



WELCOME FALL 2020 CONVOCATION

LOOKING BACK AND LOOKING FORWARD

PRESIDENT WAY

UNIVERSITY PRIORITIES

- **Four foci for new president in 2019**
 - Vision and identity for Athens State
 - Diversified revenues
 - Enrollment pipeline
 - Regional development
- **Resources**
 - People
 - Technology
 - Facilities

FOCUS 1: COLLECTIVE ARTICULATION OF A VISION AND IDENTITY FOR ATHENS STATE UNIVERSITY

- Closing in on a new strategic plan *Horizon 2030*
 - Developed with input from
 - Strategic Planning Committee
 - Administrative Council
 - College and administrative unit plans
 - Faculty and staff on BlackBoard
 - Priorities of Board in presidential search.

FOCUS 1: COLLECTIVE ARTICULATION OF A VISION AND IDENTITY FOR ATHENS STATE UNIVERSITY

- Vision and mission continue as before.
- Five strategic goals have been generated – no surprises!

STRATEGIC GOALS

- Relevant, viable, innovative, high-quality programs for lifelong learning
- Quality teaching and engaged learning in modalities respecting student preferences
- Recruitment, retention and graduation of a growing, high-quality, diverse and successful student body

STRATEGIC GOALS

- Increased quantity, quality and diversity of resources allocated efficiently to support strategic goals
- Community engagement with external stakeholders resulting in reciprocal benefits

FOCUS 1: COLLECTIVE ARTICULATION OF A VISION AND IDENTITY FOR ATHENS STATE UNIVERSITY

- Current and suggested strategies cataloged.
- Developing metrics.

FOCUS 1: COLLECTIVE ARTICULATION OF A VISION AND IDENTITY FOR ATHENS STATE UNIVERSITY

- Shifted responsibilities and assigned goals to VP areas.
 - VP for Corporate and Community Relations
 - Interim Provost and Interim VPAA
 - Interim Dean and Interim Associate Dean of Business
- Will have companion plans for data and analytics, communications/PR, diversity/inclusion/equity etc.

VICE PRESIDENT KEITH FERGUSON

BRANDING STRATEGY AND WEBSITE REDESIGN

- Spring discovery sessions involving students, faculty, staff, and alumni
- Received input from 145 individuals
- Developed a new brand for the university
- Developed a roadmap for our new website

BRAND PROMISE

A RELEVANT EDUCATION FOR A CONFIDENT FUTURE

BRAND PILLARS

Degree Focused
Tailored Schedule
Workforce Ready
Cost Effective
Transfer Friendly

BRAND VOICE AND TONE

Our students are in various stages of life, and we're here to guide them on their college path.

No matter their circumstances, they have a strong and caring network among peers, faculty, and staff.

BRAND REVEAL AND WEBSITE ROLLOUT

Internal

December 2020

To include testing and compliance

External

Friday, January 15, 2021

VICE PRESIDENT SARAH MCABEE

FOCUS 2: STRENGTHEN THE ENROLLMENT PIPELINE

- Recruitment
 - Spring migration to virtual avenues
 - Summer enrollment increase of 8% over last Summer
 - Summer implementation of BearTracks-Student Application Portal

FOCUS 2: STRENGTHEN THE ENROLLMENT PIPELINE

- Administrative Council discussions included strategies for consideration for the upcoming recruiting cycle
- Salesforce Activities for 2019-2020 totaled more than 48,000 calls, walk-ins, visits, appointments and tours

NEW PROGRAMS

- BS - Advanced Manufacturing Management
- BS – Occupational Health & Safety Management
- Forensic Psychology Minor
- Technical Theatre Minor
- Governmental Contract Accounting Minor
- Advanced Manufacturing Minor
- Forensic Accounting Badge
- Federal Tax Accounting Badge

NEW PROGRAMS

Pending Approval (September ACHE Meeting)

- Global Logistics and Supply Chain Management Certificate
- Artificial Intelligence Track – (MS in GLSCM Program)
- Biblical Studies Certificate
- Pastoral Leadership Certificate

FOCUS 2: STRENGTHEN THE ENROLLMENT PIPELINE

ACHE's Employment Outcomes Report of April 2020

- Athens State Alumni enjoy greater employment in Alabama (+ 20%)
- Also enjoy higher avg salaries in Alabama (+ \$3,842)

FOCUS 2: STRENGTHEN THE ENROLLMENT PIPELINE

- Athens State has been reactive to student preference in modalities

	Fall 2019 FINAL	Fall 2020 to Date	Year over Year
Blended	3,519	3,603	102%
Traditional	4,674	2,025	43%
Traditional/Hybrid	841	633	75%
Distance Learning	18,764	20,980	112%
Total	27,798	27,241	98%

- Athens State students will enjoy level Tuition Costs in 2020-2021 year.

TITLE III PROGRESS

Pathways to Success-Improving Campus to Career Success

- Supportive student advising, coaching and services
- 2019 added coaching staff
- 2020 implementing analytics for retention and staff
- UNV 300 Student Financial Literacy's reach



TITLE III PROGRESS

30 Sections of UNV 300 Pathways to Success
Course full for Fall 2020
Over 600 Students

3 Sections of UNV 400 Career Seminar
44 Students

ENROLLMENT

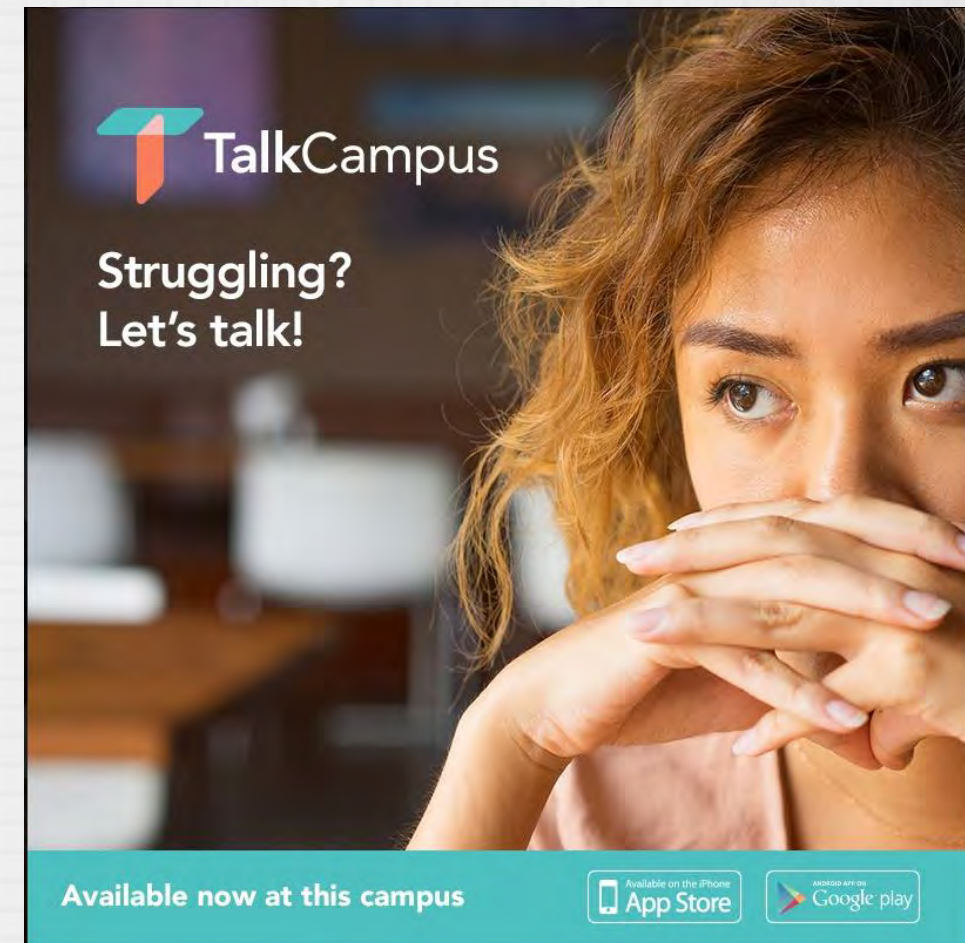
Solidifying community college relationships, especially Calhoun.

- Marketing, Academics and Enrollment worked on shared marketing campaign for PATHWAYS
- Will continue those efforts with new VP Corporate and Community Engagement

IMPROVING STUDENT SERVICES

Welcome Hebrew the Bear

Student Support



Athens State University- Inaugural Office of Student Inclusion Initiatives

Year One- Men of Kennis program was successful with 18 Education Majors- seeking to impact the State of Alabama's classroom diversity and their communities through service initiatives.

Hosted Athens State's first Diversity Day with 175 participants

Year Two- forming **Black Student Union** and **Madison County School Project** – teaming with new VP for professional development support and tutoring services



Richard Collie, Director of Student Inclusion

ENROLLMENT UPDATE

(as of Thursday, August 13, 2020)

Ongoing FALL 2020					
Day over Day Total Comparison					
	08/13/20 (Thurs)	08/15/19 (Thurs)	% change	FA 20 Goal	% of Goal
Credit Hours	27,670	28,626	-3.3%	28,063	98.6%
Students	2,794	3,017	-7.4%	2,973	94.0%
New Admits	899	1,107	-18.8%		
New Enrolled	580	777	-25.4%	738	78.6%
Continuing Students	2,214	2,240	-1.2%		
Continuing Students %	79.2%	74.2%			

ACCREDITATION UPDATE

Two Critical On-Site Visits Coming Up

SACSCOC 10-year Reaffirmation

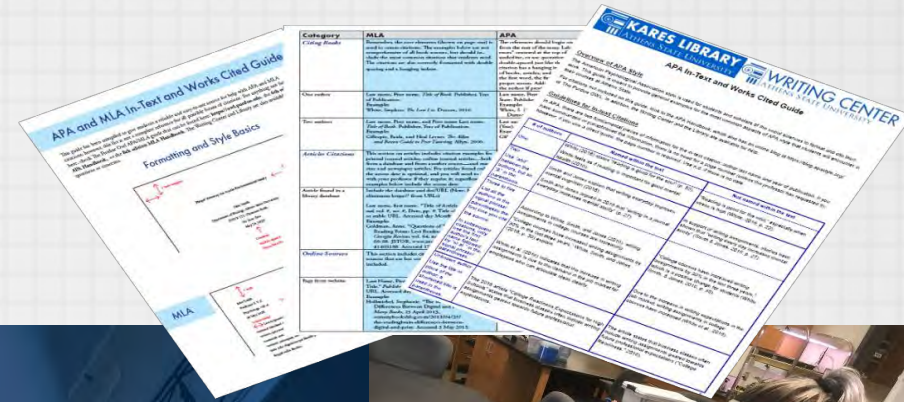
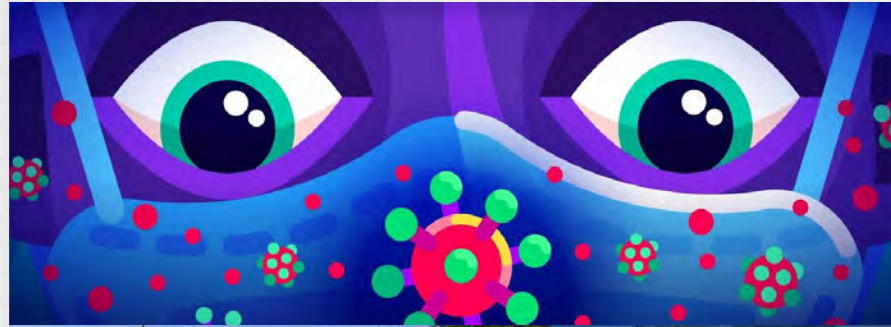
Compliance Certification Report Due September 8th

On-Site Visit: April 2021

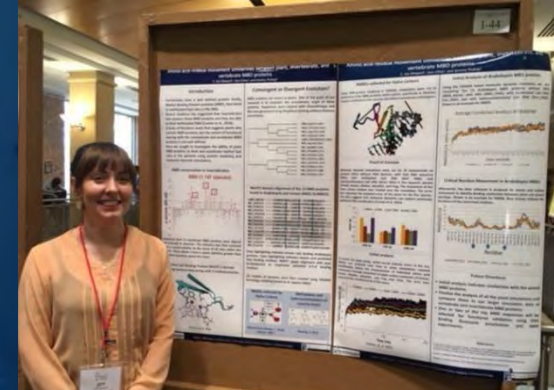
CAEP 7-year Reaffirmation

Compliance Report Due February 2021

On-Site Visit: November 2021



EXPERIENCE | SUCCESS
An Experiential Learning QEP



Check out
updates on
Blackboard
New QEP



VICE PRESIDENT JOE DELAP

FOCUS 3: CAPITALIZE ON REGIONAL DEVELOPMENT

- The region is looking for us to interact reciprocally, thus shaping the beginnings of a mission, vision, and strategic plan for outreach.
 - We are seen as an anchor institution by virtue of past initiatives and promising future commitments to the region:
 - Contributing to economic development, with considerable interest in the CLL playing a greater part in high-level workforce development and ongoing discussions with local leaders regarding a business incubator.

FOCUS 3: CAPITALIZE ON REGIONAL DEVELOPMENT

- Strengthening the arts and cultural fabric of the area through the ACA, recently responding to the demand for Technical Theatre, engaging in a shared high school program with Calhoun, and looking to future ways that Limestone County can benefit more from its proximity to the ACA and all it has to offer culturally.

FOCUS 3: CAPITALIZE ON REGIONAL DEVELOPMENT

- Helping K-12 advance, with the initiation of our Men of Kennis program and its connection with a notable national initiative that we plan to forge and our exploration of the possibility of an Early Childhood Center.
- Serving the community, through student organizations, service learning, CLL outreach, all of which form the basis of earning the Carnegie designation for Community Engagement in 2025.

VICE PRESIDENT MIKE MCCOY

FOCUS 4: DIVERSIFY THE REVENUE STREAM

Revenue FY2019-2020

Legislative Special Appropriation \$280,000

Advancement and Technology \$886,172

Higher Ed Emergency Relief (HEERF) \$422,516

HEERF – student portion \$422,517

HEERF (Title III) - \$41,170

Coronavirus Relief Funds \$1,273,797

Title III Grant - \$373,300

Men of Kennis Funds - \$250,000

These new revenue sources (\$3.9 million) help offset shortfalls in credit hours and other supplemental sources

FOCUS 4: DIVERSIFY THE REVENUE STREAM

Looking forward 2020-2021.....

- ❖ Increase in state funding by \$211,120
- ❖ Credit hour growth from new academic programs and growth of existing programs
- ❖ State Bond Funding \$4.8 million

RESOURCES: EMPLOYEES

Human Resources

Our employees are our biggest asset and represent 75.5% of our budget.

Efforts have been focused on:

1. Encouraging and promoting professional development
2. Implementing strategical hiring initiatives in all areas, specifically new academic programs
3. Promoting employee involvement and shared governance

RESOURCES: EMPLOYEES

COVID-19 has created widespread angst since the middle of March.

Plans for safety and continued operations were implemented by:

1. Using shared governance to develop COVID related policies and protocols
2. Emphasizing social distance and CDC protocols as part of a campus-wide effort to minimize its impact.
3. Communicating plans and return-to-campus guidelines to all parties to ensure a safe and orderly return to continued operations.

Continued hiring, including in strategically important areas.

Encouraged professional development.

RESOURCES: FACILITIES

Physical Plant

Beyond our human resources, technology and facilities are integral to the success of our University

- ❖ Health and Safety have been our primary focus this summer
 - Frequent and thorough cleaning and sanitation of all buildings
 - Installation of high grade air filters in HVAC systems
 - Use of plexiglass and reconfiguration of space to allow social distancing
 - Procurement of hand sanitizers and PPE
- ❖ ADA Compliance and Upgrades
- ❖ Energy Conservation Initiatives

RESOURCES: FACILITIES

Capital Projects

- ❖ Renovation of Sandridge Hall exterior and windows
- ❖ Nazaretian Alumni House renovation project
- ❖ Beatty Mason – Plans are being formulated for auction
- ❖ Proactively addressing deferred maintenance projects

CIO

BELINDA KRIGEL

RESOURCES: TECHNOLOGY

- Enhancing campus infrastructure to support remote Access technology - Virtual Desk Infrastructure
- Added Zoom Pro licenses for faculty & staff
- New laptops and webcams for training and content creation
- SPSS home use licensing added for student and faculty

RESOURCES: TECHNOLOGY

- Expanding Classroom Resources – Hyflex/Collaborative Learning/Synchronous Online
- Exploring new technologies to capture labs/demonstrations for remote participation
- Supporting quality instructional design through ATLIS webinars and new faculty development specialist

RESOURCES: TECHNOLOGY

“We are entering a new era in our ability to support faculty in creating quality learning experiences”.

David Walker
Director of ATLAS – August 13, 2020

FACULTY RECOGNITION

**VICE PRESIDENT
JOE DELAP**

CONGRATULATIONS NEW DOCTORS



Dr. Darren Waldrep
Ph.D. in Digital Forensics

Dr. Patsy Glaze
Doctor of Education



FACULTY EMERITI



Dr. Bruce Thomas
Professor Emeritus



Dr. Lisa Rich
Professor Emerita

RETIREMENTS

**VICE PRESIDENT
MIKE MCCOY**

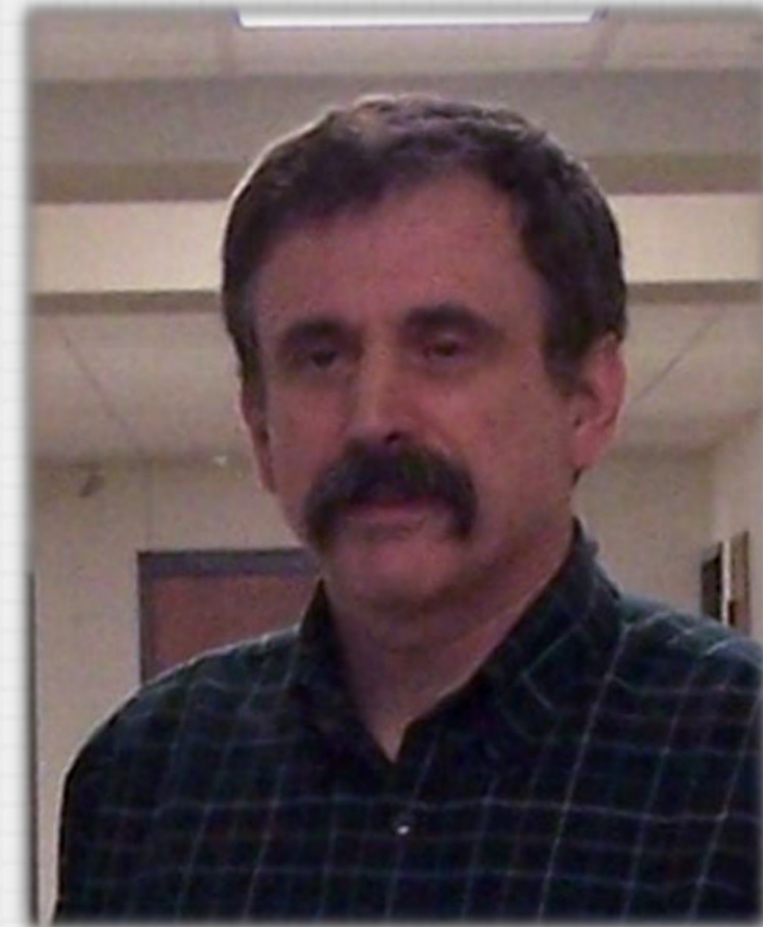


MELISSA BIFFLE
AUGUST 1, 2020

JOE BULLINGTON
JANUARY 1, 2020



DR. MARK DURM
SEPTEMBER 1, 2020



DR. LARRY COVICK
SEPTEMBER 1, 2020



BARRY DEVINE
MARCH 1, 2020



DR. ROSEMARY HODGES
JUNE 1, 2020



CARRIE LIN
SEPTEMBER 1, 2020



NANCY MORRIS
SEPTEMBER 1, 2020



WANDA REDUS
JANUARY 1, 2020

NEW FACES

Mike McCoy

DEAN



DR. LEE VARTANIAN

College of Education

FACULTY



DR. ROBERT TORREGROSA

Assistant Professor of Chemistry

FACULTY



DR. JOHN WELLS

Assistant Professor of Occupational Health
and Safety Management

FACULTY



DR. STEVE WANG

Associate Professor of Advanced
Manufacturing Management (Spring 2021)

STAFF



BETHANY BRUNO

Library Support Specialist (Collection)



DIEGO CHULAN

Help Desk Services Technician

STAFF



HANNAH DEVINE

Career Development Assistant



DARYL (DJ) DOORENBOS

Student Success Coach

STAFF



LEANNE HELUMS

AMSTI Elementary Specialist



TAMMY HILBERT

AMSTI Professional Development Coordinator

STAFF



LESLIE HUGHES

AMSTI Elementary Specialist



DRAKE JACKSON

Enrollment Advisor/Recruiter

STAFF



STEVEN LOVELL

Groundskeeper – General Maintenance



AMBER LEA MARTINEZ

Enrollment Advisor/Recruiter

STAFF



KELLY MATHHEUS

Student Success Coach



VICTORIA MOULD

Student Success Coach

STAFF



TRICIA OLEYTE

Student Success Coach



ENESHIA PICKETT

Support Security Office

STAFF



DARRIAN PITTS

Groundskeeper – General Maintenance



BRADLEY SMITH

Journeyman/HVAC/R/Electrician

STAFF



CHARISSA SMITH

AMSTI Elementary Specialist



LAKEN SMITH

Library Support Specialist (Archives)

STAFF



JERRY STEPHENS

Information Systems
Programmer/Database Administrator

INDIVIDUAL MERITORIOUS AWARDS



BETH REED



DR. PATSY GLAZE

FACULTY



2019-2020
Dr. Malcolm Cort

Distinguished Scholarly and Creative Work Award

recognizes a full-time faculty member whose University career is distinguished by truly outstanding scholarly or creative works.

FACULTY



Teaching Excellence Award

recognizes a full-time faculty member who is distinguished by truly outstanding performance in the classroom.

2019-2020

Dr. Vanessa Miller

FACULTY PROMOTIONS

Joe Delap



DR. CHARLES ROBERTS

Promoted to Professor



DR. THOMAS PIEPLOW

Promoted to Professor



DR. ROBERT WHITE

Promoted to Professor

Your hard work and efforts year over year are very much appreciated! Thank you for your many wonderful years of service!

Keith Ferguson

Joy Clark

Keith Ferguson

Callie Frazer

Robert Hilley

Donnie Johns

Amber Skantz

Randal Wells

Jennifer Williams

Debbie Wilson

5 YEARS



10 YEARS

Kim Bell

Wanda Campbell

Phyllis Claxton

Emily Corzine

Stephen Downs

Mark Gale

Patricia Glaze

Jackie Gooch

Amy Hardeman

Chris Moss

Wade Myhan

Derek Newland

Tom Pieplow

Charles Roberts

Cody Smith



Pat Bradford

Amanda

Branscombe

Lisa Brizendine

Malcolm Cort

Helen Crider

Ronald Fritze

Trevor Harris

Stacie Hughes

Kim LaFevor

15 Years

Jowanda McNeil

Dana Waldrop

Bridgette Walker



20 Years

Patrick L. Ragucci

Beth Reed

Cathy Woodruff



30 Years

Kenneith Collins

Sheila Davis

Tracy Hicks

Bryan Kennedy

Sarah McAbee

Molly Pepper



35 Years

Tina Hooks



ANNOUNCEMENTS

Dr. Philip Way

BOARD OF TRUSTEES MEETING

October 16, 2020



**☐ This PPT will be posted to the
webpage**