Serving Students and the Community

- Served 12,751 students, 5,212 unique students (unofficial)
- 78,365 credit hours (57,064 UG, 21,301 G)
- Graduated 620 students
- Awarded 169 scholarships to distance students, $142,650
- Awarded $80,000 in Summer School scholarships
- Served 36,632 participants through noncredit programs
Progress/Accomplishments

Infrastructure…

• **Improved lead generation** (77% over last year) resulting in an increase of 5,000 leads

• Utilized **web as a market-focused site**; optimize web presence for accessibility and search engines

• Build-out **strategic enrollment funnel** including new reports from Talisma on lead generation and prospects

• Consolidated reports into PowerBI with **new reporting dashboard**

• Implemented **project management software** for marketing unit
Progress/Accomplishments

Infrastructure…

- **Invested in staff professional development**
  - 47 employees participated in professional development activities in FY18
- **Launched all-staff retreat** focused on change management
- Created monthly **intercultural development presentations and newsletter**
- Consolidated and streamlined **internal committees**
- ** Benchmarked our operations** (EAB) and conducted an external review
Progress/Accomplishments

New Initiatives/Partnerships…

• Implemented the Recruitment Center for K-State distance students
  – Student recruiters place outbound recruitment calls
  – Launched new mobile-friendly information request form resulting in 11% improvement on abandonment rate and continue to see a record high number of inquiries with over 1,500/month
  – Collected more than 1,000 leads from recruiting events using new offline information request form process
  – New recruitment displays and materials
• Develop strategies for connecting with alumni and potential donors
Progress/Accomplishments

New Initiatives/Partnerships…

• Degree programs:
  – Adult Learning and Leadership Ed.D. and Ph.D. degrees (F17)
  – Curriculum and Instruction Ed.D. degree (U18)
  – Music master’s degree (U18)
  – Personal Financial Planning bachelor’s degree (F17)

• Certificates and minors:
  – Educational Technology graduate certificate (U17)
  – Online Teaching K-12 undergraduate certificate (U17)
  – Community Development graduate certificate (F17)
  – Human Development and Family Science undergraduate concurrent minor (F17)
  – Data Analytics undergraduate certificate (F18)
  – Hospitality Management stand-alone undergraduate minor (F18)
Progress/Accomplishments

New Initiatives/Partnerships…

• Face-to-face conferences and noncredit programs:
  – IGP Institute
  – IUCRC-COMET
  – Great Plains Model Arab League
  – Hospitality Summit
  – The Executive Coach
  – Kansas Advanced Teaching Academy
  – Kansas Education Recruitment Conference
  – Professional Development Academy for Idaho Chiropractors
  – Drilling Down for Deeper Impact (3DI) – Leadership Seminar
Progress/Accomplishments

Faculty Training and Course Quality…

• Developed self-paced online training for faculty
• Facilitated online teaching presentations to internal and external audiences
• Engaged faculty through “Show and Tell” and “Have a Byte” events
• Developed accessibility checklist
Progress/Accomplishments

Undergraduate and Graduate Student Experience…

• Launched **online learning orientation course** for all UG and G distance students

• Offered department/college **mentoring programs** for all students through the K-State-WildcatLink

• Provided students with timely information about important dates and resources via the **award-winning weekly newsletter**, Worldwide Wildcat
Progress/Accomplishments

Undergraduate and Graduate Student Experience…

• Collaborated with campus departments to increase student resources (e.g., tutoring, academic coaching, Writing Center) for online students
• Increased number of students participating with K-State DirectLink dual advising program
• Marketed Summer and Intersession to speed time to graduation. Summer credit hours up 4.4% over 2017.
Key Metrics

- Six-year graduation rate – 64%
- Number of doctorates granted annually – 5 (Personal Financial Planning)
- Number of faculty awards – 1
Top Priorities Moving Forward
Global Campus Foundations

• Access Promise
• Excellence Commitment
• Technology Engaged
• Creativity Inspired
• Economically-Driven
Top Priorities Moving Forward

- Implement Budget Modernization – RCM Model
- Support growth strategies
Top Priorities Moving Forward
Respond and lead in a time of academic transformation at Kansas State University
Top Priorities Moving Forward

Academic Incubation and Innovation Center…
To inspire, create and accelerate new ways to collaborate, engage, learn, research and deliver instruction.

• Center brings together the latest research, high-end tools and technology, experts in instructional, web, graphic, audio, video and technology design.
• Provides a place for faculty to come together with experts to research, try, test and build new pedagogical, scholarly and research approaches.
• Led by Global Campus and works in collaboration with university entities to leverage existing university resources to lead academic innovation efforts in support of all K-State.
Top Priorities Moving Forward

- Exceptional space to facilitate academic transformation activities

IF YOU CAN IMAGINE IT, YOU CAN BECOME IT.

KANSAS STATE UNIVERSITY Global Campus
Top Priorities Moving Forward

2018 Educause Learning Initiative (ELI)

https://www.educause.edu/eli/initiatives/key-issues-in-teaching-and-learning
Top Priorities Moving Forward

- Implement Strategic Enrollment Management Plan
- Work with university offices/units/campuses to streamline processes for online learners
Top Priorities Moving Forward

- Strategic portfolio management
Top Priorities Moving Forward

Vision | Understanding | Clarity | Agility

Prime