President's Report

Council of Trustees Meeting

KAREN RILEY, Ph.D.
September 27, 2024

We have an amazing cast and crew!

- Office of the President
- University Marketing and Communication
- Office of the Provost
- Enrollment Management Team
- Finance Team
- DEIB Team
- Strategic Planning Teams
- Student Affairs
- Human Resources
- University Advancement and Alumni Engagement

SLIPPERY ROCK UNIVERSITY
FALL 2024 *enrollment*

8,394* STUDENTS

+0.4% FROM LAST YEAR
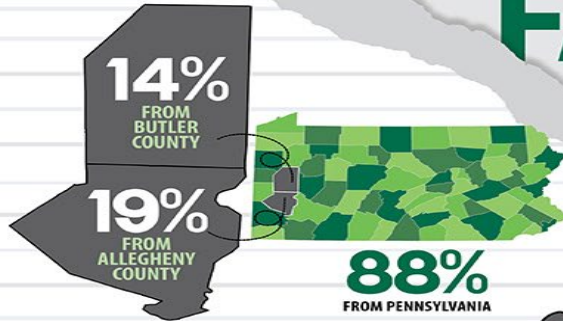
6,853 UNDERGRADUATES
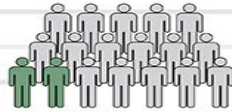1,541 GRADUATE STUDENTS

TOP 3 MAJORS

539 EXERCISE SCIENCE

409 SAFETY MANAGEMENT

377 PSYCHOLOGY

*These numbers are subject to change as Pennsylvania's State System of Higher Education will verify and report enrollments in October. Census data for schools are taken on the 15th day of the semester for national and state reporting purposes.

14% FROM BUTLER COUNTY

19% FROM ALLEGHENY COUNTY

88% FROM PENNSYLVANIA

11% ARE UNDERREPRESENTED MINORITIES

29% ARE FIRST-GENERATION COLLEGE STUDENTS

59% ARE FEMALE

84% OF FIRST-YEAR STUDENTS RETAINED FROM LAST FALL

AN SRU RECORD!

74% NATIONAL AVERAGE

FIRST-YEAR STUDENTS

1,547 TOTAL

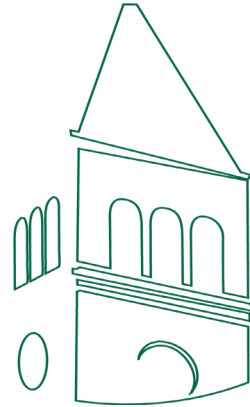**+0.8%** INCREASE FROM FALL 2023

3.57 HIGH SCHOOL GPA
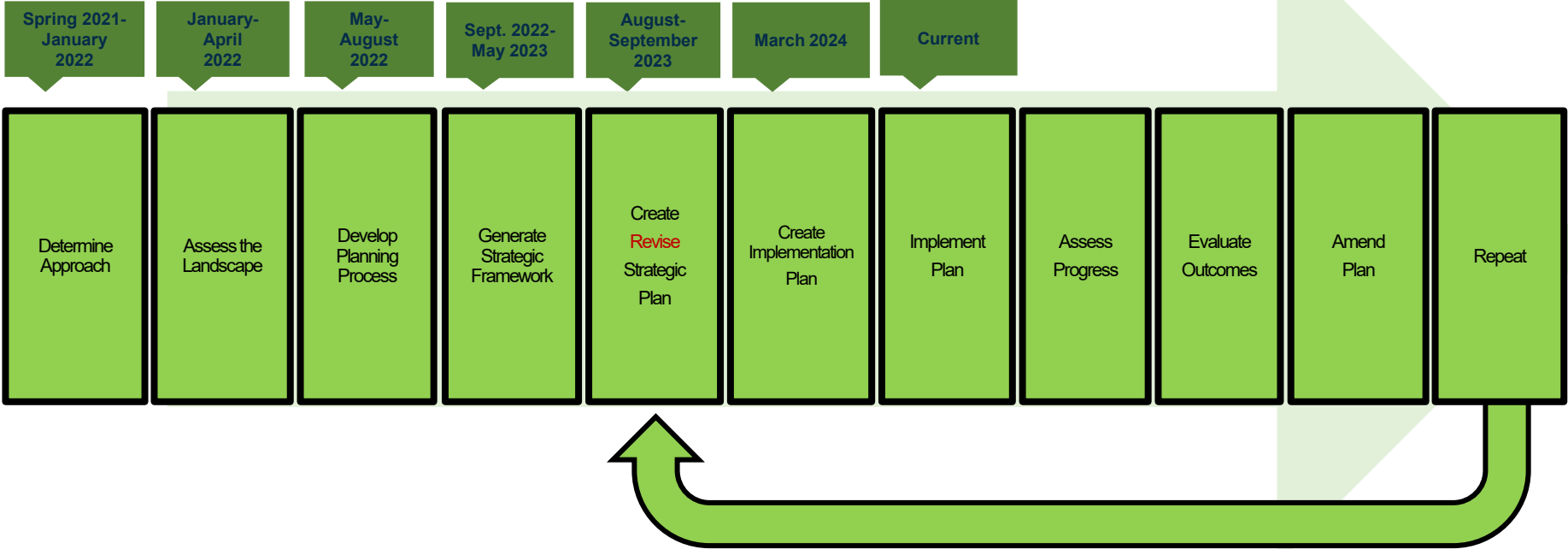
78% GRADUATED IN THE TOP HALF OF THEIR HIGH SCHOOL CLASS

42% GRADUATED IN THE TOP QUARTER OF THEIR HIGH SCHOOL CLASS

Strategic Plan

Spring 2021-January 2022	January-April 2022	May-August 2022	Sept. 2022-May 2023	August-September 2023	March 2024	Current

| Determine Approach | Assess the Landscape | Develop Planning Process | Generate Strategic Framework | Create **Revise** Strategic Plan | Create Implementation Plan | Implement Plan | Assess Progress | Evaluate Outcomes | Amend Plan | Repeat |

The Development of the Strategic Planning Framework is a collaborative effort led by the Academic and Non-Academic community.

Diversity

- Information and listening sessions
  - DEIB Advisory Board - 7/12
  - APSCUF Social Justice Committee - 7/18
  - DEIB Task Force - 6/22
  - DEI Designation Committee - 7/23
  - DEI Assessment Committee - 7/18
  - Office of Global Engagement staff -8/26
  - Interim Chief Diversity Officer
  - PASSHE CDO – 8/12
  - Survey
  - Cabinet

- Next steps
  - Job description
  - Title – VP Culture & Climate
  - Search
  - Search Firm

Pillar #1 Advance access and belonging practices and awareness across campus

SLIPPERY ROCK UNIVERSITY
STRATEGIC PLAN
THE FIRST CHOICE

Slippery**Rock** University℠

Pillar #2 Goal Support the expectation of excellence and goal attainment

SRU Chart of Scholarship and Creative Arts Trends

Category	2023-2024	2022-2023
Books	7	1
Edited Books	2	1
Book Chapters	22	13
Journal Articles	63	47
Book Reviews	3	0
Published Conference Proceedings	7	2
Artistic Commissions and Performances	13	18
Conference Presentations	49	3
Total	169	85

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Pillar #2 - ABET Accreditation

- Civil Engineering and Mechanical Engineering were granted initial accreditation by ABET on August 16, 2024
- Accreditation statement:

  - No deficiencies, weaknesses, or concerns were found

  - "The university has made a significant investment in laboratory infrastructure to support experimental hands-on learning. As a result, students can access a diverse array of modern testing and simulation equipment. The facilities benefit the students' academic engineering laboratories and also support the implementation and testing of prototypes in their structural, water resources and geotechnical courses. As such, students are more likely to perform well as practicing engineers and fulfill the program's educational objectives."

    - [Civil Engineering – similar statement included for Mechanical Engineering]

Pillar 3: Expand community engagement/partnerships
Activity: Create a community engagement plan

Community Engagement Glossary of Terms for Slippery Rock University.

- Enhance understanding of specific terms and meanings related to community engagement at Slippery Rock University;
- Promote broader recognition of the value and benefit of the practice for diverse units and entities within the institution;
- Align current efforts within a shared framework of understanding;
- Invite engagement with efforts that may be near, or in close proximity, to becoming community engaged;
- Illustrate the alignment of community engagement with SRU's mission and core values, strategic plan, and university-wide outcomes.

SRU Affiliate Alliance:
Pillar 4: Structure the University for Success

Strategy: Encourage collaboration, communication, and connection across campus to minimize the duplication of programs/services

Vision Statement

"Through an aligned approach, the SRU Affiliate Alliance will assist the University's efforts to develop and maintain pathways that reach the proper constituents (Corporations/Foundations/Community/Alumni) in support of furthering its goals of sustainability, academic excellence, and financial independence."

Charge of the Alliance:

- Brings together SGA, Council of Trustees, SRU Foundation, SRU Alumni Association, SRU Administration
- Engage in thoughtful dialog and communication to advance Slippery Rock University
- Maintain individual identity while collaborating efforts to prepare for a comprehensive campaign
- Established bylaws, created a vision statement, and developed meeting norms
- Defined the purpose of the group and setting expectations

Pillar 4: Diversify Revenue Streams

Strategy: Increase revenue streams through sponsored programs, grant awards, fundraising efforts, and other endeavors

Outreach to Governmental Officials

- Lunch State Senator Hutchinson
- Bi- Monthly meetings with County Commissioners
  Diagnostic Testing Lab
- Meeting Rep. Mike Kelly
- Meeting Senator Bob Casey
- Meeting Senator Fetterman
- Pennsylvania Rural Population Revitalization Commission
  SRU to host listening session October 2024

University Strategic Planning Updates:

- Continued work over the summer to establish co-chairs, assign leads to strategies, define workflow (structure, roles, timeline)

- Established co-chairs for Pillars 1 – 4

  - **Pillar 1: Commitment to a Robust, Supportive, and Inclusive Culture**
    - Dr. Dallas Jackson, associate professor, Physical and Health Education
    - Ms. Amanda Nichols, payroll and employment manager, Payroll

  - **Pillar 2: Commitment to Academic Discovery and Human Growth**
    - Dr. Keith Dils, dean, College of Education
    - Dr. Steve Verba, associate professor, Exercise Science and Athletic Training

  - **Pillar 3: Commitment to Community Impact and Collaboration**
    - Dr. Christopher Cole, assistant vice president/Auxiliary Operations & Student Support
    - Dr. Melissa Swauger, professor, Non-Profit Mgmt., Empowerment, and Diverse Studies

  - **Pillar 4: Commitment to Financial Sustainability and Resource Stewardship**
    - Dr. Nicole Dafoe, dean, College of Engineering and Science
    - Dr. David Jordan, professor, Healthcare Administration and Management

University Strategic Plan Updates:

Met with Pillar co-chairs:

1. Co-chairs will have a deep understanding of their pillar and how it fits into the larger strategic plan.
2. Co-chairs will articulate the strategic planning implementation process.
3. Co-chairs will have a plan to onboard Leads, offer support, and track progress.

Next Steps: Implementation Plans:

- Broad Ownership: The goals of the strategic plan are broad and deep. They will require work and commitment across the university. The plan is successful when every member of our community can articulate their role in the process.

Co-chairs will meet with their respective working groups:

- Collaborate with other pillar co-chairs, leads, and working groups to identify areas of collaboration or redundancy
- Break down strategies into activities, develop timeline/structure for each activity, track progress (by semester)

Training/Support:

Dr. Jessica Lerner, strategic planning consultant, training/support
Ms. Tina Moser, chief of staff, strategic plan coordinator/on-campus support

Looking Forward

Pillar 1

- **Advance Access and Belonging practices and awareness across campus**
- VP Culture and Climate Search
- **Utilize Marketing and Communication to Advance the University**
- Develop a comprehensive Communication Plan
- Raise the reputation of SRU
- Create/Enhance programs to strengthen the holistic wellbeing for the entire university

Pillar 2

- **Offer market responsive mix of academic programs**
- Nursing 1+2+1
- Construction Management
- Associate Provost for Academic Innovation/Dean of graduate students
- Enhance the quality, functionality, and aesthetic appeal of the campus environment.

Pillar 3

- **Expand educational learning and growth opportunities that add value to external constituents**
- Actively and formally engage alumni to enhance career readiness for current students
- Develop educational-specific partnerships with industry and philanthropic leaders to enhance student learning experience while cultivating outside funding sources for program growth

Pillar 4

- **Structure the University for success**
- Explore and implement Phase 2
- Encourage collaboration, communication and connection across campus to minimize duplication of programs/services
- **Diversify revenue streams**
- Comprehensive Campaign
- Grants and contracts

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Pennsylvania Public High School Graduates (Historic and Projected)
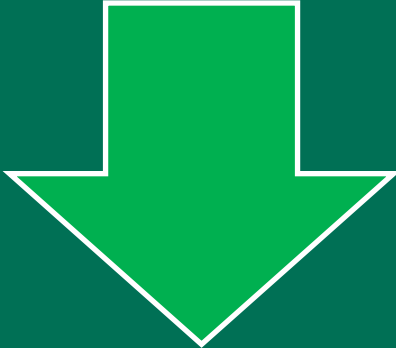
Minnich, 2023
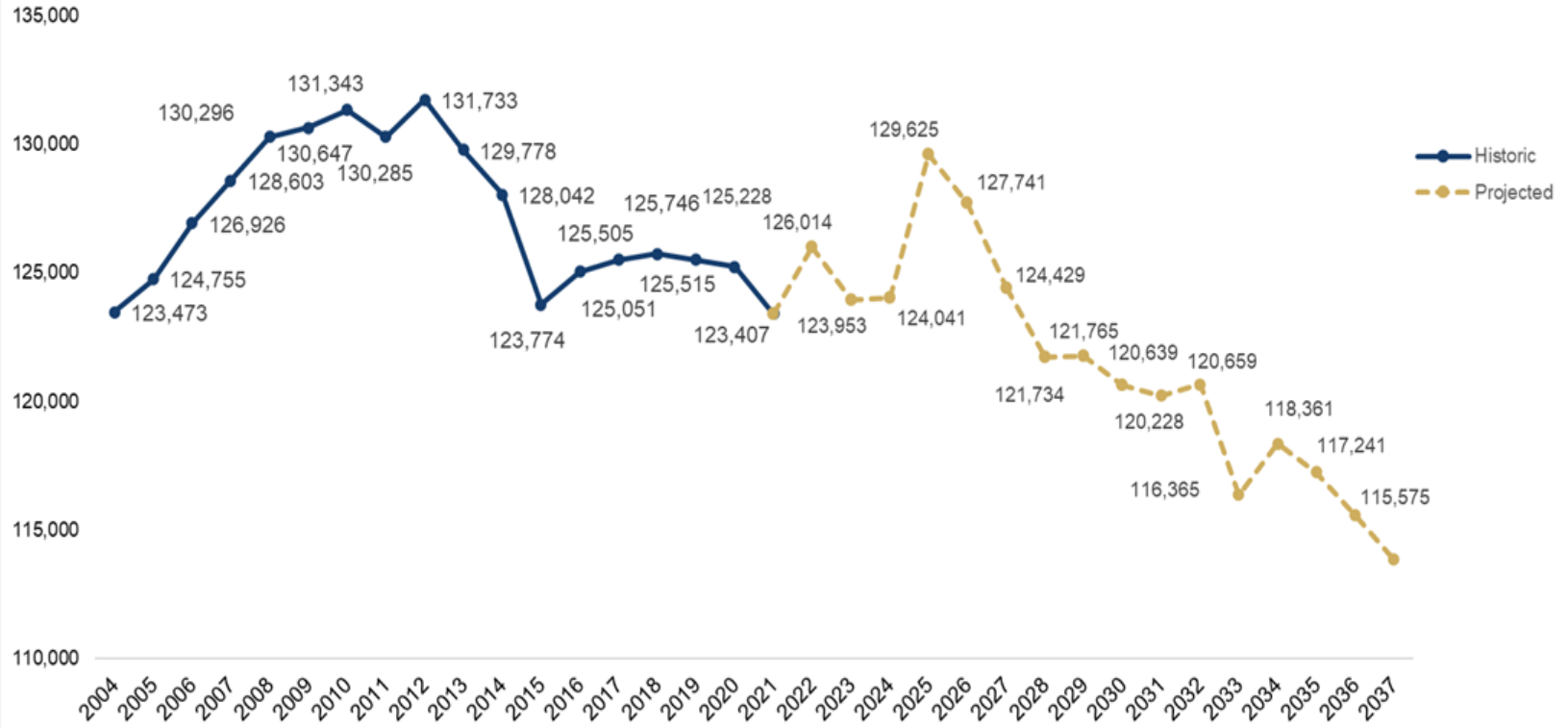
New Programs

New Approaches

New Partnerships

Improve decision-making to appropriately fund initiatives that generate value

Pillar #4 Committed to Financial Sustainability and Resource Stewardship

Spending

Investing

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