

February 11, 2019 – President’s Message to Campus (transcript)

Hello. With the spring semester fully underway, I wanted to provide a brief video update on a few items of major significance.

First, thank you to the more than 600 who attended the Strategic Enrollment Management sessions conducted recently. The pivot we are making to become more strategic in our approach to the entire student experience from recruitment through graduation is essential to our future success. Provost Mike Licari is doing a great job leading this planning effort, and the Strategic Enrollment Management Council and the University’s deans have been working hard on initiatives to impact both short-term and long-term enrollment goals.

The SEM Council’s major focus and vision includes increasing enrollment in a targeted fashion, improving retention and graduation rates, and improving the rate of employment or continuation of education for our graduates to ensure steady and stable financial growth based on enrollment growth. The specifics were detailed in the sessions conducted last week and in a followup survey.

The next steps are important. For those who attended the sessions, please complete the survey you should have received by email. If you were unable to attend, a video of the presentation has been posted. Individuals may watch the video and complete the survey. ISU Today for February 6<sup>th</sup> has the announcement and the link. If you would like more information or have any questions, please contact the SEM Council at: [isu-semcouncil@indstate.edu](mailto:isu-semcouncil@indstate.edu).

Secondly, we will be launching searches soon to fill two key administrative positions. The first is for the executive director of government relations. As you may recall, following the departure of Greg Goode, we hired Appian led by ISU alumnus Dennis Faulkenberg to represent our priorities for the remainder of this legislative session. We are now ready to move forward with a search. Our goal is to have this position filled on a full-time basis by July 1. I have asked Senior Vice President Diann McKee to head up the search committee for this important position.

You have heard me comment on previous occasions that Indiana State University has numerous positive stories to share about who we are and what we do. Our inspirational stories about ISU students, faculty members, staff, and alumni need to be aggressively shared with as many audiences as possible.

Based on the need to have effective and timely communications with our internal and external stakeholders, a new staff position will be posted in the future. The key responsibility of the position will be to design and implement strategic communications for the University.

In today’s landscape, with the complexities and opportunities of “real-time” communications circulated on many media platforms, it is imperative our University strategically and proactively communicates our messages and positive stories on a wide range of issues that can serve the University in the short and long terms.

Lastly, the University Budget Committee will be meeting later this month to discuss the planning assumptions and university-wide reallocations that will drive the development of the budget for the upcoming fiscal year. Many factors, including the outcome of the biennial budget process later this spring, the fall 2018 enrollment decline and subsequent revenue decline, fall 2019 enrollment projections, faculty positions needed to support our academic programs, and unavoidable costs, will impact this process. Conversations with the Budget Committee, the deans and other university leaders on the adjustments needed for 2019-2020 will take place in the coming weeks. More information will be shared as the state’s biennial budget process unfolds.

In closing, please know that I appreciate all that you do for our University and our students. I am proud of our University and the mission it serves, and I am excited to work with all of you to continue our growth and progress in transforming the lives of our students.