

# JSU<sup>TM</sup>

## 2008-2009 Highlights

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The Office of Admissions announced that the number of applications received for the 2008 fall semester was at an all-time high with 4,774 undergraduate students applying for admission.

Seventeen complete online programs and certificates are currently offered through Jacksonville State University's distance education program.

JSU's Academic Advisement now provides centralized academic advising to undergraduates with undecided majors and any other students not served by a college, such as accelerated high school students.

In October 2008, the historic Victoria Inn was given to the JSU Foundation by Earlon and Betty McWhorter.



The Little River Canyon Center opened in Fort Payne, Alabama, and is being managed and operated by JSU's Environmental Policy and Information Center.



In August 2008, the university selected Big Communications for the "Where You're Going" advertising campaign. The campaign strategy was centered on a redesign of the university's brand and web site, and incorporated print, television, social networking and viral video. Also, JSU's new logo was finalized and is seen at the top of the page throughout the Fact Book.

JSU purchased the 24 unit Colonial Arms apartment complex in October 2008. Renovations of individual apartments occurred throughout the summer of 2009.

The College of Nursing and Health Sciences continues to experience extraordinary growth. In fall 2004 there were 9 STEP students; fall 2009 data reflect STEP enrollment had increased to 205. Likewise, the MSN program grew from 29 students in 2004 to 82 master's students in fall 2009.

A recruitment trip to China expanded opportunities for collaborations with Chinese universities. A delegation led by JSU president Dr. Meehan included the College of Arts and Sciences dean Dr. Wade and associate dean Lisa Williams, and the director of international programs, Dr. Ketterer. The trip expanded JSU's partnerships with Wuhan University and Taizhou University. In addition, new agreements with Shanghai Normal University and Zhejiang University of Media and Communication were signed during the trip.

JSU implemented the Gamecock Express transportation system.

JSU's capital campaign - "The Power of 125 . . . Join the Celebration" - has ended successfully. Over \$28 million was raised, which far surpasses the original goal of \$17.5 million.

The Master of Science in Computer Systems and Software Design (MSSD) program was ranked the number two "best buy" among sixty-seven online master's programs in computer science and information technology offered by regionally accredited institutions in the USA.

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The source of information listed is from various departmental reports.