Serving Students and the Community

- Served 13,033 students, 5,565 unique students
- 82,550 credit hours (58,355 UG, 24,195 G)
- Graduated 654 students
- Awarded 198 scholarships to distance students, $164,500
- Served 26,428 participants through noncredit programs
Progress/Accomplishments

Infrastructure…

• Restructured Global Campus
• Reaffirmed GC mission, launched vision and values

Transform lives around the world, one learner at a time

Global Campus Values

Collaboration  Excellence
Efficiency     Strategic thinking
Innovation    Mindfulness
Agility
Progress/Accomplishments

Infrastructure…

- **Invested in staff professional development**
  - 45 employees participated in professional development activities in FY19

- **Held all-staff retreat** focused on communication and conflict management

- **Added quarterly professional development presentations**
Progress/Accomplishments

Infrastructure…

• Envisioned K-State Online
• Through partnership with DCM, SEM and an outside vendor, researched, developed and will launch a new K-State Online web presence that is mobile friendly, SEO optimized and marketing-focused
• Improved marketing tactics resulted in 5,400 more leads and 150,000 more visitors to the website over FY18
• Instituted proactive social media marketing of student stories, resulting in 800,000 views and 3,300 interactions
Progress/Accomplishments

Infrastructure…

• Established a stand-alone recruitment unit which manages an average of 200 student interactions per day
• Deployed a highly personalized follow-up strategy through phone and email to prospective student leads
• Extended automatic or “drip” email campaigns using advanced logic and creative CRM solutions
• Launched a customized electronic viewbook
Progress/Accomplishments

Infrastructure...

- Academic Incubation and Innovation unit established
- Program benchmarking tool revealed
- Online program portfolio review engaged
- Launched high intensity invest program strategies
- Redesign of the course/program development grant process
- Designed new training and innovation space for faculty
Progress/Accomplishments

- **Degree programs:**
  - Animal Sciences and Industry: Production Management Option bachelor’s degree (F19)
  - Education Studies bachelor’s degree (S19)
  - Mass Communications master’s degree (S19)
  - Master of Science in Data Analytics (F19)
  - Master of Arts in Teaching (secondary) (U19)
  - Hospitality Administration master’s degree (F19)
  - Adult Learning and Leadership with a Community College Emphasis Ed.D. (U19)
Progress/Accomplishments

- Certificates and minors:
  - Animal Health Management graduate certificate (F19)
  - Community Health undergraduate certificate (F19)
  - Health Coach undergraduate certificate (S19)
  - Kansas Insurance undergraduate certificate (S19)
  - Financial Counseling undergraduate concurrent minor (S19)
  - Personal Financial Planning undergraduate concurrent minor (S19)
  - Nutrition undergraduate minor (S19)
Progress/Accomplishments

Face-to-face conferences and noncredit programs:

- TCCE-TEA-PUG Conference
- Humans in Space
- Global Agenda for Sustainable Livestock
- North Central Regional Association Mini Land-Grant Meeting
- North Central Cooperative Extension Annual Meeting
- Board on Agriculture and Natural Resources Meeting
- NCAC-014 Annual Meeting
- Rabies in the Americas Conference
- Global Sales Science Institute Conference
- SciComm – Engaging the Public in Science
- Big 12 Career Services Directors Meeting
- Rural Education Summit
- Social Work Practice Simulation Workshop
- K-State Accounting and Technology Conference
Progress/Accomplishments

Undergraduate and Graduate Student Experience...

• Reorganized to add a **Graduate Student Retention Coordinator** to ensure online graduate students are supported and successful

• Administer **Early Alert Referral program** in an effort to retain students and ensure their continued success at K-State

• Launched newsletter for all first-semester **transfer students** with a goal to inform and increase engagement at K-State

• Partnered with **Education Abroad** to market programs applicable to distance students
Progress/Accomplishments

Undergraduate and Graduate Student Experience…

• Provide designated Peer Advisors to assist current students via chat, phone and email

• Partnered with Powercat Financial to launch financial literacy campaign to online students

• Created career services website of online resources for distance students.
Key Metrics

- Six-year graduation rate – 64%
- Number of doctorates granted annually – 12
- Number of faculty awards – 3
Top Priorities Moving Forward

- Advocate for today’s contemporary learners
- Grow enrollment - develop a K-State Online SEM Plan
- Be organizational “intrepreneurs”
- Lead further portfolio management efforts
- Engage a strategic growth stance for new academic programs – market intelligence
- Advance a university-wide micro-credentialing ecosystem