

MISSOURI SOUTHERN  
STATE UNIVERSITY

BOARD OF  
**GOVERNORS**

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NOVEMBER 10, 2023 • REPORT



# DR. DEAN VAN GALEN

## PRESIDENT

### CBHE ENDORSES EXPANDED STATEWIDE MISSION

On September 13 the Missouri Coordinating Board for Higher Education (CBHE) met in Jefferson City and unanimously voted to support Missouri Southern's application to update and expand its statewide mission. The university's current statewide mission of international/global education would continue with the addition of two new elements: Health and life sciences, and immersive learning experiences. The final step in the statewide mission change process is approval by the state legislature. We will work with our legislative delegation on this initiative and anticipate that our request will be considered during the 2024 legislative session.



International Education



Health and Life Sciences



Immersive Learning

### VISIT FROM VICE CHAIR OF COORDINATING BOARD OF HIGHER EDUCATION



On October 9 we hosted Hollie Elliott who currently serves as the Vice Chair of the Missouri Coordinating Board for Higher Education. Residing in Fair Grove, Missouri, Elliott is the Executive Director of the Dallas County Economic Development Group.

The purpose of the visit was to provide Vice Chair Elliott with an understanding of the unique assets and future opportunities of Missouri Southern. Following an overview of the university, Hollie toured the Cadaver Lab with Dr. Alla Barry and two pre-med students and enjoyed an informal meeting with a group of four current MSSU students.

Thanks goes to Board of Governor member Michael Seibert for participating in the visit.

## MISSOURI SOUTHERN AND PARTNERS AWARDED \$2.3 MILLION “SCIENCE TO JOBS” GRANT

Missouri Southern received a \$2.3 million grant from the Missouri Department of Higher Education and Workforce Development to collaborate with other entities to build a statewide “Science to Jobs” program for K-12 students. The program will increase awareness of workforce opportunities in health and agricultural science through education and outreach programs. The Missouri Biotechnology Association (MOBIO) is a major partner in the program, with Missouri Western University also playing a role. Most Missouri Southern activities will be coordinated through the MOSO CAPS program.

Major elements of the program include summer programs for K-12 teachers and students, deployment of a biosciences-themed immersion trailer in rural and underserved areas, a bioscience boot camp and tour for educators and professional staff, and utilization of class sized portable laboratories to provide students and teachers access to science curriculum not typically found in schools. As part of the grant, Missouri Southern will also be able to purchase state-of-the-art equipment and technology to support teaching and learning.

## CELEBRATING THE GOOD



In early October the President’s Cabinet hosted a unique event for all faculty and staff entitled “Celebrating the Good.” Hosted in the Beimdiek Recreation Center, employees were provided a complementary lunch as we celebrated our progress including a new strategic plan, early success of the Lions Forward campaign, increased new student enrollment, increased freshman to sophomore retention rates, and progress in the design of the Health Science Innovation Center. Missouri Southern is on the rise, as we continue to positively impact students, communities, and the world through high-quality and distinctive educational opportunities.

# DR. BRAD HODSON

## EXECUTIVE VICE PRESIDENT

### LION VILLAGE



On the evening of Sunday, October 15, 2023, an accident occurred on the third floor of the east wing of Lion Village that caused water damage to that floor and the two below. Residence Life, UPD, and Facility Services staff were on site almost immediately to assist students with the issue. In the end, 69 students were impacted on the first three floors of the east wing of Lion Village. Thanks, again, to Residence Life and Facility Services staff, the students were relocated to empty beds and recently renovated residence halls within the MSSU residence life complex.

That evening, Facility Services contacted Blackmon Mooring of Tulsa, Oklahoma, to be on site the next morning to begin clean up and water remediation. It was quickly determined that to fully dry out the impacted gypcrete floors, all carpet and LVT had to be removed because it had a rubber backing that would inhibit penetration of the heat and evaporation of the water. After two weeks of heat and anti-microbial treatment, the remediation process has concluded. Facility Services staff have walked through the building with the vendor and insurance adjuster to ensure all work has been completed to mutual satisfaction. Blackmon Mooring will certify that the walls (insulation, drywall, etc.), floors, ductwork, ceiling tiles and cavities, and university-owned furnishings are free from moisture and will pose no future health risk to residents of Lion Village.

Renovations on the impacted floors of the east wing of Lion Village will begin immediately with work centering on replacing the following impacted elements: carpet and LVT, sheet rock cut away to allow heat treatment, ceiling tiles, baseboards, lighting fixtures, and sensors. It is anticipated this work will take at least sixty days. Facility Services' goal is to have students return to their original Lion Village rooms for the beginning of the Spring 2024 semester.

### HEALTH SCIENCE INNOVATION CENTER

Work with Corner Greer, Pulse Designs, and the DLR Group is ongoing for the design of the new Health Science Innovation Center. Input sessions were held in May with a broad cross section of faculty and staff that informed preliminary design discussions with the HSIC Steering Committee in September. Now, as the university enters the final phase of schematic design, the Steering Committee and representatives of the academic and support units utilizing the Health Science Innovation Center will come back together in mid-November to review floor plans and make final recommendations.

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The next step in the process is design development where the architects and engineers add details to the schematic floorplans with multiple check-ins with the Steering Committee and facility end-users throughout. At each milestone, updated budget numbers are provided to the university to ensure total project cost and anticipated revenue align. The current timeline has groundbreaking occurring in Spring 2024 and expected occupancy in Summer 2026.

## MAJOR DONOR PROSPECT DINNERS

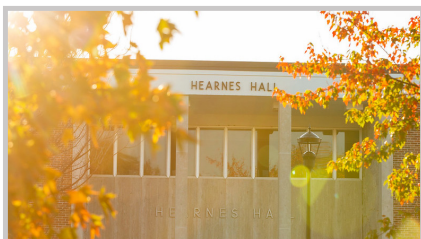
Much of the first year of the Lions Forward fundraising campaign has focused on cultivating and soliciting prospects who participated in the feasibility study. Most of those “feasibility study prospects” have been located regionally, facilitating easy travel by development staff. As the university begins to engage a broader cross section of prospective major donors, many of whom did not participate in the feasibility study, it necessitates producing events to facilitate engagement.

One such strategy is the major donor prospect dinner – an opportunity to host 12-20 prospective major donors in a small, private venue where Dr. Van Galen can lay out the vision of the university and development staff can talk about the importance of the campaign to facilitating that vision. Three such events have been held in recent months: Tulsa, Washington, DC, and Kansas City. Strong turnout at each of the three events was seen by prospective major donors and those who attended have received follow up from development staff to continue the conversations begun that evening. Possible locations for future major donor prospect dinners this spring include Oklahoma City, Los Angeles, Northwest Arkansas, and Springfield.

## PROSPECT VERIFICATION

Because of the shift away from individuals who participated in the campaign feasibility study, most of whom have been solicited, the need for reliable wealth screening and inclination rating information on prospective donors becomes more acute. To that end, the Office of Development has facilitated multiple prospect verification meetings with a cross section of alumni and friends who have knowledge of the wealth and interest of prospective donors. Not only do these committee members review existing lists of prospective major donors, but they also provide additional names from their circles of influence.

Those new prospects brought forward through these meetings are often introduced to development staff by the committee member(s) who first identified them. The university is incredibly grateful to the men and women who volunteer their time and expertise to assist the development staff in identifying and developing a broader understanding of their capacity to and interest in making a major gift to the “Lions Forward” campaign.



# DR. LISA TOMS

PROVOST/VICE PRESIDENT OF ACADEMIC AFFAIRS

## SOUTHERN SAFARI

The Southern Safari travel club visited Spain from Oct. 14-24. Sixteen members, including several retired faculty, visited Madrid, Ronda, Toledo, Granada, Seville, and Cordoba.



## FINANCIAL AID

Our new 2024-25 Foundation Scholarship Application is now available for students to begin applying. Using the Blackbaud Award Management System is a great enhancement to our scholarship selection process and will strengthen our donor-to-student relationship once we get everything fully implemented.

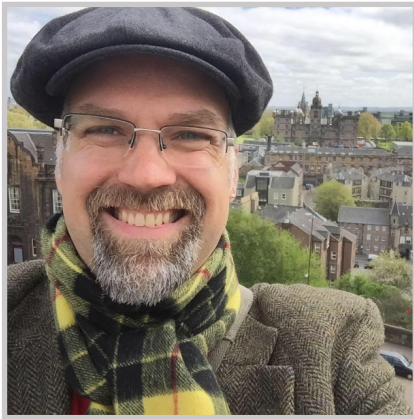
The VA Compliance Survey was clean with no findings.

## STUDENT SUCCESS

The Internship EXPO was hosted on Wednesday, October 11 for the sixth time in MSSU history since 2018, with over 40 businesses and organizations attending the event. Joplin Metro, Northwest Arkansas, Tulsa, Springfield, and Kansas City were represented by businesses in attendance, with over 150 internships opportunities being recruited for throughout the day.

Students attending the event were able to learn about internship opportunities ranging from management, information technology and computer science, environmental health and safety, banking and finance, accounting, teacher education, manufacturing and healthcare. Students attending showcased skills such as communication, professional dress, career awareness, and experiential learning opportunities connected to their various degree programs and professional aspirations. Assessment of skills and learning outcomes is being conducted through the new campus engagement software Sutable (known as LionLink) through a reflection essay of student attendees.

## HONORS



On Thursday October 26, the Honors Lecture Series welcomed renowned author **Kyle William Bishop**. Dr. Bishop is a professor at Southern Utah University. In addition to publishing a variety of critical essays and articles on popular culture and cinematic adaptation, he has written two books: *American Zombie Gothic: The Rise and Fall (and Rise) of the Walking Dead in Popular Culture* (2010) and *How Zombies Conquered Popular Culture: The Multifarious Walking Dead in the 21st Century* (2015). Dr. Bishop gave a presentation titled “What are Zombies Good For? (Absolutely Everything!).” There were over seventy people in attendance. Dr. Bishop also visited several Honors classes during his visit.

## COLLEGE OF HEALTH, LIFE SCIENCE AND EDUCATION



**Teacher Education** partnered with the Department of **Kinesiology, Social Sciences, and Psychology** for Discovery Day. They began their day with interactive activities with our current student teachers and wrapped up the day in Taylor Hall playing 9 Square, Campus Tour Trivia, and interacting with a student panel. A Hospitality Room was provided for the leaders and faculty spent time getting to know them and used the opportunity to share about various programs.

## COLLEGE OF ARTS AND SCIENCES

High School students were able to explore the curriculum and immersive learning environments on our campus at **Fine and Performing Arts, Justice Studies, and STEM** Discovery Days on October 6.



The **Social Work** program hosted a community Lunch and Learn on October 18. The presenter was Cassie Brown, MSW, LCSW, Executive Director of Missouri National Association of Social Workers (NASW-MO), who works diligently alongside MO Congress and regulatory agencies. The event provided continuing education units (CEU) opportunity for students and community social workers regarding the legislative process, developing bi-partisan advocacy skills, and the current status of Missouri social welfare policies. A break-out session was held for Social Work students to learn about NASW-MO social justice priorities and how they relate to the field's Code of Ethics.



On October 20, the Department of **Language and Literature** held their first ever English Internship Open House. The event was open to students of all majors who are curious about internships. Several of our majors who have completed internships (included Cassidy Hunter, Bethany Roberts, and Hannah Crouch) were there to advise their peers, answer questions, and distribute information. We had fourteen students attend from six different majors, and ten of them expressed interest in completing an internship in the upcoming semesters. This event was planned and

executed in support of our departmental objective (Language and Literature will offer students majoring in English and Spanish more immersive learning experiences) serving university goal 1.1 of the strategic plan (immersive learning experiences, such as study abroad and collaborative research, will be essential to academic programs). Our strategy is to increase internship opportunities for Spanish and English majors, which we will measure by increasing the number of students completing internships in Spanish and English by 5% annually. The open house put new students in contact with current students (and one alumnus) to share information and make the internship process and results more familiar to our students. We would of course like to see a bigger turn out, but we are encouraged by this turnout enough to repeat this event next semester.

October 19-21, the **Performing Arts** Department performed “Guys and Dolls” in Taylor Performing Arts Center. This was the first theatrical performance in TPAC since 2018.



On October 19-21, the 2nd Annual **Artful Medicine Symposium** Conference occurred on our campus. This symposium bridges Medicine and the Humanities with oral and poster presentations and expressive works of art. Art workshops were also held. Researchers participated from all over the country, including Harvard University, Ohio State University, West Virginia University, Alice L. Walton School of Medicine, and Kansas City University. Dr. Angela Pierce, one of the keynote speakers, and Assistant Dean of Whole Health Integration for the Alice L. Walton School of Medicine in Bentonville, AR, is a Spanish and Biochemistry graduate of Missouri Southern State University.



The **International Club** won 1st place in the Homecoming Parade on October 7 and participated in a Hayride and Bonfire on October 21.



## COLLEGE OF BUSINESS, COMMUNICATION AND TECHNOLOGY

The **Plaster School of Business** Advisory Board met October 6 with 17 members attending.



**The Chart** can now be found and read on a mobile app (College News Source).

**Industrial Engineering Technology** faculty also engaged with about 90 students at the STEM discovery day with these fun activities:

- Students were introduced to Industrial Automation by working in teams to compete in a domino block built-off against a robot.
- Students experienced what it would be like to be an Industrial Engineer by having to figure out the best process for decorating and wrapping as many cookies as possible within 90 seconds.

The 135th Army Band were guests on campus on November 9 as part of the Veteran's Week activities. We were fortunate to have faculty from the Communication Department who facilitated this event through their contacts.

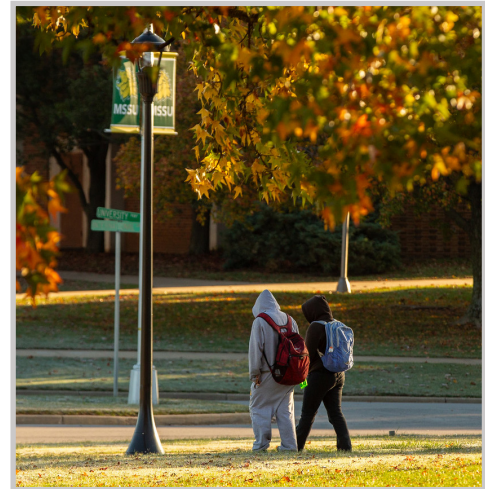
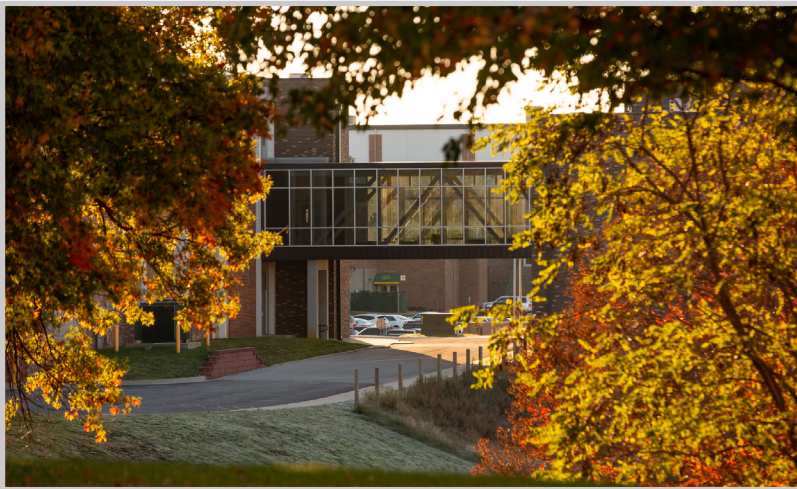
# LINDA EIS

CHIEF FINANCIAL OFFICER

## ANNUAL AUDIT

The annual audit by FORVIS is complete. FORVIS presented the audit at today's meeting. This is an essential process for the university. The audit is a collective effort by many offices across campus and we thank all of them for their contributions and work on the audit. The Financial Services team does tremendous work in a very short timeframe. This year an extra thank you goes to Michelle Arwood, Director of Accounting. She took on the task of implementing the new GASB96 (Subscription-based information technology arrangements SBITA). This GASB is the follow-up to GASB87 (Leases) but with a lot of intricate accounting and nuances. The process of implementing this new required reporting took many hours of diligent work and collaboration with FORVIS.

The audit received an unmodified opinion. This equates to a "clean" audit and it is the best opinion we can receive. There were no audit accounting adjustments to the report. The audit covers both compliance (Financial Aid, HEERF/Cares and other federal grants) and financial transactions for fiscal year 2023.



## INSURANCE

Open enrollment for employees went from October 18 through October 31. Thank you goes to Human Resources, the Insurance Committee, Anthem, Cigna and our consultant, Gallagher. Our current medical provider is Anthem and employees have three options to select from with various premiums, deductibles and out-of-pocket expense. Cigna is our carrier for dental and vision. Employees were offered in-person enrollment sessions, one-on-one with the HR team or through on-line resources. We continue to offer the Wellness Incentive Plan that provides a monthly \$25 payment to employees who meet a goal of 400 points through various wellness activities.

## FOOD SERVICE REQUEST FOR PROPOSAL

The university convened a committee to work on issuing a request for proposal for food service. The committee will develop the request, review proposals and make a recommendation on the vendor selected. The proposal will request pricing on Residence Hall meals; Lion Cub Academy meals; retail options in the Lions Den and catering to both internal and external constituents. This process will take several months with an expected contract to begin July 1, 2024.



## FINANCIAL STATEMENTS

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

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



# DR. SHELLIE HEWITT

DEAN OF ADMISSIONS

## ON CAMPUS RECRUITMENT EVENTS

This fall semester Missouri Southern has hosted thirty-nine group tours and events, welcoming more than 1200 prospective students and guests to our campus. During these campus visits, prospective students had the opportunity to meet with faculty and learn about our academic programs.

Prospective students and guests attended information sessions with Admissions, Financial Aid, and Global Leaders. We offered campus tours highlighting Lion Village, Spiva Library, Beimdiek Student Center, and many academic immersive learning spaces. The goal is for prospective students to experience Missouri Southern and leave a Lion.



## MARKETING INITIATIVES

### Increased Television Commercial Ad Buys

- Sunday Night Football
- College Football Packages on NBC, ABC, CBS, ESPN
- KSN Remarkable Women Sponsor
- KSN Honoring Black History Month Sponsor
- New 10 sec. News Promotions with KSN/KODE

### Fall Digital Marketing Campaigns

- General Campaign - MOSO Merit and Immersive Learning
- MKEAP Campaign - Application deadlines for MKEAP Medical and Dental
- Graduate Campaign - New Graduate Program Offerings

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### Digital Marketing Campaigns Starting Soon

- Data Analytics
- Healthcare Administration

### Increases in Impressions and Clicks from areas outside Feeder Schools

- Springfield, MO – 66% paid search click through increase
- Grove, OK – 600% paid search click through increase
- Rogers, AR – 57% paid search click through increase
- Bentonville, AR – 45% paid search click through increase
- Fayetteville, AR – 66% paid search click through increase
- Tulsa, OK – 300% paid search click through increase



### Total Paid Search Impressions Increase

- August – 5,147 impressions
- September (New Website Live) – 7,058 impressions (37% increase)

### MSSU.edu Web Progress

- Web Governance Policy Adopted
- Web Governance Committee Formed
- Return of Website Editor roles across campus

## INTERNATIONAL STUDENT RECRUITMENT



International recruitment initiative for spring and fall 2024 are showing positive results. Currently we have admitted 400+ international students which is four times the number of international students admitted the previous spring. With U.S. embassy's offering more visa appointments we are expecting to see an increase in first-time, full-time, degree-seeking students in 2024. The most popular degrees/majors for international students include:

- CIS – Information Technology (106)
- Business Major – Undeclared (42)
- Biology – General Bio (38)
- Accounting (37)
- Biology – Biotech Micro Gen (13)
- Healthcare Administration (10)
- Nursing Applicant (10)
- Psychology (10)

# ROB MALLORY

## DIRECTOR OF ATHLETICS

### HALL OF FAME WEEKEND

The Missouri Southern Athletics Hall of Fame Class of 2023 was official inducted and celebrated on October 27-28. This year's Hall of Fame Class included Danee Jones (Track & Field), Bill Martz (Meritorious Service), Harold Noirfalise (Football), Nikki (Llewellyn) Nill (Women's Soccer), Kaney Tyler (Women's Soccer) and Brandon Williams (Football).

An informal reception was held Friday evening in the North End Zone Facility for the inductees and their guests. On Saturday, more than 215 guests attended the induction ceremony and brunch in Young Gymnasium. Inductees were invited to the President's gameday celebration and were honored at halftime of the Lions' football game vs. Central Missouri.



Danee Jones



Bill Martz



Harold Noirfalise



Nikki (Llewellyn) Nill



Kaney Tyler



Brandon Williams

## COMMUNITY ENGAGEMENT

Engagement with and service to the local community continues to be a significant priority for the Missouri Southern athletic department. One of the highlights every year in this area is the annual Trick-or-Treat So Others Can Eat program. Student-athletes collect non-perishable items from all over the community to be donated to the food pantry at Souls Harbor, a local human services and homeless shelter serving the Joplin community since 1982. This year, student-athletes collected 6,136 items in total, the third most ever collected through this initiative and 1,800 more than in 2022.

This is just a part of the larger, ongoing efforts of MSSU student-athletes and coaches in the community. Once again, Missouri Southern finds itself amongst the national leaders in Division II for community service. As of October 27, Lion student-athletes have completed 3,809 hours of service. This is an increase of more than 1,400 hours from this time last year and ranks Missouri Southern #3 in the ongoing NCAA Service Challenge.



## LIONS TO HOST NATIONAL CHAMPIONSHIP CROSS COUNTRY MEET

The best cross country runners from around the country will converge on Joplin next week as Missouri Southern hosts the NCAA Division II National Championship meet on Saturday, November 18. For both the men and the women, 34 teams (top 3 from each of the 8 regional meets along with 10 at-large teams) and at least 24 individuals from non-advancing teams will qualify for the championship meet. In total, a minimum of 524 student-athletes will participate.

Weekend events will include community engagement by participating student-athletes in Joplin elementary schools on Friday morning, an informal banquet event on Friday evening in Leggett & Platt Athletic Center, and the races on Saturday morning. The women's 6,000 meter race will run at 10:00 AM followed by the men's 10,000 meter at 11:15 AM.

The meet is one of only four Division II national championship events that will be held on-campus at a member institution this academic year, along with women's field hockey, indoor track & field, and outdoor track & field. The event is expected to draw approximately 1,500 visitors to the Joplin area.