The University FOR Kansans

the university for Kansans
Thank you for the warm welcome to the K-State family!
Questions I am asked the most

• What are the best things/surprises that you see at K-State?

• What are the biggest challenges/surprises that you see at K-State?

• What does the Next-Generation Land Grant mean to you?
Early challenges/opportunities

On the heels of:

- **Strongest state budget** supporting KS higher education in a decade.
- Second largest **economic announcement** in Manhattan/KSU.
  - Scorpion Biologics
  - $650M investment, $80K average salary
- **Princeton Review**: Incredible student experience and support.
- Strong **research** foundation and one-of-a-kind assets.
- Record-breaking **fundraising** year.
Early challenges/opportunities

- Multi-year **declining student enrollment** – fiscal, reputational and opportunity impacts.
- Trend of decreasing or **flat state and federal support** for our work – coupled with strong **inflation**.
- Faculty and staff **compensation**.
- Ongoing **facility needs** (R & R and new facilities).
State/University budget investments:

- **Support for faculty and staff raises.**
  - >$13M for 5% raises (2% ATB/3% Merit)

- **Facilities R&R and teardown.**
  - $21M ($10.5M w/ $10.5M match) for R&R
  - ~$3M for teardown

- **IT modernization.**
  - ~$4M

- **Need-based student aid.**
  - $19M across system with 1:1 match

- **Enrollment management**
  - $2M new investment

- **Capital investments.**
  - **Aspirational $125M AG project for K-State**
    - $25M (no match)
    - Additional $25M with 3:1 match required
Student enrollment and student success
20% less

17% less

> $60M loss in recurring state tuition funding
Overall student numbers are down – BUT ...

- We are seeing growth in our incoming classes.
  - Incoming **freshmen** enrollment is up by 2.1%.
  - **Transfer** enrollment is up by 1.3%.
  - And **graduate** enrollment is also up by 1.5%.

- Our incoming freshman class boasts a **strong academic profile**.
  - The average high school GPA is **3.66**, the average ACT score **25.5**, and the average SAT score jumped to **1230** — and increase of 42 points.

- We are also attracting a **more diverse student body** to K-State.
  - New **Black/African American** students are up **14%**, and new **Hispanic** students are up **6%**.
New plans to reverse the trends – a sense of Urgency

Some new best practices

• Financial support/scholarships for in-state and out-of-state students.
• Community engagement (regional visits).
• Intentional philanthropy.

• Communications, communications, communications.
Addressing student affordability

• K-State now offers one of the largest in-state merit-based scholarship programs in Kansas, which is automatically awarded when a new, incoming freshman applies for admission by the priority date.

• Through the new Land Grant Promise, eligible in-state students (in selected counties) may be able to attend K-State tuition-free.

• Through the new Wildcat Nonresident Award, out-of-state students may be eligible for in-state tuition at K-State.
## Fall 2023 in-state scholarship/award program

<table>
<thead>
<tr>
<th>Unweighted GPA</th>
<th>ACT/SAT Score</th>
<th>Value</th>
<th>Cumulative College GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In-State Freshman General University Scholarships</strong></td>
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<tr>
<td><strong>ACT/SAT Score</strong></td>
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<tr>
<td>32+ ACT 1420+ SAT</td>
<td>University Scholar Award $5,500/year ($22,000 total)</td>
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<tr>
<td>28-31 ACT 1300-1410 SAT</td>
<td>Royal Purple Scholarship $4,000/year ($16,000 total)</td>
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<tr>
<td>22-27 ACT 1100-1290 SAT</td>
<td>Wildcat Traditions Scholarship $2,500/year ($10,000 total)</td>
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</tr>
<tr>
<td>&lt;=21 ACT &lt;=1090 SAT</td>
<td>Limestone Award $1,500/year ($6,000 total)</td>
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<tr>
<td>No test score available</td>
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<tr>
<td><strong>In-State Transfer General University Scholarships</strong></td>
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<tr>
<td>Scholarship</td>
<td>Value</td>
<td>Cumulative College GPA</td>
<td></td>
</tr>
<tr>
<td>Transfer Impact</td>
<td>$2,000/year ($6,000 total)</td>
<td>Minimum 3.5 GPA</td>
<td></td>
</tr>
<tr>
<td>Transfer 1863 Landmark Award</td>
<td>$1,000/year ($3,000 total)</td>
<td>Minimum 3.0-3.49 GPA</td>
<td></td>
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</tbody>
</table>
Land Grant Promise

- Pell-eligible or show a household income of $60,000 or less.
- Undergraduate students at our Manhattan campus or online.
- Kansas residents from:
  - Clay, Dickinson, Geary, Marshall, Pottawatomie, Riley, Saline, Shawnee, Wabaunsee or Washington counties.
# Fall 2023 out-of-state scholarship/award program

<table>
<thead>
<tr>
<th>Award Name</th>
<th>General Eligibility</th>
<th>Unweighted GPA</th>
<th>Minimum ACT/SAT</th>
<th>Discount on Nonresident Portion of Tuition</th>
<th>Estimated Award Based on 30 Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missouri Match</td>
<td>Must be a Missouri resident</td>
<td>3.25+</td>
<td>22 ACT/1100 SAT</td>
<td>100% (Equals in-state tuition)</td>
<td>$16,071.00 ($64,284 total)</td>
</tr>
<tr>
<td>Wildcat Nonresident Award</td>
<td>Must be a non-Kansas resident</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>3.90+</td>
<td>Not required</td>
<td>100% (Equals in-state tuition)</td>
<td>$16,071/year ($64,284 total)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.75-3.89</td>
<td>Not required</td>
<td>80%</td>
<td>$12,856.80/year ($51,427.20 total)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.50-3.74</td>
<td>Not required</td>
<td>60%</td>
<td>$9,642.60/year ($38,570.40 total)</td>
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<tr>
<td></td>
<td></td>
<td>3.25-3.49</td>
<td>Not required</td>
<td>50%</td>
<td>$8,035.50/year ($32,142 total)</td>
</tr>
<tr>
<td>Heritage Scholarship for Non-Kansas Residents</td>
<td>One parent or grandparent (biological or adopted) must have graduated from K-State.</td>
<td>3.0+</td>
<td>Not required</td>
<td></td>
<td>$12,000/year ($48,000 total)</td>
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</tbody>
</table>
## Out-of-State Transfer General University Awards

<table>
<thead>
<tr>
<th>Award Name</th>
<th>General Eligibility</th>
<th>Cumulative College GPA</th>
<th>Discount on Nonresident Portion of Tuition</th>
<th>Estimated Award Based on 30 Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer Missouri Match</td>
<td>Must be a Missouri resident</td>
<td>3.25+</td>
<td>100% (Equals in-state tuition)</td>
<td>$16,071/year ($48,213 total)</td>
</tr>
<tr>
<td>Transfer Wildcat Nonresident Award</td>
<td>Must be a non-Kansas resident</td>
<td>3.90+</td>
<td>100% (Equals in-state tuition)</td>
<td>$16,071/year ($48,213 total)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.50-3.89</td>
<td>75%</td>
<td>$12,053.25/year ($36,159.75 total)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.25-3.49</td>
<td>50%</td>
<td>$8,035.50/year ($24,106.50 total)</td>
</tr>
<tr>
<td>Transfer Heritage Scholarship for Non-Kansas Residents</td>
<td>One parent or grandparent (biological or adopted) must have graduated from K-State.</td>
<td>3.0+</td>
<td>$12,000/year ($36,000 total)</td>
<td></td>
</tr>
</tbody>
</table>

**Kansas State University**
Why do this for out-of-state students?

(Data from University of Arkansas)
Student success: Retention and graduation rates

- Highest retention rate and graduation rates in the state.
- Highest graduation rate in university history.

### First Time Freshman Cohort

<table>
<thead>
<tr>
<th>Year</th>
<th>Cont 1</th>
<th>Grad 1</th>
<th>Cont 2</th>
<th>Grad 2</th>
<th>Cont 3</th>
<th>Grad 3</th>
<th>Cont 4</th>
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<th>Cont 5</th>
<th>Grad 5</th>
<th>Cont 6</th>
<th>Grad 6</th>
<th>Cont 7</th>
<th>Grad 7</th>
<th>Cont 8</th>
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</thead>
<tbody>
<tr>
<td>Fall 2013</td>
<td>83.2%</td>
<td>0.1%</td>
<td>75.3%</td>
<td>0.1%</td>
<td>70.7%</td>
<td>1.5%</td>
<td>32.3%</td>
<td>36.7%</td>
<td>7.1%</td>
<td>61.1%</td>
<td>2.7%</td>
<td>65.2%</td>
<td>1.4%</td>
<td>67.0%</td>
<td>0.7%</td>
<td>67.7%</td>
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<tr>
<td>Fall 2014</td>
<td>83.4%</td>
<td>0.1%</td>
<td>76.6%</td>
<td>0.1%</td>
<td>71.6%</td>
<td>1.8%</td>
<td>30.6%</td>
<td>40.4%</td>
<td>6.5%</td>
<td>63.0%</td>
<td>2.1%</td>
<td>67.5%</td>
<td>0.7%</td>
<td>69.0%</td>
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<td>69.4%</td>
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<tr>
<td>Fall 2015</td>
<td>85.1%</td>
<td>0.1%</td>
<td>76.8%</td>
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<td>71.3%</td>
<td>1.8%</td>
<td>29.1%</td>
<td>41.5%</td>
<td>5.7%</td>
<td>64.5%</td>
<td>1.3%</td>
<td>68.4%</td>
<td>0.8%</td>
<td>69.3%</td>
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<tr>
<td>Fall 2016</td>
<td>84.3%</td>
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<td>76.7%</td>
<td>0.0%</td>
<td>70.1%</td>
<td>3.0%</td>
<td>24.4%</td>
<td>46.9%</td>
<td>4.7%</td>
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<tr>
<td>Fall 2017</td>
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<td>72.6%</td>
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<td>46.9%</td>
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<td>Fall 2019</td>
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<td>70.4%</td>
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</table>

### New Transfers Cohort

<table>
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<tr>
<th>Year</th>
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<td>36.9%</td>
<td>9.8%</td>
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<td>64.4%</td>
<td>0.5%</td>
<td>65.3%</td>
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<td>66.0%</td>
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<td>74.0%</td>
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<td>57.1%</td>
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<td>24.6%</td>
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<td>Fall 2020</td>
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<td>15.6%</td>
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<tr>
<td>Fall 2021</td>
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</table>

**Most Recent Statistics**

- 86.1% Retained
- 49.7% Grad Rate
- 68.5% Grad Rate
Students love it here!

- No. 1: Best Quality of Life
- No. 2: Their Students Love Their Colleges
- No. 3: Town–Gown Relations are Great
- No. 4: Happiest Students
- No. 4: Best Health Services
- No. 6: College City Gets High Marks
- No. 6: Best Athletic Facilities
- No. 7: Best Career Services
- No. 7: Best Student Support and Counseling Services

— Best 388 Colleges for 2023
Princeton Review
• **New VP** for diversity, equity, inclusion and belonging with expanded office.
• **DEIB strategic plan** and Action Plan for a More Inclusive K-State.
• **HEED award** for 9 straight years.
• **KSUnite 2022 DEIB Conference.** (Nov. 14-16)
$181.6m in total research awards
1,276 total research awards
628 researchers
$6.4m FY 2022 licensing revenue
24 license agreements

Total award amount by fiscal year

Award count by fiscal year
- FY 2018: 893
- FY 2019: 877
- FY 2020: 1,137
- FY 2021: 1,182
- FY 2022: 1,276

Sponsored awards
Schlumberger in-kind software
HEER funds
Research

Expenditures FY 2021

- Nonfederal: $126m
- Federal: $78m

The National Science Foundation conducts the annual Higher Education Research and Development, or HERD, survey, which includes more than 600 higher education institutions. This survey is a primary source of information regarding research expenditures and provides tremendous insight into K-State’s research activity and is a key metric for K-State research activity.

Expenditures FY 2018-FY 2021

- FY 2018: $218m
- FY 2019: $219m
- FY 2020: $214m
- FY 2021: $204m

Award summary by source FY 2022

- Federal: $132.2m
- State: $24.3m
- Private (for profit): $12.9m
- Private (non-profit): $10.3m
- Foreign: $1.3m
- Area/local government: $613k

Award summary by unit FY 2022

- College of Agriculture: $68.8m
- College of Arts and Sciences: $21.4m
- College of Education: $7.7m
- Carl R. Ice College of Engineering: $32.1m
- College of Health and Human Sciences: $10.7m
- College of Veterinary Medicine: $19.5m
- Cooperative Extension Service: $2.3m
- Office of the Provost: $4.5m
- Office of the Vice President for Research: $10.6m
- Other: $4.2m
Advancing economic prosperity

$3B to KS economy
3,000 jobs
A powerful partnership

- Office of the President
- Office of the Provost
- Office of the Vice President for Research
- KSU Foundation
- Academic Deans (for funded faculty)
APPENDIX:

Examples (only) of transdisciplinary thematic areas that tackle grand challenges, develop innovative and integrative solutions through transdisciplinary teams, and that could generate or lead to regional economic development:

EXAMPLE 1
Climate Change: Modeling, Mitigation, Adaptation and Sustainability
- Basic science, applied science, earth and atmospheric sciences
- Engineering
- Agriculture
- Data sciences, AI, machine learning
- Human behavior and behavior change management
- Education
- Business and economics
- Architecture and urban planning
- Finance
- Journalism and media
- Marketing and communications
- Psychology, sociology, anthropology
- Political science
- Policy studies
- Cultural studies
- Global studies and international affairs
- Human health and health sciences
- Animal sciences and veterinary medicine
- ...  

EXAMPLE 2
Energy (technologies, materials, systems, smart grid, economics, policy)
- Basic science, applied science, earth and atmospheric sciences
- Engineering
- Agriculture
- Data sciences, AI, machine learning
- Human behavior and behavior change management
- Education
- Architecture and urban planning
- Finance
- Business and economics
- Political science
- Policy studies
- Media and communications
- ...
Extension and engagement
Extension – it makes us different than the rest!

• Impact in all 105 counties.
• Link the people of Kansas to our university and educational resources that help them improve their lives, livelihoods and communities.

Last year, we made:
• 2.3M educational contacts.
• 167,222 volunteer hours.
• Served over 80,000 youth.
Engagement: Regional community visits

**Goal:** Demonstrate our collective commitment as the state’s land-grant university who cares about Kansans and their communities. We are “people who care about people and their communities.” K-State is a special place, we offer an amazing student experience, and we want Kansans to know about it and feel it.

**Outcomes:** Re-build relationships around the state, strengthen our Extension network and increase student enrollment.

|-------|------|------|-------|
| • Strategic visits to KS regions and communities with student market potential and/or in areas that we lack engagement and/or there is a strategic student enrollment opportunity.  
• Consistent core messaging with visits planned around the unique circumstances of the region/communities. | • President  
• Provost or designee  
• Extension Director  
• 2 Students (from the region)  
• Potentially faculty or extension staff  
• Other stakeholder group representatives. | • Demonstrate and reinforce our value to Kansans as their land-grant university.  
• Raise visibility and presence across the state.  
• Increased student recruitment in-state.  
• Build relationships within communities we serve.  
• In tandem with strategic planning effort. | • Once a month during the academic year (9 visits per year).  
• Launch initiative in our own backyard in the Flint Hills Region ahead of presidential inauguration activities (9/2). |

“Connected Cats”
Regional community visits: Year 1 (9 visits/9 months)

72/105 Counties in 2022/2023
Community visit #1 — Flint Hills
New leadership

• Vice President for Diversity, Equity, Inclusion and Belonging
• Vice President for Communications and Marketing
• Vice President for Executive Affairs, University Engagement and Partnerships, and Chief of Staff

Ethan Erickson, Vice President, Administration and Finance
Chris Culbertson, Interim Dean, College of Arts and Sciences
Mary Tolar, Dean, School of Leadership
Ben Wolfe, Dean and CEO, K-State Olathe

Ongoing and upcoming searches

• Vice President for Diversity, Equity, Inclusion and Belonging
• Dean of the College of Health and Human Sciences
• Dean of the College of Architecture, Planning & Design
• Dean of the College of Arts and Sciences
University community engagement

- Celebrating the arts, post-COVID.
  - McCain Performance Series
  - Beach Museum
- Engaging with community through technology and innovation.
  - Sunderland Foundation Innovation Lab
- Engaging alumni.
  - Intentional outreach and engagement through numerous alumni events on-campus, in Kansas and nationally
Alumni Association impact

- **Ranks No. 6** among the Power Five conferences for the percentage of graduates who are members.
- **203,666 living alumni**, 98,024 in the state of Kansas.
- The Alumni Association sponsored events and activities for more than **70,000 K-Staters** last year.
- K-State has the **No. 1 license plate program** in the state (by far) with more than 11,000 plates in Kansas.
One of 22 athletic departments in the nation that is self-sustaining.

Top-rated APR (Academic Progress Rates) stats among Big 12 schools:
  - Men’s/Women's Cross Country
  - Men’s/Women's Golf
  - Women's Rowing
  - Women's Tennis
  - Women's Volleyball

Super fun!
We are moving K-State forward.
Fundraising: Private giving

Private Giving (millions)

Total Giving
Athletics Giving

All time highs
Capital investments and deferred maintenance challenges

- 27 projects totaling ~$450M projected over the next five years

### Research, Extension and Instruction:
- Consolidated Ag master plan
- Large Animal Research Center Phase II
  $245M

### Residence Halls/Dining/Student Life:
- Salina residence hall
- Rec field improvements
  $34M

### Athletics:
- Football indoor practice facility
- Volleyball + Olympic Training facility
  $80M

### Deferred Maintenance:
- Razing deteriorated facilities
- Classroom modernization
- Roof, HVAC and stone exterior
  $83M

- 70% of construction funded through philanthropic gifts, housing fees, Athletics revenue
- $430M “mission-critical” deferred maintenance – and growing ...
Decision-making framework: Renovate or re-build?

**Strategic Questions**

- Is the existing infrastructure **suitable** for 21\textsuperscript{st} century needs?
- What is the **functionality** and current utilization?
- Can we create opportunities for **interdisciplinary** connections?
- Does it preserve the **architectural heritage** of our university?
- What are the **cost considerations** for achieving goals?
Aspirations for capital funding (~$125M project)

Kansas State University’s Grain, Food, Animal and Agronomy Research and Innovation Centers

$25M – no match
$100M – 3:1 match ($75M:$25M)
$125M
Becoming a next-generation land-grant
Overall mindset: Looking forward but appreciating our past

There is a reason that the rear-view mirror is so small and the windshield is so large: Where you are headed is so much more important than where you have been.
Get involved and follow our progress

k-state.edu/strategic-planning
Next-Gen K-State: Original charge

• Core values, mission, and collective vision as a Next-Generation Land-Grant University.

• Programmatic priorities and strategies to support teaching, research, outreach/engagement, international activities and economic development.

• Strategic, effective and efficient structures, and best practices to support programmatic priorities.

• Effective fiscal and investment strategies addressing our recurring and non-recurring funds and new resource opportunities (i.e., competitive research, new partnerships, philanthropy) to support priorities.

• Marketing and branding connecting our core values, collective vision, and strategic direction with the unique K-State experience so it can be embraced and marketed across all levels of the university and our affiliated organizations.
Strategic planning structure

**President’s Cabinet and Deans Council**

Responsibilities:
- Receives regular reports, serves as focus group for input and ideas.

**Task Force Topics**
- Strategic plan theme areas.
- Branding.
- Others TBD.

**Advisory Committee**

Responsibilities:
- Review progress, provide input, discuss findings, make recommendations.

**Task Forces**

Responsibilities:
- Topic specific; provides recommendations to the advisory groups.

**Other Groups:**

- Faculty Senate
- USS Senate
- SGA
- Foundation Trustees
- Alumni
- Athletics
- Extension

- EDOs
- Counties
- Legislators
- Industry partners
- KBOR
### Planning timeline

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<th>Phase 1: Strategic Planning Launch</th>
<th>JULY</th>
<th>AUG.</th>
<th>SEPT.</th>
<th>OCT.</th>
<th>NOV.</th>
<th>DEC.</th>
<th>JAN.</th>
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<td>Phase 2: Where Are We Now?</td>
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<td>Phase 3: Establishing Vision, Values, Key Themes</td>
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<td>Phase 4: Setting Goals and Priorities</td>
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<td>Phase 5: Completing the Plan</td>
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<td>Phase 6: Plan Launch</td>
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1. Improvement in *Strategic Enrollment Management*.

2. Improved Relationship Building and University *Engagement*.

3. Development of a New University-Level *Strategic Plan*.

4. Continued Success and Growth of University *Fundraising*.

5. Hire and Build my *Leadership Team*.

(Facilities Repair & Renovation; Diversity, Equity, Inclusion & Belonging; Economic Development; Research Capacity & Grant Funding; Connection of on-campus efforts with Olathe and Salina campuses)
If WE don’t change (to adapt to our future) ... Don’t expect K-STATE to change (to prepare us for the future).
Landon Lecture Series

David Beasley
Executive director, U.N. World Food Programme

Presents “Kansas’ Legacy in Global Food Security”

• 10:30 a.m., Thursday, Nov. 3
• Forum Hall, K-State Student Union
• Doors open at 10 a.m.
Thank you for all that you do for K-State
Go ‘Cats!

Kansas State University