

BOARD OF TRUSTEES



JANUARY 20, 2017
Working Lunch



**DR. ROBERT GLENN
PRESIDENT**

**COMPLETION
UNIVERSITY REPORT**

SAMPLING OF COLLEGE COMPLETION INITIATIVES

Initiative	Sponsor	Funding
Project Win-Win	Institute for Higher Education Policy (IHEP)	Lumina Foundation for Education and Kresage Foundation
National Coalition for College Completion (NCCC)	Institute for Higher Education Policy (IHEP)	Lumina Foundation for Education and Bill and Melinda Gates Foundation
ACE Commission on Education Attainment	American Council on Education (ACE), American Association of Community Colleges (AACCC), American Association of State Colleges and Universities (AASCU), Association of American Universities (AAU), Association of Public and Land-grant Universities (APLU) and National Association of Independent Colleges and Universities (NAICU)	
Achieving the Dream		Lumina Foundation for Education (Founding Investor) and over 20 funders

SAMPLING OF COLLEGE COMPLETION INITIATIVES

Initiative	Sponsor	Funding
Adult College Completion Network	Western Interstate Commission for Higher Education (WICHE)	Lumina Foundation for Education
Boosting College Completion for a New Economy	Education Commission of the States (ECS)	Bill and Melinda Gates Foundation
College Completion Agenda	College Board with Collaborating Partners National Conference of State Legislatures (NCSL), Excelencia in Education and National Council of La Raza	
College Completion Challenge	American Association of Community Colleges (AACC), Association of Community College Trustees, the Center for Community College Student Engagement, the League for Innovation in the Community College, the National Institute for Staff and Organizational Development and Phi Theta Kappa	

COMPLETION AGENDA GOALS

Lumina Foundation Goal

- 60% of adults will have a college credential by 2025.

President Obama Goal

- United States will lead the world with highest proportion of college graduates by 2020.

Tennessee's "Drive to 55" Goal

- 55% TN citizens will possess a college credential by 2025.

Postsecondary Trending Now: The State of the Completion Agenda
Authors: [Kristen Vogt](#) Published: pub-date Thursday, December 15, 2016

COMPLETION CHARACTERISTICS

Typical Characteristics	Athens State University Characteristics
Primarily focused on Bachelor's Degrees	Primarily delivers Bachelor's Degrees

Typical Characteristics	Athens State University Characteristics
Separately, regionally accredited	Separately, regionally accredited by SACSCOC

COMPLETION CHARACTERISTICS

Typical Characteristics	Athens State University Characteristics
Heavily reliant on online instruction	73% of credit hours produced for Fall 2016 was through online instruction (http://www.athens.edu/online)

Typical Characteristics	Athens State University Characteristics
Using prior-learning assessment extensively	Prior-learning assessment (PLA) credit awarded since 2013: 1163 credit hours/82 students (average of 14.18 hours per student) Revenue generated to-date \$58,100

COMPLETION CHARACTERISTICS

Typical Characteristics

Serving a high proportion (over 75%) of part-time, returning learners among incoming students

Athens State University Characteristics

Serving approx. 60% of students as part-time learners (highest in State of Alabama)

Typical Characteristics

Serving a high proportion of (more than half) students aged 25 and older

Athens State University Characteristics

Serving more than half (58.6%) students aged over 25

TENNESSEE

37%

estimated current number of Tennesseans with a postsecondary credential

55%

Governor Haslam's educational attainment goal

42nd

Tennessee's rank in terms of percent of population with at least an Associate degree

Tennessee's Goal

Increase percentage of working adults with some postsecondary degree or credential

ALABAMA

52.9% (Ages 18-24)

32.3% (Ages 25 and over)

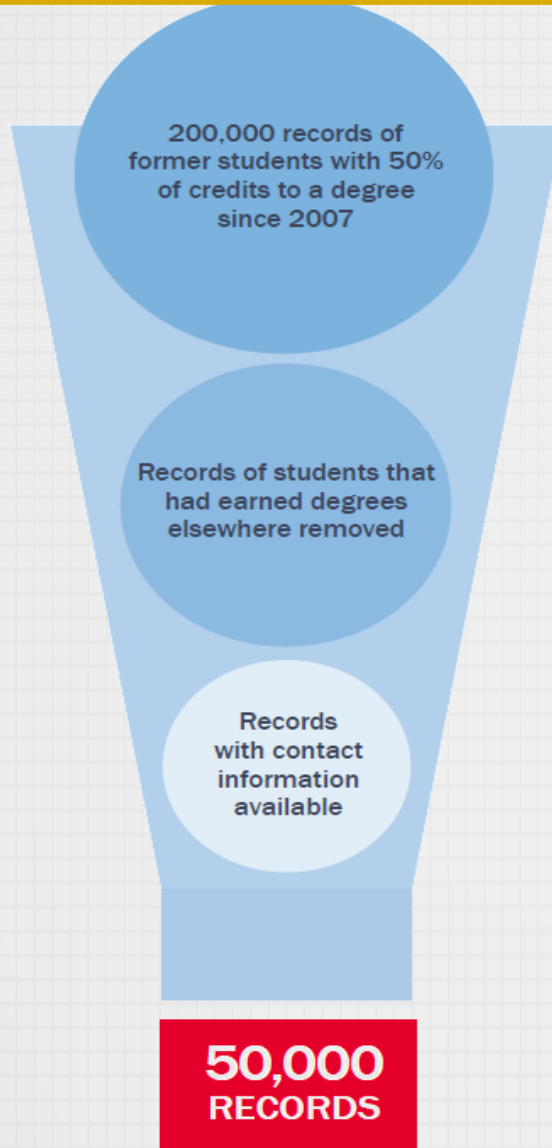
estimated current number of Alabamians with a postsecondary credential

46th

Alabama's rank in terms of percent of graduates (as of 2010) with at least an Associate degree

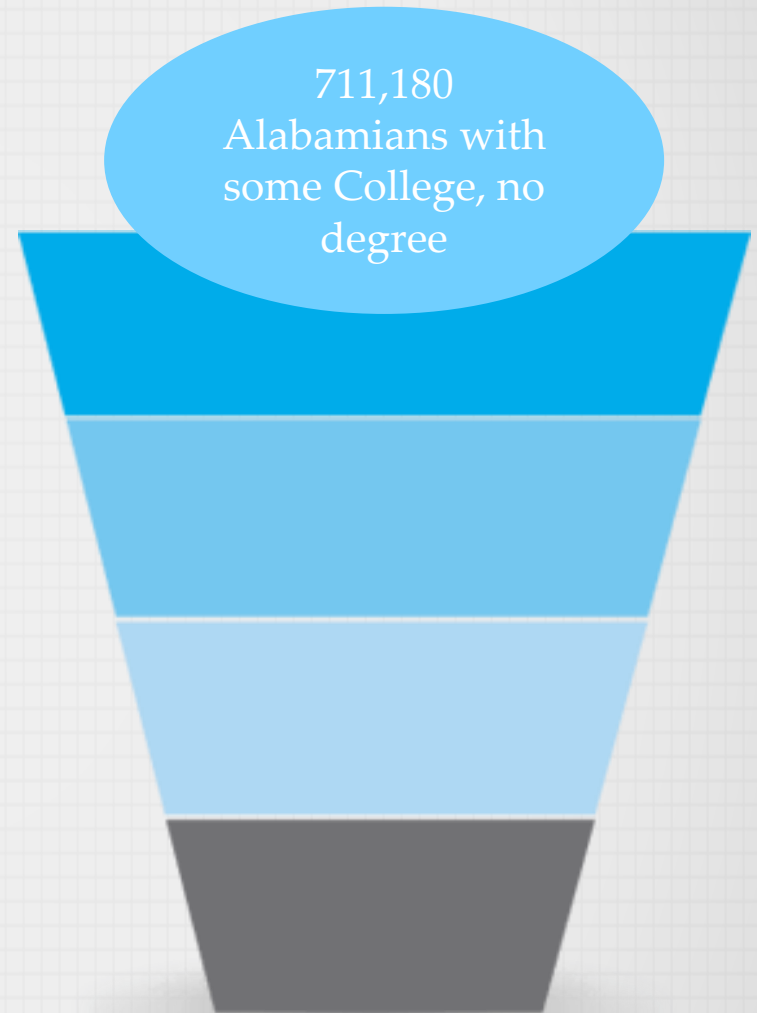
TENNESSEE

969,000
Tennesseans
with some
College, no
degree



ALABAMA

Alabama Census Data for 2015



ATHENS STATE UNIVERSITY

STOP OUTS

AY 2007-08

Sent file to the National Student Clearinghouse

- 385 students
- 12 eventually awarded degree at Athens State University
- 92 awarded degrees by later schools
- 25 suspended at Athens State University
- 68 on probation at Athens State University
- 188 stop outs in good standing

LAST YEAR ATTENDED

- 277 attended 2007-08
- 24 attended 2008-09
- 27 attended 2009-10
- 11 attended 2010-11
- 7 attended 2011-12
- 9 attended 2012-13
- 12 attended 2013-14
- 7 attended 2014-15
- 11 attended 2015-16

ATHENS STATE UNIVERSITY'S MODEL

COLLEGE OF BUSINESS

- ❑ Primarily Bachelors (one Master's)
- ❑ Completely online
- ❑ Aligns with prior-learning/alternative approach model by means of
 - Adult Degree Completion;
 - Portfolio/ Technical Credit;
 - Professional Certificate offerings; and
 - Curricula designed around certification
- ❑ Has a high proportion of part-time, returning, and non-traditional age students

IT'S EVERYONE'S GAME: WE NEED TO INVEST

1

To gain and maintain a competitive edge in an international higher education market, our online programs must exhibit and sustain excellence (be strategic about our investments)

2

The standard for excellence in online education is Quality Matters (a sound investment)

3

Athens State University's venture into Quality Matters and ADP has just begun (a modest investment thus far)

QUALITY MATTERS

Nationally-recognized, peer-reviewed industry standard for quality assurance in online course design

Provides a national benchmark for quality in online course development and maintenance

Adopted by over 1000 member institutions

Peer Reviewers in each College will position Athens State University to set ourselves apart as a state leader in baccalaureate completion

QM AND ADP TO-DATE

- ❑ Currently have 2 courses (MG 390 and MG 349) that are QM certified – both in the College of Business
- ❑ 5 courses are ready to go - one in College of Business, two in College of Education, two in College of Arts and Sciences
- ❑ 2 programs in the College of Business (HRM and Accounting) already have goals to make all their courses QM certified
- ❑ The cost to submit a course for review and certification is \$1,000 = external cost
- ❑ Currently have an unfilled Advisor position in Adult Degree Program = need to fund again

Proposed Budget for Completion College Initiative

QM Submission/Certification Fee	\$1,000 per course
QM Course Redesign Completion Stipend	\$1,800 (\$1,200 for alternate/equivalent)
Completion Travel Fund for Faculty	\$1,500/person
Instructional Design Professional	\$60,000/annually
Instructional Design Support Staff	\$35,000/annually
ADP Advisor (previously existing; now vacant)	\$50,000/annually

Direct Costs \$ 43,000/annually (\$4,300/per course X 10)
 Indirect Costs (Personnel) \$145,000/annually
Program Cost \$188,000/annually

Where will this take us?

Short-term

Position Athens State University as the state's recognized and designated Completion College by increasing online offerings and adult-degree program capacity

Medium-term

Bring all course work online

Long-term

Cultivate "Lifetime of Learning" relationship with students(David Wright, Education Strategist), sustained by online offerings at multiple college/credential levels

MARKETING PLAN

- Identify qualified stop-outs for the past 10 Yrs.
- Send data to National Student Clearinghouse

- Anticipated pool of 4000 students*
- Approximately 2000 in good standing*

- Utilize Banner Data for identity
- Update contact information through Advancement Services office

- Direct Mail campaign to 2000 students in Spring 2017
- Follow-up phone calls in Summer 2017

*Extrapolated from 2007-08 data

DR. KEITH FERGUSON

VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT



CAPITAL CAMPAIGN

“Do you cherish Athens College, with its classic columns, its stately, century old oaks, its ivied walls and its green hedge rows?”

*It is not the Athens College of **yesterday**, nor the Athens College of **today**, for which I am concerned. It is the Athens College of **tomorrow**. We must endow Athens College.”*

Mary Norman Moore McCoy
President , Athens College
Speech to Board of Trustees, October 1926

OVERVIEW

“ATHENS FOREVER”



FOCUS

Recognizing
the Past

Celebrating
the Present

Ensuring
the Future

OBJECTIVES



Excel in the fulfillment of its mission



Provide the best possible learning environment for its students



Support specific programs, projects, and priorities that advance the University's strategic plan



Strengthen the economic, social, and cultural development of North Alabama

TIMELINE

QUIET PHASE

August 2017 – July 2020



PUBLIC PHASE

August 2020 – January 2022



CULMINATION PHASE

February 2022-August 2022

EVENTS



Annual Homecoming Event

Homecoming 2020 will serve as the public kick-off for the campaign



Donor Recognition

Scholarship donor events




Special ceremonies specific to naming opportunities and other significant gifts



Presidential Dinners and Receptions

President Glenn will host small dinners and receptions both on and off campus to recognize principal donors and campaign volunteers

IN PROGRESS

-  Identification of current and future needs that correspond with Strategic and Facilities Master Plans
-  Updating and upgrading of existing donor databases (to include a database scrub and wealth screening)
-  Form a capital campaign committee comprised of internal and external stakeholders

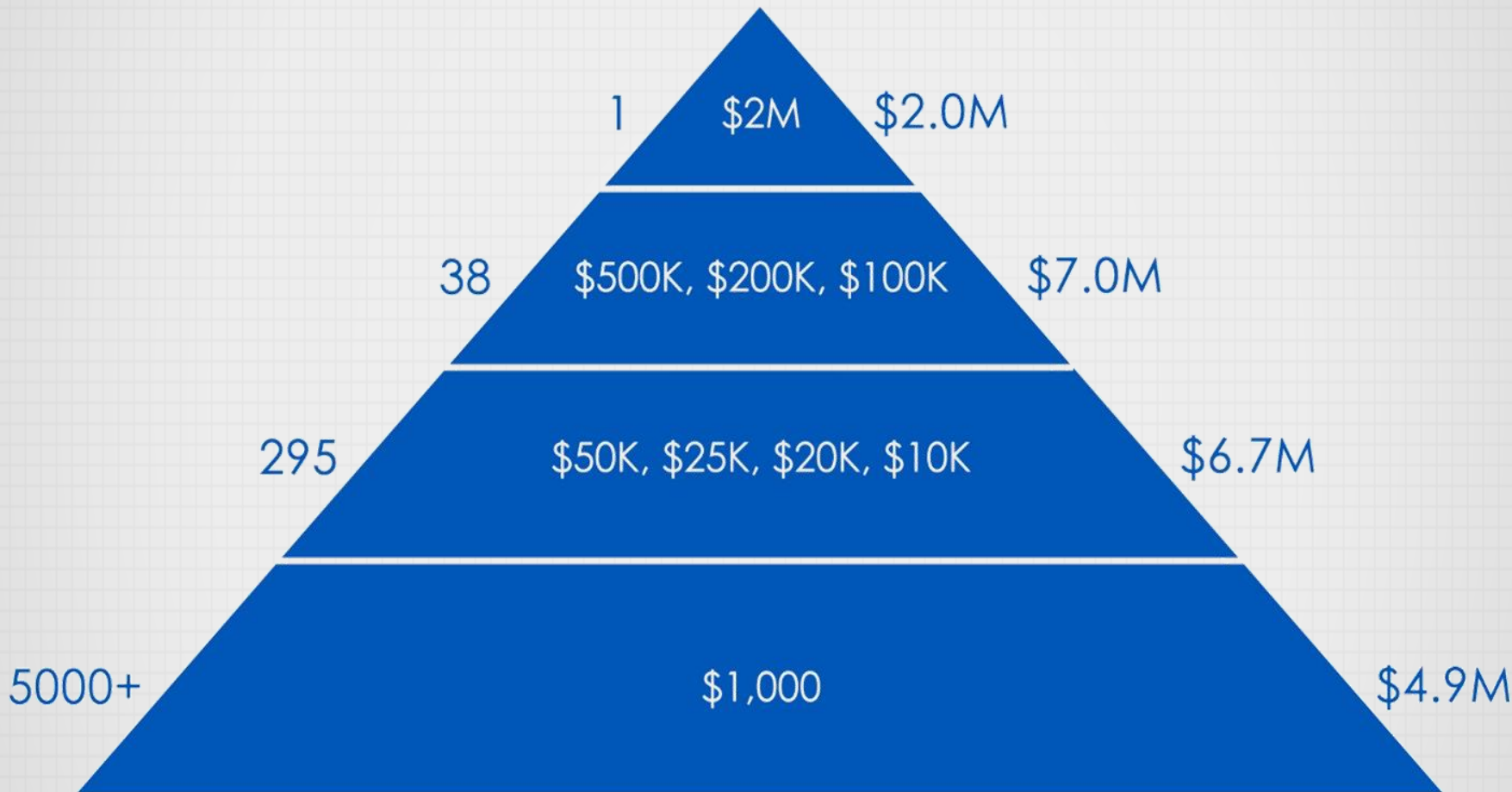
VISION

- ☰ Minimum of \$20 million in campaign commitments
- ☰ Increase the endowment by \$7 million
- ☰ Create 150 new student scholarships

GIFTS

Donors Needed

Dollars Needed



Total Gifts: 5,334+

\$20M+ Dollars

*“The only thing worse than
being blind is having sight
but no vision.”*

Helen Keller

DR. ROBERT GLENN

President



SPRING 2017 ENROLLMENT

As of January 16, 2017

Total Credit Hours	27,170
Total Headcount	2,938
Graduate Headcount	40

Undergraduate new students enrolled	427
Graduate new Students enrolled	5

ECONOMIC IMPACT REPORT

The annual economic impact of
Athens State University to North Alabama
\$89.18 million and 503 jobs

The 9th best graduation starting salary in the State
The 8th best income ten years after graduation

The University's annual return on investment (ROI) to the
State is \$7.62 for every revenue dollar received by Athens
State University or a total ROI of 8.62

Athens State University designated as an "Alabama 20-30 Club"
and one of the best colleges ROIs among academic institutions
in Alabama, with the lowest tuition

Full report may be accessed at <http://www.athens.edu/pdfs/about/economic-impact.pdf?30255e>

ANNOUNCEMENTS



Statement of Economic Interests
Due April 28, 2017
www.ethics.alabama.gov

Please send confirmation of completion to Jackie Gooch

ANNOUNCEMENTS



2017 National
Conference on
Trusteeship

April 2-4, 2017

Hilton Anatole
Dallas, Texas

ANNOUNCEMENTS

ALUMNI AWARDS CEREMONY



VISIT WWW.ATHENS.EDU/ALUMNI/AWARDS FOR MORE INFORMATION

Saturday, April 8, 2017
6:00 pm
Ballroom

ANNOUNCEMENTS

BOARD OF TRUSTEE RETREAT AND MEETING APRIL 21, 2017

8:00 AM – 12:00 Noon

Topics:

Board Retreat

Campus Climate, Inclusion & Civility
Capital Campaign

12:00 Noon – 1:00 pm

Working Lunch

1:15 pm – 2:15 pm

Board Committee Meetings

2:30 pm

Board Meeting

ANNOUNCEMENTS

HANDOUTS

- Campus Climate, Inclusion, and Civility (BOTs only)
- Emergency Student Assistance Fund
- Budget Sheet
- Adult Degree Completion Report
- Student Enrollment Fact Sheets

BOT COMMITTEES

1:15 pm

Academic Affairs

Sandridge Student Center Conference Room

Dr. Mark Heinrich
Cathy Dickens (ex-officio)
Clint Shelton
Crystal Brown
Nate Mitchell
Dr. Lisa Rich
Dr. James Gadberry
Dr. Mark Gale
Dr. Joe Delap
Dr. Vic Wilson
Mr. Ronnie Smith
Dr. Jeanne Payne
Tina Hooks (Recorder)

BOT COMMITTEES

1:15 pm

Enrollment /Student Affairs

Sanders Hall Conference Room

Maxine Randolph
Cathy Dickens (ex-officio)
Dr. Sandra Sims-deGraffenried
Macke Mauldin
Dr. Bruce Thomas
Felicia Mucci
Sarah McAbee
Guy McClure, Sr.
Paula Watkins
Kim Braden, Recorder

BOT COMMITTEES

1:15 pm

Finance and Facilities

Waters Hall Conference Room

Ronnie Chronister
Cathy Dickens (ex-officio)
Tazewell Shepard
Senator Arthur Orr
Dr. Tina Sloan
Steve Clark
Mike McCoy
Keshia Neerhof
Trisha Black
Barbara Ferguson, Recorder