

JSU Update

Trustees Meeting

October 21, 2013



Strategic Plan Update



- Video www.jsu.edu
- Accomplishments
 - Recruiter (CRM)
 - GradesFirst
 - Increased retention rate for 2012 cohort- 71%
 - Program Review Series Completed
 - Professional Development for faculty
 - SACSCOC Report Submitted
 - QEP development based on expanded methodologies and technologies in the classroom

SACSCOC Timeline



- Submitted SACSCOC Compliance Report:
September 5, 2013
- Off-Campus Review:
November 2013
- Submit Quality Enhancement Plan (QEP):
February 2014
- On-Campus Reaffirmation Committee Visit:
April 8 – 10, 2014

JSU Fall 2013 Enrollment



| | |
|--|---------------|
| Headcount | 8,693 |
| Decrease | -468 |
| Credit Hours | 98,780 |
| Decrease | -4,321 |
| First-Time Freshmen 1 Year Retention (Fall 2012 Cohort) | 71% |
| Last Year | 68% |
| First-Time Freshmen w/ Scholarships (Fall 2012 Cohort) | 77% |
| First-Time Freshmen ACT Average | 22.5 |
| Last Year | 22.3 |

Statewide Decreases in Enrollment

| 4-Year Institutions* *Updated ACHE Report | 2012 Enrollment | 2013 Enrollment | Difference | % Difference |
|--|--------------------|--------------------|------------|--------------|
| Alabama A & M | 4,945 | 5,024 | 79 | 2% |
| Alabama State University | 5,818 | 6,076 | 258 | 4% |
| Athens State University | 3,427 | 3,213 | -214 | -6% |
| Auburn University | 25,134 | 24,864 | -270 | -1% |
| Auburn University in Montgomery | 4,963 | 5,070 | 107 | 2% |
| Jacksonville State University | 9,161 | 8,693 | -468 | -5% |
| Troy University | 14,091 | 13,416 | -675 | -5% |
| University of Alabama | 33,525 | 34,852 | 1,327 | 4% |
| University of Alabama in B'ham | 19,001 | 19,556 | 555 | 3% |
| University of Alabama in Huntsville | 7,636 | 7,376 | -260 | -3% |
| University of Montevallo | 3,160 | 3,030 | -130 | -4% |
| University of North Alabama | 7,049 | 6,931 | -118 | -2% |
| University of South Alabama | 14,883 | 15,311 | 428 | 3% |
| University of West Alabama | 4,677 | 4,112 | -565 | -12% |
| State of Alabama | 157,470 | 157,524 | 54 | 0% |

Statewide Decreases in Enrollment

| 2-Year Institutions | 2012 Enrollment | 2013 Enrollment | Difference | % Difference |
|-------------------------------------|-----------------|-----------------|------------|--------------|
| Alabama Southern | 1,288 | 1,351 | 63 | 5% |
| Bevill State | 3,728 | 3,480 | -248 | -7% |
| Bishop State | 3,724 | 3,810 | 86 | 2% |
| Calhoun | 12,121 | 11,122 | -999 | -8% |
| Central Alabama | 2,135 | 1,829 | -306 | -14% |
| Chattahoochee Valley | 1,715 | 1,814 | 99 | 6% |
| Drake State Community and Technical | 1,000 | 1,056 | 56 | 6% |
| Enterprise State | 2,420 | 2,303 | -117 | -5% |
| Faulkner State | 4,198 | 4,202 | 4 | >1% |
| Gadsden State | 5,664 | 5,736 | 72 | 1% |
| Ingram State Technical | 450 | 485 | 35 | 8% |
| Jefferson Davis | 1,095 | 1,093 | -2 | >-1% |
| Jefferson State | 8,687 | 8,688 | 1 | 0% |
| Lawson State | 3,213 | 2,511 | -702 | -22% |
| Lurleen B. Wallace | 1,644 | 1,568 | -76 | -5% |
| Marion Military Institute | 381 | 418 | 37 | 10% |
| Northeast Alabama | 3,045 | 2,633 | -412 | -14% |
| Northwest-Shoals | 3,346 | 3,258 | -88 | -3% |
| Reid State Technical | 482 | 501 | 19 | 4% |
| Shelton State | 5,236 | 5,127 | -109 | -2% |
| Snead State | 2,407 | 2,273 | -134 | -6% |
| Southern Union State | 4,981 | 4,775 | -206 | -4% |
| Trenholm State Technical | 1,445 | 1,377 | -68 | -5% |
| Wallace - Dothan | 4,582 | 4,685 | 103 | 2% |
| Wallace State - Hanceville | 5,446 | 5,204 | -242 | -4% |
| Wallace State – Selma | 1,737 | 1,638 | -99 | -6% |

Impact of Pell Grant Awards



| | Students Awarded | Award Difference | Awarded to % of UG | % Enrolled as UG |
|-------------|------------------|------------------|--------------------|------------------|
| 2011 | 4242 | | 52% | 47% |
| 2012 | 3958 | -284 | 50% | 45% |
| 2013 | 3368 | -590 | 44% | 43% |

Increasing Undergraduate Enrollment



- No Planned Tuition Increase
- Recruiter
- Recruitment Strategic Plan
- Out of State Tuition Policy
- Transfer Scholarship Program
 - 634 First-Time Transfers
 - 76% from 2 year institutions

Increasing Undergraduate Enrollment



- Dual Enrollment
 - 40% matriculate
 - 85% first-time freshmen retained in year 1
- Marketing- Academic Program focused

Increasing Undergraduate Retention



- No Planned Tuition Increase
- STU 101
- Grades First
- Supplemental Instruction

Increasing Graduate Enrollment



Graduate enrollment numbers

- Slight drop in enrollments**
- Students returning to the work force?**
- New fee added to limited hours taken each semester?**
- Any decrease in enrollments is a concern and must be addressed**

Increasing Graduate Enrollment



- Nationwide numbers are up, but due to growth in international students
- College is working to reduce barriers to international admissions
- Advocating for students needing assistance in admissions and enrollment
- Streamlining admissions processes and staying in contact
- Implementation of The Recruiter
- No planned increase in tuition

Increasing Graduate Enrollment



Recommended Actions

- Scholarship support for post-baccalaureate students
- Capital Campaign efforts
- University Budget
- Program-focused Marketing

Decreasing Remediation



First-Time Freshmen Average ACT Scores

| Description | 2009 | 2010 | 2011 | 2012 | 2013 |
|-------------|------|------|------|------|------|
| English | 20.1 | 21.9 | 22.3 | 22.9 | 23.1 |
| Math | 18.9 | 20.3 | 20.6 | 21.1 | 21.2 |
| Reading | 20.6 | 22.5 | 23.1 | 23.7 | 24.0 |
| Science | 20.3 | 21.6 | 21.9 | 22.3 | 22.7 |
| Composite | 19.8 | 21.4 | 21.8 | 22.3 | 22.5 |

Decreasing Remediation



Remedial math enrollment (LS 098, MS 100)

| | Students | %Change | Sections |
|-----------------------------------|-----------------|----------------|-----------------|
| Fall 2010 | 1,181 | | 40 |
| Fall 2011 | 1,034 | -12.45% | 41 |
| Fall 2012 | 985 | -0.05% | 41 |
| Fall 2013 | 879 | -10.76% | 40 |
| 20% Decrease in Four Years | | | |

Decreasing Remediation



Math Placement

| ACT | SAT | Course |
|------------|-------------|----------------------------|
| 16 or Less | 410 or Less | LS098 |
| 17 – 19 | 420 – 480 | MS 100 |
| 20 – 21 | 490 – 510 | MS 108 or 110 |
| 22 – 23 | 520 – 550 | MS 112 |
| 24 – 25 | 560 – 590 | MS 111, 113, 117, 120, 204 |
| 26 – 27 | 600 – 630 | MS 115 |
| 28 + | 640 + | MS 125 |

Decreasing Remediation



Course Completion

| Course | Year | Pass | | Fail or NC | | Withdrew | | Total | |
|--------|---------|------|---------------|------------|--------|----------|--------|-------|------|
| | | n | % | n | % | n | % | n | % |
| LS 098 | 2009-10 | 355 | 57.72% | 225 | 36.59% | 35 | 5.69% | 615 | 100% |
| | 2010-11 | 292 | 55.94% | 200 | 38.31% | 30 | 5.75% | 522 | 100% |
| | 2011-12 | 276 | 53.28% | 212 | 40.93% | 30 | 5.79% | 518 | 100% |
| | 2012-13 | 219 | 53.81% | 161 | 39.56% | 27 | 6.63% | 407 | 100% |
| MS 100 | 2009-10 | 638 | 45.22% | 641 | 45.43% | 132 | 9.36% | 1,411 | 100% |
| | 2010-11 | 675 | 48.15% | 589 | 42.01% | 138 | 9.84% | 1,402 | 100% |
| | 2011-12 | 569 | 43.77% | 592 | 45.54% | 139 | 10.69% | 1,300 | 100% |
| | 2012-13 | 528 | 45.79% | 530 | 45.97% | 95 | 8.24% | 1,153 | 100% |

Decreasing Remediation



Determining the Remediation Level

- Course Model
- Assessment
- Placement
- Multiple courses and sections

Decreasing Remediation



Fostering Student Success

- Learner centered model
- Individualize the math experience
- Supplemental Instruction
- Group and individual tutoring
- Products for online academic support
 - National Repository of Online Courses (NROC)
 - ALEKS
 - Educate Online

Online Enrollment



| Online Enrollment | Fall 2012 | Fall 2013 | Difference |
|------------------------------|----------------------|----------------------|-------------------|
| # of Course Sections Offered | 437 | 467 | 30 |
| % of All Enrollments | 18.2% | 18.3% | 0.1 |

Regional University Comparison



| Grants and Contracts | Annual Federal Grants & Contracts | % of Total Revenue | Annual State and Local Grants & Contracts | % of Total Revenue |
|-------------------------------|--|---------------------------|--|---------------------------|
| Jacksonville State | 2,549,313 | 2.0% | 3,862,025 | 3.1% |
| University of North AL | 814,717 | .9% | 3,037,590 | 3.4% |
| Troy University | 6,098,029 | 2.2% | 12,233,485 | 4.4% |
| University of West AL | 1,793,162 | 3.0% | 320,998 | .5% |
| Valdosta State | 1,566,839 | 1.0% | 732,471 | .5% |
| University of West GA | 1,220,784 | 1.5% | 685,710 | .8% |

Sponsored Programs Annual Report

| Online Enrollment | Fall 2012 | Fall 2013 | Difference |
|------------------------|--------------|--------------|------------|
| Number of Centers | 7 | 10 | +3 |
| IRC Training Sessions | 4 | 5 | +1 |
| Attending IRC Training | 47 | 24 | -23 |
| Proposals Submitted | 68 | 74 | +6 |
| Involved in Proposals | 183 | 150 | -37 |
| Potential Funders | 38 | 47 | +9 |
| \$ Proposed | \$30,790,737 | \$26,541,009 | -13% |
| Total New Awards | \$3,081,823 | \$3,754,664 | +22% |
| \$ Indirect Proposed | \$2,433,007 | \$1,973,436 | -19% |
| Indirect Income | \$226,459 | \$234,506 | +4% |
| Other | Not reported | \$390,000 | |

IRC Center Accomplishments



Center for Applied Forensics (CFAF)

- State Appropriation- \$250,000
- State Funding- \$100,000

Center for Information Security Assurance (CISA)

- Private Sector Partnership- Camber, Inc.

Center for Collaborative Regional Education (CORE)

- Proposals: 2 Federal, 1 State, 1 Local, 1 Foundation
- Private Sponsors- \$20,000