



Annual Progress Report 2012-2013



From the President

In 2012 we took some time to reflect on the past 15 years and then shifted our efforts to strategically planning for WKU's future. When we embarked on the new six-year Action Plan, we knew we were setting some lofty goals. With one year of the new plan in the books, we can begin to gauge the progress made toward the four strategic areas that were deemed to be top priority. Those priorities are to foster academic excellence, to promote a dynamic and diverse University community, to improve the quality of life for the communities we serve, and finally, to support the core mission of the University with a robust campus infrastructure.

As we work toward each of these goals, we will continuously evaluate the targeted strategies and critical indicators of progress. While a few of the commitments have been fulfilled ahead of projections, we are making excellent progress toward many others. There is tremendous opportunity before us to continue the transformation that began more than 15 years ago. The full Action Plan and Progress Report, along with other important information, will be available online at www.wku.edu/convocation on August 23, 2013.

As you read through this brief snapshot of the milestones achieved in the first year since the Action Plan was adopted, the significant efforts of the WKU faculty, staff, students, alumni, and friends to achieve these goals are evident. As always, we are truly grateful for your interest in and support of Western Kentucky University.

Sincerely,

Gary A. Ransdell

FOSTER ACADEMIC EXCELLENCE

Student Success

More WKU students than ever are applying for and winning prestigious, highly competitive national and international scholarships. This year, 31 students were awarded nearly \$600,000 in scholarships and fellowships and are representing WKU all across the globe.

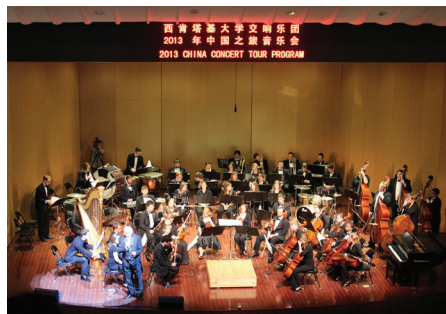
For the second consecutive year, the Gatton Academy of Mathematics & Science was named the top high school in America by *Newsweek* magazine, a truly remarkable accomplishment. Now in its sixth year, 336 students from 110 Kentucky counties have graduated from the Gatton Academy.

The academic measures of the WKU Honors College surpass those of private colleges in Kentucky, positively affecting the overall student profile at WKU. Having grown to more than 1,200 enrolled students, the number of Honors College graduates is consequently on the rise, increasing 33 percent from 116 in the 2010-11 academic year to 155 in 2012-13.

We have renewed our focus on ensuring student success, which includes attracting the best faculty and staff, increasing admissions standards, expanding academic advising efforts, and enhancing the scholarship program to include two new automatic awards based on grade point average and ACT scores. These efforts to recruit the best students and ensure a path to success will ultimately result in increased retention and graduation rates.

We are increasing recruitment efforts for underrepresented minority populations, particularly through financial aid programs. The scholarship acceptance rate to minority students has increased 91 percent since 2011. The result is that many minority students, who might not have considered WKU in the past, now have more incentive as they consider the scholarship offers.

The newly developed Colonnade Program will ensure that the core curriculum in General Education teaches students to think critically, solve problems, and communicate effectively. The program encourages students to explore connections among different areas of study, and it promotes



intellectual curiosity and a love of learning.

More than 300 WKU students presented papers, poster exhibits, and spotlight performances as part of REACH Week, an event dedicated to students engaged in research, creativity, and scholarly activities. Students and faculty have presented research findings at international conferences and have been recognized by such organizations as NASA and the National Science Foundation. Engaging students in research gives them marketable experience and enables WKU to partner with business and industry to find solutions to real-world problems.

International Reach

Study Abroad enrollments are ahead of projections that were set forth in the six-year action plan, with students studying in more than 35 countries globally. This is partially due to a new scholarship program funded by Extended

Learning & Outreach (DELO). Fifty-six WKU students received a total of \$17,100 in scholarship funds to participate in Faculty-Led Study Abroad (FLSA) courses during Winter Term 2013.

A group of 55 students and faculty members in The Symphony at WKU showcased their musical talents during four separate concerts as part of the 2013 Concert Tour of China. With WKU's strong ties to China and partnerships with multiple Universities, it was a natural choice to schedule the Symphony performances at the campuses of partner Universities including Beijing Language and Culture University, North China Electric Power University in both Beijing and Baoding, and Hebei University in Baoding. In all, members of the Symphony shared their love of music with more than 4,000 spectators during the tour.

PROMOTE A DYNAMIC AND DIVERSE UNIVERSITY COMMUNITY

Building Partnerships

During the past year WKU staff have visited numerous middle and high schools in Kentucky, speaking to more than 7,000 students, parents, and school faculty to provide information about the rigors of higher education and the importance of college readiness and financial literacy. Building relationships with these schools



and working with regional partners such as the Green River Regional Education Cooperative (GRREC) results in a more educated work force, which ultimately contributes to improved economic development and an increased tax base.

WKU signed two joint admissions agreements outside the University's typical service area by partnering with Somerset Community College and Volunteer State Community College in Gallatin, Tennessee. Joint admissions agreements give students access to a wide array of services from both institutions and help them better chart their course to a four-year degree as they begin their college career. WKU has similar agreements with six additional Kentucky community and technical colleges with more than 1,600 students enrolled.



The Engineering Department is increasing the number of partnerships with visionary, advanced technology companies that are committed to the growth and development of the region's engineering talent. The WKU Engineering Industrial Partnership, originally established in February of 2011 through funding from Logan Aluminum, Inc., provides the opportunity for WKU Engineering students and faculty to work on meaningful industry projects while offering both students and alumni employment opportunities with industrial partners.

In March 2013, WKU partnered with the Council on Postsecondary Education (CPE) and other public and private colleges and universities in Kentucky to participate in the first-ever statewide initiative geared toward transfer students. Transfer Madness was a daylong online event that encouraged KCTCS students and others to chat with colleges and

universities across the state to become familiar with the transfer process and requirements. More than 1,600 students across the state logged on to the Transfer Madness site on the day of the event, eclipsing attendance at previous face-to-face transfer fairs.

Along with our partners at Commonwealth Health Corporation, we are preparing to open The Medical Center – WKU Health Sciences Complex which will allow us to double the size of the Nursing program and to have state-of-the-art facilities for the new Doctor of Physical Therapy program.

IMPROVE THE QUALITY OF LIFE FOR OUR COMMUNITIES

Student, Faculty, and Staff Engagement

The Institute for Rural Health (IRH) has continued to expand its outreach efforts by providing free health and dental services in the 10-county Barren River Area Development District (BRADD) service area and beyond. In addition to providing health and dental care, the staff at IRH work daily on research projects, community outreach projects, and grant opportunities. The IRH offers clinical experiences and internship opportunities to students in the Public Health, Dental Hygiene, Nursing, Biology, Women's Studies, Communication Disorders and Social Work programs.

The WKU ALIVE Center for Community Partnerships coordinates The \$100 Solution™ program at WKU as a way for students at the University and area high schools to apply their academic interests and course objectives by addressing needs in the community. Through the program, students meet with community partners, identify needs, and then address their issues using only \$100. Each group of students is charged with ensuring the project enacts a sustainable solution. The idea of enhancing quality of life through these projects offered many of the students an opportunity to reflect on ways to support causes important to them. Twenty-seven projects, 17 community partners, five classes and 123 students utilized the five principles of service-learning to answer a central question: *With this \$100 bill, what can I do to enhance someone's quality of life?*

Gatton Academy

Named the top high school in America by *Newsweek* for **2nd consecutive year**

91

high school
Valedictorians & Salutatorians
in the WKU Class of 2016

35%

increase

in International
student enrollment
since 2008

31

The record number
of WKU students and
recent graduates earning
national scholarships

1,592

WKU students
studied abroad in

35

countries

WKU won first place

in the Hearst Intercollegiate
Multimedia Competition
for the **2nd consecutive year.**

The **WKU Forensics Team** was crowned **Debate Sweepstakes Champion** at the National Forensics Association championship tournament.

Completed a
\$202 million
capital campaign

366,028
square feet
of academic space
renovated in 2012-2013

Gordon Ford College of Business and the Accounting Department both were reaccredited by AACSB–International. Of the 12,000 business schools worldwide, **only 175** have this distinction.

WKU Health Services achieved accreditation from Accreditation Association for Ambulatory Health Care.

The
WKU Glasgow
campus celebrated its
25th
anniversary.

SUPPORT THE CORE MISSION WITH A ROBUST CAMPUS INFRASTRUCTURE

Continuing the Physical Transformation

The physical transformation of the WKU campus remains a critical focus, and despite the fact that no state funded projects have been approved since 2006, we continue to make great progress. We are half way through the renovation of the Downing University Center, which, when open, will be a grand facility for our students to gather, eat, meet, and study. The new Augenstein Alumni Center opened its doors in April and is a magnificent place for WKU alumni to gather when they return to campus. The Augenstein Alumni Center also serves as the campus Welcome Center and the starting point for campus tours as well as conference and meeting space for the campus and community. In June 2012, we broke ground on The Medical Center – WKU Health Sciences Complex, and that state-of-the-art building will be open in time for Fall 2013 classes for both the Nursing and Physical Therapy programs.

During the 2013 session of the Kentucky General Assembly, Governor Steve Beshear and lawmakers approved Agency Bonds to fund multiple projects at six Kentucky universities, including a \$22 million agency bond for construction of an Honors College and International Center at WKU. This project will be centrally located on the campus and will serve as a hub for the growing number of students in our Honors College and our International programs. It is funded with international student tuition.

Generating Private Support

We celebrated the completion of our second major capital campaign in September 2012, having raised more than \$202 million. Through generous private support from 2,131 donors, \$5.6 million was raised for the Augenstein Alumni Center.

Beginning in the fall of 2013, WKU's top academic scholarships have been renamed and two additional scholarships added, increasing opportunities for students with high school grade point averages of 3.3 and above and ACT scores of 26 and higher. The restructured



scholarship program provides more students with financial assistance, and with that comes the need for additional support for funding those scholarships. As a part of the overall focus on raising funds for scholarships, a new Endowed Scholarship Matching Program is an opportunity for a donor to partner with WKU to match what the University is able to provide and create an endowment to support student scholarships.

Enhancing Efficiency and Sustainability

The Arbor Day Foundation recognized WKU as a Tree Campus USA for the third year in a row. For the fourth consecutive year, WKU is one of the 322 most environmentally responsible colleges in the United States and Canada, according to *The Princeton Review*, which highlights the school's commitment to sustainability in operations and academics. The inclusion of sustainability in the Challenging the Spirit Action Plan for 2012-2018, Big Red Bikes lending program, energy conservation and efficiency initiatives, use of used cooking oil for biodiesel fuel at the WKU Farm, and LEED building standards, helped WKU earn this distinction. Even with the addition of new buildings, by implementing strategies to reduce energy consumption, WKU has reduced kilowatt hours per square foot by 21 percent since 2007-2008.

At the end of the spring semester, Housing and Residence Life promoted the "Lighten Your Load" program providing students with the opportunity to donate unwanted clothing, food, and household items. WKU Recycling provided containers at residence halls to collect the items, which were then sorted, counted, and donated to community members in need. This spring the program resulted in 5,778 items of clothing, household goods, and electronics, as well as 1,042 pounds of non-perishable food items.