Sam Houston State University

A Great Name in Texas Education
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A Great Name in Texas Education
## Student Count Comparison

Comparing for Class Day 20

<table>
<thead>
<tr>
<th>Student Level</th>
<th>Classification</th>
<th>Fall 2012 Student Counts</th>
<th>Fall 2011 Student Counts</th>
<th>Difference</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergrad</td>
<td>Freshman</td>
<td>3,598</td>
<td>3,337</td>
<td>261</td>
<td>7.82%</td>
</tr>
<tr>
<td></td>
<td>Sophomore</td>
<td>3,195</td>
<td>3,160</td>
<td>35</td>
<td>1.11%</td>
</tr>
<tr>
<td></td>
<td>Junior</td>
<td>3,923</td>
<td>3,855</td>
<td>68</td>
<td>1.76%</td>
</tr>
<tr>
<td></td>
<td>Senior</td>
<td>4,895</td>
<td>4,569</td>
<td>326</td>
<td>7.14%</td>
</tr>
<tr>
<td><strong>Undergrad subtotal</strong></td>
<td></td>
<td><strong>15,611</strong></td>
<td><strong>14,921</strong></td>
<td><strong>690</strong></td>
<td><strong>4.62%</strong></td>
</tr>
<tr>
<td>Graduate</td>
<td>Masters</td>
<td>2,318</td>
<td>2,112</td>
<td>206</td>
<td>9.75%</td>
</tr>
<tr>
<td></td>
<td>Post Baccalaureate</td>
<td>239</td>
<td>209</td>
<td>30</td>
<td>14.35%</td>
</tr>
<tr>
<td></td>
<td>Doctoral</td>
<td>293</td>
<td>285</td>
<td>8</td>
<td>2.81%</td>
</tr>
<tr>
<td><strong>Graduate subtotal</strong></td>
<td></td>
<td><strong>2,850</strong></td>
<td><strong>2,606</strong></td>
<td><strong>244</strong></td>
<td><strong>9.36%</strong></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td><strong>18,461</strong></td>
<td><strong>17,527</strong></td>
<td><strong>934</strong></td>
<td><strong>5.33%</strong></td>
</tr>
</tbody>
</table>

Fall 2011 and 2012 Student Counts Data Source: CBM001 generated 10/19/2012
### Semester Credit Hours by Student Level Comparison

#### Comparing for Class Day 20

<table>
<thead>
<tr>
<th>Student Level</th>
<th>Classification</th>
<th>Fall 2012 Credits</th>
<th>Fall 2011 Credits</th>
<th>Difference</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergrad</td>
<td>Lower Division</td>
<td>124,237</td>
<td>119,899</td>
<td>4,338</td>
<td>3.62%</td>
</tr>
<tr>
<td></td>
<td>Upper Division</td>
<td>73,308</td>
<td>68,718</td>
<td>4,590</td>
<td>6.68%</td>
</tr>
<tr>
<td><strong>Undergrad subtotal</strong></td>
<td></td>
<td><strong>197,545</strong></td>
<td><strong>188,617</strong></td>
<td><strong>8,928</strong></td>
<td><strong>4.73%</strong></td>
</tr>
<tr>
<td>Graduate</td>
<td>Masters</td>
<td>14,743</td>
<td>13,578</td>
<td>1,165</td>
<td>8.58%</td>
</tr>
<tr>
<td></td>
<td>Doctoral</td>
<td>1,443</td>
<td>1,392</td>
<td>51</td>
<td>3.66%</td>
</tr>
<tr>
<td><strong>Graduate subtotal</strong></td>
<td></td>
<td><strong>16,186</strong></td>
<td><strong>14,970</strong></td>
<td><strong>1,216</strong></td>
<td><strong>8.12%</strong></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td><strong>213,731</strong></td>
<td><strong>203,587</strong></td>
<td><strong>10,144</strong></td>
<td><strong>4.98%</strong></td>
</tr>
</tbody>
</table>

Fall 2011 SCH Data Source: THECB PREP

Fall 2012 SCH Data Source: CBM004 generated 10/19/2012

*SCH are those hours considered state funded by THECB.*
## Online Bachelor's Degree

- Criminal Justice
- Bachelors of General Studies
- General Business (Proposed)

## Online Master's Degrees

- Business Administration
- Business Administration, Executive
- Criminal Justice
- Criminal Justice LM
- Curriculum and Instruction
- Digital Forensics
- Education Administration
- Family and Consumer Science
- Higher Education Administration
- History
- Information Assurance and Security
- Instructional Leadership
- Instructional Technology
- International Literacy
- Library Science
- Public Administration
- Reading
- Sociology
- Teacher Certification - Alternative Route

## Online Doctoral Degree

- Developmental Education Administration
ONLINE ENROLLMENT
Semester Credit Hours

**Total**
- Online: 12.71%
- Face-to-Face: 87.29%

**Undergraduate**
- Online: 9.99%
- Face-to-Face: 90.01%

**Masters**
- Online: 48.84%
- Face-to-Face: 51.16%

**Doctoral**
- Online: 5.07%
- Face-to-Face: 94.93%
INSTRUCTIONAL EFFICIENCY

Average Lower Division Class Size

Lower Division Taught by Tenure/Tenure-Track Faculty

FTSE/FTFE Ratio
INSTRUCTIONAL EFFECTIVENESS
Graduation Rates

**Six-Year Graduation Rates - Total**

**Six-Year Graduation Rates - African American**

**Six-Year Graduation Rates - Hispanic**

**Six-Year Graduation Rates**

- **Total**
- **Hispanic**
- **African American**
The Education Trust study “Advancing to Completion: Increasing degree attainment by improving graduation rates and closing gaps for African-American students,” ranked \textbf{SHSU 7th} in a list of public universities, just behind \textbf{Old Dominion University} and just ahead of \textbf{SUNY at Albany} in New York.

Top 100 Universities in the U.S. conferring bachelor’s degrees to minorities

\begin{itemize}
  \item 64\textsuperscript{th} – \textit{Hispanic Students}
  \item 80\textsuperscript{th} – \textit{African American}
  \item 96\textsuperscript{th} – \textit{American Indian}
  \item 96\textsuperscript{th} – Total minority students
\end{itemize}
A CULTURE OF MINORITY STUDENT SUCCESS

Local Initiatives

- SHSU Bilingual/ESL faculty member is a founder of Walker County UNIDOS – a new Latino community organization dedicated to Latino education issues
- SHSU Bilingual/ESL faculty participate in the Saturday at SAM – Spanish speaking parents participate in Q and A with this faculty
- Encuentro
- Festival Inspiracion

Statewide Impact

- ESL Preparation for EC-4 and 4-8 prospective teachers – 100%
- Online Masters in Library Science – 65% Hispanic
STATEWIDE IMPACT OF STUDENT SUCCESS

2011-2012 SHSU Librarians by ESC Region

ESL Supplemental Certification

- AY 2010 - 2011: 120
- AY 2011 – 2012: 155
- Certification exam: 98% pass rate
THECB Almanac – “Exiting Students Cohort Report”

- Texas Workforce Commission and CBM data match
- Sam Houston State University ranks 3rd statewide in baccalaureate graduates employed in the Texas workforce at 69.9%

Three TSUS system schools in top 10

**SHSU Percentage Working or Continuing Education**

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>White</th>
<th>African-American</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>73.5%</td>
<td>78.3%</td>
<td>75.6%</td>
<td>83.4%</td>
<td>76.0%</td>
</tr>
</tbody>
</table>
The THECB has heightened its focus on four areas where Texas is well below its 2015 Target

**Closing the Gaps Goals**
- Close the Gaps in Participation
- Close the Gaps in Success
- Close the Gaps in Excellence
- Close the Gaps in Research

**Closing the Gaps Areas Well Below Target**
- Participation of Hispanic Students and African American Male Students
- Success of Hispanic and African American Students
- STEM Degrees
- Teachers Certificates and Effectiveness
- Nursing Awards
- Research Funding

While nursing awards and research funding are also below CTG targets, these areas already have legislative support and momentum.
ALIGNING THE INSTITUTIONAL PLAN WITH STATE INITIATIVES

THECB Key Strategies and Initiatives

- Expanding Access to Higher Education
  - Restructuring Financial Aid
  - Low-cost degrees
  - Institutionalizing LEAN culture of continuous improvement
  - Strengthening Community Colleges (Including improving transfer and aligning outcomes with workforce needs)

- Sustaining collaboration with P-12
  - College Readiness
  - Professional Development for Teachers

- Improving higher education outcomes
  - Reinventing Developmental Education/ABE
  - Outcomes-based Funding for Institutions

SHSU Strategic Enrollment Management Planning Goals

Goal 1: Increase the size, diversity, quality, and success of the total Undergraduate Student Body

Goal 2: Increase the size, diversity, quality, and success of the total Graduate Student Body

Goal 3: Provide excellent student services and programs to enhance retention for all classifications and ethnic groups (Student Services Plan)

Goal 4: Collaborate and coordinate with academic departments and faculty to produce and implement the Academic Program plan

Goal 5: Enhance and provide timely marketing and recruiting initiatives

Goal 6: Provide quality facilities and support services

Goal 7: Connect the SEM plan to the financial plan of the institution (Finance/Budget Plan)
Goal 1: Increase the size, diversity, quality, and success of the Total Undergraduate Student Body

Goal 2: Increase the size, diversity, quality, and success of the total Graduate Student Body

Goal 5: Enhance and provide timely marketing and recruiting initiatives

Goal 3: Provide excellent student services and programs to enhance retention for all classifications and ethnic groups (Student Services Plan)

SEM Goals

Recruitment and Retention Committee

Initiative 1: International Student Recruitment Plan
   – Identify target populations
   – Develop Marketing Plan
   – Modify admission processes

Initiative 2: Student Success Formula
   – Create new PREP formula
   – Develop predictive model for enrollment projections

Initiative 3: Transfer Initiative Council
   – Identify all transfer enrollment and retention efforts on campus
   – Coordinate efforts and develop a Transfer student plan

Initiative 4: Retention Plan
   – Identify and document all retention efforts on campus
   – Connect efforts to Career Services and success data tracking

ALIGNING THE INSTITUTIONAL PLAN WITH STATE INITIATIVES
ALIGNING THE INSTITUTIONAL PLAN WITH STATE INITIATIVES

SEM Goals

Goal 4: Collaborate and coordinate with academic departments and faculty to produce and implement the Academic Program plan

Goal 6: Provide quality facilities and support services

Goal 7: Connect the SEM plan to the financial plan of the institution (Finance/Budget Plan)

Inter-divisional Initiatives

Competitive Marketing Team
- Optimization of web searches and navigation
- Consistency in online information and services

Undergraduate Program Marketing
- Develop formal plans and materials for 12 programs
- Provide maintenance funds annually

Graduate Hobson’s/Recruiting
- Converting graduate prospect database to integrated Hobson’s database
- Enhance targeted graduate marketing

Office of Institutional Effectiveness
- Institutional resources data collection and reporting
- Legislative tracking
- Administrative assessment

Office of Academic Planning and Assessment
- Coordination of Academic planning and assessment
- Student COGNOS data reporting

Space Utilization Analysis
- Identify spaces deemed under-utilized by THECB measures
- Optimize THECB score

Efficiency Task Force
- Identify operational inefficiencies from staff perspective
- Incorporate efficiency efforts into divisional and institutional initiatives

Campus Master Plan

Goal 4: Collaborate and coordinate with academic departments and faculty to produce and implement the Academic Program plan

Goal 6: Provide quality facilities and support services

Goal 7: Connect the SEM plan to the financial plan of the institution (Finance/Budget Plan)
Competitive Marketing Team

- Initiated to enhance marketing edge with for-profits
- Enhance navigational efficiency of SHSU website
- Optimize search engine inquiries
- Improve consistency in messaging
Academic Planning and Assessment

- Extensive graduate program review initiated Fall 2012

- Dashboard data collection and reporting in conjunction with IE

- Centralized and uniform assessment efforts

- Undergraduate program review guidelines developed
  - Incorporate ALL THECB measures and assessments
  - Incorporate ALL accrediting agency assessments
  - Incorporate nationally normed student evaluation - IDEA
CAMPUS MASTER PLAN

- President’s Cabinet
- Advisory Committee

Focus Groups
- Real Estate
- Space Needs/Utilization
- Mobility
- Facilities and Infrastructure
- Student Life
- Safety
- Academic Affairs/Enrollment
- Athletics
- Research
CAMPUS MASTER PLAN

- **Oct 18-Nov 20, 2012**: Working period for final draft report document and final draft board presentation
- **October 30, 2012**: Draft phasing costs, submit to SHSU for review
- **Nov 20, 2012**: Submit final draft report and final draft Board presentation for review to SHSU
- **Nov 20 – Dec 6, 2012**: Review period for SHSU
- **Dec 7-19, 2012**: Working period to incorporate SHSU comments into final report and final Board presentation
- **Dec 20, 2012**: SGJJR to submit final report to SHSU and final Board presentation
- **Feb 14-15, 2013**: Board of Regents presentation in Austin, TX

Faculty/Staff Annual Fund Campaign
  - 82% Participation Campus-Wide
  - Raised over $300,000

2012 President’s Higher Education Community Service Honor Roll - More than 600,000 hours of service
Piper Professors
12 SHSU Recipients since 1958 inception
5 SHSU Piper Professors within the last 9 years

Caroline Crimm, History (2004)
Vic Sower, Management (2005)
James Olson, History (2006)
Frank Fair, Philosophy (2011)
Bala Maniam, Finance (2012)
HIGHLIGHTS

- Brandi Cannon, Biology - **Outstanding Research Award** McNair Scholar
- Brittany Winner, Forensic Chemistry-2012 Society of Toxicology **Pfizer Undergraduate Student Award**
- Greg Sprowls-Football **Quarterback-Elite 89 Award** for 2012 NCAA Division I Football
- Jazz Ensemble - **Top College Jazz Band in Texas**
Rich Ballinger - elected president of the national PGA Golf Management Education Association and won the 2012 Southern Texas PGA Horton Smith Award for outstanding educational contributions to golf professional education.

Dr. Teri Lesesne - Richard Halle Award for Excellence in Middle Level Education

Co-Ed Cheer-2012 National Cheerleaders Association (NCA) Champions

Elizabeth Combs-2012 National Champion Barrel Racer

Debate Team has won 8 National Championship Titles
2012 “Great College to Work For”

2012 Honor Roll

Workspace & Security
Job Satisfaction
Work/Life Balance
Supervisor/Department Chair Relationship
Respect & Appreciation
CAMPUS MASTER PLAN

2012

SAM HOUSTON STATE UNIVERSITY

a great name in education and a great college to work for

For the third consecutive year, Sam Houston State University has been named one of the best colleges in the nation to work for, according to a new survey by The Chronicle of Higher Education. SHSU also received "Honor Roll" recognition for four-year colleges in the large classification (over 10,000 in enrollment). SHSU won honors in 5 categories: Facilities, Workspaces, & Security - Job Satisfaction & Support - Work/Life Balance - Supervisor or Department-Chair Relationship - Respect & Appreciation

A Member of The Texas State University System
ON THE HORIZON

**Construction Planning**
- Biology/Allied Health Building
- Ag and Engineering Technology Building
- Research Park
- Agricultural Complex
- University Camp
- LSC Expansion
- Health Center Expansion

**Academic Planning**
- Allied Health Programs
- BBA in Entrepreneurship
- Forensic Anthropology
- Doctorate in Forensic Science
- Doctorate in Digital Forensics
- Engineering Technology
- The Woodlands Center
- Expanding Online minors
CAMPUS MASTER PLAN

RECENT DEMOLITION

King Hall

Smith-Kirkley
Nursing, Biology, and Allied Health Building
Traditional Planning
set goals and then develop steps to achieve them

Strategic Planning
align the organization with the environment to promote stability and growth

Institutional Strategic Planning

- Facilities Plan
- Technology Plan
- Research Plan
- Fund-Raising Plan
- Fiscal Plan
- Marketing
- Enrollment Plan

ACADEMIC PLAN
A GREAT NAME IN TEXAS EDUCATION

Best at Educating the Texas Workforce

Excellence in Academics
Effective in Student Success
Efficient in Operations
Dedicated to Innovation
Loyal to Traditions