Global Campus
Kansas State University
2025 Five Year Report
K-State Global Campus
Positive Impacts of 2025 at K-State Global Campus

Alignment with main campus priorities and strategic direction

Provides a forum for K-State Global Campus to contribute to university-wide reporting in relation to three key areas:

- Undergraduate Student Experience
- Graduate Student Experience
- Engagement/Outreach
Key 2025 Accomplishments

Talisma CRM System

Significantly improves ability to capture and communicate with prospective students.

Working to integrate current student data.

Working with campus constituents for consistent messaging and use of the system.
Key 2025 Accomplishments

Scholarship Growth

“This award was a complete honor. I recognize that the competition for college funding is rigorous. As a father to young daughters who will hopefully be future Wildcats, every dollar counts.”

- Jon Doolen
social sciences bachelor’s student
Key 2025 Accomplishments

Scholarship Growth

Joint scholarships with academic colleges resulted in **131 additional scholarships** since fall 2014.

Community Foundation focus – **two new scholarships** established, two modified.
Key 2025 Accomplishments

Scholarship Growth

Scholarships for military-affiliated students: Sicat, NMFA, Wounded Warrior

50th Anniversary fundraising

EdAssist
Key 2025 Accomplishments

Scholarship Growth

“This support is very important and motivation for me to continue my studies and receive a degree. I am very proud and glad to be able to be a part of one of the renowned universities for food science.”

- Rekha Shrestha
food science master’s student
Key 2025 Accomplishments

Communicating with Alumni

K-State Global Campus Link magazine
Alumni/Student receptions
Graduate receptions
Alumni Fellow interactions
Key 2025 Accomplishments
Program Development
Key 2025 Accomplishments

Fully Online Bachelor’s Degrees

- General Business
- Family Studies and Human Services
- Interdisciplinary Social Science
- Technology Management
Key 2025 Accomplishments

New Master’s Degree Programs

9 new master’s degree programs developed

- Agricultural Education and Communication (2011)
- Curriculum and Instruction: Teaching Civics and Government (2011)
- Curriculum and Instruction: English as a Second Language (2011)
- Curriculum and Instruction: Mathematics Education (2012)
- Nuclear Engineering (2013)
Key 2025 Accomplishments

New Master’s Degree Programs

9 new master’s degree programs developed

- Early Childhood Education (2015)
- Master’s in Industrial Engineering (2016)
- Master of Arts in Teaching (2016)
- Nutrition, Dietetics and Sensory Sciences (2016)
Key 2025 Accomplishments

Course Quality

52 courses reviewed using quality checklist

39 faculty have completed Online Essentials Course
Key 2025 Accomplishments
Student Experience

COMMUNICATION
ORIENTATION
TUTORING
ADVISING
RETENTION
READINESS
Key 2025 Accomplishments

International Education

GoTeacher
Engineering Summer Institute (GTU)
Korean Summer Institute
Key 2025 Accomplishments

Data and Reporting

Periodic reports defined and posted regularly.

Using data to inform decisions.
Key 2025 Accomplishments

Encouraging a Diverse Workforce

Monthly newsletter on diversity topics
Promote university diversity events
Additional 2015-2016 Successes

Awards

Distance education faculty, staff, students and programs received 30 awards in FY16 from local, regional and national associations.
Additional 2015-2016 Successes

Graduates

530 students graduated from degree programs through K-State Global Campus in FY16
Additional 2015-2016 Successes
Celebrating 50 Years
Key Priorities for FY17

Strategic Enrollment Management

Expand use of Talisma CRM
Refine benchmarking tool and its use
Utilize data to develop marketing plans
## Sample Benchmarking Tool

### Undergraduate Bachelors Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Market Potential</th>
<th>Market Trends</th>
<th>Retention/Enrollment</th>
<th>Graduation Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Job/Yes</td>
<td>% Job/Regional</td>
<td>Regional Presence</td>
<td>Pay</td>
</tr>
<tr>
<td>Animal Sciences and Industry (B)</td>
<td>0.26</td>
<td>0.25</td>
<td>4.00</td>
<td>3.04</td>
</tr>
<tr>
<td>Business (B)</td>
<td>1.16</td>
<td>0.99</td>
<td>3.53</td>
<td>2.51</td>
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<tr>
<td>Early Childhood Education (B)</td>
<td>3.49</td>
<td>3.52</td>
<td>4.13</td>
<td>1.13</td>
</tr>
<tr>
<td>Family Studies/Counseling (B)</td>
<td>3.94</td>
<td>0.42</td>
<td>0.43</td>
<td>1.27</td>
</tr>
<tr>
<td>Food Science and Industry (B)</td>
<td>1.78</td>
<td>1.83</td>
<td>4.20</td>
<td>2.76</td>
</tr>
<tr>
<td>General Business (B)</td>
<td>5.00</td>
<td>5.00</td>
<td>3.24</td>
<td>4.17</td>
</tr>
<tr>
<td>Interdisciplinary Social Science (B)</td>
<td>5.00</td>
<td>5.00</td>
<td>3.54</td>
<td>2.90</td>
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<tr>
<td>Nutrition and Health (B)</td>
<td>1.14</td>
<td>0.99</td>
<td>3.53</td>
<td>2.51</td>
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<tr>
<td>Technology Management (B)</td>
<td>5.00</td>
<td>5.00</td>
<td>3.44</td>
<td>2.72</td>
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</tbody>
</table>

Note: all top/middle/bottom assessments consider programs on this page only.

- Score falls in the bottom 1/3
- Score falls in the middle 1/3
- Score falls in the top 1/3
Program Benchmarking Tool

External and Internal Inputs
- Market Potential
- Market Trends
- Revenue Data
- Retention/Enrollment
- Internal Capacity
- University/College Priority
Key Priorities for FY17

Strategic Enrollment Management

Strategic program development
Ranking survey participation
4+1 agreement development
Key Priorities for FY17

Course Quality

Micro-credentialing or badging for faculty

Review of evaluation tools

Ensure accessibility
Key Priorities for FY17

Student Experience

Recruitment
Orientation
Advising
Retention
Key Priorities for FY17

Noncredit and Outreach

Launch new systems
Develop new online programs and conferences
Investigate micro-credentialing and stackable skills
Key Priorities for FY17

External Fundraising

Identify alumni/potential donors
Present to community groups the need for adult scholarships
Host receptions for alumni/current students
Without the dedicated work of all K-State Global Campus staff, none of this is possible.

THANK YOU!!