



K-State Global Campus

2019 Fall Update with the President and Provost

K-STATE
2025

KANSAS STATE
UNIVERSITY



K-State Global Campus FY19

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

External vs. Internal Strengths

		Internal Strengths		
		High	Medium	Low
External Strengths	High	Academic Advising (M) Civil Engineering (M) Elementary Education (B) Food Science and Industry (B) Human Development and Family Science (B) Nutrition and Health (B) Business Administration (M) Personal Financial Planning (B)	Agribusiness (M) Business Administration (GC) Dietetics (B) Early Childhood Education (B) Educational Leadership (M) General Business (B) Industrial Engineering (M) MIOB (M) Operations Research (M) Social Science (B) Software Engineering (M) Technology Management (B)	Conflict Resolution (GC) Educational Technology (GC)** Electrical and Computer Engineering (M) Security Studies (M)**
	Medium	Adult Learning and Leadership (M) Animal Sciences and Industry (B) Community Development (M) Curriculum and Instruction (M) Data Analytics (GC) Engineering Management (M) Family and Community Services (M) Teaching (M) Personal Financial Planning (GC, M, D)	Academic Advising (GC) Adult Learning and Leadership (D)** Curriculum and Instruction (D)** Mechanical Engineering (M) Organizational Leadership (GC) Personal Financial Planning (GC) Youth Development (M)	Horticulture Therapy (GC) Leadership Dynamics for Adult Learners (GC)** Merchandising (M) Nuclear Engineering (M) Social Justice Education (GC) Youth Development (GC)
	Low	Dietetics (M) Financial Therapy (GC) Gerontology (M) Nutrition, Dietetics and Sensory Sciences (M)	Adult Learning (GC) Community Development (GC) Dialogue, Deliberation and Public Engagement (GC) Early Childhood Education (M) Food Science (M) Music (M)** Public Administration (GC)	Advanced Horticulture Ag Education and Communication (M) Applied Statistics (GC) Chemical Engineering (M) Food Safety and Defense (GC) Gerontology (GC) Grassland Management (GC) Public Administration (GC) Transportation Engineering (GC)

** Program is new and data is incomplete.

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