

---

## **Executive Vice President and Provost's Report**

Faculty Senate

February 11, 2008

My second report for Winter Quarter 2008 will detail developments relating to searches that are underway, the implementation of the Vision Ohio Academic Plan, and matters associated with the University System of Ohio (USO). The contents of this report are:

### Searches

- Vice President for Research and Creativity Activity and Dean of the Graduate College
- Vice Provost for Diversity, Access, and Equity
- Vice Provost for Enrollment Management
- Dean of Students

### Vision Ohio Academic Plan Implementation updates:

- Recruitment
- Enrollment
- Retention
- Five-Year Academic Action Plan
- Additional Indicators of Vision Ohio Implementation Progress

### University System of Ohio:

- General Update
- Choose Ohio First Scholarship and Ohio Research Scholars Program

---

## **SEARCHES**

### **Vice President for Research and Creative Activity and Dean of the Graduate College**

Two candidates for the position--Paul Sanberg (University of South Florida) and Jack McIver (University of New Mexico)--have completed their campus visits. Mark Welker (Wake Forest University) was on campus today and his visit will continue tomorrow. The final candidate--Rathindra Bose (Northern Illinois University)--will be on campus February 19<sup>th</sup> and 20<sup>th</sup>. I urge faculty to continue participating in these visits. The Vice President for Research and Creative Activity and Dean of the Graduate College is a critical appointment for the university and faculty assessment of the candidates is important.

### **Vice Provost for Diversity, Access, and Equity**

The search has been continued. New candidates are being put forward by the search firm.

Dr. William Allen, who was a key contributor to diversity efforts during his career at Ohio University, has agreed to come out of retirement and fill on an interim basis the position of director of the Diversity Office formerly held by Christine Taylor who has accepted the position of associate vice president for institutional diversity at Miami University. An excellent account of Dr. Allen's career and contributions entitled "Dr. William Allen: A Man Worth Knowing" can be found on the University College Web site at <http://www.ohio.edu/univcollege/news.cfm>.

## **Vice Provost for Enrollment Management**

The search has been concluded and a public announcement will be forthcoming when final details are resolved.

## **Dean of Students**

Vice President of Student Affairs, Dr. Kent Smith Jr. announced that Ryan Lombardi has been selected as Ohio University's Associate Vice President and Dean of Students. Mr. Lombardi is currently Associate Dean of Students at Duke University.

Ryan Lombardi has a Bachelor of Science in Music Education from West Chester University, a Master of Science in Higher Education from the University of Kansas, and is completing a Ed.D. from North Carolina State University in Higher Education Administration.

## **RECRUITMENT**

The Office of Admissions has been pursuing the goal set forth in Vision Ohio to recruit talented and diverse students. They have focused on three areas which are key to meeting that goal.

- Increasing the number of overall applications
- Bettering the academic profile of the incoming class
- Increasing the number of applications from multi-cultural, out-of-state, and international students

There are significant signs of progress in all of these areas.

As was reported to the Board of Trustees we have 12,545 applications—an increase of 9%. If the trend continues we anticipate having a record number of freshmen applications.

There is no question that our larger application numbers owe something to the current proclivity among applicants to apply to multiple places, but there is more at work here than just this trend.

We do not participate in the “common application” process. To apply to Ohio University, you must fill out our application form. While not an onerous commitment of time, it does require effort—that effort, it is fair to say indicates knowledge of and interest in the university.

We have also had record numbers of prospective students and their parents attending our fall on-campus recruiting events. This is significant because we find that 9 out of 10 students who visit campus end up applying to the university.

The academic qualifications of applicants are stronger overall. In the top echelon of applicants--students with ACT scores from 26-35--we have seen an increase over last year of 355 applicants. Larger numbers of academically stronger students will allow us to continue being more selective in building our freshmen class.

In multi-cultural applications we are seeing a 21% increase; in out-of-state applications we are up 9%; in international students we have a 97% increase.

In accordance with our strategic planning goals, the Office of Admissions has made each of these areas a priority. They have reconfigured their resources and have been given additional resources by my office to target multi-cultural, out-of-state, and international students. The increased applications in these areas indicate that investments made and efforts expended are taking effect.

Credit for what looks like a strong application season should be given to the work of Dave Garcia and his Admissions Staff; the contributions made by the university-wide Enrollment Management and Admissions Committee; the invaluable support of chairs, directors, and other faculty; and the work of the Communications and Marketing staff on “The Promise” campaign. There is a much stronger sense on campus now that recruiting is not just the job of Admissions, but the business of the entire university community in its broadest sense.

An illustration of the power of enlisting the entire university community is the contribution made to “The Promise” campaign by Scripps College alumnus and Ohio University Foundation Board Trustee, Perry Sook. Perry is president and CEO of Nexstar Broadcasting Group Inc., a Top 20 television broadcasting company.

He generously agreed to broadcast the three “Promise” television ads in some key out-of-state markets through some of the 49 television stations that he owns. As a result of Perry’s action, three million households in five states saw “The Promise” during November, December, and the first week of January.

While I do not have formal data that confirms a link between our increase in non-resident applications and the playing of “The Promise” on Perry’s stations--given the compelling nature of “The Promise” spots—I cannot help but conclude that Perry’s generosity has been of real assistance in our drive to recruit more out-of-state students.

We plan to do everything we can to continue reinforcing the idea that that recruiting is the responsibility of the entire university community. High school graduates in Ohio are expected to peak this year and then fall by nearly 9% over the course of the next five years. To meet this challenge our recruiting efforts must become increasingly more integrative and strategic.

Year One investments as well as the prioritization of the Five Year Vision Ohio Implementation Plan reflect this necessity. Recruitment related strategies that were recommended for funding in Year One of the plan include:

- The creation of a B.S.N. program on the Athens campus
- The recruitment of a Vice Provost for Enrollment Management
- The implementation of a student recruitment marketing campaign focused on materials to be used by the Office of Admissions and colleges
- The funding of international recruitment efforts with base dollars
- The creation of an academic marketing campaign in line with that of “The Promise”

## **ENROLLMENT**

All of these strategies are designed to assist in the essential activity of creating future enrollments. I am now able to share with you some information about our current enrollment picture. Attached as an appendix to this report is a document prepared by the Office of Institutional Research which provides the final headcount enrollment from Fall 2006 to Fall 2007. Some things to note about this set of data:

- We have not only met our budgeted enrollment targets for this period. We have exceeded them. This means additional revenue for the university which can be used to advance our strategic priorities.
- The growth in enrollment documented is in categories which draw less heavily on costly resources and in some cases bring a modest revenue boost.

- For example, in the case of the Athens "Other New" category on the undergraduate side, non-degree students, re-enrolling undergraduates, and relocating undergraduates typically utilize upper-division curricular resources which in some colleges do not exhibit the same level of demand as lower division courses. Re-enrolling and relocating students, while eligible to live in residence halls, often prefer to live off-campus thereby allowing student growth without straining current on-campus housing capacity.
- Another example is the boost in enrollment on the Athens campus "Graduate Outreach/Other" category. Students in these programs are much more likely to be paying fees to the university and are less likely to be placing additional demands on infrastructure.
- We will be watching these trends to determine if and when they might be considered a more permanent trend in our enrollment on which we might base future budget allocations.

## **RETENTION**

In the discussions that took place over winter break, strategies concerning retention emerged as primary pursuits for the Five Year Vision Ohio Implementation Plan. Proposed Year One investments relating to retention include:

- The expansion of learning communities
- Improvement in academic advising
- Funding for undergraduate research, creative activity, and service learning projects
- Increasing faculty lines in targeted areas
- Provision of additional instructional resources for General Education Courses
- Implementation of a General Education Assessment Plan
- Funding an airport transportation system for international students
- Provision of additional funding for student programming
- Improving student out-of-class experience through an increase in the Resident Assistant stipend which will make the position more attractive to some of our best upper-classmen
- Continuing the funding for the Arts for Ohio program

We are beginning to see positive results with previous Vision Ohio investments in retention efforts. At the last Faculty Senate meeting, I reported on the decline of 75 students in first-year probation numbers from fall to winter. Caution is necessary when dealing with retention figures based on fall to winter data, but at the moment we are on target to achieve a 1% increase in our first-year retention rate. A 1% improvement is the Vision Ohio goal that we set for first-year retention for 2007-2008.

Two members of the University College staff who are helping the university to make significant strides in the realm of retention are Jennifer Klein, who oversees the Allen Student Help Center in Baker Center and Dale Tampke, Assistant Provost for Undergraduate Student Retention.

Dale recently compiled a list of ongoing retention efforts associated with the Allen Student Help Center as well as projects that involve colleges and specific departments. The list has been inserted below. Faculty who have questions about any of these activities are encouraged to contact Jennifer or Dale.

## Retention Activities Update – January 30, 2008

1. Allen Student Help Center
  - a. Academic Success Workshops - 559 students have scheduled (out of 710)
  - b. Turning Points - 16 students (10 UC, 6 HHS)
  - c. UC110 project - 12 sections, 196 students
  - d. Fall quarter contacts
    - Walk ins: 554
    - Advising Appointments: 395
    - Student Readiness Inventory meetings: 177
    - Academic Success Workshops: 93
    - Turning Points: 78
    - Total number: **1297**
2. Learning Community expansion – 115 communities, 1925 students
3. Academic alert - <http://www.ohio.edu/univcollege/alert.cfm> The “Academic Alert” allows faculty and instructors to notify a student’s college office and other relevant units and individuals (e.g. Athletics, CAP, Links) at the first indication of a problem. These “Alerts” allow advisors and student services staff to assist students in contacting the instructor; finding tutors or supplemental instruction; deciding whether to continue enrollment in the course.
4. Attendance tracking project
  - a. FQ - AAS 150, AH 214, CHEM 121/123/150/151/153/241, ECON 103, GEOG 121, ITS 101, JOUR 101/105, P SC 100, PBIO 100, S W 101, TCOM 184
  - b. WQ – AAS 150, CHEM 121, GEOG 121, JOUR 105, P SC 100D, PBIO 100, TCOM 184
  - c. Rooms – Clippinger 194, Walter 135/145, Morton 201/235/237, Stocker 104
  - d. Follow up with first-year students showing a break in attendance
5. Student Readiness Inventory (SRI)
  - a. Survey administered at Pre College – 2774 surveys completed
  - b. Follow up with approximately 200 students
6. Computer/printer loan program
  - a. Enrolled Ohio University student
  - b. Current FAFSA on file with the Office of Student Financial Aid and Scholarships
  - c. Effective Family Contribution (EFC) of no more than \$6000
7. Research projects
  - a. Data mining – Predicting retention
  - b. Job departure model—use of exit interviews to ascertain reasons for student decision to leave
  - c. Combining advising and teaching UC115
  - d. SRI follow up

## **FIVE YEAR VISION OHIO IMPLEMENTATION PLAN**

On January 22<sup>nd</sup> and January 29<sup>th</sup> the Five Year Plan Committee (consisting of the Five Year Academic Action Plan Committee and the Vision Ohio Executive Steering Committee) met to discuss the draft of the Five Year Vision Ohio Implementation Plan and its budget that were presented to the campus on January 16<sup>th</sup>. On February 1<sup>st</sup>, the Budget Planning Council reviewed the FYVOIP and the accompanying budget document.

Also presented to the Five Year Plan Committee and the Budget Planning Council was a draft of an implementation process for the FYVOIP that contained recommendations on how to proceed with Year One and with future years of the plan. The draft will be reviewed by the Vision Ohio Executive Steering Committee on February 12<sup>th</sup> and submitted to me, Vice President Bill Decatur, and President McDavis for final approval.

At their February 12<sup>th</sup> meeting, the Vision Ohio Executive Steering Committee will also begin to review feedback received on the plan. A final version of the Year One Plan and budget will be presented to the Board of Trustees at the April 17<sup>th</sup> and 18<sup>th</sup> meeting.

### **Review Processes**

Work continues on the Graduate College Task Force, the Centers of Excellence Review of Professional and Graduate Education, and the Academic Support Unit Review. The deans hope to begin conversations soon with Faculty Senate Executive Committee on how to approach the Centers of Excellence Review of Undergraduate Programs.

## **ADDITIONAL INDICATORS OF VISION OHIO IMPLEMENTATION PROGRESS**

To round out my report on Vision Ohio Implementation progress, I would like to draw your attention to some additional developments relating to the implementation of the goals of Vision Ohio.

- In the realm of the formation of meaningful partnerships and outreach to the region, I would draw your attention to three examples.
  - First, College of Osteopathic Medicine students in cooperation with local optometrists and ophthalmologists have begun participating in a national program that offers free glaucoma screenings. The screenings are open to everyone, but special emphasis is being placed on reaching underserved, underinsured, or uninsured patients. Through this program it is hoped that the rate of glaucoma-induced blindness in our region can be curtailed.
  - Second, the Office of Outreach facilitated the signing of a third memorandum of understanding (MOU) to help increase the number of transfer students attending Ohio University. The MOU with Columbus State Community College will allow students to use their work at Columbus State to assist them in earning an Ohio University degree. Columbus State has a diverse student body with an enrollment of 23,000. The Columbus State MOU is similar to MOUs signed with Washington State Community College and Hocking College.
  - Third, American Hydrogen Corp., a start-up company at Ohio University's Innovation Center, announced plans to open a manufacturing facility in Meigs County that could provide 100 jobs in the next three years. Meigs County, which borders Athens County to the South, has an

unemployment rate of 10%. The company holds a license to commercialize hydrogen fuel technology developed by Gerardine Botte, Associate Professor of Chemical and Biomolecular Engineering.

- In the areas of strengthening undergraduate education and expanding faculty development, the Center for Teaching and Learning sponsored a successful workshop on learning outcomes at the start of Winter Quarter. Faculty work on learning outcomes is critical to the future of General Education at Ohio University. Laurie Hatch, Director of the Center for Teaching and Learning, anticipated that 40 faculty would sign up. In the end, over 60 did--and those in attendance reported finding it a valuable experience.
- In the realm of retaining talented faculty, colleges are finishing their selections for probationary faculty awards. These awards are an academic initiative stemming from the May 7<sup>th</sup> reorganization. Funds were provided for colleges to facilitate the career development of a highly promising untenured faculty member. Providing time for scholarly and creative activity is an important investment in the future of the Ohio University. To date the following faculty members have been selected for these awards as a result of their exceptional promise:
  - Patrick Kreiser who is a faculty member in the Business Strategy group within the Department of Management Systems.
  - Matthew Friday who is a faculty member in the School of Art.
  - Devika Chawla who is a faculty member in the School of Communication Studies.
  - Guofang Wan who is a faculty member in the Department of Teacher Education.
  - Janet Yates who is a faculty member in the Department of Civil Engineering.
- In the area of enhancing national prominence, it appears that we are on target to continue our outstanding Fulbright success. Beth Clodfelter, Director of U.S. Fulbright Programs and Liaison for International Partnerships, recently learned that 17 out of the 22 Ohio University applications submitted have been advanced to the next round of competition. This is a record number of Ohio University applicants to achieve finalist status. Congratulations to the 17 students and Beth. We eagerly await word on the final disposition of their applications as well as dozens of other applications pending for national competitive awards.

## **UNIVERSITY SYSTEM OF OHIO**

On January 31<sup>st</sup>, Governor Strickland announced more than “\$733 million dollars in cost savings, management strategies, program reductions and efficiencies.” In so doing, he pledged to protect the investments made in higher education in the biennium budget.

In Governor Strickland’s State of the State address delivered February 6, 2008, he reconfirmed his commitment to higher education and to the University System of Ohio. He also announced a program, “Seniors to Sophomores,” which will have an impact on all Ohio universities and colleges. Governor Strickland described the program in his speech:

“Building on the existing Post Secondary Enrollment Options plan, today I am announcing that I have directed the Chancellor to give every twelfth grader who meets the academic requirements a choice of spending their senior year in their home high school, or spending it on a University System of Ohio campus. Tuition for the year will be free.

We will begin enrolling students in this plan for the upcoming school year. Participating seniors will then graduate from high school ready to start their sophomore year in college. In fact, students will receive their high school diploma and one full year of college credits at the same time. The credits will transfer in full to public institutions, as well as many private colleges.”

At the writing of this report, I do not have information on how the state plans to implement the “Seniors to Sophomore” Program. Chancellor Fingerhut, in his response to Governor Strickland’s speech, states that details will be forthcoming.

### **Choose Ohio First Scholarship Program and Ohio Research Scholars Program**

November 22 marked the deadline for Ohio public universities and their partners to submit final proposals in the Choose Ohio First Scholarship competition. Ohio University submitted four proposals on which it was the lead institution or co-lead institution. The proposals submitted were:

Ohio Consortium for Bioinformatics—A proposal to provide scholarships for graduate and undergraduate students in the emerging field of bioinformatics. Bioinformatics involves the use of high performance computing to analyze large amounts of biological and medical data to assist in finding cures for diseases, making advances in agriculture, and enhancing industrial opportunities. The proposal involves the Russ College of Engineering and Technology and the College of Arts and Sciences along with 24 collaborating institutions and partners. It requests \$4,475,300 in state funding.

Comprehensive Academic and Research Experiences (CAREs)—A proposal to provide undergraduate scholarships tied to comprehensive academic and research experiences for students seeking degrees in STEM fields. This proposal is centered in the College of Arts and Science in the departments of Chemistry and Biochemistry and Biological Sciences. It involves 6 collaborating institutions and partners. It requests \$2,406,300 in state funding.

Interactive Virtual Environments (IVE)--A proposal to create a STEM-based undergraduate and graduate scholarship program through an Interactive Virtual Environments initiative. Participating colleges include the Scripps College of Communication, College of Health and Human Services, Russ College of Engineering and Technology, College of Education and College of Fine Arts. It also involves 6 collaborating institutions and partners. It requests \$2,383,100 in state funding.

COFSP Proposal Serving Appalachia--A proposal submitted with Shawnee State University (co-lead institution) focused on undergraduate and graduate scholarships for economically disadvantaged students in STEM and STEM-educator fields. It brings together faculty from the College of Education, the College of Engineering and Technology, the College of Arts and Sciences, and 12 collaborating institutions and partners. It requests \$3,478,000 in state funding.

Part of the Ohio Innovation Partnership Program—a legislative initiative of \$250 million that provides for investments in university science, technology, engineering, mathematics and medical (STEMM) programs—the Choose Ohio First Scholarships Program will distribute \$100 million to universities to enable higher enrollments and graduation rates in STEMM disciplines.

In light of the budget reductions announced by Governor Strickland, questions have been raised about the continuation of COFS. In his written response to the Governor's budget realignment, Chancellor Fingerhut stated "we will make changes in the way certain programs, including the Choose Ohio First Scholarship program, are managed in order to help the state avoid even deeper cuts in other, essential programs. Specifically, we will provide funds for the scholarships as they are earned by the student, not at the time the college or university earns the right to award the scholarship." Final decisions on funding for COFS proposals are expected to be announced on February 29.

Also part of the Ohio Innovation Partnership Program is the \$150 million set aside by the legislature to fund the Ohio Research Scholars Program (ORSP). The Ohio Department of Development and the Chancellor of the Ohio Board of Regents are overseeing the ORSP competition. The goal of the program is to enable the strengthening and development of centers of research excellence capable of making significant contributions to Ohio's economy in the areas of: 1) advanced materials; 2) biosciences; 3) instruments-controls-electronics; 4) information technology; and 5) power and propulsion. \$2.5 million to \$50 million is the range of funding for proposals.

As with the COFS competition, public universities and colleges were to form partnerships with each other and with commercial and non-profit entities. Proposals were submitted to the Ohio Board of Regents on February 4. Ohio University is a major partner in four proposals:

"Ohio Computational Science Scholars" which is a collaboration between Ohio University (lead institution), Kent State University, Ohio Supercomputer Center, Ohio State University, University of Cincinnati, University of Toledo, Wright State University, and Youngstown State University. Participating Ohio University units include the Russ College of Engineering and Technology and the College of Arts and Sciences. The total request for state funding is \$43,320,740.

"Advanced Energy Systems via Green Industrialization" which is a collaboration between Ohio State University (lead applicant), Case Western Reserve, University of Toledo, and Ohio University. Participating Ohio University units include the Voinovich School, the College of Arts and Sciences, and the Russ College of Engineering and Technology. The Ohio University (subcontract) request for state funding is \$4,820,000.

"Consortium for Cancer Diagnostics and Targeted Therapies" which is a collaboration between Ohio State University (lead applicant), University of Cincinnati, University of Toledo, and Ohio University. Participating Ohio University units include the College of Osteopathic Medicine and the Russ College of Engineering and Technology. The Ohio University (subcontract) request for state funding is \$8,000,000.

"Cluster of Excellence in Nano-Scale Multifunctional Materials" which is a collaboration between Wright State University (lead applicant), Central State University, Ohio University, NASA Glenn, National Composite Center, Mound Laser & Photonics Center, Inc., and Edison Materials Technology Center. Participating Ohio University units include the College of Arts and Sciences and the Russ College of Engineering and Technology. The Ohio University (subcontract) request for state funding is \$7,968,032.

Grants are to be awarded in May 2008. There has been no indication that the ORSP might be scaled back due to state budget cuts.

**APPENDIX****Ohio University Final Headcount Enrollment 2006-2007 [Office of Institutional Research]**

	<b>Fall 2006 Final</b>	<b>Budgeted Enrollment</b>	<b>Final Fall 2007 Enrollment</b>	<b>Difference: Actual vs. Budgeted</b>	<b>Difference Fall 2007 vs. Fall 2006 Final</b>
<b>ATHENS UNDERGRADUATES</b>					
New Freshmen	4,084	4,050	4,006	-44	-78
Transfers	438	450	444	-6	6
Other New*	720	725	805	80	85
Continuing from Prior Spring	11,320	11,251	11,389	138	69
<b>TOTAL ATHENS UNDERGRADUATES</b>	<b>16,562</b>	<b>16,476</b>	<b>16,644</b>	<b>168</b>	<b>82</b>
<b>GRADUATE</b>					
Graduate—Athens**	2,615	2,782	2,672	-110	57
Graduate—Outreach/Other**	536	418	597	179	61
Osteopathic Medical	433	430	437	7	4
<b>TOTAL ATHENS</b>	<b>20,146</b>	<b>20,106</b>	<b>20,350</b>	<b>244</b>	<b>204</b>

	<b>Fall 2006 Final</b>	<b>Expected Final Fall 2007 Enrollment**</b>	<b>Difference: Fall 2007 vs. Fall 2006 Final</b>
Lifelong Learning***	464	739	275
Chillicothe	1,850	1,836	-14
Eastern	708	751	43
Lancaster	1,727	1,728	1
Southern	1,824	1,699	-125
Zanesville	1,723	1,805	82
<b>TOTAL LIFELONG LEARNING AND REGIONAL CAMPUSES</b>	<b>8296</b>	<b>8558</b>	<b>262</b>
<b>GRAND UNIVERSITY TOTAL</b>	<b>28,442</b>	<b>28,908</b>	<b>466</b>

\*Other new includes the following categories: non-degree (special) undergraduates; re-enrolling undergraduates (who have not been enrolled for at least one prior academic quarter); relocating undergraduates from regional campuses.

\*\*Graduate students are all at the Athens campus; Graduate Outreach includes off-campus programs and workshops.

\*\*\*Includes Independent and Distance Learning beginning Fall 2007.