



**Jacksonville**

**STATE UNIVERSITY**

*a learning centered university*

*2012-2013 annual report*

At Jacksonville State University our roots run deep into the fabric of our region and the lives of almost 60,000 living alumni who have studied here. Over the past 130 years we have established a tradition of providing our students with a solid educational foundation that enables them to reach their dreams and aspirations.

Building on this tradition, our vision for the university in the 21<sup>st</sup> century is to become a recognized leader in creating a learning centered environment that will equip our students with the knowledge and skills necessary to achieve success in a global society.

Over the past year we have continued to make substantial progress on accomplishing the eight strategies of our 2011-2016 Strategic Plan. In addition, we continue to seek new opportunities to collaborate with our partners in government, business and education to provide the research, service and talent that will propel our region forward.

This 2012-13 Annual Report highlights the many ways that Jacksonville State University is making a real and vital impact on the lives of our students and the communities that we serve. We invite you to come to campus soon and see firsthand the exciting progress that we are making on our vision for the future.

Sincerely,

A handwritten signature in black ink that reads "William A. Meehan". The signature is written in a cursive, flowing style.

William A. Meehan, Ed.D.

President

Mary Smith, *Coordinator of Publications*  
Morgan Christopher, *Graphic Design*  
Steve Latham, *Photography*  
Bill Hubbard, *Copy Editor*  
Lynn Garner, *Research*

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*Jacksonville State University freshmen gather after the annual convocation signaling the start of the fall semester.*

At Jacksonville State University, every day is focused on the future. Not only the future of our students, but the future of our university—and education as a whole.

As we continue to develop students who are equipped with 21<sup>st</sup> century skills, we are also evolving as a university for the 21<sup>st</sup> century—and beyond.

In order to accomplish our five-year strategic plan, we've employed eight strategies designed to achieve our long-term goals—and to ensure we're always evolving into the best university we can possibly be.

## JACKSONVILLE STATE UNIVERSITY PROFILE

75 miles east of Birmingham  
100 miles west of Atlanta

Population .....12,548  
Founded .....1883  
Location .....Jacksonville, Alabama  
Campus ..... 464 acres / 65 major buildings

### Fall 2013 Enrollment

Undergraduate.....7,588  
Graduate.....1,105  
Total .....8,693

### Enrollment by Age

17-24 ..... 68.9%  
25+ ..... 30%

### Gender

Female ..... 58%  
Male ..... 42%

### Ethnicity

American Indian/Alaskan ..... 0.55%  
Asian ..... 1.05%  
African American ..... 25.81%  
Hispanic ..... 1.41%  
Other/Not Reported ..... 3.96%  
White ..... 67.14%  
Native Hawaiian/Pacific Islander ..... 0.08%

### Faculty

Full-Time .....318  
Part-Time .....170  
Student Faculty Ratio .....18:1

### Students by State

Alabama ..... 79%  
Georgia..... 13%  
Other ..... 5.6%  
International ..... 2.4%

*Information from the JSU Fact Book,  
Office of Planning and Research*



*Longleaf Studios houses the largest green screen in the state and is home to the JSU Film & Entertainment Technology Program.*



*The Marching Southerners perform at halftime of a Gamecock football game at Burgess-Snow Field at JSU Stadium.*

## BOARD OF TRUSTEES & ADMINISTRATIVE STAFF

The Honorable Dr. Robert J. Bentley  
*Governor of Alabama, President,  
Ex officio*

Dr. Thomas R. Bice  
*State Superintendent of Education,  
Ex officio*

### Board of Trustees

Senator Vivian Davis Figures  
*First District*

Mrs. Gale Saxon Main  
*Second District*

Mr. William Ronald Smith  
*Third District*

Mr. James L. Coxwell, Sr.  
*Third District*

Mr. Clarence W. Daugette III  
*Fourth District*

Mr. Randall Earlie Jones  
*Fifth District*

Mr. Jim Bennett, Chairman  
*Sixth District*

Mr. Thomas W. Dedrick, Sr.  
*Seventh District*

Mr. Randy Owen  
*At-large*

### Administrative Staff

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*President*

Dr. Rebecca Turner  
*Provost & Vice President  
for Academic & Student Affairs*

Ms. Allyson Barker  
*Acting Vice President  
for Administrative & Business Affairs*

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Technology*

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& Collaboration*

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Studies*

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*University Counsel*

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Dr. Bill Fielding  
*Dean, Commerce & Business  
Administration*

Mr. John-Bauer Graham  
*Dean, Library Services*

Dr. John Hammett  
*Dean, Education and Professional  
Studies*

Dr. Christie Shelton  
*Dean, Nursing*

Dr. J. E. Wade  
*Dean, Arts & Sciences*

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to Dr. Charles R. Lewis, Vice President  
for University Advancement | [crlewis@jsu.edu](mailto:crlewis@jsu.edu)  
800-231-5291 | 256-782-5003*

## OUR VISION & MISSION

Jacksonville State University strives for continuous improvement as a learning centered community committed to developing the ability to think critically, solve problems creatively and collaboratively, and communicate effectively.

Jacksonville State University provides distinctive educational, cultural and social experiences for a diverse student population. As a learning centered university, Jacksonville State University strives to challenge students academically in a responsive environment, meeting students' educational, career and personal goals. As an academic institution, Jacksonville State University seeks to produce broadly-educated graduates that are prepared for global engagement. As a public, comprehensive university, Jacksonville State University promotes excellence in scholarly and service activities consistent with its academic and professional strengths.



*The 2013 JSU Ambassadors; students who serve as official representatives of JSU and assist in on-campus recruiting events.*



*Numerous specimens being scanned into a computer system that will allow easy access to collections in the newly updated Herbarium.*

## STRATEGY ONE

### *Employ New Methodologies & Technologies in the Classroom*

Preparing students for a global marketplace involves challenging them to take responsibility for learning. Not just asking questions, but forming new ways of answering them.

We do this by focusing on 21<sup>st</sup> century skills like critical thinking, problem solving, communication skills and using technology, all in a collaborative learning environment that provides students with intellectual support and individualized learning opportunities—a place where ideas are born, nurtured and brought to life.

#### Highlights 2012-2013

Plans were developed and funding was secured to create the Faculty Commons, a center for teaching and learning that will provide professional development to faculty related to using new technologies and methodologies in the classroom.

Classrooms across the campus continued to be redesigned and incorporate innovation and collaboration to develop 21<sup>st</sup> century learning skills. A model of a 21<sup>st</sup> century classroom at JSU can be viewed at [www.jsu.edu/pes/index.html](http://www.jsu.edu/pes/index.html).

The Quality Enhancement Program (QEP) focus for the Southern Association of Colleges and Schools Commission on Colleges regional accreditation process was chosen. Fast Forward: Using 21<sup>st</sup> century Tools to Improve Critical Thinking will increase our students' critical thinking skills and their confidence using technology to analyze and solve problems. The QEP will also promote new teaching methodologies for our faculty through professional development and faculty mentoring. The QEP will begin in the fall of 2014 with training of faculty who teach freshmen classes.

In June 2013, JSU held the CORE Academy, a three-day conference with featured speaker Dr. Mark Milliron, which brought together over 270 educators from K-12 systems in the region and provided them with multiple instructional sessions geared towards learning how to best incorporate technology into their classroom. This successful and cutting-edge program is gearing up for another exciting year, as the 2014 Academy is already scheduled for June 2014.



## STRATEGY TWO

### *Expand Quality Online Programs & Services*

Jacksonville State University strives to meet the needs of all students. With new approaches to teaching that take instruction off campus, such as videoconferencing and online courses, students from all walks of life can be part of the "university experience" while continuing with demanding personal and employment schedules.

With hundreds of single courses and more than thirty-five completely online programs, Jacksonville State University offers a growing variety of opportunities for both undergraduate and graduate work – from individualized and flexible initial degrees to specialized programs for professionals seeking to advance in their chosen careers.

#### Highlights 2012-2013

In the fall of 2013, 42% of JSU students were enrolled in at least one of the almost 470 courses the university offers on-line.

The Office of Graduate Studies created an online orientation for all graduate students as part of the application process to pursue an online degree.

A list of online degrees offered by JSU can be found at [www.jsu.edu/distance/index.html](http://www.jsu.edu/distance/index.html)



*Students enjoying the summer weather doing research for a group project at Houston Cole Library.*



*Gary Sinise and the Lt. Dan Band performed at JSU Stadium, raising money to help build a home for Marine Sgt. Ben Tomlinson.*

## STRATEGY THREE

### *Improve the Campus Environment*

At JSU, we are committed to providing our students with a college experience that is engaging, fun and learning centered. Creating an extraordinary campus experience includes the development of living-learning spaces that encourage interaction and collaboration, bringing nationally recognized speakers to campus who provoke both reflection and action, providing opportunities through student organizations for developing personal leadership skills and community responsibility, and enjoying numerous athletic and performing arts events.

#### Highlights 2012-2013

Renovations to the softball facility included a new state of the art press box and new stadium seating for more than 550 fans. Renovations to the dugouts, along with new locker room facilities, are scheduled to be completed during the 2013-14 academic year.

Prominent speakers during the past year included Pulitzer Prize-winning journalist Diane McWhorter, who presented the annual Ayers Lecture, former US Representatives Earl Hutto (D) Florida and Sue Kelley (R) New York, who spoke at the annual Constitution Day forum, and Pulitzer Prize winning author Rick Bragg who gave the August 2013 Commencement address.

The Office of Student Life began the process of developing a feasibility study to address future campus housing needs.

In May 2013, JSU hosted Gary Sinise and the Lt. Dan Band in a concert, which raised the money to build a smart house for Jacksonville's local hero and wounded veteran, Ben Tomlinson.

JSU fraternities and sororities assisted the community by exhibiting their commitment to philanthropy and service by raising over \$61,500 and donating over 10,000 hours of service for various philanthropic projects.

Through a partnership with Regional Medical Center, JSU expanded the medial care provided through the student medical center.

## STRATEGY FOUR

### *Increase Collaboration to Better Serve Undergraduate Students*

The fourth strategy, increasing collaboration to better serve undergraduate students, includes continuous improvement of our administrative and academic processes through self study and peer review. JSU continues to enhance its customer service by investing in administrative professionals and faculty through programs like the Administrative Professionals Day and ongoing faculty and staff professional development opportunities.

#### Highlights 2012-2013

Seventeen departments completed the Program Review process during the year, completing the first seven-year cycle of the program. All departments at the university have participated in Program Review over the past seven years, providing feedback from discipline-specific experts, resulting in recommendations that led to continuous improvement across eighty academic units.

The university finalized the reaffirmation report for the Southern Association of Colleges and Schools Commission on Colleges regional accreditation process that will result in a 2014 site visit.

A feasibility study was conducted to determine the university's readiness and potential fundraising priorities for a comprehensive fundraising campaign. Based on the outcomes of the study, the Board of Trustees approved the initiation of a new capital campaign. Planning is currently underway for Deeply Rooted. Future Driven. A Campaign for Jacksonville State University with an initial goal of \$35.1 million.

The second annual Administrative Professional Conference was held in the spring of 2013 with over 150 administrators from JSU and the community in attendance. Sessions included topics on social media and the workplace, business communications and using iPads for productivity.



*Prospective students and parents tour campus during Spring Preview Day at Stephenson Hall.*



*Students get a chance to present their resumes and themselves to potential employers during the spring Career Fair held in Merrill Hall.*

## STRATEGY FIVE

### *Ensure Student Job Readiness*

As an institute of higher learning, ensuring student job readiness is central to our purpose—and crucial for our graduates and their employers. JSU is always taking extra strides to ensure students have the skills that employers need. Through career fairs, co-op and more, students learn valuable life and career skills that prepare them to interact on a professional level. These measures aim to increase student awareness and understanding of professionalism in the workforce and bring opportunities directly to graduating seniors.

#### Highlights 2012-2013

Career Services offers full-time, part-time, co-op and internship job postings, resume critiques, mock interviews, employment and life skills assistance and on-campus job fairs. Visit [www.jsu.edu/careerservices/](http://www.jsu.edu/careerservices/) for more information.

JSU expanded its partnership with the Calhoun County Chamber of Commerce to increase student internship opportunities among Calhoun County area businesses. The partnership is designed to give students hands-on experience in their career field during their upperclassman years or post-graduation.

The JSU and Calhoun County Chamber partnership also developed leadership panel discussions where students can visit with and ask questions of leaders in the community to better understand the skills needed to ensure job readiness.

The Offices of Career Services and Alumni Relations partnered to create a mentor program for JSU students. This program is designed to serve as an opportunity for students to ask community and business leaders questions about degree programs and careers, or simply to gain first hand knowledge of what to expect after receiving a degree in a particular discipline. Learn more about this program at [www.jsu.edu/alumni/getinvolved.html](http://www.jsu.edu/alumni/getinvolved.html)

Through a partnership with the Northeast Alabama Entertainment Initiative and Longleaf Studios located adjacent to the JSU campus, students in JSU's film and entertainment technology minor are gaining hands-on experience that will prepare them for jobs in the film industry. With 18,000 square feet and 23-foot tall ceilings, Longleaf Studios contains four separate studio spaces and the largest green screen in Alabama ([www.neaei.org](http://www.neaei.org)).

## STRATEGY SIX

### *Recruit & Retain Qualified Undergraduate Students*

Our efforts to recruit and retain qualified undergraduate students have directly resulted in increased scholarship opportunities, new tutoring and advising programs, and an orientation curriculum that prepares students for success in their college endeavors.

#### Highlights 2012-2013

The ACT average of our entering freshman class has increased dramatically over the last several years, from a 19.8 in the fall of 2009 to a 22.5 for the fall of 2013.

Now in its fourth year, the Academic Scholar scholarship program based on ACT/SAT scores continues to make a profound impact on the JSU student body. In the fall semester of 2013 alone, 1,226 students were awarded almost \$5.2 million through this program. For more information on the Academic Scholar scholarship program at JSU visit [www.jsu.edu/finaid/scholarships/types.html](http://www.jsu.edu/finaid/scholarships/types.html)

The Office of Admissions began the implementation of the Ellucian Recruiter Customer Relations Management (CRM) system to improve communications with potential students and improve recruiting processes.

The GradesFirst system, a web-based student retention and advising program, was implemented across all academic divisions of the university.

Two additional scholarship programs were created for implementation in the fall of 2014. For prospective students outside of Alabama, automatic in-state-tuition eligibility will be available for those who receive a scholarship. For high-achieving community college students in Alabama, the Presidential Transfer Scholarship will be available to first-time full-time JSU students who have graduated from a community college with a 3.5 grade point average or better.



*The JSU honors program provides academically gifted students with an enriched educational experience in a diverse range of courses.*



*Fall commencement honored hundreds of new graduates from JSU who joined the tens of thousands of JSU alumni around the world.*

## **STRATEGY SEVEN**

### *Recruit & Retain Qualified Graduate Students & Streamline the Graduate Admissions Process*

JSU is committed to providing the leadership, support, and coordination to ensure that our students attain the highest quality graduate education. Currently, JSU offers nine different degrees with thirty majors at the master's level, the post-master's Educational Specialist degree with three majors, five graduate certificates, and a Doctor of Science in Emergency Management degree.

And with exciting online graduate programs, like our Doctor of Science in Emergency Management, and our MBA and Master of Science in Nursing degrees, JSU continues to provide ready access to the post-undergraduate landscape, as we attract students who want to make a positive impact in their chosen professions, and in the world around them.

#### **Highlights 2012-2013**

The Emergency Management program partnered with the Center for Domestic Preparedness (CDP) to establish research fellowships at the CDP for our doctoral candidates.

Our graduate program in psychology was bolstered this year with an official accreditation from the Association of Behavioral Analysis International, becoming only one of two programs in the state to receive such a distinction.

A robust campaign for our Online MBA program was implemented with targeted, trackable online ads as well as traditional outdoor messaging in major metropolitan areas.

A thirty second agency-produced commercial was created to highlight the Emergency Management program. The commercial, along with additional promotional materials, will be used to develop a national campaign to recruit additional students in emergency management. View the commercial at [www.jsu.edu/em](http://www.jsu.edu/em)

## STRATEGY EIGHT

### *Increase International Engagement for the University Community*

Today's world is more connected than ever, which makes it even more important that we provide students with ways to experience global society. JSU's eighth strategy was demonstrated by students and faculty alike this past year through study in countries across the globe including China, Italy and Latvia.

In addition to our faculty and students representing JSU in the global arena, we're always seeking to attract international students to our campus. This remains a vitally enriching experience for all JSU students, giving us all an opportunity to learn about and experience other cultures firsthand.

#### Highlights 2012-2013

For the fall of 2013, 204 international students, representing 61 countries were enrolled at JSU.

Dr. Aaron Garrett, assistant professor in Mathematical, Computing, & Information Sciences was awarded a Fulbright Scholarship for the fall 2013 to teach at Ventspils University College in Ventspils, Latvia, a coastal city on the Baltic Sea. Dr. Garrett taught courses on computer data structures and artificial intelligence at Ventspils, known for its specialization in computer science and digital communication.

Such summer study tours as the second annual JSU Honors students' trip to Taizhou University in China, led by Dr. Aaron Garrett and Dr. Teresa Reed, and the history department's trip to Rome, Italy, led by Dr. Donald Prudlo, further increased JSU's international engagement.

However, this cultural exchange does not stop with JSU students going abroad, but is a two-way relationship, as Taizhou University sent a group of two faculty and fifteen students for their own study tour in America to JSU in the summer of 2013.

In addition to the international study tours, JSU's annual United Nations Tea serves as a way to highlight the various cultures which are merged together on JSU's campus, exemplifying the international connections our university has forged all over the world.



*The JSU International House observes the annual UN Day Tea. Colorful national clothing, songs and dance are presented by the students.*

## ADDITIONAL HIGHLIGHTS

Jacksonville State University athletics continued to dominate on the field of competition as the Gamecocks won numerous Ohio Valley Conference Championships and advanced to NCAA Championships, while also excelling in the classroom, during the 2012-2013 year.

The Gamecocks won two Ohio Valley Conference Championships and finished sixth in the OVC Commissioner's Cup, marking the fifth straight year the Gamecocks have finished in the top six in the standings.

The 2013 JSU Gamecock Football team made history by posting its first ever NCAA Division I postseason victories, making it to the Football Championship Series (FCS) quarterfinals. The Gamecocks (11-4) were ranked tenth in the nation in the final FCS poll.

The Gamecock rifle team claimed JSU's seventh OVC Rifle Championship to advance to the NCAA National Championship, where they posted an eighth-place finish. Individually, Cole Tucker finished second in the Air Rifle competition at the NCAA National Championship.

Jacksonville State had five OVC Most Valuable Player of the Year Awards, seven NCAA All-Americans, sixty-one OVC All-Conference honorees, two teams claimed OVC Team Academic Achievement honors, and one OVC Coach of the Year.

Since joining the Ohio Valley Conference in 2003-2004, Jacksonville State has solidified itself as the preeminent athletic program in the conference.

The Gamecocks have won fifty-three OVC Championships over the last nine years, which is seven more than the next OVC members. JSU has seen nine of its fifteen programs bring home various titles and combine for thirty-four trips to NCAA post-season play.

Gamecock student-athletes also excelled in the classroom after ten teams posted a combined grade point average of 3.0 or higher marking the second-straight year the department finished above a 3.0.

The softball and men's tennis teams also claimed the OVC Team Academic Achievement Award for their sports. Additionally, 106 student-athletes were named to the OVC Commissioner's Honor Roll and 21 were named to the OVC Medal of Honor Roll, while 134 student-athletes posted a 3.0 grade point average or higher during the academic year.

JSU received over \$3.7 million in federal, state and local grants and contracts for sponsored projects during the 2012-2013 fiscal year. One such grant was received by the Center for Applied Forensics to serve as an evaluation site for new and emerging technology that can expedite forensic services.

The JSU robotics team won first place in the nation at the 2012 conference of the Association of Technology, Management, and Applied Engineering posting a perfect score during the robot competition.

In April 2013, JSU hosted its first-ever social media conference, which welcomed social media experts Mack Collier and Christina "CK" Kerley, both of whom are published experts in the field of social media and have spoken around the U.S. and in other countries.

Jacksonville State University Field Schools opened its third visitor and education center at the Mountain Center near Heflin. Other centers include the Little River Canyon Center near Fort Payne, Alabama, and the EPIC Center near Anniston, Alabama. A complete list of programs and opportunities associated with JSU Field Schools "from the highest mountain to the deepest canyon in Alabama" can be found at [www.jsu.edu/epic/index](http://www.jsu.edu/epic/index)

The Institute for Research and Collaboration added three new research centers to the six existing centers ([www.jsu.edu/irc](http://www.jsu.edu/irc)):

*The Center for Best Practices in Teaching and Learning*  
*The Institute for Emergency Preparedness*  
*The Center for Collaborative Regional Education (CORE)*

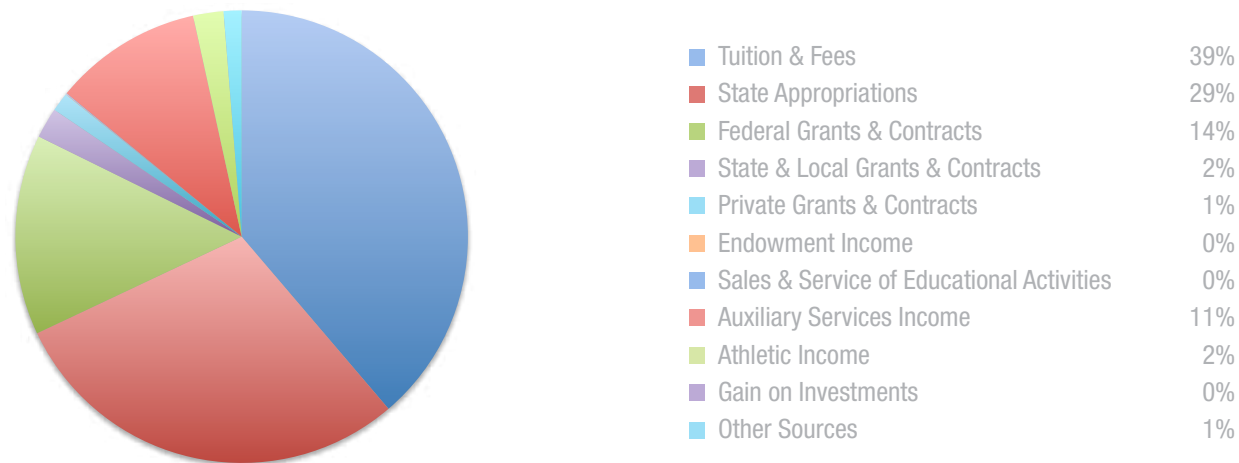
Jacksonville State University was awarded an Investing in Innovation (i3) grant from the U.S. Department of Education of approximately \$12 million to fund the Collaborative Regional Education (CORE) program for the next five years. The program will provide teachers in eighteen rural K-12 school districts in Alabama with a collaborative environment that facilitates the use of technology as a tool for individualized learning in order to assess and help improve college and work readiness among 8th-12th grade students.



## OPERATING REVENUES

For the years ended September 30

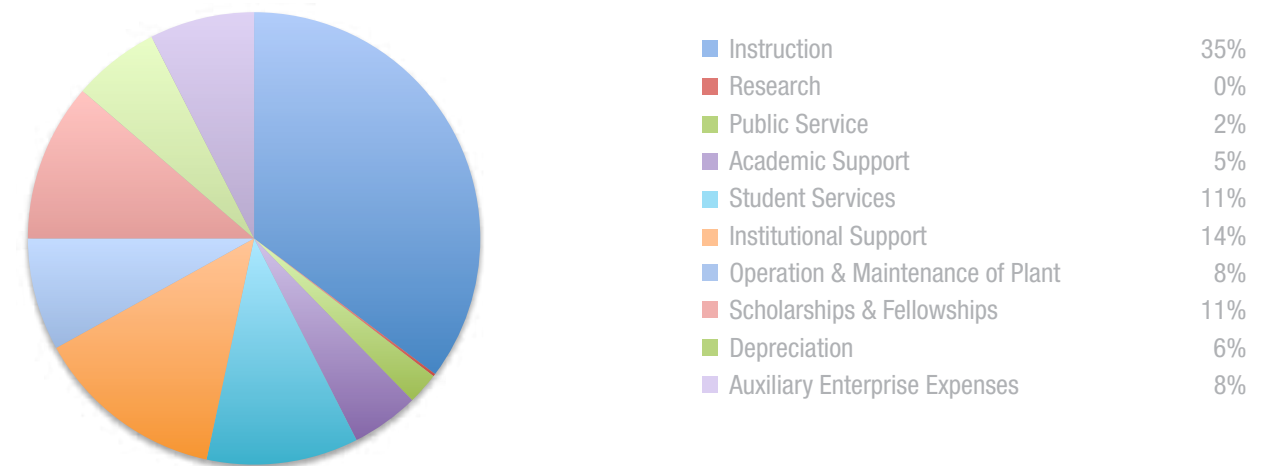
OPERATING REVENUES	2012	2013
Tuition & Fees .....	\$47,305,776	\$46,847,062
State Appropriations .....	\$36,689,864	\$35,315,802
Federal Grants & Contracts .....	\$19,016,216	\$17,308,711
State & Local Grants & Contracts .....	\$4,033,347	\$2,631,087
Private Grants & Contracts .....	\$1,345,452	\$1,637,609
Endowment Income .....	\$41,125	\$35,983
Sales & Service of Educational Activities .....	\$94,938	\$75,849
Auxiliary Services Income .....	\$12,298,352	\$12,845,071
Athletic Income .....	\$2,508,970	\$2,622,526
Gain on Investments .....	\$0	\$0
Other Sources .....	\$1,198,413	\$1,547,204
<b>TOTAL OPERATING REVENUES</b>	<b>\$124,532,453</b>	<b>\$120,866,904</b>



## OPERATING EXPENSES

For the years ended September 30

OPERATING EXPENSES	2012	2013
Instruction .....	\$42,965,208	\$42,409,762
Research .....	\$548,131	\$225,130
Public Service .....	\$2,255,958	\$2,721,300
Academic Support .....	\$6,018,897	\$5,819,636
Student Services .....	\$12,416,218	\$13,065,240
Institutional Support .....	\$16,214,882	\$16,350,117
Operation & Maintenance of Plant .....	\$8,994,289	\$9,679,569
Scholarships & Fellowships .....	\$13,936,615	\$13,605,985
Depreciation .....	\$7,792,918	\$7,471,861
<b>TOTAL E&amp;G EXPENSES</b>	<b>\$111,143,116</b>	<b>\$111,348,600</b>
Auxiliary Enterprise Expenses .....	\$8,345,855	\$9,015,420
<b>TOTAL OPERATING EXPENSES</b>	<b>\$119,488,971</b>	<b>\$120,364,020</b>



Building on our rich history of over 130 years of education and service to our region we look with great anticipation to the coming year and beyond.

As we evolve into the best university we can possibly be, we will continue to keep our focus on providing our students with a learning centered environment that nurtures success in the 21<sup>st</sup> century global society.

We will continue to provide opportunities for our faculty to explore new methodologies in teaching that inspire collaboration, critical thinking and problem solving.

We will continue to form innovative partnerships with government, business and education to deliver the research and strategies that produce positive outcomes for our region and beyond.

We will be a future driven university. That is where we are going.

# **JACKSONVILLE STATE UNIVERSITY**

*700 Pelham Road North, Jacksonville, AL 36265-1602*

*(800) 231-5291 • [www.jsu.edu](http://www.jsu.edu)*