



MIDWESTERN STATE UNIVERSITY

**Building Bridges to a  
Vibrant Future  
Strategic Plan  
2017-2022  
and 60x30TX Alignment**

Dr. Suzanne Shipley, President  
April 26, 2018

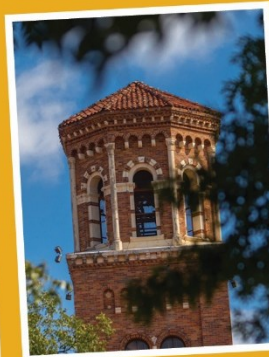




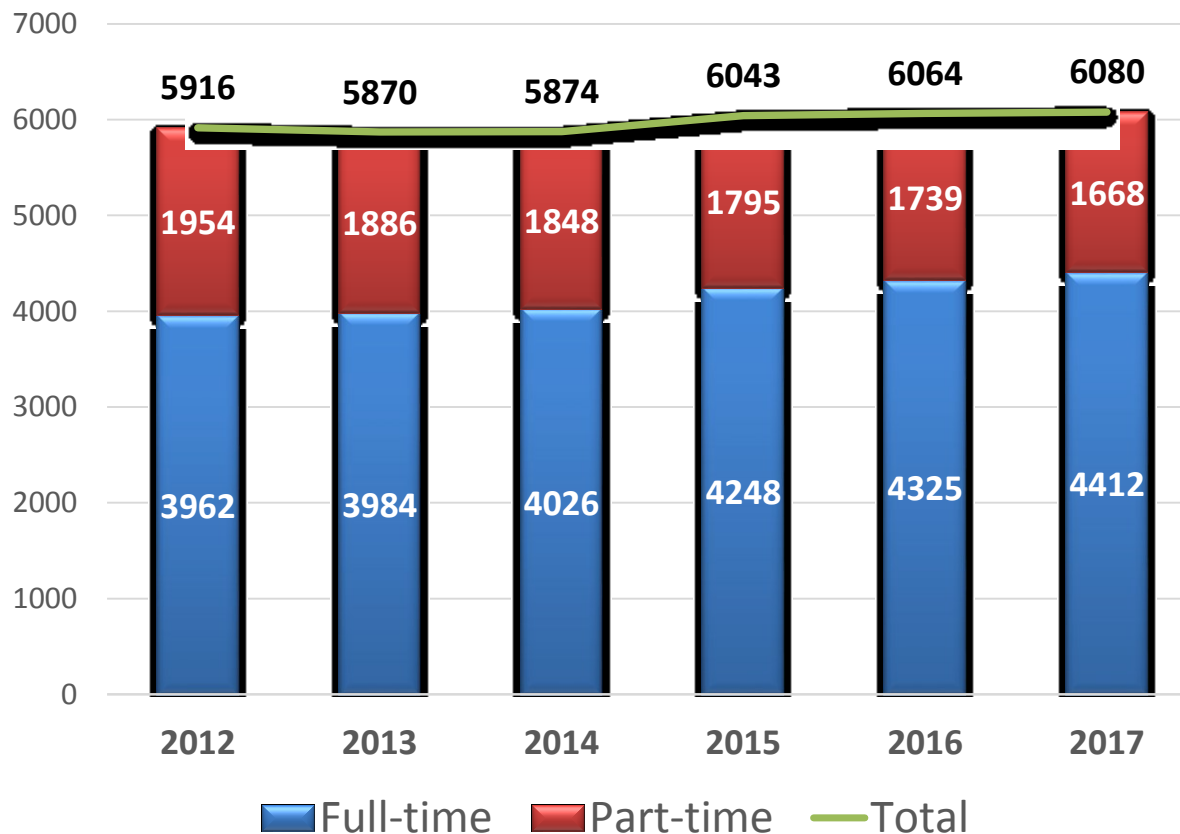
- **Midwestern State University** (or MSU Texas, as we are rebranding ourselves) is a master's level university with a public liberal arts emphasis.
- Founded in 1922 as Hardin Junior College, we became part of the state system of higher education in Texas in 1951.



- Our students pursue fields of study in the arts and sciences as well as our professional programs in the health sciences, business, engineering, and education.
- Our goal is to qualify students to enter a competitive workforce as high-earning graduates.



## Full-time & Part-time Student Enrollment

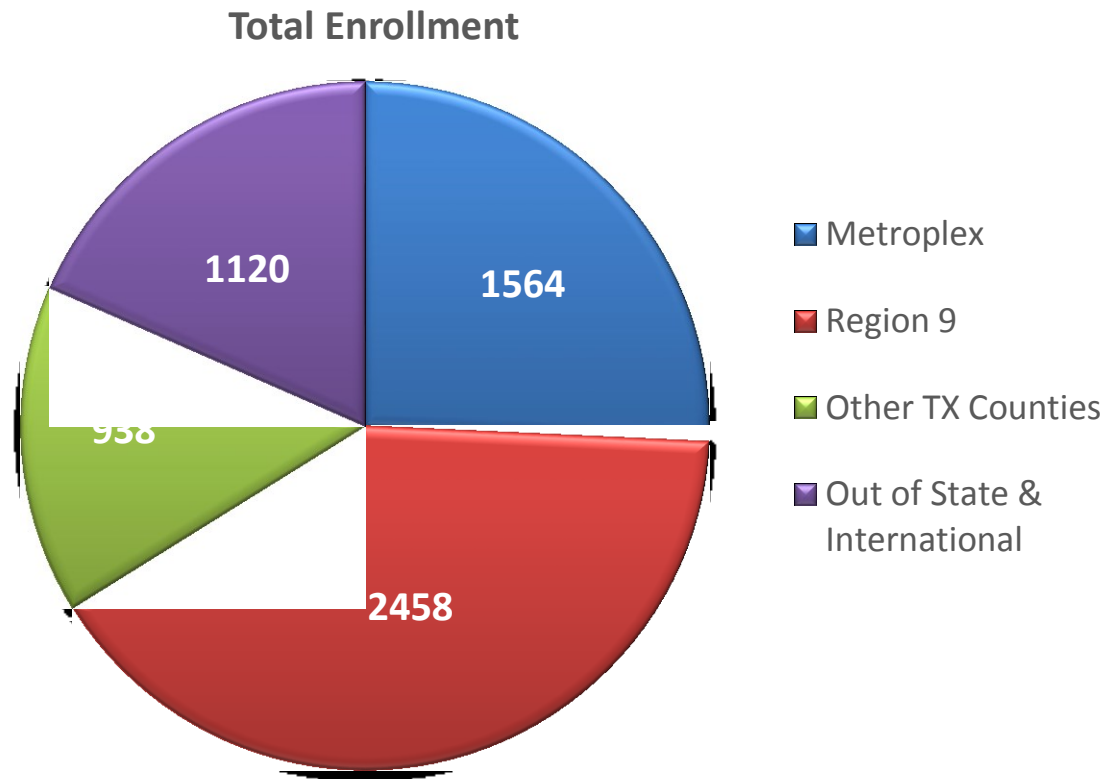


**Increasing the number of SCH taken each semester can lead to:**

- Faster progression toward a degree
- Fewer semesters spent in college
- Higher graduation rates

# 2017 Enrollment by Geographic Region

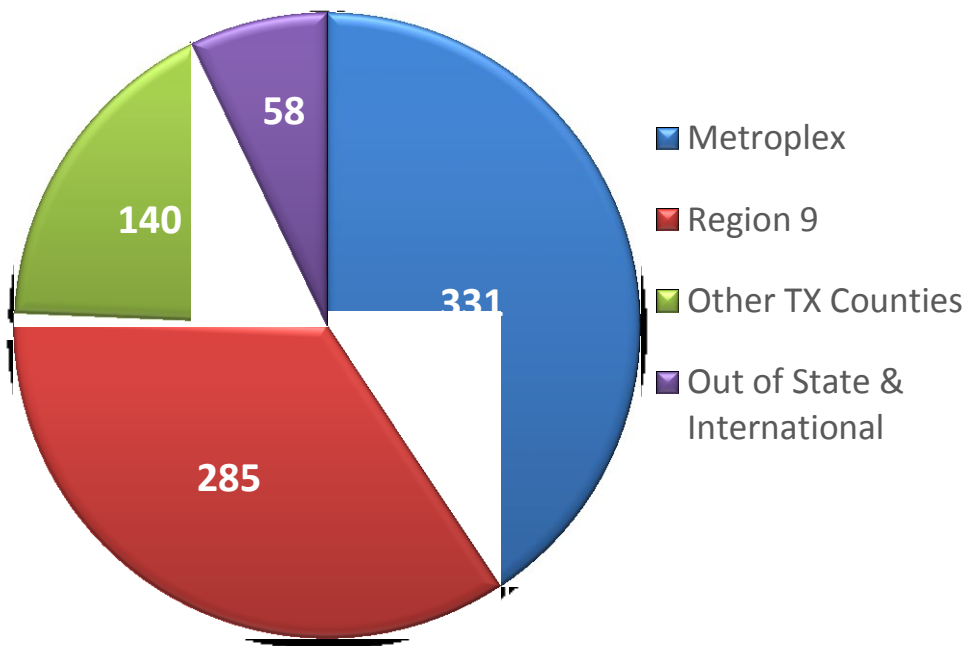
Enrollment is dependent on areas outside of Region 9



# 2017 First-time, Full-time Students

The DFW Metroplex accounts for more than 40% of the first-time cohort.

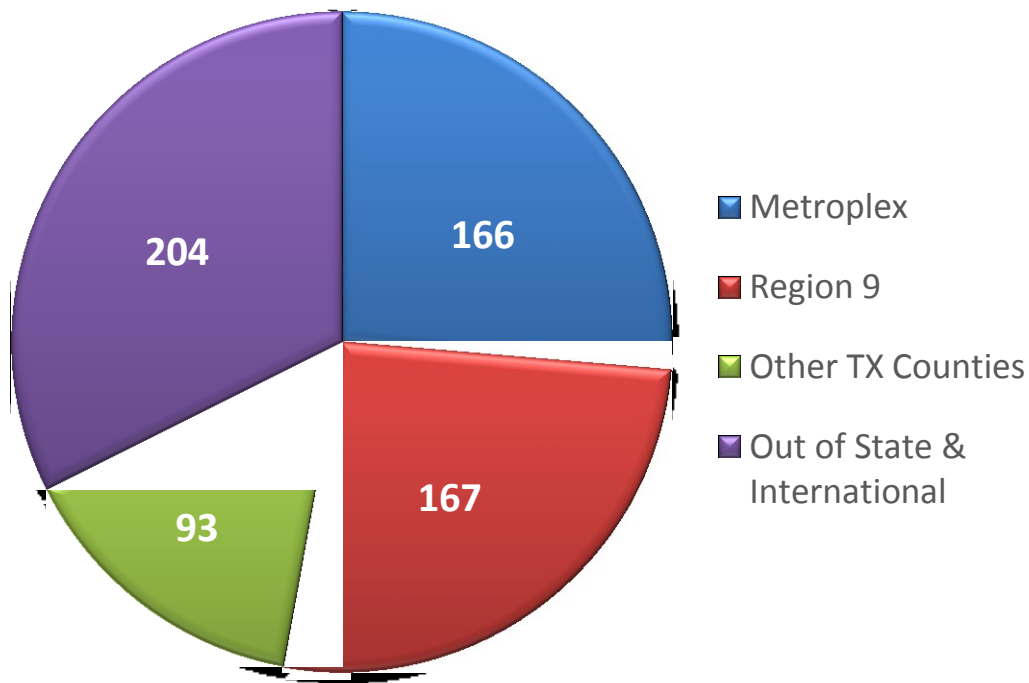
Geographic Region of First-time Students



Student Test Scores		
Average Test Scores	ACT	SAT
25th Percentile	18	930
50th Percentile	20	1010
75th Percentile	23	1110
Average	20.45	1021.9

# 2017 Undergraduate Transfer Students

Geographic Region of Undergraduate Transfers



## Top transfer institutions

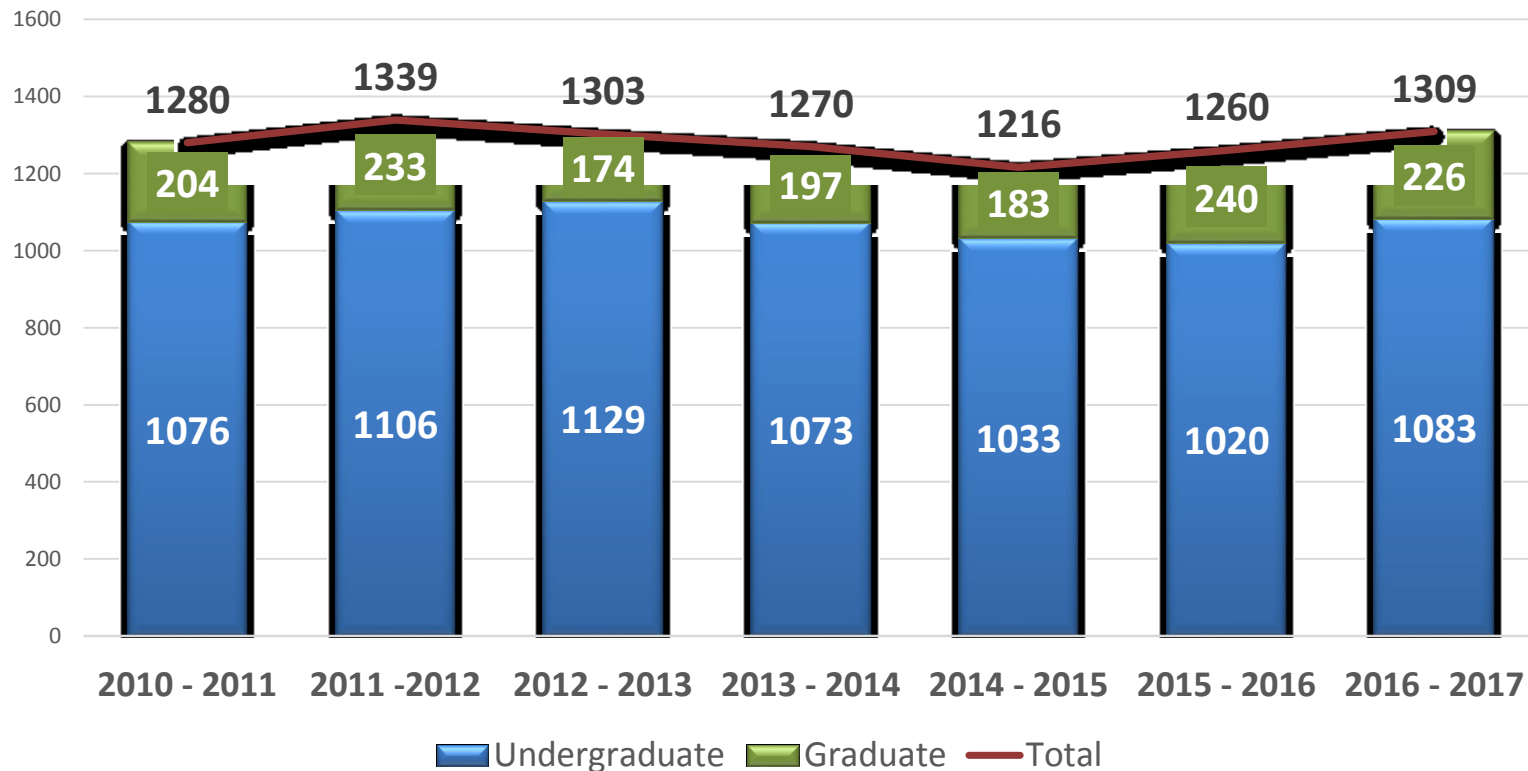
- Vernon College (70)
- Tarrant County College (28)
- North Central Texas College (27)

## Top majors for transfer students

- Respiratory Care (78)
- Nursing, (71)
- Radiologic Sciences (58)
- Applied Arts and Science (30)
- Biology (26)

# Total Degrees Awarded

Degrees by Years and Level





# Student Debt

	FY2015	FY2016	FY2017
Average Debt	\$33,405	\$33,271	\$31,589
Native Student Debt	\$32,902	\$32,861	\$31,899
Transfer Student Debt	\$34,335	\$34,021	\$30,805
Percent with Debt	65%	64%	66%

# Scholarships & Grants – 2016-2017

Approximately 42% of students (2,800) received scholarships and/or grants equaling an average award of \$2,712 per student.

	Sum	# of Awards	Avg. Award
Athletic	\$1,949,143	273	\$7,140
Academic	\$4,581,699	2,426	\$1,889
External	\$897,166	409	\$2,194

# Financial Aid – 2016-2017

Overall, 78% of students received some form of financial aid.

## Total financial aid awarded

	FY17 Awards	FY17 Proportion
Athletic Scholarships	\$1,949,143	3.43%
Other Scholarships (Institutional, Donor, Off-campus)	\$5,478,865	9.65%
Grants	\$15,997,577	28.18%
Loans	\$33,156,436	58.41%
Work Study	\$185,111	0.33%
Total	\$56,767,131	100.00%

## Strategic Plan: Development and Next Steps

Date	Event
August 2015-March 2016	Campus and community dialogue and input
May 2016-March 2017	Strategic Plan Committee (SPC) information gathering and deliberation
April-August 2017	Board of Regents review and approval
October 2017-February 2018	SPC prioritization for inclusion in the 2018-2019 budget
March-April 2018	Budgeting and review process defined
May 2018	Board of Regents receives an update on the progress of the Strategic Plan and 60x30TX, and any revisions made to Strategic Plan since August 2017
2018-2019	Yearly review process continues

# MSU Texas Strategic Plan 2017-2022

## Strategies and Tactics and 60x30TX

### I. Promote a Strong University Community

- A. Encourage faculty and staff to actively engage students in inquiry, research, creative, athletic, service, and artistic endeavors (Marketable Skills)
- B. Clearly establish mission and develop a comprehensive marketing and branding program (Educated Population)





# MSU Texas Strategic Plan 2017-2022

## Strategies and Tactics and 60x30TX

### II. Aggressively Pursue New Student Populations

- A. Build upon reputation for full-time, residential, liberal arts experience (**Educated Population & Completion**)
- B. Offer academic programs in multiple locations in collaboration with community partners (**Educated Population & Completion**)



# MSU Texas Strategic Plan 2017-2022

## Strategies and Tactics and 60x30TX

### II. Aggressively Pursue New Student Populations (cont.)

- C. Actively market adult completion online and hybrid programs in multiple locations (Educated Population & Completion)
- D. Increase online programming (Educated Population & Completion)
- E. Create bridge program for first generation students (Completion & Student Debt)

# **MSU Texas Strategic Plan 2017-2022**

## **Strategies and Tactics and 60x30TX**

### **II. Aggressively Pursue New Student Populations (cont.)**

**F. Increase the number of bilingual counselors in admissions, financial aid, and student orientation offices (Educated Population & Completion)**

**G. Add 2,000 new students by Fall 2022 (Educated Population)**



# **MSU Texas Strategic Plan 2017-2022**

## **Strategies and Tactics and 60x30TX**

### **III. Create a Destination Residential University**

**A. Increase recreational, cultural, and leadership opportunities for students**

**(Educated Population & Marketable Skills)**

**B. Provide a strong support system to ensure students remain in school, are actively engaged, and graduate (Completion)**

**C. Expand advising and mentoring (Completion & Student Debt)**



# **MSU Texas Strategic Plan 2017-2022**

## **Strategies and Tactics and 60x30TX**

### **III. Create a Destination Residential University (cont.)**

- D. Deliver education in modes that meet students' needs and expectations while maintaining affordability (Educated Population, Completion, & Student Debt)**
- E. Employ technology and digital media outreach to enhance enrollment (Educated Population & Completion)**





# MSU Texas Strategic Plan 2017-2022

## Strategies and Tactics and 60x30TX

### IV. Stimulate a Culture of Engagement

- A. Increase six-year graduation rate (Educated Population, Completion, & Student Debt)
- B. Increase MSU student personal and professional involvement in the community through for-credit internships (Marketable Skills)
- C. Increase the number of articulation agreements with community colleges (Educated Population & Completion)



# **MSU Texas Strategic Plan 2017-2022**

## **Strategies and Tactics and 60x30TX**

### **IV. Stimulate a Culture of Engagement (cont.)**

- D. Revitalize and expand the university's infrastructure and financial base to improve efficiency and affordability (Student Debt)**
- E. Increase the number of endowed academic scholarships (Completion & Student Debt)**



## CAMPAIGN PILLARS

### ENRICHING LIVES

For students, boundless opportunities in academic programs and scholarships enrich lives. We will seek scholarship funding as our primary goal to continue to offer an attainable college degree at MSU Texas.

### ENHANCING TEACHING AND LEARNING

The key to a successful college experience is the student interaction with faculty, staff and peers. The campaign recognizes that teaching and learning take place throughout the university.

### INVESTING IN OUR CAMPUS AND COMMUNITY

We are committed to maintaining and enhancing the most beautiful and welcoming campus in the state of Texas. We hope to expand athletic facilities; upgrade classrooms, labs and performance venues; and contribute to the liveliness of our hometown.

*MSU has grown steadily since its early years. As the centennial celebration approaches, we look to the vast horizon of limitless possibilities for our institution and our students.*

# Enriching Lives

Creating access to education and **Boundless Opportunities**



**Up to 40 Priddy Scholars per year**

Scholarship covers tuition, fees, room & board, plus one semester abroad.



# Enhancing Teaching and Learning



- McCoy College of Science, Mathematics & Engineering
- Bolin Distinguished Professorship in Petroleum Geology
- Dillard Center for Energy Management



# Investing in our Community

## Partnership with North Central Texas College (NCTC)

Completion degrees for outreach to DFW in Flower Mound and Weatherford

- BAAS
- Nursing (RN-BSN)
- Radiologic Science
- Respiratory Care

Specific changes include:

- Hybrid delivery (3-4 face-to-face meetings per semester)
- Parts of term delivery model





**“THE CAN-DO ATTITUDE AT MSU IS ONE OF THE BEST THINGS ABOUT IT.”**

– Henry Florsheim  
President & CEO

Wichita Falls Chamber of Commerce







# Comments & Questions

MIDWESTERN STATE UNIVERSITY