Faculty Senate Agenda
October 3, 2011
3:30 p.m.

Call to order

Approval of Minutes
   September 12, 2011

Senate Elections:
   • Senate Chair (Senator Noblitt was nominated at September meeting)
   • Senate Vice-Chair (Senator Day was nominated at September meeting)
   • Executive Committee (1 vacancy) (if Senator Day is elected as Vice Chair)
   • COSFL alternate (1 vacancy)

President's Report: Senator Whitlock

Unfinished Business:
   • General Education Restructure (revised) (discussion only)

New Business:
   • Posthumous Degree for April (Alex) Williams
   • Report from Council on Academic Affairs
     (CAA agenda is included in the Senate packet.)
     (See separate PDF file for the curriculum forms - 7 pages)

Report Overview & Questions:
   Executive Committee Chair: Senator Noblitt
   Faculty Regent: Senator Frisbie
   COSFL Representative: Senator Summers
   Provost: Senator Vice
   Student Government Association: Rachel Mollozzi
   FPC/SPC: Senator Noblitt

Standing Committees:
   Academic Quality Committee: TBA, Chair
   Budget Committee: TBA, Chair
   Committee on Committees: Senator Roush, Chair
   Elections Committee: TBA, Chair
   New Senators Orientation Committee: TBA, Chair
   Rights & Responsibilities Committee: Senator Palmer, Chair
   Rules Committee: Senator Hensley, Chair
   Welfare Committee: TBA, Chair

Other Committees:
   Ad Hoc Committee on Computing: Senator Smith, Chair

Adjournment
The Faculty Senate of Eastern Kentucky University met on Monday, September 12, 2011, in the South Ballroom in the Keen Johnson Building. Parliamentarian Miller called the first meeting of the academic year to order at approximately 3:30 p.m.

The following members were absent:
F. Awang*, A. Back, J. Hensley, N. Jasinski, K. Johnson*, K. Keltner-Previs*, M. Martin, S. Merlin, G. Purdue*, S. Zaragoza*^

*indicates prior notification of absence
^ ALT E. Liddell attended for S. Zaragoza

Visitors to the Senate: Jim Conneely, Student Affairs; Mona Isaacs, Information Technology; Rick McGee, Registrar; Nancy McKenney, Library; Sandra Moore, Provost Office; Jaleh Rezaie, Graduate School; Sherry Robinson, Provost Office; James Street, Capital Planning/Facilities Mgmt; Garett Yoder, General Education

SENATE ELECTIONS
Senator Day moved, seconded by Senator Shordike, to approve Senator Noblitt as temporary chair until the October election. Motion carried.

Senate Chair. Senator Frisbie nominated Senator Noblitt for Chair. Senator Frisbie moved, seconded by Senator Shordike, to close nominations and accept by acclamation. Motion carried. The election will be held at the beginning of the October meeting.

Senate Vice Chair. Senator Frisbie nominated Senator Day for Vice Chair. The election will be held at the beginning of the October meeting.

Academic Quality Committee (1 vacancy). Senator Shordike nominated Senator Marshall. Senator May moved, seconded by Senator Biggin, to close nominations and accept by acclamation. Motion carried.

Budget Committee (2 vacancies). Senator Thieme and Senator Jackson self nominated. Senator Wray moved, seconded by Senator Biggin, to close nominations and accept by acclamation. Motion carried.

Committee on Committees (2 vacancies). Senator Frazer and Senator Hayes self nominated. Senator Thieme moved, seconded by Senator Biggins, to close nominations and accept by acclamation. Motion carried.

Elections Committee (1 vacancy). Senator May self nominated. Senator Nelson moved, seconded by Senator Biggin, to close nominations and accept by acclamation. Motion carried.

Executive Committee (1 vacancy). Senator Kirk Jones nominated Senator May. Senator Pianalto moved, seconded by Senator Biggin to close nominations and accept by acclamation. Motion carried.
New Faculty Orientation Committee (3 vacancies). Senators Gerken, Krampe and Nowak self nominated. Senator Pressley moved, seconded by Senator Biggin, to close nominations and accept by acclamation. Motion carried.


Welfare Committee (1 vacancy). Senator Thieme self nominated. Senator Eser moved, seconded by Senator Biggin, to close nominations and accept by acclamation.

COSFL (1 rep & 2 alternates). Senators Summers and Price were nominated. Senator Summers was elected as the COSFL representative, with Senator Price serving as alternate. One additional alternate is needed and will be selected at the October meeting.

APPROVAL OF MINUTES:
The May 2 regular and organizational minutes were approved as written.

REPORT FROM THE PRESIDENT: Senator Whitlock
Earlier today, Senator Whitlock attended the Annual Excellence in Entrepreneurship Awards ceremony in Somerset. At that ceremony, Andrew Pennington received the student award for a creative enterprise he began online called contractoryardsale.com.

A day-long campus forum was held on September 8 to discuss the history of education in Kentucky. Retired EKU faculty member Bill Ellis, author of A History of Education in Kentucky was one of the participating members of the event.

Eastern Kentucky University has recently acquired Elmwood, a historic residence located across Lancaster Avenue from the Richmond campus. This year the Homecoming tent will be set up at Elmwood to give people a chance to tour the house.

The opening gala for the Center for the Arts was held on Friday, September 9.

The new science building phase I is due to open later this year. The space should be open for instruction beginning in the spring semester. Phase II of that project remains EKU’s number one funding priority.

The funding process is well underway in Frankfort for the next biennium. The latest draft includes a recommendation for the first year of the biennium that unfunded M&O would be funded at 100%. This could mean approximately $3.6M for Eastern and could be used for replacement of resources that are already committed. The only other new money in the first year of the biennium is $750,000 for Senate Bill I implementation which is primarily for developmental work and professional development. In the second year of the biennium the two
largest pools in the current draft are $20M which will be tied to student performance (approximately $2M of that would be aligned for Eastern) and another $60M (approximately $2M would be earmarked for Eastern) that would be bond-funded for another round of “Bucks for Brains” funding.

Effective Monday, September 19, the Strategic Planning Council and the Financial Planning Council will be merged.

The Board will begin working on the evaluation of the president soon. More information will be shared about this later. The Provost is also scheduled to go through an evaluation process later this year.

Senator Whitlock leaves tomorrow for China. He’s been invited to help celebrate Liaoning University of Technology’s 60th anniversary.

In approximately three weeks, Senator Whitlock will travel to Japan for an alumni event. He will also be attending a meeting of the American Committee for KEEP.

In the near future Eastern should have a signed MOU with Maseno University in Kenya. Senator Whitlock thanked Senator Shordike for her work with Maseno University.

UNFINISHED BUSINESS:

General Education Restructure. Garett Yoder was in attendance to discuss the proposals under review for the general education restructure and to answer questions. The proposals will be voted on at the September 27th General Education Committee meeting. The approved proposals will then go to the Council on Academic Affairs in October, Faculty Senate in November or December and the Board of Regents in January, 2012. Please share the PowerPoint and the proposals which were included in the Senate packet with your colleagues.

EKU Diversity Plan. Sandra Moore was in attendance to present the finalized EKU Diversity Plan. The Committee on Equal Opportunities (CEO) of the Kentucky Council on Postsecondary Education approved EKU’s comprehensive diversity plan on June 2, 2011, and EKU’s Board of Regents will review the plan at the September 28 meeting.

NEW BUSINESS:

Report from Council on Academic Affairs - Senator Vice

New Program
1. Legal Studies Minor
2. Master of Arts in Mathematics

Program Revision to Required Hours to Graduate
3. Mathematics Teaching B.S.
   Revise the mathematics teaching course options.

Program Revisions
4. Athletic Training B.S.
   Revise course descriptions within the program.
5. **Health Services Administration B.S.**
   Revise the program to reflect the revisions made to the Professional Practice Experience courses (HSA 411, 412, 413).

6. **Computer Science B.S.**
   Update supporting course requirements for bioinformatics option.

7. **English B.A.**
   Add ENG 367 African Caribbean Literatures to the list of elective courses available to the Literature option of the English major. This course fits into the sequence of diversity courses.

8. **History B.A.**
   Add HIS 414 to the major course offerings.

9. **History/Teaching B.A.**
   Add HIS 414 to the major course offerings.

10. **Master of Music**
    Add additional text to the Admissions section II, modifying composition credits, and clarification of electives.

11. **Agriculture B.S. Area Major**
    Combine two options under BS program into one. Delete the Business Minor Option. Eliminate the statement "Professional Skills Seminar" from College Requirement and add "s" to Requirement.

12. **Criminal Justice M.S.**
    Students cannot switch to a thesis after failing the comprehensive exam. New Admissions requirements: a minimum of 850 on the verbal and math sections of the GRE, a 4.0 in the writing, and only two letters of recommendation.

**Discussion Items**
The Council approved the following items in the May 19, 2011, meeting.

13. Independent Study Courses, Curriculum Guide Edit
14. Additional Employment for Graduate Assistants
15. Credit by Examination Revisions

Senator Vice moved approval of item 1, seconded by Senator Summers. Motion carried.

Senator Vice moved approval of item 2, seconded by Senator Matthews. Motion carried.

Senator Vice moved approval of items 3-12, seconded by Senator Potter. Motion carried.

Items 13-15 were presented for information only but will be presented for action at the October meeting.

**REPORT FROM SENATE CHAIR:** Senator Noblitt, Interim Chair
Faculty Senate will evaluate President Whitlock and Provost Vice in the coming year. The Executive Committee plans to work closely with Faculty Regent Malcolm Frisbie to coordinate survey efforts for the president’s review. As in past evaluations, while the committee plans to use a joint survey instrument, it will conduct a separate evaluation of survey results and write a separate evaluation report.

Since there are a number of new senators this year, Senator Noblitt shared a color chart of EKU’s policy process. As a number of policies will be reviewed this year, she thought it would be helpful to see what the Senate’s role is in the policy update process.
Policies 6.1.3R, Travel Requirements and Procedures, and 9.4.1R, Motor Vehicle Use Regulation, are currently undergoing the 30-day public comment period. Please review these policies closely, as faculty traveling with or without students will be affected. The drafting committee is open to suggestions. Dean Sara Zeigler will be serving on the drafting committee and comments and/or questions can be forwarded to her.

The Provost and Senator Noblitt plan to meet soon to discuss a variety of issues and initiatives underway to address faculty workload. The Executive Committee hopes to bring forth updates on these initiatives in the coming months and to make sure that faculty are directly involved in these discussions.

The Deans are currently reviewing the lecturer/senior lecture evaluation process. Current policies related to tenure and merit simply do not address the situation adequately. Some departments rely heavily upon lecturers and need to share their insight into improved systems of evaluation. Departments are encouraged to speak with their college deans about this issue.

REPORT FROM FACULTY REGENT: Senator Frisbie
At its April meeting, the Board considered tuition and meal plan rates for 2011-12. The Board could not act on the rate recommendations because the CPE had not yet set increase limits for the state schools. The Board authorized its Executive and Academic Affairs Committee to act on its behalf after the CPE took its action. The Committee met on May 3 to approve tuition increases of 5% and meal plan increases of 3.75%. EKU’s instate, full time tuition for two semesters is $6960 in 2011-12.

The Board heard several reports concerning the financial health of the institution. The Chairman of the Foundation Board reported that the EKU endowment has grown to $48M. Financial markets continue to bounce around, so growth was tied to increases in gifts, which are up 30% and number of donors, which are up 2%. Vice President Newsom reported that EKU was on solid footing as it neared the end of the fiscal year and was on track to exceed budget predictions for tuition revenue by $1-2M. This was largely driven by increased revenue from online courses.

Dr. Robert King, President of the CPE, visited and described the CPE’s new strategic initiative to the Board. CPE will emphasize four broad areas: college readiness; student success; research, economic, and community development; and efficiency and innovation. This will be actuated by applying metrics to the state institutions.

The Board also learned about the 2011-2015 EKU Strategic Plan, which emphasizes four major goals: maximize student success; build and sustain the University’s capacity for excellence; create and maintain an inclusive, equitable, and diverse environment; and collaborate with regional community partners to promote academic achievement, economic development, and quality of life.

In action items, the Board approved the budget guidelines used in developing the 2011-12 operating budget for the university. The operating budget this year is $233M, which represents a 6.9% increase over last year’s budget. The budget included $12M in new monies that were available for strategic spending. $1.1M of these funds went to offset
increases in fixed costs. Another $2M is funding increased benefit costs that the university faces. $2.6M was allocated to fund faculty and staff pay increases. $2.3M was put toward scholarships and financial aid, to offset the tuition increase and to create a $1.2M contingency fund within the financial aid/scholarship line. $264,000 was available for strategic initiatives. Of this amount, $220,000 has been allocated to Enrollment Management to fund an international recruiting initiative, put in place an enrollment/revenue management system, and to continue the predictive modeling work begun last year by Noel-Levitz. $17,000 of the strategic initiatives money is funding increases in faculty promotion rates (to $1800 for promotion to assistant professor, to $3000 for promotion to associate professor, and $4500 for promotion to professor).

On the academic side, the Board learned of a new cooperative program with Morehead and Hazard CTC to coordinate course offerings in Hazard, Jackson, and Manchester which will allow students to move from an associate degree program to completion of a baccalaureate program in general studies. The Board approved 39 curriculum revisions, new certificates, and new minors. It also approved catalog language changes related to readmission to the university and minimum academic standards. It approved a 3 + 2 plan for graduate studies under which an undergraduate student can take up to 12 hours toward a graduate degree while still an undergraduate. The student may double-count up to nine of those hours.

The Board will next convene for a regular quarterly meeting on September 28.

**REPORT FROM PROVOST:** Senator Vice

Senator Vice shared the statistics below to show what the overall retention rate is for students who entered EKU without developmental needs as compared to those that entered with developmental needs. As can be seen, there is still much work to be done before EKU can achieve its retention goal of 75% by the year 2015.

<table>
<thead>
<tr>
<th>Year</th>
<th>No. Of Freshmen with No Developmental Needs</th>
<th>Percent of Total</th>
<th>Retention Rate</th>
<th>No. Of Freshmen with One or More Developmental Needs</th>
<th>Percent of Total</th>
<th>Retention Rate</th>
<th>Overall Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-2012</td>
<td>1,623</td>
<td>63.2</td>
<td>946</td>
<td>36.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010-2011</td>
<td>1,475</td>
<td>56.9</td>
<td>1,118</td>
<td>43.1</td>
<td>55.5</td>
<td>65.3</td>
<td></td>
</tr>
<tr>
<td>2009-2010</td>
<td>1,457</td>
<td>56.8</td>
<td>1,107</td>
<td>43.2</td>
<td>60.2</td>
<td>66.6</td>
<td></td>
</tr>
<tr>
<td>2008-2009</td>
<td>1,600</td>
<td>64.1</td>
<td>897</td>
<td>35.9</td>
<td>58.2</td>
<td>68.3</td>
<td></td>
</tr>
</tbody>
</table>

In response to the national and state shortage of workforce in the Science, Technology/Engineering, Mathematics, and Health related (STEM-H) fields, and to comply with Kentucky Senate Bill 1 (College Readiness), Eastern Kentucky University has established the EKU STEM-H Institute. The EKU STEM-H Institute will focus on improving the teaching
and learning in STEM-H fields from elementary education through graduate school by focusing on outreach, teaching, professional development, and research.

For the 2011-12 academic year, the STEM-H Institute will be housed in the Office of Graduate Education and Research and will be directed by Dr. Jaleh Rezaie, Associate Dean of Graduate Education and Research.

Following is a list of student success collaborative initiatives:
1. Noel-Levitz’ analysis and predictive modeling
2. Revision of Scholarship Tuition Model
3. MAP Works (Early Alert Measure for Residential Students)
4. Degree Works Audit System (Direct Path to Degree) (A critical initiative for effective ADVISING)
5. Smooth Transition for Transfers – HB 160
6. The Urgency Team – Contacts with not-yet registered students who were eligible to return to EKU.
7. Academic Practices Aimed at Student Success
   ∞ Use It or Lose It (First-Day Disenrollment)
   ∞ Early Alert Retention Survey
   ∞ The Party is Over (First-Time Freshmen Mid-Term Grade Review)

As of Summer 2011, the e-Campus Center formerly established in the College of Justice and Safety has become the Office of e-Campus Learning for all Eastern’s current and future online programs. Tim Matthews has been named Executive Director of e-Campus Learning. Dr. Fred Kolloff will serve as Director of the Instructional Design Center.

Online General Education offerings provide a unique feature of EKU’s Online Model. Dr. Stephen Sumithran will serve as Program Coordinator for the General Education and Supporting Courses that support e-Campus programs. In this capacity Dr. Sumithran will serve as liaison to department chairs and faculty who develop and teach online general education and supporting courses for e-Campus.

The Professional Flight option in the Aviation program prepares students to pursue careers in the aerospace industry. Over the past 18 months, EKU has taken over the complete operation of the Professional Flight program. This includes performing all flight operations, acquiring aircraft, scheduling of maintenance, and hiring of flight instructors.

Initiatives are also underway to enhance the experience of the program and EKU. These initiatives include:
∞ Developing a learning community for the flight students.
∞ Working with housing to establish the “Flight Deck” for those living in the dorm.
∞ Introducing students to flight instructors and airport operations in an Orientation session.

The Aviation Program has made great progress over the past 18 months and, with the leadership of the new Chief Flight Instructor, Mr. Ralph Gibbs, will continue to grow and improve.

Lunch with the Faculty Senators will continue again this year each Wednesday following the Senate meeting. The first lunch and discussion will be after October’s meeting.

Senator Smith moved, seconded by Senator Summers to extend the meeting. Motion carried.
FINANCIAL PLANNING/STRATEGIC PLANNING COUNCIL: Senator Noblitt
As was reported earlier, the Financial Planning and Strategic Planning Council will be meeting soon as a joint committee.

STANDING COMMITTEE REPORTS:

New Senator Orientation Committee. Senator Pressley announced that the new Senator Orientation session is scheduled for Monday, September 19 at 2:30 p.m. in the Faculty Lounge.

Ad Hoc Committee on Computing. Senator Smith reported that the committee was initially charged with investigating administrative rights for computing purposes for faculty.

IT understands the need for faculty to have administrative rights and are working on a process (yet to be determined) to request administrative privileges on PCs.

A set of possible solutions was discussed to address concerns. However, any of the mentioned options will need to be fully tested and vetted before implementation:

- Option: Grant admin rights with justifications (need to determine who will approve and under what circumstances)
- Option: Two accounts where one secure and one with admin rights
- Option: Unix approach for "run as" elevated rights (non-interactive admin login)

One caveat is if administrative privileges are granted and malware becomes a problem, administrative privileges will be removed from the local machine. So faculty need to understand the responsibility assumed with administrative rights.

A combination of mentioned options might be possible to address the diverse needs of faculty.

Items were discussed where faculty involvement is needed to help with various items:

1. **Beyond Trust – Beta Test:** Need faculty volunteers to beta test the third party software for secured PCs (October).
2. **Faculty Laptop Secure Configuration – Beta Test:** Need faculty volunteers to check out computers from IT that have been configured as “secured PCs” so they can try the configuration to help identify issues (October/November)
3. **Faculty Laptop Equipment Testing:** An RFP will be issued this fall and potential vendors will submit evaluation equipment for review. The proposed equipment will be made available for faculty to review and supply needed feedback. Need faculty feedback on PC and Apple evaluation samples (November/December). Decision must be reached by the end of the calendar year.

Senator Smith stated that there are additional issues that have been identified as the committee has moved through this process, and that it may be necessary to covert the ad hoc committee to a standing committee so those issues can be addressed.

ANNOUNCEMENTS
Senator Noblitt: reminded the committees to meet soon and elect chairs. Committee charges will be distributed soon.

ADJOURNMENT
Senator Vice moved to adjourn at approximately 5:35pm.
Pleased to report to the Board that AASCU has appointed me to Kentucky’s three person leadership team for the College Readiness Partnership, a collaborative venture between AASCU, SHEEO and CCSSO. The other two members are Bob King, CPE President, and Terry Holiday, Commissioner of Education. This is a joint venture of the three organizations and, in addition to Kentucky, will be a program in Maine, Massachusetts Missouri, Tennessee and Wisconsin. It is funded by generous grants from the Lumina and Hewlett Foundations.

The CRP will work directly with the selected state leadership teams to achieve the following three objectives:

- Identify how the Common Core State Standards should be implemented in each participating state in order to actually improve college and career readiness for all students;
- Define how leaders and faculty across K-12 and higher education need to work together to improve both teaching and learning in ways essential to achieving the goal of college and career readiness; and
- Delineate the specific steps that higher education and states must take together in order to make effective implementation a reality; in other words, to make college and career readiness expectations more transparent, to align curricula, to assess student performance more effectively, and to improve teacher preparation and professional development.

I was honored to be asked to serve in this capacity and look forward to the important work of the CRP. I truly believe the outstanding work our faculty has done in this regard is why I was chosen.

I am also very pleased to announce that I have been elected by the Board of Directors of the Japan\America Society of Kentucky to serve as a member of that board. I believe this is recognition of this institution’s focus on international education and look forward to using this position to advance our work in this regard.

On the subject of Japan, Joanne, Joe Foster and I leave Friday for Tokyo. On Sunday we will host a reception for EKU Alumni and Friends. Among our guests will be Jiro Hashimoto, the person who works for Kentucky economic development in Japan. We will also be engaged in some major donor cultivation. Before Joanne and I move on to Kiyosato on Tuesday, we will again visit Rikkyo University, where we are very close to establishing an exchange relationship.

At Kiyosato, where I serve on the Board of the American Committee for the Kiyosato Experimental Education Project, I will participate in ACK Board meetings and in joint meetings with the KEEP board, which includes the CEOs of several major Japanese
corporations. Before we return, we will join with the 2011 Madison County Delegation to our sister region of Hokuto City.

- We continue to work toward the goal of securing a Presidential Debate here next year. Many individuals are helping us in our quest, and that includes members of the Bopard of Regents.
- October 31 through November 2, I will be heading an NCAA certification site visit team to the University of North Dakota.
- Next March, I have been invited to participate in a site visit for SACSCOC reaffirmation at Radford University (Virginia).

- Last week was the annual Governor’s Conference on Trusteeship and we were well represented. At the CPE meeting preceding the conference, it was EKU’s turn to present to the Council our institutional goals around the metrics of the CPE Strategic Agenda. I will share with you now the powerpoint presentation. You have printed copies at your places.

- In addition to this powerpoint, we also made a more detailed good news report similar to the one shared with you at the last meeting. This included a cross walk of the EKU Strategic Plan to the Council Strategic Agenda. A copy of this is also at your places.

- Our presentation, in which Dr. Vice and Dr. Conneely participated, was very well received and I believe we set a high bar for those institutions who will follow us.
# INSTITUTIONAL PROFILE

**Eastern Kentucky University**

<table>
<thead>
<tr>
<th>Student Enrollment</th>
<th>2000</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>14,657</td>
<td>16,567</td>
<td>13.0%</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>12,909</td>
<td>14,396</td>
<td>11.5%</td>
</tr>
<tr>
<td>Graduate</td>
<td>1,748</td>
<td>2,171</td>
<td>24.2%</td>
</tr>
<tr>
<td>New Freshmen</td>
<td>2,032</td>
<td>2,593</td>
<td>27.6%</td>
</tr>
<tr>
<td>New Transfers</td>
<td>1,025</td>
<td>1,223</td>
<td>19.3%</td>
</tr>
<tr>
<td>Service Region</td>
<td>7,273</td>
<td>7,543</td>
<td>3.7%</td>
</tr>
</tbody>
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## INSTITUTIONAL PROFILE
### Eastern Kentucky University

<table>
<thead>
<tr>
<th>Student Success</th>
<th>2000</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Year Retention</td>
<td>63.2%</td>
<td>66.6%</td>
<td>3.4 ppt</td>
</tr>
<tr>
<td>Six-Year Graduation</td>
<td>34.7%</td>
<td>37.5%</td>
<td>2.8 ppt</td>
</tr>
<tr>
<td>Average ACT</td>
<td>19.3</td>
<td>21.1</td>
<td>9.3%</td>
</tr>
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<table>
<thead>
<tr>
<th>Completions</th>
<th>2000</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baccalaureate</td>
<td>1,663</td>
<td>2,126</td>
<td>27.8%</td>
</tr>
<tr>
<td>Master's</td>
<td>426</td>
<td>697</td>
<td>63.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>2000</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
<td>$639,776</td>
<td>$2,675,581</td>
<td>318.2%</td>
</tr>
<tr>
<td>Public Service</td>
<td>$21,856,866</td>
<td>$44,627,561</td>
<td>104.2%</td>
</tr>
</tbody>
</table>
INSTITUTIONAL PROFILE

Eastern Kentucky University

- Chronicle of Higher Education “Great Colleges to Work For” Honor Roll
- Military Times EDGE #1 “Best for Vets”
- Forbes “America’s Best Colleges”
- Carnegie Foundation “Community Engaged University”
- U.S. News “America’s Best Colleges (South)”
- GI Jobs “Military Friendly Campus”
- Washington Monthly “Contribution to Public Good”
2011-15 STRATEGIC AGENDA

Four Focus Areas

- COLLEGE READINESS
- STUDENT SUCCESS
- RESEARCH, ECONOMIC, & COMMUNITY DEVELOPMENT
- EFFICIENCY & INNOVATION
## COLLEGE READINESS

Eastern Kentucky University

<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Historical (2005-06)</th>
<th>Baseline (2008-09)</th>
<th>2015 Target</th>
<th>Percent Change Baseline to Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>New teacher excellence (top 15% nationally)</td>
<td>17%</td>
<td>16%</td>
<td>25%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Percent of teaching program graduates scoring in the top 15 percent nationally on Praxis II Practice of Learning and Teaching (PLT) licensure exams.
• EKU Middle College
  ➢ First local school district, 4-year institution in KY
  ➢ Assist academically capable, at-risk high school Jr/Sr
• EKU Now! Dual Credit
  ➢ Designed for high school Jr/Sr jumpstart (EKU's service region)
  ➢ MOAs with participating school districts
• Math & English Transition Courses
  ➢ Half of regional high school juniors in bottom 25th percentile
  ➢ Data indicate movement of 5 KYOTE points in one semester course, 8 points in a full-year course
  ➢ For full-year students, ending mean ACT-Math was 20.74 and median was 22. [Over half were considered college ready in Math]
  ➢ Students not meeting Kentucky benchmark or equivalent are moving up a minimum of one developmental level
• Educational Extension Agents
  ➢ 7 agents, 214 schools, 50,000 students
• Compliance with Senate Bill 1
  ➢ Curriculum Alignment for Retention & Transition at Eastern (CARTE): Professional Learning Communities
## STUDENT SUCCESS

**Eastern Kentucky University**

<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Historical (2005-06)</th>
<th>Baseline (2009-10)</th>
<th>2015 Target</th>
<th>Percent Change Baseline to Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Degrees &amp; Credentials</td>
<td>3,079</td>
<td>3,052</td>
<td>3,525</td>
<td>15%</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>1,980</td>
<td>2,125</td>
<td>2,500</td>
<td>18%</td>
</tr>
<tr>
<td>Master’s</td>
<td>835</td>
<td>705</td>
<td>775</td>
<td>10%</td>
</tr>
<tr>
<td>Doctoral – Prof. Practice</td>
<td>0</td>
<td>1</td>
<td>30</td>
<td>2900%</td>
</tr>
<tr>
<td>Transfer from KCTCS</td>
<td>Not avail.</td>
<td>832</td>
<td>1,000</td>
<td>20%</td>
</tr>
<tr>
<td>Net direct cost for low-income students</td>
<td>-$878</td>
<td>-$886 (2008-09)</td>
<td>-$1,125</td>
<td>27%</td>
</tr>
</tbody>
</table>

Transfer from KCTCS includes transfer of KCTCS credit at any time during a student’s career. Net Direct Cost is the cost of tuition, fees and books after all grants and scholarships received. Amount shown are for full-time, Kentucky resident undergraduates only. Negative amounts reflect grant money available to pay indirect costs such as room and board.
<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Historical (2005-06)</th>
<th>Baseline (2008-09)</th>
<th>2015 Target</th>
<th>Percent Change Baseline to Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduation rates</td>
<td>35.4%</td>
<td>37.7%</td>
<td>45%</td>
<td>19%</td>
</tr>
<tr>
<td>Grad. rate gap of underrepresented minority students</td>
<td>8%pt</td>
<td>10%pt</td>
<td>5%pt</td>
<td>-50%</td>
</tr>
<tr>
<td>Grad. rate gap of underprepared students</td>
<td>Not available</td>
<td>28%pt</td>
<td>14%pt</td>
<td>-50%</td>
</tr>
<tr>
<td>Grad. rate gap of low-income students</td>
<td>Not available</td>
<td>16%pt</td>
<td>8%pt</td>
<td>-50%</td>
</tr>
</tbody>
</table>

Graduation rate of full-time, Bachelor’s degree-seeking students who entered six years previous (IPEDS). Gaps represent difference between graduation rate of target group and graduation rate of other students.
STUDENT SUCCESS
Eastern Kentucky University

• Noel-Levitz Data Analysis & Predictive Modeling
  ➢ Assessed effectiveness of current EKU enrollment program
  ➢ Assessed student satisfaction, factors for student success
  ➢ Improved communication coordination
  ➢ Promoted development of retention strategy
  ➢ Created enrollment system that reduced tuition discount, maximized net revenue

• Revision of Scholarship Tuition Model
• MAP Works (Early Alert Measure for Residential Students)
• Degree Works Audit System (Direct Path to Degree)
• Smooth Transition for Transfers
• Academic Practices Aimed at Student Success
  ➢ “Use It or Lose It” (First Day Disenrollment)
  ➢ “The Party’s Over” (First-Time Freshmen Mid-Term Grade Review Process)
  ➢ Early Alert Retention Survey
<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Historical (2005-06)</th>
<th>Baseline (2008-09)</th>
<th>2015 Target</th>
<th>Percent Change Baseline to Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Externally-Funded Research &amp; Development (in thousands)</td>
<td>$767</td>
<td>$905</td>
<td>$1,500</td>
<td>66%</td>
</tr>
<tr>
<td>Degrees &amp; Credentials in STEM+H Fields</td>
<td>851</td>
<td>791</td>
<td>875</td>
<td>11%</td>
</tr>
</tbody>
</table>

Externally-funded research and development includes all sources of science and engineering R&D funding other than institutional sources such as endowments. STEM+H includes certificates and degrees at all levels in the Science, Technology, Engineering, Mathematics and Health fields.
RESEARCH, ECONOMIC, & COMMUNITY DEVELOPMENT

Eastern Kentucky University

- Center for Renewable & Alternative Fuel Technologies (CRAFT)
- Center for Educational Research in Appalachia (CERA)
- Office of Undergraduate Research
- Center for Economic Development Entrepreneurship and Technology (CEDET)
- Eastern Kentucky Environmental Research Institute
- Bluegrass Community Health Center (2 Lexington Locations)
- STEM-H Institute
<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Historical (2005-06)</th>
<th>Baseline (2009-10)</th>
<th>2015 Target</th>
<th>Percent Change Baseline to Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits Earned by Degree Graduates</td>
<td>146</td>
<td>144</td>
<td>136</td>
<td>-6%</td>
</tr>
<tr>
<td>Online Learning (Percent of all credit earned through online learning)</td>
<td>6%</td>
<td>15%</td>
<td>20%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Credits earned by degree graduates includes all Bachelor’s degree graduates during the year. Online learning measures the percent of completed student credit hours delivered through distance learning.
EFFICIENCY AND INNOVATION
Eastern Kentucky University

• Designated “Green” Innovator in IT (*University Business Magazine*)
• Positioned as National Model: Siemens Energy Efficiency Project
• Teamed Strategic Planning/Financial Planning Councils
• Recognized “Effective & Innovative Group Study Spaces”-Noel Studio (*University Business Magazine*)
• Launched Campus Shuttle/EKU Rides Systems
• Recognized State Leader in Campus Recycling
• Enhanced Online Program Efforts
• Established University e-Learning Office
Institutional Progress Update
Presentation to the Council on Postsecondary Education
by Dr. Doug Whitlock, President
September 22, 2011
You Can Get There from Here

INSTITUTIONAL PROGRESS REPORT

Presented By
Dr. Doug Whitlock
President
Eastern Kentucky University
September 22, 2011
Primary Service Region
“The Bluegrass”
Total Undergraduate Enrollment by Kentucky County
Fall 2010

Total Undergraduate Enrollment

- 0
- 1 - 50
- 51 - 150
- 151 - 300
- 301 - 500
- 501 - 1357
- 2594

EKU Service Region

Eastern Kentucky University
Mission Statement

**Mission**: As a comprehensive public institution, Eastern Kentucky University prepares students to lead productive, responsible, and enriched lives. To accomplish this mission, the University emphasizes:

1. **Student Success**
2. **Regional Stewardship**, and
3. **Critical and Creative Thinking and Effective Communication** (*

(*) Quality Enhancement Plan in compliance with Southern Association of Colleges and Schools Commission on Colleges
Vision Statement

**Vision**: Eastern Kentucky University will be an accessible, nurturing, and academically rigorous center of learning and scholarship that transforms lives and communities and enables them to adapt and succeed in a dynamic, global society.
Values

• *Intellectual vitality*, which is characterized by knowledge, scholarly inquiry, creativity, critical thinking and curiosity;

• *Sense of community*, which is characterized by a supportive environment with strong relationships and a commitment to service, shared governance, collaboration, and unity of purpose;

• *Diversity*, which is characterized by equitable opportunities and treatment, mutual respect, and the inclusion and celebration of diverse peoples and ideas;
Values

- *Stewardship of place*, by which the University enhances the intellectual capacity, economic vitality, environmental sustainability, and quality of life of the communities it serves;

- *Accountability*, which is characterized by fiscal responsibility and responsiveness to the needs of internal and external stakeholders; and

- *Excellence*, which is achieved through integrity, continuous quality improvement and a focused emphasis on the personal and professional growth of students, faculty, and staff.
### CPE 2011-2015 Strategic Agenda

#### COLLEGE READINESS
- Increase # of college-ready Kentuckians
- Align K-16 curriculum
- Strengthen college-going/completion culture in Kentucky

#### STUDENT SUCCESS
- Increase degree completions in Kentucky
- Support new pathways to degrees
- Statewide Diversity Policy initiatives

#### RESEARCH, ECONOMIC, & COMMUNITY DEVELOPMENT
- Increase research for knowledge & economic growth
- Increase educational attainment & quality of life
- Community outreach

#### EFFICIENCY & INNOVATION
- Increase academic productivity
- Increase alternative program delivery methods
- Effective & efficient use of resources

### EKU 2011-2015 Strategic Plan

#### STUDENT SUCCESS
- Increase # of college-ready freshmen
- Increase ACT profile of new freshmen
- Increase retention/graduation rates
- Increase # of degrees conferred

#### BUILDING CAPACITY FOR EXCELLENCE
- Planning group efficiency/effectiveness
- Increase revenues and cut costs
- Increase online offerings
- Increase regional campus offerings

#### DIVERSITY & EXCELLENCE
- Implement EKU Diversity Plan
- Increase diverse retention & grad rates
- Increase international enrollment
- Increase # of diverse students, faculty, & staff

#### REGIONAL STEWARDSHIP
- Curriculum sharing with P-12
- Educational Extension Agents
- Enhanced quality partnerships
- Dual credit/EKU NOW!
GOAL 1: Maximize Student Success
Student Success Measures

Quality Enhancement Plan (SACS Requirement)

EKU Embraced QEP Theme: “to graduate informed, critical and creative thinkers who can communicate effectively.”

Four Basic Tenets of Thinking Critically:

Students will:

• EXPLORE and use relevant information in order to gain knowledge and solve problems.
• EVALUATE information and ideas using appropriate methods.
• EXPAND and generate their own ideas and express them effectively.
• EXPRESS a point of view and develop it with awareness of alternatives.
• Plan for Performance-Based Learning Outcomes for All Programs
Student Success Measures

• First Day Disenrollment (“Use It or Lose It” Program)

• Gather Feedback (General Education Campus Forums)

• Assist Students Struggling Academically (Early Alert Retention Survey)

• Monitor the Progress of Freshmen (First-Time Freshmen Mid-Term Grade Review Process)
National Scholarship Recipients

Miles Owen
Truman Scholarship

Ethan Kilgore
Goldwater Scholarship

Michelle Hull
Fulbright Teaching Assistantship

Diana Harbeson
Association of General Contractors National Scholarship

Jessica Pulliam
National Science Foundation Graduate Research Fellowship

Alisa Pulver
Phi Kappa Phi National Fellowship

John Simpson
Fulbright Teaching Assistantship
Student Success

National Distinctions

- EKU Mock Trial Team- “Honorable Mention” (National Championship Mock Trial Tournament)

- Finished Ahead of Teams From:
  - Washington University
  - Drake University
  - Swarthmore College
  - Rhodes College
  - University of Southern California
  - Case Western Reserve University
Student Success
National Distinctions

- Co-Op Program First in Kentucky to Earn Accreditation
  - Accreditation Council for Cooperative Education

- 579 EKU Students Participated in Program (2010-11)

- EKU Co-Op Met 6 Standards:
  - Mission and Goals
  - Institutional Relationships
  - Employers and External Partners
  - Learning Environment
  - Learning Outcomes
  - Program Effectiveness
Student Success
National Distinctions

• EKU Orientation Textbook One of First in Nation Written, Designed, Published Entirely by University Faculty, Staff & Students

  ▪ Explore, Evaluate, Expand, Express: Academic Success and the EKU Experience

  ▪ Used Fall 2011 in freshmen orientation classes; all five colleges

  ▪ Cost-savings for students ($20 vs. $50)

  ▪ Integration of EKU’s QEP
Student Success

Student Leadership Opportunities

• Participating Students Perform 1,400 Hours of Community Service on 2011 Alternative Spring Break Trips
  - Immersion experience in the community
  - HIV/AIDS Awareness (New York City)
  - Habitat for Humanity (Charleston, SC)
  - Homelessness/Afterschool Programming (Washington, DC)

• Participating Students, Faculty Conduct Service-Learning Project in Memphis
  - 34 students, 6 faculty
  - Service-Learning (The Martin Luther King Jr. Student Transition Academy)
  - Assisted students who have been temporarily expelled from public school
Student Success

Student Leadership Opportunities

• EKU Study Abroad Partners...and GROWING!
  ▪ Liaoning University of Technology (Jinzhou, China)
    1. Mandarin Language
    2. Chinese Culture
  ▪ University of Yamanashi (Kofu, Japan)
    1. Japanese Language & Culture
    2. Engineering
    3. Arts & Sciences
    4. Education
  ▪ Hogeschool Avans (Breda, The Netherlands)
    1. International Business
    2. Economics
    3. Fine Arts
Student Success

Student Leadership Opportunities

- EKU Study Abroad Partners...and GROWING!
  - Daegu Haany University (Daegu, South Korea)
    1. Korean Language & Culture
  - The Magellan Exchange (Austria, Germany, France, Spain, Belgium, The Netherlands, Finland, England, Australia, & Mexico)
    1. Business and Technology
  - Benemerita Universidade Autonoma de Puebla (Puebla, Mexico)
    1. Spanish Language
Student Success
Student Leadership Opportunities

- EKU Study Abroad Partners...and GROWING!
  - Pontifica Universidade Catolica de Minas Gerais (Minas Gerais, Brazil)
    1. Portuguese
    2. General Studies
  - Maseno University (Kenya)
    1. Swahili
GOAL 2: Build and Sustain the University’s Capacity for Excellence
EKU Makes "Great Colleges to Work For" Honor Roll Again; Ranked In Top 10 Nationally

- Ranked #1 Large University in the Nation
  1. EASTERN KENTUCKY UNIVERSITY
  2. Baylor University
  3. Georgia Institute of Technology
  4. Lindenwood University
  5. Sam Houston State University
  6. University of Maryland-Baltimore County
  7. University of Mississippi
  8. University of Notre Dame
  9. University of Southern California
Chronicle of Higher Education

- Earned Recognition in 11 of 12 Possible Categories
  - Professional/Career Development Programs
  - Teaching Environment
  - Tenure Clarity and Process
  - Facilities/Workspace/Security
  - Work/Life Balance
  - Compensation/Benefits
  - Job Satisfaction
  - Respect/Appreciation
  - Collaborative Governance
  - Confidence in Senior Leadership
  - Supervisor or Department Chair Relationship
Military Times Edge Magazine

• #1 National Ranking for Commitment to Helping Military Vets Further Education
  - Presence of Veteran Groups on Campus
  - Policies for Handling Military Withdrawals
  - Scholarships for Veterans
  - Acceptance of Military Schooling for Academic Credit
  - Training for Faculty, Staff on Veterans’ Issues
  - Staff Members Dedicated to Working with Veterans
  - Special Programs, Events for Veterans
G.I. Jobs

- Among 7,000 institutions surveyed, EKU ranks among top 15% as “Military Friendly School”

Criteria:

- Efforts, Level of Success Recruiting, Retaining Military Vets, Students
- Academic Accreditations
EKU Named among America's Best Colleges 4th Consecutive Year

- Recognized Among 650 Undergraduate Institutions
- Students’ Satisfaction with EKU Experience
- Incurred Debt
- Retention and Graduation Rates
- Success and Salaries of Graduates
EKU Ranked by Washington (DC) Monthly Magazine for “Contribution to Public Good”

- Social Mobility (recruiting and graduating low-income students)
- Research (producing cutting-edge scholarship and PhDs)
- Service (encouraging students to give something back to their country)
The Carnegie Foundation for the Advancement of Teaching

- EKU Selected for Community Engagement Classification
  - Recognized: Curricular Engagement, Outreach and Partnerships
  - 119 U.S. Colleges and Universities Selected
U.S. News & World Report

• America’s Best Graduate Schools
  ▪ Occupational Therapy (24th)
  ▪ Public Affairs/MPA (165th)
  ▪ Nursing (193rd)
  ▪ Speech-Language Pathology (209th)

• America’s Best Colleges
  ▪ Top Tier, Regional Universities in the South
GOAL 3:
Create and Maintain an Inclusive, Equitable, and Diverse Environment
The Education Trust

- EKU headed list of all public colleges, universities nationwide
- Completely closed graduation-rate gap between non-minority and minority students (2002-07)
  - Finished 2nd among public master’s degree-granting colleges and universities in comparison of “top gainers” (2002-07)
  - Eastern increased 6-year graduation rate for minority students from 13.8 percent to 38.5 percent
  - Gap closure: 20.8% (’02) to 0.8% (’07)
  - EKU’s gap closure ranked 1st among all public master’s institutions
Association of Diversity Councils

- EKU Wins Diversity Council Honors Award; Top 25 For- and Nonprofits in U.S.
  - Recipients “set the standards of excellence for U.S. diversity councils.”
  - EKU Only College or University Recognized
    1. American Airlines
    2. Army and Air Force Exchange System
    3. Bayer Corporation
    4. Best Buy
    5. Cisco
    6. Comcast Corporation
    7. CSX
    8. FedEx Freight
Sponsored Dependent Benefits Offered for EKU Employees

- Benefits to Those Living with Employees for at Least 12 Months as Long as:
  1. 18 Years Old
  2. Not a Relative
  3. Is not Employed by the Homeowner
  4. Is not Eligible for Medicare
  5. Dependent Children—Primary Residence is with EKU Employee
GOAL 4:
Collaborate with the University’s Regional Community Partners to Promote Academics, Economic Development, and Quality of Life
EKU, Madison Co. Schools Join Forces to Establish Middle College

- First local school district, four-year institution in Commonwealth
- Assist academically capable, at-risk high school juniors, seniors
- Students enrolled in high school and EKU classes
- Students will earn high school diploma, minimum of 18 college credit hours

Professional Learning Communities Help Prepare Future Teachers, Enhance Student Success

- Five professional learning communities have been established
  - English
  - Mathematics
  - Social Sciences
  - Natural Sciences
  - Teacher Education

Improve college, career readiness in Kentucky

Kentucky Senate Bill 1
Kentucky Senate Bill 1

- EKU Initiatives Helping Families Cut College Costs
  - Helping Students Plan Curriculum to Graduate in 4 Years
  - Reduced Number of Credit Hours to 120 Hours
  - Working with Schools to Decrease Developmental Math, Reading Courses
  - Offering Qualified H.S. Students EKU Now! Dual Credit Program

- Team Receives Grant to Form Math Teachers' Circle, Advance Math Education in Region
  - American Institute of Mathematics Funded Grant
  - Will team EKU Math Faculty and Middle School Math Teachers
  - First Such Math Teachers’ Circle in Kentucky
Kentucky Senate Bill 1

- Distinctive Regional Stewardship Initiative, Educational Extension Agents, Established
  - Launched Fall 2009
  - 7 Agents, 214 Schools, 50,000 Students
  - Responding to Needs of Schools, Local Government and Business Leaders
  - Believed to be First Program of Its Kind in Nation
  - Modeled After Agriculture Extension Program

- EKU Works with Local Schools to Offer English Transition Course
  - Collaborative Offering English Transition Course with Area School Districts
  - Promotes College, Workforce Readiness of Kentucky’s Youth
  - Three-Year Pilot Project
  - Offers Both Reading, Composition Instruction
Community Change Program Launched to Address Regional Financial Literacy Needs

- Established with U.S. Treasury—First Such Partnership in Nation
- Financial Literacy Training Program for Eastern Kentucky Communities
- Designed to Serve Low- and Moderate-Income Communities
- U.S. Treasury: “...program can be a model for programs around the country.”

Approximately Half of Foster Music Camp Participants Return to EKU for College Education

- For 76 Summers, Almost 40,000 Young Musicians Have Attended
- Nation’s Second Oldest Music Camp
- Longest Consecutive Operational Camp in U.S.
- At Least 17 Countries Count Foster Camp Alumni
- 46% Eventually Return to EKU to Pursue College Degree
Additional Programs

• EKU, Morehead State Announce Collaborative Regional Education Program
  ▪ “Associate to Baccalaureate Degree Pathway: Collaborative Regional Education Program”
  ▪ AAS Degree Graduates from UCM, HCTC Obtain EKU, MoSU Degree without Leaving Area
  ▪ Classes Offered at MoSU Jackson, EKU Manchester and Hazard Community & Technical College

• EKU, Richmond to Host 2012 Conference of International Town & Gown Association
  ▪ Civic Leaders, University Administrators from US, Canada, Australia, and Beyond
  ▪ June 4-8, 2012
  ▪ Theme: “Town & Gown—Partnerships for the Present and Future”
Kentucky Elected Officials, Others Endorse EKU's Bid to Host 2012 Presidential Debate

- EKU one of 12 colleges and universities nationwide competing to host four debates
- Selections to be announced November 2011
# Total Enrollment
## 2006 - 2010

<table>
<thead>
<tr>
<th></th>
<th>Full-Time</th>
<th>%</th>
<th>Part-Time</th>
<th>%</th>
<th>Grand Total</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>10,353</td>
<td>67.9</td>
<td>4,895</td>
<td>32.1</td>
<td>15,248</td>
<td>2.2%</td>
</tr>
<tr>
<td>2004</td>
<td>11,346</td>
<td>70.1</td>
<td>4,837</td>
<td>29.9</td>
<td>16,183</td>
<td>1.5%</td>
</tr>
<tr>
<td>2006</td>
<td>11,438</td>
<td>72.6</td>
<td>4,325</td>
<td>27.4</td>
<td>15,763</td>
<td>-2.8%</td>
</tr>
<tr>
<td>2008</td>
<td>11,761</td>
<td>73.4</td>
<td>4,270</td>
<td>26.6</td>
<td>16,031</td>
<td>1.2%</td>
</tr>
<tr>
<td>2010</td>
<td>12,560</td>
<td>75.8</td>
<td>4,007</td>
<td>24.2</td>
<td>16,567</td>
<td>1.8%</td>
</tr>
</tbody>
</table>
Total Enrollment
2006 - 2010

Graduate Enrollment
Undergraduate Enrollment
Total Enrollment
# Total Enrollment

## Undergraduate

<table>
<thead>
<tr>
<th></th>
<th>Full-Time</th>
<th>%</th>
<th>Part-Time</th>
<th>%</th>
<th>Total Undergraduate</th>
<th>% Grand Total</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>9,880</td>
<td>75.7</td>
<td>3,174</td>
<td>24.3</td>
<td>13,054</td>
<td>85.6</td>
<td>0.3%</td>
</tr>
<tr>
<td>2004</td>
<td>10,834</td>
<td>78.3</td>
<td>2,999</td>
<td>21.7</td>
<td>13,833</td>
<td>85.5</td>
<td>2.0%</td>
</tr>
<tr>
<td>2006</td>
<td>10,820</td>
<td>79.4</td>
<td>2,803</td>
<td>20.6</td>
<td>13,623</td>
<td>86.4</td>
<td>-2.3%</td>
</tr>
<tr>
<td>2008</td>
<td>11,138</td>
<td>80.5</td>
<td>2,701</td>
<td>19.5</td>
<td>13,839</td>
<td>86.3</td>
<td>1.3%</td>
</tr>
<tr>
<td>2010</td>
<td>11,898</td>
<td>82.6</td>
<td>2,498</td>
<td>17.4</td>
<td>14,396</td>
<td>86.9</td>
<td>2.9%</td>
</tr>
<tr>
<td>Year</td>
<td>Full-Time</td>
<td>%</td>
<td>Part-Time</td>
<td>%</td>
<td>Total Graduate</td>
<td>% Grand Total</td>
<td>% Change</td>
</tr>
<tr>
<td>------</td>
<td>-----------</td>
<td>-----</td>
<td>-----------</td>
<td>-----</td>
<td>----------------</td>
<td>---------------</td>
<td>----------</td>
</tr>
<tr>
<td>2002</td>
<td>473</td>
<td>21.6</td>
<td>1,721</td>
<td>78.4</td>
<td>2,194</td>
<td>14.4</td>
<td>15.9%</td>
</tr>
<tr>
<td>2004</td>
<td>512</td>
<td>21.8</td>
<td>1,838</td>
<td>78.2</td>
<td>2,350</td>
<td>14.5</td>
<td>-1.4%</td>
</tr>
<tr>
<td>2006</td>
<td>618</td>
<td>28.9</td>
<td>1,522</td>
<td>71.1</td>
<td>2,140</td>
<td>13.6</td>
<td>-6.0%</td>
</tr>
<tr>
<td>2008</td>
<td>623</td>
<td>28.4</td>
<td>1,569</td>
<td>71.6</td>
<td>2,192</td>
<td>13.7</td>
<td>0.6%</td>
</tr>
<tr>
<td>2010</td>
<td>662</td>
<td>30.5</td>
<td>1,509</td>
<td>69.5</td>
<td>2,171</td>
<td>13.1</td>
<td>-4.7%</td>
</tr>
</tbody>
</table>
## Total Enrollment
### FTE Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Undergraduate FTE</th>
<th>%</th>
<th>Graduate FTE</th>
<th>%</th>
<th>Total FTE</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>10,128</td>
<td>90.5</td>
<td>1,069</td>
<td>9.5</td>
<td>11,197</td>
<td>2.6%</td>
</tr>
<tr>
<td>2004</td>
<td>11,085</td>
<td>90.7</td>
<td>1,134</td>
<td>9.3</td>
<td>12,219</td>
<td>3.2%</td>
</tr>
<tr>
<td>2006</td>
<td>11,035</td>
<td>90.7</td>
<td>1,131</td>
<td>9.3</td>
<td>12,166</td>
<td>-1.7%</td>
</tr>
<tr>
<td>2008</td>
<td>11,179</td>
<td>90.6</td>
<td>1,160</td>
<td>9.4</td>
<td>12,339</td>
<td>1.3%</td>
</tr>
<tr>
<td>2010</td>
<td>11,625</td>
<td>90.9</td>
<td>1,169</td>
<td>9.1</td>
<td>12,794</td>
<td>0.3%</td>
</tr>
</tbody>
</table>
Percentage of Traditional and *Non-Traditional Students

*Undergraduates ages 25 and older are considered non-traditional students
First-Time Freshman by Kentucky County
Fall 2010

Number of First-time Freshman
- 0
- 1 - 10
- 11 - 20
- 21 - 50
- 51 - 100
- 101 - 176
- 342

EKU Service Region

Eastern Kentucky University
You Can Get There from Here

INSTITUTIONAL PROGRESS REPORT

Presented By
Dr. Doug Whitlock
President
Eastern Kentucky University
September 22, 2011
Revision Proposal to General Education Program and University Baccalaureate Degree Requirements

Whereas: Kentucky House Bill 160 has mandated 1) that all baccalaureate programs must be completed in 120 credit hours of course work and 2) easier transfer of General Education courses between Kentucky state schools,

Whereas: The University General Education Committee accepted the Provost’s charge to review our General Education Program and University requirements in response to HB 160,

Whereas: Eastern Kentucky University values a strong General Education Program and Baccalaureate Degree requirements that address important educational goals,

Whereas: The General Education Program needs to be easy to understand and navigate for students and advisors,

The University General Education Committee is proposing the following changes to the EKU General Education Program and Baccalaureate Degree Requirements:

1) Remove Block VII: Breadth of Knowledge and Block VIII: Depth of Knowledge from the General Education Program,
2) Remove Block VC: Historical or Social and Behavioral Sciences from the General Education Program,
3) Create a new General Education requirement called Diversity of Perspectives and Experiences, as described below,
4) Remove the distinction between Block IVA: Biological Sciences and Block IVB: Physical Sciences,
5) Remove the distinction between Block VA: Historical Sciences and Block VB: Social & Behavioral Sciences,
6) Move Wellness from the General Education program, but include Wellness as a Baccalaureate Degree Requirement,
7) Create a new Baccalaureate Degree Requirement called Applied Critical and Creative Thinking (ACCT), as described below,
8) Allow courses to be listed in more than one General Education category,
9) Allow any General Education course that is listed as a supporting course in a degree program’s requirements to satisfy both the General Education requirement and the degree program requirement,
10) Add a statement to catalog stating that students are expected to complete the Written Communication, Oral Communication, and Mathematics General Education requirements in their first 60 hours of college course work and
11) Change the Titles of the General Education categories from General Education Blocks to Elements of General Education.

Attached below are (a) descriptions of the requirements for Diversity of Perspectives and Experiences and Applied Critical and Creative Thinking, and (b) catalog changes associated with all of the proposed changes. The catalog changes are color-coded to correspond with the colors of the numbers in the list above.
## Current Requirements

### General Education

**Block I:**
- IC: Oral Comm. 3 hrs.

**Block II:** Mathematics 3 hrs.

**Block III:**
- IIIA: Arts 3 hrs.
- IIIB: Humanities 3 hrs.
  - or IIIA/B Integrated A&H 6 hrs.

**Block IV:**
- IVA: Bio. Sci. 3 hrs.

**Block V:**
- VA: Hist. Sci. 3 hrs.
- VB: SBS 3 hrs.
- VC: Hist/SBS 3 hrs.

**Block VI:** Wellness 3 hrs.

**Block VII:** Breadth of Knowl. 6 hrs.

**Block VIII:** Depth of Knowl. 6 hrs.

### TOTAL GE:

48 hrs.

### University Requirements

- Orientation 1 hr
- Wellness 3 hrs.
- **ACCT** 3 hrs.*

### TOTAL:

40-43 hrs.

## Proposed GE & University Requirements

### General Education

**Element 1:**
- IC: Oral Comm. 3 hrs.

**Element 2:** Mathematics 3 hrs.

**Element 3:**
- 3A: Arts 3 hrs.
- 3B: Humanities 3 hrs.
  - or 3 A/B Integrated A&H 6 hrs.

**Element 4:** Nat. Sci. 6 hrs.

**Element 5:** Hist. and SBS 6 hrs.

**Element 6:** **P&E** 6 hrs.

### TOTAL GE:

36 hrs.

### University Requirements

- Orientation 1 hr
- Wellness 3 hrs.
  - **ACCT** 3 hrs.*

### TOTAL:

40-43 hrs.
**Diversity of Perspectives and Experiences (P&E)**

**Philosophy of P&E Element**

The purpose of this requirement is to expose the student to perspectives from other cultures and/or historically marginalized groups (within the U.S. or elsewhere).

As a general principle, the material of the courses would require students to study the differences that have set groups apart from one another and develop a greater capacity for intellectual open-mindedness. Examples would include, but are not limited to, courses that address intersections of race, ethnicity, language, gender, culture, class, age, sexuality, ability, and/or religion.

**P&E Courses:**

To satisfy this requirement, students must take 6 hours of approved Diversity of Perspectives and Experiences courses, which will include the following:

- Courses in a language non-native to the student (2 courses in the same language recommended for minimal language competency)
- Courses with content focused on non-U.S. cultures and/or historically marginalized groups.

Courses from any discipline can be approved for this Element provided the course is consistent with the philosophy stated above and includes an assessment process based on current General Education Goals 1, 2, 7 & 8 as well as the newly drafted General Education Goal 9.

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**General Education Goals Addressed**

After completing the General Education Program at EKU, students will be able to:

1. Communicate effectively by applying skills in reading, writing, speaking, and listening and through appropriate use of information technology.
2. Use appropriate methods of critical thinking and quantitative reasoning to examine issues and to identify solutions.
7. Distinguish the methods that underlie the search for knowledge in the arts, humanities, natural sciences, history, and social and behavioral sciences.
8. Integrate knowledge that will deepen their understanding of, and will inform their own choices about, issues of personal and public importance.
9. Recognize perspectives from other cultures and/or historically marginalized groups.
**Approval Process:**

Courses already approved in General Education may be approved for the Diversity of Perspectives and Experiences Element through an abbreviated process. This process includes a review by the General Education Committee solely with regard to appropriate alignment of student learning outcomes with General Education goals and a review by the Council on Academic Affairs. Departments will use a brief form (provided by the Registrar) for this purpose.

Courses must go through the normal (non-abbreviated) curriculum process IF the course is not already a general education course, and/or there is a change in

- course description
- title
- prefix
- prerequisites
- credit hours

Abbreviated and non-abbreviated curriculum-change forms would be submitted to the College Curriculum Committee, the GE Committee, and CAA (in that order).

An assessment rubric that aligns with the GE goals for the P&E Element will be developed in summer 2012 by faculty representatives from each approved course. The GE Assessment Coordinator will facilitate a workshop to accomplish this task, and will work with individual faculty to develop appropriate assessment instruments.
**Applied Critical and Creative Thinking (ACCT)**

**Description:** This student experience is a program-directed university requirement. Options to satisfy this requirement may vary by degree program and will be determined by the department from the list below.

- Discipline-specific capstone course
- Program-approved Co-op or other applied learning experience (e.g., internship, practicum, student teaching, or clinical)
- Program-approved Service-Learning courses
- Program-approved undergraduate scholarly or creative activity
- Program-approved Honors Thesis (HON 420)
- Program-approved Leadership Experience
- Program-approved Study Abroad

Each option is expected to be at least a 3-credit hour course, or an experience that requires equivalent effort, as determined by the program.

**Rationale:** This requirement is intended to showcase the unique experiential and applied components of all undergraduate degrees at EKU. It is expected to be an integrated critical and creative thinking experience. Departments will determine what existing or new courses or experiences could be used to satisfy this requirement. Any course or experience used to meet this requirement may also be used to satisfy program requirements.

**IT IS NOT:**

- part of the General Education Program
- a mandate to add new courses or increase program hours
- an assessment or reporting requirement

Departments will use a specific curriculum form (provided by the Registrar) to designate courses and/or experiences that they choose for their programs. Departments may identify one or more options to meet this requirement and options may differ by program. The curriculum form would be submitted for approval to the College Curriculum Committee and CAA.
GENERAL EDUCATION REQUIREMENTS

Effective Fall 2006 through Summer 2012. NOTE: EKU is scheduled to move to a revised general education program effective Fall 2012. Any and all students may move forward to a newer general education program at any time they wish to do so.

The mission of general education is to promote learning that is central to the intellectual pursuits associated with our educational programs and to enable students to make informed choices about matters of public and personal significance in a diverse, democratic society and global community. The general education program helps students to become informed, independent thinkers by developing competencies in communication, quantitative analysis, and critical thinking by helping them understand and appreciate the diversity of culture, individuals, the natural environment, and the global society. For certain curricula, individual requirements are waived if they are satisfied in the major program. Refer to the program plans in Section Five of this Catalog. Courses that have the same prefix as a student’s major program that are used to satisfy the program’s major requirements cannot also be used to satisfy General Education requirements.

The General Education Program consists of 48 hours of course work in eight blocks: communications (I), mathematics (II), arts and humanities (III), natural sciences, (IV), social and behavioral sciences (V), and perspectives & experiences (VI), wellness (VII), and depth of knowledge (VIII). These blocks are subdivided into 46 course categories. Students must earn the specified number of hours in each of these course categories.

Some courses may be listed in more than one General Education category. However, no single course can be used to satisfy more than one General Education requirement. Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

NOTE: The courses listed award three hours of credit, unless a number appears in parentheses following the course name. This number represents the hours awarded for such courses. Course numbers followed by an asterisk (*) have prerequisites or other restrictions on enrollment. Refer to Course Descriptions in Section 6 of this Catalog for specific restrictions. Letters in brackets [ ] designate Kentucky statewide General Education core coding.

I-1. Communication. [WC], [OC]

   I-1A  Written Communication. Three hours required. [WC]
         ENG 101* English Composition I
         ENG 105* First Year Writing Seminar

   I-1B. Written Communication. Three hours required. [WC]
         ENG 102* English Composition II
         HON 102* Honors Rhetoric (6; for blocks IA and IB)

NOTE: Students earning “A” or “B” in ENG 105 will earn six hours of credit, three hours of which will be applied to category IB. Those earning “C” or “D” will earn three hours credit and will then take ENG 102.

III. Mathematics. Three hours required. [MA]

   MAT 105* Mathematics with Applications
   MAT 106* Applied Finite Mathematics
   MAT 107* College Algebra
   MAT 108* Trigonometry
   MAT 109* Precalculus Mathematics (5)
   MAT 124* Calculus I (4)
   MAT 124H* Honors Calculus I (4)
   MAT 211* Calculus with Applications for Business and Economics
   MAT 224* Calculus II (4)
   MAT 224H* Honors Calculus II (4)
   MAT 261* Calculus with Applications for Science

III-3A Arts and Humanities. [AH]

Select three hours in arts courses listed in III-3A and three hours in humanities courses listed in III-3B or select six hours in two of three courses listed III-3A/B, Integrated Arts and Humanities.

III.3 A. Arts. Three hours required. [AH]

ART 200 Art Appreciation
ENG 335* Modern Drama
HON 205W Honors Humanities I
MUH 171 Music Appreciation
MUH 271 Jazz History
MUH 272 Music Literature
MUH 273 Survey of American Popular Music
PHE 200 Dance and Culture
THE 100 Introduction to Theatre

III-3B Humanities. Three hours required. [AH]

AFA 201 & 201W The African Experience
ENG 210* & 210W Enjoying Literature
ENG 211* & 211W Survey of World Literature I
ENG 212* & 212W Survey of World Literature II
FCC 210 Topics in Culture
FCC 220 French Culture and Civilization
FCC 222 German Culture and Civilization
FCC 226 Hispanic Culture and Civilization
FCC 227 Japanese Culture and Civilization
HON 306W Honors Humanities II
PHI 110 & 110W Beginning Philosophy
PHI 130 Beginning Ethics
PHI 240 & 240W* Philosophy of Religion
PHI 300 & 300W Greek and Roman Philosophy
PHI 320 Modern Philosophy
REL 301& 301W* World Religions

III-3A/B Integrated Arts and Humanities. Six hours required. [AH]

HUM 124 Humanities and the Search for Meaning
HUM 226 The Search for Meaning: The Ancient World
HUM 228 The Search for Meaning: The Modern World
HUM 300 & 300W Humanity in the Postmodern Age

IV. Natural Sciences. Six hours required [NS] [SL]

Choose two courses with different prefixes from the list below:

IVA Biological Laboratory Science. Three hours required. [NS]
- BIO 100* Introductory Biology
- BIO 101 Essentials of Biology
- BIO 102 Inquiry Biology for Teachers
- BIO 121 Principles of Biology (4)

IVB Physical Science Laboratory. Three hours required. [NS] [SL]
- AST 135* Introductory Astronomy
- CHE 100 Inquiry Chemistry for Teachers
- CHE 101/107* Chemistry in Everyday Life/Introductory Chemistry Lab (4)
- CHE 105/107* Chemistry for the Health Sciences/Introductory Chemistry Lab (4)
- CHE 111/111L* General Chemistry I/General Chemistry Lab I (4)
- CHE 112/112L*/112HL General Chemistry II/General Chemistry Lab II (4)
- GEO 210 Introduction to Physical Geography
- GLY 102 Earth Science for Teachers
- GLY 107 Gold and Diamonds
- GLY 108 Plate Tectonics: The Active Earth
- GLY 109 Great Moments in Earth History
- GLY 172 Geology and Human Health
- GLY 304 The World Ocean
- PHY 101* Conceptual Physics
- PHY 102 Inquiry Physics for Teachers
- PHY 131* College Physics I (5)
- PHY 132* College Physics II (5)
- PHY 201* University Physics I (5)
- PHY 202* University Physics II (5)

V. Social and Behavioral Sciences. Six hours required [SB]

Choose any two courses with different prefixes from the list below:

VA History. Three hours required. [SB]
- ANT 200 Anthropology of Human Society
- HIS 202 American Civilization to 1877
- HIS 203 American Civilization Since 1877
- HIS 204W* Historical Inquiry
- HIS 231* Western Civilization to 1687
- HIS 232* Western Civilization Since 1687
- HIS 246* World Civilization to 1500
- HIS 247* World Civilization Since 1500
- HON 210W Honors Civilization I

VB Social and Behavioral Science. Three hours required. [SB]
- ANS 200 Introduction to Animal Studies
- ANT 120 Introduction to Cultural Anthropology
- ECO 120* Economic Reasoning and Issues
- ECO 130* Contemporary Economic Problems
- ECO 230* Microeconomics
- ECO 231* Macroeconomics
- GEO 100 Regions and Nations of the World
- GEO 220 Human Geography
- POL 100 & 100S Principles of Politics and Government
- POL 101 Introduction to American Government
- POL 212 Introduction to Comparative Politics
- POL 220 Introduction to International Relations
- PSY 200 & 200W* Introduction to Psychology
- PSY 280* & 280W* Lifespan Development
- SOC 131 Introductory Sociology
- SOC 235 Social Problems
- SWK 310* & 310W* Social Welfare Policy History

VC History or Social and Behavioral Science. Three hours required. [SB]
- Select an additional three hours from categories VA or VB or select the following:
  HON 311W Honors Civilization II

VI. Wellness. Three hours required.

- BIO 310 Biology of Aging
- HEA 285 Health Across the Lifespan
- NFA 201 Essentials of Nutrition
- PHE 180* Lifetime Wellness
- #Student Veterans will obtain credit for PHE 180 by submitting their military service transcripts to the SOTO Office (SSB 442). For further information, contact the SOTO Office at 859-622-7838.

6. Diversity of Perspectives and Experiences. Six hours required.

Select any two courses from the list below:

**It is recommended that students take two courses in the same language to provide minimum language competency.

VII. Breadth of Knowledge.

Select six hours (two courses) from two of the following four areas.

VII(HA) Arts and Humanities.
Select one additional three hours from categories IIIA, IIIB, or IIIA/B or select one of the following:

- ARH 390 Survey of Art History I
- ARH 391 & 391W* Survey of Art History II
- BEM 350 Cinema History I
- BEM 351 Cinema History II
- ENR 112* Academic Literacy and Learning
- MUS 308* Special Topics
- MUS 371* Survey of Music History I
- MUS 372* Survey of Music History II

VII(NS) Natural Sciences.
Select one additional three hours from Block IVB or select
one of the following:

- ANT 201 Introduction to Physical Anthropology
- AST 130* Introductory Astronomy
- AST 330* Stars, Blackholes: The Cosmos
- BIO 171 Human Anatomy
- BIO 273 Clinical Microbiology
- BIO 301 Human Physiology
- BIO 303 Human Heredity and Society
- BIO 317 Conservation of Wildlife Resources
- CHE 102* Introductory Chemistry II
- GEO 115 Hollywood Weather
- GLY 302 Earth Science
- GLY 303 Global Environmental Challenges
- GLY 305 Dinosaurs
- HON 316* Special Topics
- NAT 380 & 380W Science and Society

VII(QS) Quantitative Skills.
Select an additional three hours from Block II from MAT 106 or higher or select one of the following:

- CIS 212 Introduction to Computer Information Systems
- CIS 240 Introduction to Web Information Systems
- CSC 104 Computer Literacy with Software Applications
- CSC 160 Introduction to Programming
- CSC 174 Introduction to FORTRAN
- CSC 177 Introduction to Visual Basic
- CSC 190 Object-Oriented Programming
- HON 301 & 301S Special Topics
- PHI 100 Practical Reasoning
- PHI 375 Symbolic Logic
- STA 215* Introduction to Statistical Reasoning
- STA 270* Applied Statistics

VII(SBS) Social and Behavioral Sciences.
Select an additional three hours from categories VA, VB, or VC or the following:

- AFA 202 The African-American Experience
- APP 200 Intro to Appalachian Studies
- COM 200 & 200W Mass Media and Society
- HIS 310 History of Science
- HON 312 & 312S Special Topics
- POL 100 Principles of Politics and Government
- POL 301 Citizens’ Assembly (CACTUS)
- POL 302 Science and the Liberal Arts

VIII. Depth of Knowledge.
Select six hours from one of the three options:

Option 1. Six hours in a coherent set of supporting courses for specific degree programs. Consult your advisor to determine if your major requires supporting courses in this option.

Option 2. Six hours in the same language from the following:

- ASL 101 American Sign Language I

Option 3. Six hours in coursework addressing a common theme. Themes and courses are listed in Block VIII of the CARES Report and at www.gened.eku.edu.

Gender, Race and Sexuality in the United States
- AFA 201 & 201W The African Experience
- AFA 202 The African-American Experience
- AFA 330/EDF 330 U.S. South and Black Education
- AFA 345/POL 345 Minority Group Politics
- CDL 232/WGS 232 Identity and Sexuality
- EDE 330 U.S. South and Black Education
- POL 345 Minority Group Politics
- POL 446/WGS 446 The Politics of Sex
- NSC 370 Health Disparities
- SOC 399/WGS 399 Gender in Cross-Cultural Perspective
- SOC 400 Race and Ethnic Relations
- WGS 201 Introduction to Women and Gender Studies

Society, Science, Technology and Values
- CSC 123 Exploring Virtual Worlds
- CSC 307 Cyberspace Security and Ethics
- HIS 310 History of Science
- NAT 380 & 380W Science and Society
- PHI 340 & 340W Philosophy of Science
- PHI 362 Technology and Values
- TEC 102 Technology and Society

War and Peace
- ENG 274 Shakespeare at War
- ENG 386W War and Peace in Literature Since 1900
- POL 325 International Security Affairs
- POL 415 Terrorism and Political Violence
- REL 360 Religion and Global Ethics
DEGREE INFORMATION AND REQUIREMENTS

Catalog

For general education requirements, students will be governed by the Catalog in use at the time they enter the University. However, any student regardless of her or his term of entry to the University may opt into the revised current general education program commencing in fall 2006. Their major program requirements will be those in effect at the time they declare their major. However, if those requirements change, students may elect to complete the later requirements. Students who stop out for more than two years but who stay in the same major upon returning will meet the major requirements in place at the time they reenroll. Students who stop out for fewer than two years may elect to be returned to the major requirements in place at the time they declared their major by submitting a request to the Registrar’s Office. The above refers only to curricular requirements. With respect to policy requirements, all students are governed by current University policies that have been approved by appropriate University committees.

Comprehensive Associate Degree Requirements
To qualify for an associate degree, students must satisfy the following requirements:
1. Complete all requirements in the degree program as established by appropriate University committees.
2. Complete University academic requirements, including basic skills proficiencies in English, reading, and mathematics; and general education; as established by appropriate University committees for each degree program.
3. Complete a minimum of 60 semester credit hours.
4. Earn a minimum grade point average (GPA) of 2.0 on all college-level work taken at Eastern Kentucky University. In addition, transfer students must earn a minimum GPA of 2.0 on the combined transfer work and Eastern Kentucky University work.
5. Earn a minimum of 16 semester hours through Eastern Kentucky University.
6. Earn the credits applicable to major and supporting degree requirements within eight years prior to the date the degree is awarded. Credits more than eight years old may be used to meet general education, upper division and free elective requirements, as well as major requirements for the General Studies degree. The college dean of a student’s major may validate individual 8-year-old courses to count for non-General Studies major and supporting requirements.
7. Students enrolled in MAT 090 are not permitted to enroll in any course with the following prefix: AST, BIO, CHE, CIS, CNM, CSC, FOR, GLY, NAT, PHY, SCI or STA.

Degree Requirement Notes:

Students enrolled in MAT 090 are not permitted to enroll in any course with the following prefix: AST, BIO, CHE, CIS, CNM, CSC, FOR, GLY, NAT, PHY, SCI or STA.

General Education Requirements for Associate Degrees: Students in associate degree programs must earn a minimum of 15 hours in courses approved for general education. These hours must include ENG101 and ENG102 or their equivalent. The nine additional hours must include approved one course in each of the following categories: IIA, IIIB, or IIIC; A, B, or VII (arts and humanities); VA, VB, VC, or VII (social and behavioral sciences); and IV, VVA, VVB, or IV (mathematics and/or natural sciences).

Comprehensive Baccalaureate Degree Requirements: To qualify for a baccalaureate degree, students must satisfy the following requirements:
1. Complete all requirements in the degree program as established by appropriate University committees.
2. Complete University academic requirements, as established by appropriate University committees for each degree program, that includes: including
   A) Basic skills proficiencies in English, reading and mathematics;
   B) An orientation course;
   C) A writing-intensive course;
   D) One of the wellness courses listed below:
      - BIO 310  Biology of Aging
      - HEA 285  Health Across the Lifespan
      - NFA 201  Essentials of Nutrition
      - PHE 180  LifeStyle Wellness
   E) General Education and
   F) The Applied Critical and Creative Thinking (ACCT) requirement;
      basic skills proficiencies in English, reading, and mathematics; an orientation course, a writing intensive course, and general education; as established by appropriate University committees for each degree program.
3. Complete a minimum of 120 semester credit hours, with at least 42 hours at the 300 level or above.
4. Earn a minimum grade point average (GPA) of 2.0 on all college-level work taken at Eastern Kentucky University. In addition, transfer students must earn a minimum GPA of 2.0 on the combined transfer work and Eastern Kentucky University work.
5. Earn a minimum of 32 semester hours through EKU.
6. Earn the credits applicable to the major and supporting degree requirements within eight years prior to the date the degree is awarded. Credits more than eight years old may be used to meet general education, upper division and free elective requirements, as well as major requirements for the General Studies degree. The college dean of a student’s major may validate individual 8-year-old courses to count for non-General Studies major and supporting requirements.

Degree Requirement Notes:

Students enrolled in MAT 090 are not permitted to enroll in any course with the following prefix: AST, BIO, CHE, CIS, CNM, CSC, FOR, GLY, NAT, PHY, SCI or STA.

Transfer students with 30 or more hours will not be required to take the University Orientation class.

Student Veterans will obtain credit for PHE 180 by submitting their military service transcripts to the SOTO Office (SSB 442). For further information, contact the SOTO Office at 859-622-7838.

General Education Requirements for Baccalaureate Degrees: The General Education Program consists of 48-56 hours of course work in eight six blocks elements (identified with Roman numerals): communication (I), mathematics (II), arts and humanities (III), natural sciences (IV), social and behavioral sciences (V), wellness (VI), breadth of knowledge (VII), and depth of knowledge (VIII). These blocks elements are subdivided into 48-9 course categories. Students must earn the specified number of hours in each of these course categories. See the General Education section in this Catalog for more detailed information about
Individual major programs decide which courses or experiences can be used to satisfy the ACCT requirement. Refer to program descriptions in Section 5 of this catalog for more information.

According to AACSB International business accreditation standards, students enrolled in University baccalaureate degree programs, other than those within the School of Business, will not receive credit toward their degrees for more than 25 percent of their undergraduate programs in credit hours in courses offered through the School of Business and/or business courses (courses commonly taught in school of business) transferred from other colleges and universities or taken from other units within Eastern Kentucky University. Students who desire to take business courses are encouraged to enroll in the Business minor.

Degree programs offered by the College of Business and Technology have more stringent residency requirements. Please refer to degree requirements in the College of Business and Technology section of this Catalog.
To: Dr. Lynnette Noblitt  
Acting Chair EKU Faculty Senate

CC:  
Dr. Janna Vice  
Provost and Vice President for Academic Affairs and Research

Dr. John Wade  
Dean, College of Arts and Sciences

We would like to nominate, on behalf of the faculty and students in the Department of Art and Design, April (Alex) Alexandra Williams for a posthumous Bachelor of Arts - liberal arts option, Minor in Art History degree to be granted at the December 2011 Eastern Kentucky University graduation. April passed away on Tuesday, August 30, 2011 from complications caused by an illness.

Alex earned Senior classification, was in good academic standing, maintained a 3.03 GPA and had completed or was enrolled in 111 hours of a required 128 hours.

She was an active member of the Art Student Association where she held the office of Vice President and was instrumental in planning countless department activities. Alex was also a student worker in the EKU Disabilities Office. Her goal was to attend graduate school and degree in Art History & Curatorial Studies.

Probably of greatest importance was the way she interacted with others while representing EKU - - truly every student and faculty in the department knew and loved her.

Herb Goodman  
Professor and Chair  
Department of Art & Design

Brita Brigmon  
President  
EKU Art Student Association

Ashley Spiring  
Co-President  
EKU Student Chapter  
Art Education Student Association

Chris Jackson  
Assistant Professor and Faculty Senator  
Department of Art & Design

Keith Hensley  
President  
EKU Student Chapter  
American Institute of Graphic Design

Amber Raap  
Co-President  
EKU Student Chapter  
Art Education Student Association
TO: Members of the Faculty Senate

FROM: Janna P. Vice, Chair
The Council on Academic Affairs

DATE: September 29, 2011

SUBJECT: CAA Agenda for Faculty Senate

As a result of the Council on Academic Affairs’ meeting on September 15, 2011, the following items are presented for the Faculty Senate’s agenda on October 3, 2011.

Curriculum Proposals

1. Master of Science in Nursing
   *Add professional work experience to the admission requirements.*

Action Items

The Council approved the following items in the May 19, 2011, meeting. These items were introduced to the Faculty Senate on September 12, 2011, and are returning for vote by the Senate.

2. Independent Study Courses, Curriculum Guide Edit
3. Additional Employment for Graduate Assistants
4. Credit by Examination Revisions
To: Faculty Senate  
From: Lynnette Noblitt  
Date: September 28, 2011  
Re: Executive Committee Report

The Faculty Senate Executive Committee met last month to set the agenda for the October Faculty Senate meeting and to plan future actions for the upcoming academic year. In this report, I will highlight a few items that you may wish to bring to your department’s attention.

Faculty Workload

The Executive Committee heard a presentation by E.J. Keeley and Provost Vice on current processes under development to analyze faculty workload and department productivity. While this work is still in the preliminary stages, the committee felt it necessary to give early feedback to the workgroup. The committee plans to review these efforts in early 2012 and will report further to the Faculty Senate at that time.

Policy Updates

The Executive Committee reviewed several policy proposals that are in various stages of the policy development process. Many of these policies have been added to committee charges for future review and study. The next proposed policy which is expected to come to Faculty Senate for review is the Policy on Faculty Authored Texts.

Administrative Review

Faculty Regent, Malcolm Frisbie, reported that the Board of Regents plans to hire the Pappas Consulting Group to assist in the evaluation of President Whitlock. The Executive Committee will work with the Board of Regents to design an appropriate assessment instrument, but will ultimately conduct a separate evaluation of the data gathered in the review.

Faculty Senate Committee Charges

The Executive Committee reviewed a set of proposed charges for all standing faculty senate committees. These charges will be sent to all members of each standing committee as a starting point for their work this year. I have attached a compilation of these charges to this report. I encourage each senator to review the charges and contact committee chairs with appropriate questions, concerns, or resources.

Please feel free to contact me with any questions or concerns you have regarding this report.

Respectfully submitted,
Lynnette Noblitt
lynnette.noblitt@eku.edu
Faculty Senate Committee Charges 2011-12

Faculty Senate Academic Quality Committee

Work with the University General Education Committee to design processes and procedures for the implementation of any changes made to the EKU General Education Curriculum.

Work with the drafting team on the Academic Integrity Policy.

Investigate policies relating to the granting of college credit for prior learning and the acceptance by peer institutions of college credit from non-accredited institutions. Report this information to the Executive Committee and appropriate policy drafting team(s).

Work with the drafting team assigned to evaluate the policy relating to staff and faculty’s teaching overload classes.

Faculty Senate Budget Committee

Review current guidelines for proper use of faculty professional-development funds and accounts. Propose any necessary changes.

Investigate implementation of new tuition and scholarship policies.

Review faculty and administrator salaries and compare this data to peer institutions.

Determine changes and/or trends in the number of full-time faculty, part-time faculty, administrators, and staff during the past five years. Compare this data with peer institutions.

Faculty Senate Committee on Committees

Investigate ways to increase faculty participation in university and senate committees.

Actively recruit appropriate faculty and senators to serve on upcoming committee assignments.

Propose changes to committee nominations process as necessary.
Faculty Senate Election Committee

Review and compile a list of internal procedures and associated timeline outlining the Faculty Senate election process, including a systematic and timely method of identifying term-limited senators and informing departments of the need to conduct senator elections.

Review procedures in place for conducting the Faculty Regent Election and make suggestions for improvement.

Faculty Senate Rights and Responsibilities Committee

Work with the drafting team to revise the University Promotion and Tenure/Annual Evaluation of Tenure-Track Faculty Policy.

Organize and communicate proposed changes to the University Promotion and Tenure/Annual Evaluation of Tenure-Track Faculty Policy.

Work with the drafting team assigned to develop a policy on the evaluation of full-time lecturers.

Work with the drafting team assigned to develop a policy on the appointment and terms of service of full-time lecturers.

Faculty Senate Welfare Committee

Compare faculty benefits/welfare issues at EKU with other institutions in the state of Kentucky and other peer institutions as appropriate.

Review current and proposed benefits provided to EKU faculty and staff and communicate findings to the Executive Committee and senators.

Faculty Senate Rules Committee

Study the effect of term limits on the composition and election behavior of past and present faculty senate bodies. Analyze any differences and propose rule changes as necessary.

Study the need for a possible new standing committee on faculty information technology issues and make a recommendation to the Executive Committee.
September 16, 2011

Dr. Doug Whitlock, President
Eastern Kentucky University
Office of the President
Coates CPO 1A
521 Lancaster Avenue
Richmond, Kentucky 40475

Dr. Whitlock,

The Financial Planning Council (FPC) met on Wednesday, September 14 to discuss a combined tuition and merit scholarship structure for the 2012-2013 Academic Year. The Council received a detailed presentation by members of the Office of Budgeting and Student Affairs. A copy of the presentation accompanies this communication. The assembled quorum unanimously endorsed the following recommendations offered for your consideration:

- Establish a single nonresident rate for undergraduate tuition beginning with 2012-2013 Academic Year. This recommendation recognizes students currently enrolled and receiving targeted tuition at a multiplier of 1.58 would continue to do so as long as they remain enrolled at EKU. For new incoming nonresident students, it is recommended the targeted and nonresident multiplier of 1.58 and 2.74 respectively be merged into a single multiplier of 2.25 for the 2012-2013 Academic Year. This recommendation follows lengthy consultation among enrollment management leaders and the Noel-Levitz Higher Education Consulting Group as well as a thorough examination of our recruiting, admission, and financial aid award practices. The establishment of a single and more competitive nonresident rate will simplify our current rate structure and offer a more competitive option to influence enrollment of nonresident students.

- Coupled with the recommendation of a single rate tuition structure for nonresident undergraduate students, the FPC recommends implementation of the merit scholarship structure proposed by enrollment management leaders in which all nonresident students admitted to
EKU would be eligible for a merit scholarship award. A four-tier structure would be established with award amounts determined by high school GPA and ACT score. Additionally, a tiered structure was presented for resident and first time transfer students with established award amounts based on high school GPA, ACT score, and transfer GPA respectively. These modifications to current scholarship practices for resident and transfer students should have little, if any, budgetary impact while the overall proposed scholarship structure is believed to be a formidable step in the improvement of net tuition for the university.

Financial Planning Council members as well as other campus leaders believe these adjustments to our tuition and scholarship practices will not only positively influence net tuition but lead to optimal enrollments, improved retention, and further attainment of EKU’s student success goals. Please feel free to contact me if additional information is needed for your consideration of these recommendations.

Respectfully submitted,

[Signature]

James Street, Chair
Financial Planning Council
Acting Executive Vice President for Administration

Enclosure

C: Financial Planning Council
Tuition and Merit Scholarship Structure
Fiscal Year 2012-2013
Implementation Target Date: Fall 2012

Goals of New Structure:

- Simplify tuition structure with one nonresident rate that is more competitive with peer institutions.
- Utilize both tuition and financial aid as recruitment tools.
- Increase first-time freshman and first-time transfer student enrollment.
- Increase overall enrollment by increasing academic quality of students enrolled which will increase retention and graduation rates.
- Increase net tuition revenue by maximizing the utilization of merit award scholarships.

Requirements/Principles:

- Non-resident structure is dependent on adoption of new single non-resident tuition rate. (CANNOT DO ONE WITHOUT THE OTHER)
- Tuition revenue and scholarship budget variances must be reviewed collectively.
- Focus must be on budgeted net tuition revenue rather than scholarship and tuition budgets being monitored independently.
Focus on Net Tuition

**FISCAL YEAR 2011 (Provision)**

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>Actual</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition</td>
<td>$108,945,406</td>
<td>$112,464,849</td>
<td>$3,519,443</td>
</tr>
<tr>
<td>Scholarship</td>
<td>$(22,051,669)</td>
<td>$(25,315,206)</td>
<td>$(3,263,537)</td>
</tr>
<tr>
<td>Net Tuition Revenue</td>
<td>$86,893,737</td>
<td>$87,149,643</td>
<td>$1,255,906</td>
</tr>
<tr>
<td>Net Tuition Revenue</td>
<td>$5,183.72</td>
<td>$5,260.50</td>
<td>76.78</td>
</tr>
</tbody>
</table>

---

**Focus on Net Tuition**

<table>
<thead>
<tr>
<th></th>
<th>FY 2008</th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FY 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Headcount</td>
<td>35,839</td>
<td>36,031</td>
<td>35,248</td>
<td>36,907</td>
</tr>
<tr>
<td>ANNUAL Net Tuition Revenue (NTR) in millions</td>
<td>$66.2</td>
<td>$72.0</td>
<td>$82.5</td>
<td>$87.1</td>
</tr>
<tr>
<td>ANNUAL Net Tuition Revenue per Student</td>
<td>$4,176</td>
<td>$4,095</td>
<td>$5,073</td>
<td>$5,260</td>
</tr>
<tr>
<td>FALL ONLY – First Time Freshmen and Transfer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Headcount First Time freshmen &amp; Transfer</td>
<td>3,567</td>
<td>3,580</td>
<td>3,774</td>
<td>3,816</td>
</tr>
<tr>
<td>First Time freshmen &amp; Transfer (fall only)</td>
<td>23%</td>
<td>20%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>First Time freshmen &amp; Transfer (fall term only NTR in millions)</td>
<td>8.56</td>
<td>8.41</td>
<td>9.47</td>
<td>11.66</td>
</tr>
<tr>
<td>First Time freshmen &amp; Transfer (fall term only NTR per student)</td>
<td>2,338.8</td>
<td>2,359</td>
<td>2,542</td>
<td>3,057</td>
</tr>
</tbody>
</table>

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**First Time Freshmen Non Resident**
Non Resident Tuition Objectives

Objective 1:
Merge the Targeted and Non Resident to ONE rate.

Objective 2:
Create a Non Resident rate that is more competitive.

Objective 3:
Simplicity and continuity with rates.

Non Resident Corridor

The I-75 corridor expands from Michigan to Florida

Non Resident – Proposed Tuition

<table>
<thead>
<tr>
<th></th>
<th>FY12</th>
<th>Proposed</th>
<th>$</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>$3,480</td>
<td>$3,660</td>
<td>$180</td>
<td>5%</td>
</tr>
<tr>
<td>Target</td>
<td>$5,508</td>
<td>$5,928</td>
<td>$420</td>
<td>8%</td>
</tr>
<tr>
<td>Target (New)</td>
<td>$5,508</td>
<td>$8,232</td>
<td>$2,724</td>
<td>49%</td>
</tr>
<tr>
<td>Non Resident</td>
<td>$9,528</td>
<td>$8,232</td>
<td>$(1,296)</td>
<td>-14%</td>
</tr>
<tr>
<td>Multiplier</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target (New)</td>
<td>1.58</td>
<td>2.25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non Resident</td>
<td>2.74</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**EKU Non Resident—Proposed Scholarship**

All Non Resident Students who are admitted to EKU would be eligible for a merit scholarship award based on High School GPA and ACT score.

<table>
<thead>
<tr>
<th>Tier</th>
<th>GPA</th>
<th>ACT</th>
<th>Proposed Annual Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>3.75 and above</td>
<td>29 and above</td>
<td>$12,000</td>
</tr>
<tr>
<td>Tier 2</td>
<td>3.0 and above</td>
<td>25-27</td>
<td>$10,000</td>
</tr>
<tr>
<td>Tier 3</td>
<td>3.0 and above</td>
<td>22-24</td>
<td>$8,000</td>
</tr>
<tr>
<td>Tier 4</td>
<td>2.5 and above</td>
<td>18-21</td>
<td>$6,500</td>
</tr>
</tbody>
</table>

*Note: New award structure is based on a fixed dollar amount which will not increase with annual tuition increases.*

---

**EKU Non Resident – Targeted Change**

**Impact on Targeted Non Resident Population**

<table>
<thead>
<tr>
<th>Tier</th>
<th>Annual Current Tuition</th>
<th>Proposed Annual Net Tuition (without Scholarship)</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>$13,516</td>
<td>$9,464</td>
<td>-29%</td>
</tr>
<tr>
<td>Tier 2</td>
<td>$13,016</td>
<td>$8,464</td>
<td>-33%</td>
</tr>
<tr>
<td>Tier 3</td>
<td>$13,016</td>
<td>$11,464</td>
<td>+14%</td>
</tr>
<tr>
<td>Tier 4</td>
<td>$13,016</td>
<td>$12,964</td>
<td>+13%</td>
</tr>
</tbody>
</table>

---

**EKU Non Resident – Fall 2010 Data**

- If we apply this scholarship model to all students who enrolled in Fall 2010 we would have awarded approximately 184 scholarships at $969,500.
- In Fall 2010, we actually awarded only 99 students.
- Based on Fall 2010 enrollment levels, the new tuition model coupled with this new scholarship model will increase net tuition on the Non Resident population by $315,000.
First Time Freshmen
In State

CURRENT AWARD STRUCTURE

<table>
<thead>
<tr>
<th>Scholarship</th>
<th>Awarding Criteria</th>
<th>GPA</th>
<th>ACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presidential</td>
<td>Automatic - Valedictorian</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Regent</td>
<td>Automatic - Governor scholar</td>
<td>3.75</td>
<td>25</td>
</tr>
<tr>
<td>Founders</td>
<td></td>
<td>3.75</td>
<td>20</td>
</tr>
<tr>
<td>Excellence</td>
<td>Application - All by cut off date 3/21 for fall 2010</td>
<td>3.75</td>
<td>52</td>
</tr>
</tbody>
</table>

In State Resident – Proposed Criteria

All Students who are admitted to EKU would be eligible for a merit scholarship award based on High School GPA and ACT score.

<table>
<thead>
<tr>
<th>Award</th>
<th>GPA</th>
<th>ACT</th>
<th>Proposed Annual Award</th>
<th>Current Annual Award</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellence</td>
<td>3.75 and above</td>
<td>34</td>
<td>$23,000</td>
<td>$12,900</td>
<td>$10,100</td>
</tr>
<tr>
<td>Founders</td>
<td>3.75 and above</td>
<td>29-31</td>
<td>$30,000</td>
<td>$10,842</td>
<td>$19,158</td>
</tr>
<tr>
<td>Regents</td>
<td>3.75 and above</td>
<td>25-28</td>
<td>$4,000</td>
<td>$4,500</td>
<td>$500</td>
</tr>
<tr>
<td>Presidential</td>
<td>3.5 and above</td>
<td>23-24</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$50</td>
</tr>
</tbody>
</table>

Note: Current awards based on tuition/room/board rates. New award structure is based on a $1,500 increase which will not increase with annual tuition increases.
FIRST TIME TRANSFER

**EKU Transfer — Current Criteria**

- ½ Tuition Scholarship to all KCTCS transfers who apply by May 15th and have the following:
  - Earned 36 credit hours from KCTCS (must be earned after graduation high school)
  - Minimum 2.5 GPA (cumulative from all institutions attended)
  - Degree seeking at KCTCS
  - First Time EKU Transfer

- Fall 2011 - $3,480 annual award
- Fall 2010 - 187 students received this award, 12 transfer students received other institutional awards

**EKU Transfer Students — Proposed Criteria**

All students who transfer to EKU with 36 credit hours will receive a flat dollar amount award based on the student's transfer GPA.

<table>
<thead>
<tr>
<th>Transfer GPA</th>
<th>Proposed Annual Award</th>
<th>Current Annual Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.75 and above</td>
<td>$4,000</td>
<td>$4,480</td>
</tr>
<tr>
<td>3.5 to 3.74</td>
<td>$2,800</td>
<td>$3,480</td>
</tr>
<tr>
<td>3.25 to 3.49</td>
<td>$1,600</td>
<td>$2,480</td>
</tr>
<tr>
<td>3.0 to 3.24</td>
<td>$500</td>
<td>$0</td>
</tr>
</tbody>
</table>

Note: Current award is based on tuition rate. New award structure is based on a flat dollar amount which will not increase with annual tuition increases.
Next steps

Next Steps

- Approval for two rate tuition structure
- Receive President’s approval for resident and transfer scholarship modifications (budget neutral)
- Work with KCTCS to develop partnership initiatives to increase transfer enrollments (budget neutral)
- Agreement for a “net tuition” budget monitoring approach
- Continue work with Noel Levitz to fine tune scholarship models to ensure a merit award process that supports enrollment goals for Fall 2012

Summary

The success of the proposed tuition and scholarship model is dependent upon many variables:

- Communication of tuition structure (new and continuing students)
- Packaging of new financial award amounts (new students)
- Marketing
- Recruiting
- Current course offerings
- Degree works
Regent’s Report to Faculty Senate                                      3 October 2011

28 September 2011, Regular Quarterly Meeting of the Board of Regents

The Board welcomed two new members at its September meeting: Janet Craig, an attorney practicing in Lexington, who replaces John Bizzack, and Rachel Mollozzi, the student body president. Craig Turner, Steven Fulkerson, Virginia Underwood, and Deborah Newsom were re-elected as vice chair, secretary, assistant secretary, and treasurer for the Board, respectively. Gary Abney continues as Board chair.

The Board heard several reports concerning the financial health of the institution. The first of these was the financial report for the 2010-2011 fiscal year. We operated last year with a $218M budget. We overspent by about $10M, but utilized some of $15M in carry-forward funds, so that we had a net operating surplus of $2.9M. That enabled us to increase our unrestricted fund balance, which now stands at about $7.4M. Growth in revenue last year was largely fueled by online course offerings, both because of an increase in hours taken by students and by our changed fee structure for online instruction. Online hours so far this year are down 9%, so we should not count on a surplus of online tuition generation year after year. One area in which we overspent (by about $3.7M) was in student financial aid. This has been an area of concern for several years, and not a budget line that we expected to fix rapidly. More about this below. Bottom line: we finished last year in very good financial shape.

VP Newsom also reported to the Board about this year’s financial picture. Our revenues so far are down slightly from our budgeted amounts. This is expected because our enrollment is down 1.5% relative to last year. The decrease in revenue should be largely offset by a decrease in expenditures (for example, through a decreased financial aid burden), also driven by a smaller enrollment. We are early in the year, but we appear to be about where we need to be relative to our budget.

The Board received the yearly audit for 2010-2011 from the Crowe-Horwath accounting firm. The University was given an “unqualified opinion” – in other words, everything looked good to the auditors. The auditors don’t tell us whether they think we are using our money wisely, rather, their job is to tell us whether our books match reality. That opinion coupled with the financial reports coming from our financial people indicates that we are on strong financial footing. The auditors were very complimentary of our financial operations. In fact, they offered only two suggestions for modified internal procedures, and those suggestions seem quite minor – testament, I think, to the soundness of our financial operation. Congratulations to VP Newsom, Budgeting Director Neubauer and the rest of our financial team.

VP Conneely provided an update on Enrollment Management. Enrollment Management has established a goal of increasing our enrollment by 2000 students by 2015. Within this overall goal, Enrollment Management has identified five specific objectives and six “dashboard” measures to monitor its progress toward the goal. We will need to grow enrollment primarily from three populations of potential students: out-of-state students, underrepresented groups, and transfers. Enrollment Management began implementing some strategies last year, utilizing $200,000 in additional budget appropriations. Some of these efforts include adding two new personnel in Admissions, which, in turn, is allowing Admissions to improve its “customer service”, particularly in management of communication with prospective students and their parents, and to add a new recruiting region. Admissions is also becoming more strategic in targeting its recruiting to geographic areas with expected high payoff. Marketing has begun reformatting its materials and rethinking how it uses those materials. For example, it is creating smaller and less expensive brochures for widespread distribution and restricting distribution of its “big book” to those who follow up after initial contact. Some of this strategy is being driven by suggestions from Noel-Levitz, a consulting firm that has been working for EKU for about a year. They have developed for us, and are helping us implement, a predictive modeling program. Noel-Levitz has gathered an analyzed data from EKU and other sources to produce models that predict where we will reap the biggest returns on investment in terms of recruiting efforts, financial aid disbursements, etc. I think a particularly exciting aspect of this is how we are re-envisioning the paying-for-college side of recruiting and retaining students. Director of Fiscal Effectiveness Fister and Budget Director Neubauer presented new models for financial aid and tuition structure. Utilizing the Noel-Levitz predictive model, and working form projected budget needs, EKU is considering establishing dollar amounts (as opposed to percentage of tuition) for financial merit aid based on ACT scores and high school or transfer GPA. One advantage to this approach is that it would allow recruiters to tell prospective students at recruiting fairs and other venues, “You will get $XX in scholarship money if you come to Eastern” without requiring students to submit an application and wait for a scholarship decision. An on-the-spot offer is projected to be a much more effective means of turning prospective students into actual students. The Noel-Levitz model is helping us know how much money we need to offer to make a difference for different academic cohorts of students. Another effect of this approach is that it will help us lower our discount rate (that is, total financial aid awarded as a percentage of total nominal tuition charged) for first time freshman and transfers to about 17%. It was as high as 29% three years ago. Lowering the discount rate will have
a large impact on reigning in the financial aid overages relative to budgeted amounts that we have produced in the
last several fiscal years. A closely linked effort on another front will be to rethink our tuition structure. Almost
certainly, we will do away with “targeted tuition” – discounted out-of-state tuition rates for students coming to
Eastern from selected counties, often those that are contiguous with our service region. Instead, we will set one
out-of-state rate, but make it substantially lower than our current full out-of-state rate. The predictive modeling
suggests that this will make us more competitive for out-of-state students and that it will increase our out-of-state
tuition revenue.

Executive VP Street reported on construction projects on campus. As everyone knows by now, the new Center for
the Arts ($33M) has officially opened. The New Science Building ($65M) has reached substantial completion, and
will open for classes in January. The Stratton addition ($5.5M) will be completed by December. We are, indeed,
fortunate, to be able to see over $100M in new construction come online during a time of economic difficulty. The
Board approved the sale of bonds ($21M) to construct a new suite-style student housing unit. Financing for this
project comes from reserves accumulated within University Housing for this purpose and projected revenue from
the housing unit when it comes online.

The Board has engaged the Pappas Consulting Group to help again with a review of President Whitlock. The Board
anticipates conducting the review similarly to the review it conducted two years ago. The review will include faculty,
staff, and student surveys and telephone interviews. The Board is working with the Senate Executive Committee to
see that the faculty survey will serve its purposes as well as those of the Board. If you have suggestions about
conducting the Board and Senate reviews of the President, please communicate them to me or a member of the
executive committee soon. We anticipate that the surveys will be run in late October.

The EKU Board will next convene for a regular quarterly meeting in January. Please feel free to contact me for
further information about any of these items or to discuss topics of concern to you.

Respectfully submitted,
Malcolm P. Frisbie
622-1507 / malcolm.frisbie@eku.edu
Mid-Term Grade Review Process for First-Time Freshmen (The Party Is Over)

The first semester for first-time freshmen is pivotal to academic success and graduation. Beginning this fall, all first-time freshmen will have their mid-term grades reviewed by the Office of University Advising and the Registrar. If a student receives all mid-term grades of F, FN, U, or UN (indicating nonattendance and/or failure to meet course requirements), the student will be required to participate in an intervention program that includes the following:

- a study skills workshop
- a student success contract
- a registration hold

Additionally, the students will be moved from a baccalaureate program into the Associate of General Studies major until they have earned a 2.0 term GPA. Students who do not comply with these intervention measures may be academically suspended at the end of the semester.

Midterm grades are important for all undergraduate students. However, in light of this new retention measure, faculty are asked to be particularly diligent in submitting midterm grades for freshmen by the mid-term deadline (October 16). A reminder of the midterm grade submission date has been sent by the Registrar.

Early Alert Retention Survey

Many thanks go to the Advising Office and to each EKU faculty member who contributed to the success of the Early Alert Retention System this semester.

On Monday, September 5, the Early Alert survey was sent to all faculty teaching undergraduate courses. All colleges and departments participated in Early Alert, with 33 percent of faculty submitting an alert. A total of 1,179 alerts were submitted for 874 students (567 alerts for attendance; 612 for academic concerns). These students were informed by e-mail on Monday, September 12, that one or more faculty members had submitted an alert of the student’s progress. Retention data show that early notification can enhance student success.

Operation Veteran Success

One area of student success worthy of additional mention is the positive results from our collaboration with the Office of Veterans Affairs.

Through Operation Veteran Success initiatives and EKU’s national ranking as the number one Best for Vets: College by Military Times EDGE Magazine, enrollment from Fall 2010 to Fall 2011 has grown by 40 percent – from 658 student veterans and military dependents to 919. Retention of the first-time freshman student veterans was 75.1 percent. Even more impressive is the retention of 81.8 percent of the students in the Veteran Bridge to College Success cohort program designed to help retain veterans with college readiness deficiencies. The Office of Veteran Affairs is grateful to the faculty and staff who helped expedite the implementation of this ground-breaking initiative.

Significant improvement has also been made in the recording and articulation of credit for prior military learning and experience. Through a collaborative effort between the Registrar’s office and the Office of Veterans Affairs, student veterans credit recommendations from the American Council on Education are clearly recorded on the student’s DegreeWorks audit, providing a clearer record of the student veterans educational experiences. These joint efforts demonstrate the power of breaking down silos, ceilings, and walls of communications. “Thank you” to all who are involved in making EKU not only “veteran friendly,” but “veteran-helpful.”

Lunch with Faculty Senators

Please join me for lunch on Wednesday, at 12 – 1:00 in the Powell Cafeteria, outside the Faculty Dining Room. Sign in with the cashier at either door.

Respectfully,

Janna P. Vice