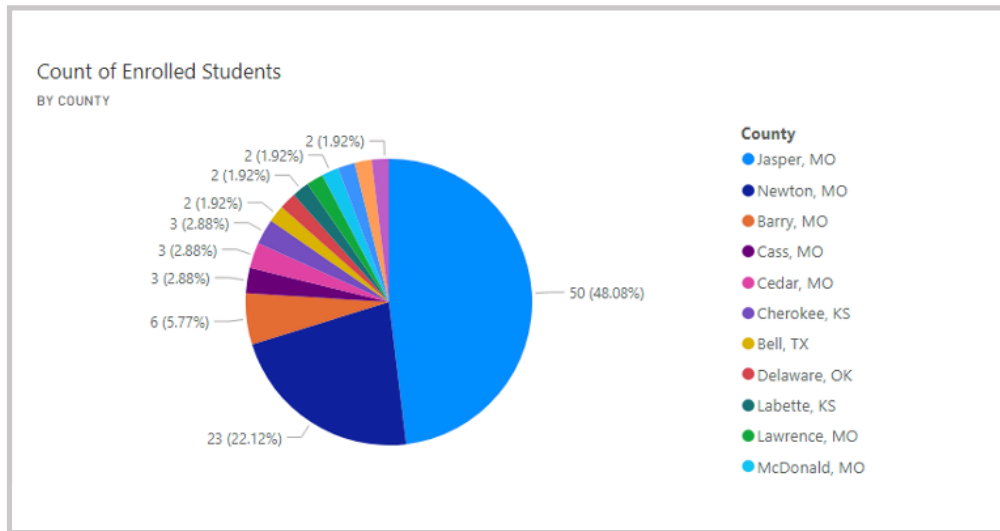
Green and Gold Tours are back. We will be visiting Carl Junction High School on February 2nd and Joplin High School February 6th. During these events prospective students will have the opportunity to speak with admissions counselors and learn about the admissions process, scholarship offerings and academic programs. They will also have the chance to enter a drawing for a \$1,000 scholarship that will be announced during the evening basketball game. In addition, MSSU will show our appreciation to alum who work at both schools and provide them with swag from our Alumni Office.

The Admissions team is also providing information sessions at multiple athletic recruitment events, and five MKEAP interview days. Additionally, we will be welcoming hundreds of prospective students and families to campus for two Lion Pride Visit Days, the High School Archery Tournament, the Missouri Health Equity Collaborative (MOHEC) fair, Dual Credit Day, Transfer Day and multiple group visits. We are looking forward to a very busy semester and showcasing Missouri Southern.



SPRING ENROLLMENT HIGHLIGHTS

Overall graduate student enrollment for spring is up 40%. Our graduate students predominantly come from the following counties.



INTERNATIONAL STUDENT ENROLLMENT

International student enrollment is also on the rise and has been for the past few semesters. These students come from many countries. Below you will find those countries and the top majors they are pursuing at Missouri Southern.

Country of Origin

- Bangladesh
- Bolivia
- Brazil
- British Virgin Islands
- Cameroon
- France
- Germany
- GhanaHaiti
- IndiaJamacia
- Japan
- Kenya
- Korea
- Mexico
- Nepal
- New Zealand
- Nigeria
- Saudi Arabia
- South Africa
- Slovakia
- Spain
- Sweden
- Trinidad
- Tunisia
- Ukraine
- United Kingdom
- Vietnam
- Zimbabwe

Major of Study

- CIS – Information Technology
- Exercise Science
- International Business
- Management
- Marketing
- Nursing Applicant
- Biomed Science Premed (MKEAP)
- Finance
- Industrial Engineering
- Nursing
- Psychology
- Business
- Chem-Biochemistry
- Criminal Justice
- Human Resource Management
- Elementary Education
- Health Science – Dental Hygiene
- Health Science – Respiratory Therapy



2023-2024 MARKETING

UNDERGRADUATE MARKETING

General Campaign



Continuous Year-Round Cycle:

- Joplin, Springfield, St. Louis, Northwest Arkansas, and Tulsa
- Social Media Paid Advertising (Facebook and Instagram), YouTube, OTT Streaming, Google Paid Search, Commercials in Joplin/Pittsburg TV Market (NFL, College Football, March Madness, Local News, Olympics)

Joplin Rangeline Billboards



Springfield Chestnut Express Way Billboard



MKEAP Campaign



October and November:

- Joplin, Kansas City, St. Louis, Tulsa
Social Media Paid Advertising (Facebook and Instagram)

Healthcare Administration



September through April:

- Joplin, Springfield, Northwest Arkansas, and Tulsa
- Social Media Paid Advertising (Facebook and Instagram), Google Paid Search

Environmental Health and Safety (Reviewing options for a spring campaign)

GRADUATE SCHOOL MARKETING

General Campaign

October through December:

- Joplin, Springfield, Tulsa
- Google Paid Search and Social Media Paid Advertising (Facebook and Instagram)
- Focused primarily on Data Analytics, Education, Justice Studies, and Healthcare Administration

February through April:

- Joplin, Springfield, Tulsa
- Google Paid Search and Social Media Paid Advertising (Facebook, Instagram, LinkedIn)
- Extra emphasis on the new MBA, while rotating other graduate programs promotion with it.



Newman Road Billboard:

Justice Studies has been featured for one year and will be replaced with a new billboard highlighting Healthcare Administration and Data Analytics.

Old Billboard:



New Billboard:



Data Analytics Campaign

February through April

- Joplin, Northwest Arkansas, Tulsa
- Joplin – Google Paid Search and Social Media Paid Advertising (Facebook and Instagram)
- Northwest Arkansas – Google Paid Search
- Tulsa – Google Paid Search

MBA Campaign

February through April

- Joplin, Northwest Arkansas, Tulsa
- Joplin – Google Paid Search and Social Media Paid Advertising (Facebook and Instagram)
- Northwest Arkansas – Google Paid Search
- Tulsa – Google Paid Search

Healthcare Administration Campaign

February through April

- Joplin, Northwest Arkansas, Tulsa
- Joplin – Social Media Paid Advertising (Facebook and Instagram)
- Northwest Arkansas - Google Paid Search and Social Media Paid Advertising (Facebook and Instagram)
- Tulsa - Google Paid Search and Social Media Paid Advertising (Facebook and Instagram)

ROB MALLORY

DIRECTOR OF ATHLETICS

STUDENT-ATHLETE ACADEMIC SUCCESS

Missouri Southern student-athletes continued their strong performance in the classroom during the Fall 2023 semester. The overall GPA for varsity athletic teams during the term was 3.08. Eight programs had a GPA of 3.25 or higher for the term. Those teams were **women's golf** (3.85), **softball** (3.67), **men's golf** (3.59), **women's basketball** (3.50), **women's cross country/track & field** (3.35), **women's soccer** (3.33), **women's volleyball** (3.28) and **baseball** (3.27).

Individual, 246 student-athletes (58%) earned a 3.0 GPA. Of those, 168 earned a 3.5+ (40% of all student-athletes) and 85 earned a perfect 4.0 (20% of all student-athletes).

Entering the Spring 2024 semester, the cumulative GPA for all student-athletes is 3.19. The department cumulative GPA has now been at a 3.0 or higher eleven consecutive semesters.

SALLIE BEARD NAMED FINALIST FOR 50TH ANNIVERSARY GOLD AWARD



On November 13, the NCAA released the names of 45 finalists for the Division II 50th Anniversary Gold Award. Former MSSU Athletic Director and Coach **Sallie Beard** was part of that group, as selected by Division II conference offices.

The award, which is part of Division II's yearlong 50th anniversary celebration, will recognize two individuals (one male and one female) who have made a lasting and positive impact in Division II.

231 individuals were initially nominated by member institutions and conferences, with each conference office then selected two honorees (one male and one female) to advance as finalists. The NCAA Division II Management Council will review these finalists and select the two overall winners, who will be recognized at the 2024 NCAA Convention in Phoenix, AZ.

ATHLETIC STAFF UPDATES

The new year brings change and new faces to the MSSU Athletic Department staff in a number of areas. **Markie McCoy**, previously Assistant AD for Marketing & Community Engagement, will transition into the role of Assistant AD for External Operations. While maintaining many of the marketing & promotional duties from her former role, Markie's responsibilities will now include broader external engagement that includes corporate partner relations and oversight of the department's communications staff.

Carissa Cessna will join the department in the role of Assistant AD for Compliance later this month. A Washington, MO native, Carissa comes to MSSU from Division III Theil College where she served as Director of Compliance and Eligibility, Senior Woman Administrator, and Head Cross Country Coach. Carissa will oversee all NCAA compliance-related functions for the department.

Earlier this month, **Jaxson Webb** started in his role as Director of Event and Ticket Operations. Jaxson most recently served as a graduate assistant in the athletic department at fellow MIAA institution Fort Hays State University. A native of Lawrence, KS, Jaxson will handle home event setup and administration, as well as all season and event ticketing responsibilities.

Assistant Athletic Trainer **Callie Tosh** completes the new additions to the MSSU staff. Callie fills a much-needed and critical role in the athletic training room and comes to MSSU from fellow Division II institution Christian Brothers University in Memphis, TN.

FALL SPORTS HIGHLIGHTS

The 2023 fall sports season has concluded, and there were many notable achievements in competition from Lion student-athletes.

The **football** program continued its year-over-year improvement under Head Coach Atiba Bradley by completing a 5-6 season with a comeback, double-overtime victory over nationally ranked (#19) Missouri Western. The five wins were the most for MSSU since 2013.

The **volleyball** team finished their season 16-15, the first winning season for the program since 2010. The Lions capped their successful season with a run to the MIAA Tournament Semifinals, beating #2 seed and #15 ranked Central Oklahoma in the first round. It was the programs first MIAA Tournament victory in its current format.

The **women's cross country** team finished 5th in the NCAA Central Region meet and qualified for the Division II National Championship meet, where they finished 28th. Both meets were hosted on the Tom Rutledge Cross Country Course here at Missouri Southern. The men's team also finished 5th in the Central Region meet but failed to earn an at-large selection to nationals. **Gideon Kimutai** qualified as individual, where he concluded his standout career by earning All-American honors with a 14th place finish.

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Both the **men's and women's golf** programs had strong fall seasons. The men currently lead the MIAA standings after the first two designated points events. **Luis Limón** leads all individuals, with **Ben Marckmann** ranking 3rd and **Tradgon McCrae** ranking 6th. In the first set of Regional Rankings for Division II golf, the men's team ranks 5th and the women's team 14th. McCrae, Marckmann, and Limón are ranked 6th, 15th, and 27th respectively.



Gideon Kimutai



Luis Limón



Ben Marckmann



Tradgon McCrae