WELCOME
FALL 2020
CONVOCATION
LOOKING BACK AND LOOKING FORWARD
PRESIDENT WAY
UNIVERSITY PRIORITIES

• Four foci for new president in 2019
  – Vision and identity for Athens State
  – Diversified revenues
  – Enrollment pipeline
  – Regional development

• Resources
  – People
  – Technology
  – Facilities
FOCUS 1: COLLECTIVE ARTICULATION OF A VISION AND IDENTITY FOR ATHENS STATE UNIVERSITY

• Closing in on a new strategic plan *Horizon 2030*
  – Developed with input from
    • Strategic Planning Committee
    • Administrative Council
    • College and administrative unit plans
    • Faculty and staff on BlackBoard
    • Priorities of Board in presidential search.
FOCUS 1: COLLECTIVE ARTICULATION OF A VISION AND IDENTITY FOR ATHENS STATE UNIVERSITY

• Vision and mission continue as before.

• Five strategic goals have been generated – no surprises!
STRATEGIC GOALS

• Relevant, viable, innovative, high-quality programs for lifelong learning

• Quality teaching and engaged learning in modalities respecting student preferences

• Recruitment, retention and graduation of a growing, high-quality, diverse and successful student body
STRATEGIC GOALS

• Increased quantity, quality and diversity of resources allocated efficiently to support strategic goals

• Community engagement with external stakeholders resulting in reciprocal benefits
FOCUS 1: COLLECTIVE ARTICULATION OF A VISION AND IDENTITY FOR ATHENS STATE UNIVERSITY

- Current and suggested strategies cataloged.
- Developing metrics.
FOCUS 1: COLLECTIVE ARTICULATION OF A VISION AND IDENTITY FOR ATHENS STATE UNIVERSITY

• Shifted responsibilities and assigned goals to VP areas.
  – VP for Corporate and Community Relations
  – Interim Provost and Interim VPAA
  – Interim Dean and Interim Associate Dean of Business

• Will have companion plans for data and analytics, communications/PR, diversity/inclusion/equity etc.
VICE PRESIDENT
KEITH FERGUSON
BRANDING STRATEGY AND WEBSITE REDESIGN

• Spring discovery sessions involving students, faculty, staff, and alumni

• Received input from 145 individuals

• Developed a new brand for the university

• Developed a roadmap for our new website
BRAND PROMISE

A RELEVANT EDUCATION FOR A CONFIDENT FUTURE
BRAND PILLARS

- Degree Focused
- Tailored Schedule
- Workforce Ready
- Cost Effective
- Transfer Friendly
Our students are in various stages of life, and we’re here to guide them on their college path.

No matter their circumstances, they have a strong and caring network among peers, faculty, and staff.
BRAND REVEAL AND WEBSITE ROLLOUT

Internal
December 2020
To include testing and compliance

External
Friday, January 15, 2021
VICE PRESIDENT
SARAH MCAbee
FOCUS 2: STRENGTHEN THE ENROLLMENT PIPELINE

• Recruitment
  – Spring migration to virtual avenues
  – Summer enrollment increase of 8% over last Summer
  – Summer implementation of BearTracks- Student Application Portal
FOCUS 2: STRENGTHEN THE ENROLLMENT PIPELINE

- Administrative Council discussions included strategies for consideration for the upcoming recruiting cycle

- Salesforce Activities for 2019-2020 totaled more than 48,000 calls, walk-ins, visits, appointments and tours
NEW PROGRAMS

- BS - Advanced Manufacturing Management
- BS – Occupational Health & Safety Management
- Forensic Psychology Minor
- Technical Theatre Minor
- Governmental Contract Accounting Minor
- Advanced Manufacturing Minor
- Forensic Accounting Badge
- Federal Tax Accounting Badge
NEW PROGRAMS

Pending Approval (September ACHE Meeting)

- Global Logistics and Supply Chain Management Certificate
- Artificial Intelligence Track – (MS in GLSCM Program)
- Biblical Studies Certificate
- Pastoral Leadership Certificate
ACHE’s Employment Outcomes Report of April 2020

• Athens State Alumni enjoy greater employment in Alabama (+ 20%)
• Also enjoy higher avg salaries in Alabama (+ $3,842)
FOCUS 2: STRENGTHEN THE ENROLLMENT PIPELINE

• Athens State has been reactive to student preference in modalities

<table>
<thead>
<tr>
<th></th>
<th>Fall 2019 FINAL</th>
<th>Fall 2020 to Date</th>
<th>Year over Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blended</td>
<td>3,519</td>
<td>3,603</td>
<td>102%</td>
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<tr>
<td>Traditional</td>
<td>4,674</td>
<td>2,025</td>
<td>43%</td>
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<tr>
<td>Traditional/Hybrid</td>
<td>841</td>
<td>633</td>
<td>75%</td>
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<tr>
<td>Distance Learning</td>
<td>18,764</td>
<td>20,980</td>
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<tr>
<td>Total</td>
<td>27,798</td>
<td>27,241</td>
<td>98%</td>
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</table>

• Athens State students will enjoy level Tuition Costs in 2020-2021 year.
Pathways to Success - Improving Campus to Career Success

- Supportive student advising, coaching and services
- 2019 added coaching staff
- 2020 implementing analytics for retention and staff
- UNV 300 Student Financial Literacy’s reach
30 Sections of UNV 300 Pathways to Success
Course full for Fall 2020
Over 600 Students

3 Sections of UNV 400 Career Seminar
44 Students
Solidifying community college relationships, especially Calhoun.

• Marketing, Academics and Enrollment worked on shared marketing campaign for PATHWAYS

• Will continue those efforts with new VP Corporate and Community Engagement
Welcome Hebrew the Bear

Student Support
Athens State University- Inaugural Office of Student Inclusion Initiatives

Year One- Men of Kennis program was successful with 18 Education Majors- seeking to impact the State of Alabama’s classroom diversity and their communities through service initiatives.

Hosted Athens State’s first Diversity Day with 175 participants

Year Two- forming Black Student Union and Madison County School Project – teaming with new VP for professional development support and tutoring services

Richard Collie, Director of Student Inclusion
# Enrollment Update

(As of Thursday, August 13, 2020)

<table>
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<tr>
<th>Ongoing Fall 2020</th>
<th>Day over Day Total Comparison</th>
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<tr>
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<td>08/13/20 (Thurs)</td>
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<tr>
<td>Credit Hours</td>
<td>27,670</td>
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<tr>
<td>Students</td>
<td>2,794</td>
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<tr>
<td>New Admits</td>
<td>899</td>
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<tr>
<td>New Enrolled</td>
<td>580</td>
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<tr>
<td>Continuing Students</td>
<td>2,214</td>
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<tr>
<td>Continuing Students %</td>
<td>79.2%</td>
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Two Critical On-Site Visits Coming Up

SACSCOC 10-year Reaffirmation
Compliance Certification Report Due September 8th
On-Site Visit: April 2021

CAEP 7-year Reaffirmation
Compliance Report Due February 2021
On-Site Visit: November 2021
FOCUS 3: CAPITALIZE ON REGIONAL DEVELOPMENT

The region is looking for us to interact reciprocally, thus shaping the beginnings of a mission, vision, and strategic plan for outreach.

– We are seen as an anchor institution by virtue of past initiatives and promising future commitments to the region:

• Contributing to economic development, with considerable interest in the CLL playing a greater part in high-level workforce development and ongoing discussions with local leaders regarding a business incubator.
FOCUS 3: CAPITALIZE ON REGIONAL DEVELOPMENT

• Strengthening the arts and cultural fabric of the area through the ACA, recently responding to the demand for Technical Theatre, engaging in a shared high school program with Calhoun, and looking to future ways that Limestone County can benefit more from its proximity to the ACA and all it has to offer culturally.
FOCUS 3: CAPITALIZE ON REGIONAL DEVELOPMENT

• Helping K-12 advance, with the initiation of our Men of Kennis program and its connection with a notable national initiative that we plan to forge and our exploration of the possibility of an Early Childhood Center.

• Serving the community, through student organizations, service learning, CLL outreach, all of which form the basis of earning the Carnegie designation for Community Engagement in 2025.
FOCUS 4: DIVERSIFY THE REVENUE STREAM

Revenue FY2019-2020

- Legislative Special Appropriation $280,000
- Advancement and Technology $886,172
- Higher Ed Emergency Relief (HEERF) $422,516
- HEERF – student portion $422,517
- HEERF (Title III) - $41,170
- Coronavirus Relief Funds $1,273,797
- Title III Grant - $373,300
- Men of Kennis Funds - $250,000

These new revenue sources ($3.9 million) help offset shortfalls in credit hours and other supplemental sources.
FOCUS 4: DIVERSIFY THE REVENUE STREAM

Looking forward 2020-2021……..

- Increase in state funding by $211,120
- Credit hour growth from new academic programs and growth of existing programs
- State Bond Funding $4.8 million
RESOURCES: EMPLOYEES

Human Resources

Our employees are our biggest asset and represent 75.5% of our budget.

Efforts have been focused on:
1. Encouraging and promoting professional development
2. Implementing strategical hiring initiatives in all areas, specifically new academic programs
3. Promoting employee involvement and shared governance
COVID-19 has created widespread angst since the middle of March. Plans for safety and continued operations were implemented by:

1. Using shared governance to develop COVID related policies and protocols
2. Emphasizing social distance and CDC protocols as part of a campus-wide effort to minimize its impact.
3. Communicating plans and return-to-campus guidelines to all parties to ensure a safe and orderly return to continued operations.

Continued hiring, including in strategically important areas.

Encouraged professional development.
RESOURCES: FACILITIES

Physical Plant
Beyond our human resources, technology and facilities are integral to the success of our University

- Health and Safety have been our primary focus this summer
  - Frequent and thorough cleaning and sanitation of all buildings
  - Installation of high grade air filters in HVAC systems
  - Use of plexiglass and reconfiguration of space to allow social distancing
  - Procurement of hand sanitizers and PPE

- ADA Compliance and Upgrades

- Energy Conservation Initiatives
RESOURCES: FACILITIES

Capital Projects

- Renovation of Sandridge Hall exterior and windows
- Nazaretian Alumni House renovation project
- Beaty Mason – Plans are being formulated for auction
- Proactively addressing deferred maintenance projects
CIO
BELINDA KRIGEL
RESOURCES: TECHNOLOGY

• Enhancing campus infrastructure to support remote Access technology - Virtual Desk Infrastructure

• Added Zoom Pro licenses for faculty & staff

• New laptops and webcams for training and content creation

• SPSS home use licensing added for student and faculty
RESOURCES: TECHNOLOGY

- Expanding Classroom Resources – Hyflex/Collaborative Learning/Synchronous Online
- Exploring new technologies to capture labs/demonstrations for remote participation
- Supporting quality instructional design through ATLIS webinars and new faculty development specialist
“We are entering a new era in our ability to support faculty in creating quality learning experiences”.

David Walker
Director of ATLIS – August 13, 2020
FACULTY RECOGNITION
VICE PRESIDENT
JOE DELAP
CONGRATULATIONS NEW DOCTORS

Dr. Darren Waldrep
Ph.D. in Digital Forensics

Dr. Patsy Glaze
Doctor of Education
FACULTY EMERITI

Dr. Bruce Thomas
Professor Emeritus

Dr. Lisa Rich
Professor Emerita
RETIREMENTS

VICE PRESIDENT
MIKE MCCOY
MELISSA BIFFLE
AUGUST 1, 2020

JOE BULLINGTON
JANUARY 1, 2020
NEW FACES

Mike McCoy
DR. ROBERT TORREGROSOSA
Assistant Professor of Chemistry
DR. JOHN WELLS
Assistant Professor of Occupational Health and Safety Management
STAFF

BETHANY BRUNO  
Library Support Specialist (Collection)

DIEGO CHULAN  
Help Desk Services Technician
STAFF

STEVEN LOVELL
Groundskeeper – General Maintenance

AMBER LEA MARTINEZ
Enrollment Advisor/Recruiter
KELLY MATHHEUS  
Student Success Coach

VICTORIA MOULD  
Student Success Coach
TRICIA OLEYTE
Student Success Coach

ENESHIA PICKETT
Support Security Office
STAFF

DARRIAN PITTS
Groundskeeper – General Maintenance

BRADLEY SMITH
Journeyman/HVAC/R/Electrician
CHARISSA SMITH
AMSTI Elementary Specialist

LAKEN SMITH
Library Support Specialist (Archives)
JERRY STEPHENS
Information Systems
Programmer/Database Administrator
INDIVIDUAL MERITORIOUS AWARDS

BETH REED

DR. PATSY GLAZE
FACULTY

Distinguished Scholarly and Creative Work Award

recognizes a full-time faculty member whose University career is distinguished by truly outstanding scholarly or creative works.

2019-2020
Dr. Malcolm Cort
Teaching Excellence Award recognizes a full-time faculty member who is distinguished by truly outstanding performance in the classroom.

2019-2020
Dr. Vanessa Miller
FACULTY PROMOTIONS

Joe Delap
DR. CHARLES ROBERTS
Promoted to Professor
DR. THOMAS PIEPLOW
Promoted to Professor
DR. ROBERT WHITE
Promoted to Professor
Your hard work and efforts year over year are very much appreciated! Thank you for your many wonderful years of service!

Keith Ferguson
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<tr>
<td>Joy Clark</td>
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<td>Kim LaFevor</td>
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20 Years

Patrick L. Ragucci
Beth Reed
Cathy Woodruff
ANNOUNCEMENTS

Dr. Philip Way
BOARD OF TRUSTEES MEETING
October 16, 2020
This PPT will be posted to the webpage