As we approach the end of the second full year of our six-year Action Plan, *Challenging the Spirit (2012-2018)*, we are pleased with the progress made toward each of the four Strategic Goals identified in the plan. The four overarching goals are to: 1) **Foster Academic Excellence**; 2) **Promote A Dynamic and Diverse University Community**; 3) **Improve the Quality of Life for our Communities**; and 4) **Support the Core Mission with a Robust Campus Infrastructure**. On the following pages we share just a few of the highlights of the past year as they relate to each of those goals.

I’m pleased to report that of the 42 performance metrics identified in the Action Plan, we have reached or exceeded the targets for a dozen of them, and another 18 are on pace or ahead of projections. A few key areas to note are the increased number and quality of full-time faculty, the growth of our international student population, the dramatic increase in study abroad enrollments, and the impressive number of research presentations submitted by undergraduate students. All of these indicate improved academic quality and represent excellent growth opportunities for WKU students.

Institutional objectives related to WKU’s mission guide the establishment of priorities and activities within all divisions of the University. We fully understand that strategic planning for our future is the key to success. Achieving the goals and fulfilling the commitments made in the *Challenging the Spirit* Action Plan take a collective effort by all in the WKU family. We are in a difficult economic environment that has been dominated by reductions in state appropriations since 2008. Our biggest challenge is improving faculty and staff compensation.

I am proud of our faculty, staff, students, alumni, and community partners who have been diligent and remained committed to our University’s vision to be *A Leading American University with International Reach*. There is still much to do in that regard, but 2013-14 marked a year of tremendous success and continued progress. Thank you!

Sincerely,

Gary A. Ransdell

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**FACULTY TRENDS**

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time faculty</td>
<td>747</td>
<td>771</td>
<td>785</td>
<td>791</td>
</tr>
<tr>
<td>Tenured/tenure track faculty</td>
<td>565</td>
<td>575</td>
<td>579</td>
<td>595</td>
</tr>
<tr>
<td>Credit hours taught by FT faculty</td>
<td>69.2%</td>
<td>69.6%</td>
<td>68.7%</td>
<td>70.3%</td>
</tr>
</tbody>
</table>

**STUDENT ACT SCORES**

<table>
<thead>
<tr>
<th>First-time, first-year Associate and Baccalaureate degree seekers</th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>21.45</td>
<td>21.50</td>
<td>21.50</td>
<td>22.02</td>
</tr>
</tbody>
</table>

**STUDENT TO FACULTY RATIO**

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>19:1</td>
<td>19:1</td>
<td>19:1</td>
<td>17:1</td>
</tr>
</tbody>
</table>

**INTERNATIONAL STUDENT ENROLLMENT**

<table>
<thead>
<tr>
<th>Undergraduate and graduate students</th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>581</td>
<td>679</td>
<td>766</td>
<td>1,097</td>
</tr>
</tbody>
</table>
Academy students gained national attention in 2014 while working to create an App for WKU using Google Glass. The Gatton Academy, adding $2 million to the recurring budget. The increased funding will enable us to admit 80 more high school juniors and seniors from across the Commonwealth, bringing the total enrollment to 200 by Fall 2016.

WKU students continued to raise the bar in 2013-14 as a record 42 students earned recognition in national scholarship competitions. It was a year of significant firsts for WKU as Sarah Schrader became the University’s first finalist for each of the three most competitive and prestigious academic awards in the world, the Rhodes, Marshall, and Gates Cambridge scholarships. Charles “Chad” Coomer became the University’s first NIH Oxford-Cambridge Scholarship awardee and the University’s second United Kingdom Fulbright Student grantee. WKU students’ successes expanded the University’s international reach as record numbers earned scholarships for international study, including Fulbright Student Grants (6), Benjamin A. Gilman International Scholarships (15), Barry Goldwater Scholarships (4), and U.S. Department of State Critical Language Scholarships (6), among others.

The quantity and quality of undergraduate student research sets WKU apart from other institutions, and the University provides a great deal of emphasis on, and support for, student research activities. Faculty-Undergraduate Student Engagement (FUSE) grants are designed to support undergraduate students’ intellectual development by fostering active engagement in the areas of research, creative and scholarly activities, and/or artistic performances. In addition, WKU’s Student Research Council coordinates REACH Week annually to encourage student involvement in scholarly activities and professional development of graduate, undergraduate, and Gatton Academy students in all disciplines. As part of the week of activities, more than 380 abstracts were submitted for the 44th annual Student Research Conference, surpassing the 2017-18 goal of 325 presentations.

We have increased the number of full-time and tenured tenure track faculty each year for the past four years. During the strategic planning process, WKU faculty indicated a strong desire to increase the number and proportion of faculty holding professorial rank. As a result, the University established a goal of increasing the number of Professorial Faculty, and we have surpassed the original goal that was set for 2017-18.

The Doctor of Nursing Practice (DNP) program at WKU earned accreditation by the Commission on Collegiate Nursing Education, an important indicator of the high quality of WKU’s clinical program for nurse practitioners. The DNP program admitted its first students in August 2011 and celebrated its first cohort of nine graduates at the May 2014 Commencement.

During the 2013-14 academic year, nearly 1,900 high school students took advantage of Dual Credit courses to earn early college credit. Courses offered through WKU Dual Credit are college classes that high school students take at a deeply discounted tuition rate and that become part of the student’s permanent college transcript. The 3,615 course enrollments resulted in a savings to those students of more than $2.8 million dollars compared to the regular tuition rate.

Academic success is the first priority for our student-athletes. The average cumulative grade point average of all 367 student-athletes is 3.01, and 85 percent of student-athletes who have completed their eligibility have graduated.

These are just a few examples of academic quality at WKU. In addition to the successes listed above, incoming students’ ACT scores have increased, students are more college ready, and our student population is becoming more diverse than ever before, increasing the minority population from 21.2 percent in 2010 to 22.5 percent in 2013.
**International Reach**

The number of international students increased by 86 percent over the last five years, surpassing the 80 percent goal established in the Action Plan. In fall 2013, nearly 1,100 international students called WKU home, with 74 countries being represented. These students come to WKU through a variety of recruitment programs, and they provide additional opportunities for international reach for our domestic students who do not study abroad.

The Office of Study Abroad & Global Learning reported a 25 percent growth in the number of WKU students participating in educational abroad programs. Study abroad enrollments topped the 1,800 mark this year for the first time – an increase of more than 200 percent since the 2009-10 academic year. Other highlights included multiple new initiatives to increase the health and safety of WKU students, faculty, and staff traveling abroad; new and improved scholarship opportunities; and a record number of 65 students completed their student teaching experience internationally.

**Toppers at Sea: The Climate Change Challenge**

launched in the summer of 2014 from Stockholm, Sweden. Forty-five voyagers from WKU, including Gary and Julie Ransdell, embarked on the two-week voyage to study climate change in Stockholm, Copenhagen, The Shetland Islands, three ports in Iceland, and Belfast. The program included courses in economics, geography, education, and future trends. In addition, all the students collaborated on a service-learning project using The $100 Solution® model.

WKU sent a record number of students to England this year on the semester-long program at Harlaxton College. Owned by the University of Evansville, Harlaxton College is a 19th century English manor house that has been turned into a prestigious American college for study abroad students. Known for its beauty and historical significance, Harlaxton College received its first WKU students in 2007, and now more than 300 WKU students have experienced college life at Harlaxton.

During the January 2014 Winter Term, 20 WKU faculty expanded their classrooms and helped WKU students create a unique global learning experience through Faculty-Led Study Abroad (FLSA) with 10 programs spanning four continents. From the jungles of Peru, to the Great Wall of China, to the plains of Kenya, students made the world their classroom during the three-week term.

The WKU Confucius Institute hosted the 2013 Joint Meeting of U.S. Confucius Institutes in fall 2013, the first such meeting held in the United States. More than 260 delegates representing 91 universities were in attendance, along with representatives of Hanban, the Chinese Education Ministry that oversees the Confucius Institute program. The Confucius Institute added six new classrooms in Logan, Hardin, Daviess, Breckinridge and Warren counties and received the Confucius Institute of the Year Award on December 7, 2013, during the 8th Global Confucius Institute Conference in Beijing.

Nothing demonstrates international reach at WKU quite like the horrifying ordeal experienced by John All, Geography and Geology professor, who was rescued after falling into a 70 foot crevasse in the Himalayan Mountains in May. Social media sent the story of John’s near-death experience across the globe. Amazingly, John survived and is planning future climate change research projects in Antarctica and elsewhere.

Adding to our array of International services for students, faculty, and staff, WKU recently opened an on-campus Passport Office inside the campus Post Office in the Downing Student Union. The office can supply the necessary forms and information to apply for a passport, take passport photos, and accept passport applications.
This year Enrollment Management hosted a Student Success Summit for WKU faculty and staff to discuss issues related to achievement gaps within the context of academic advising and support.

WKU’s military student population has exploded in recent years to nearly 2,000 students. The Veterans Resource Center and initiatives such as Textbooks for Troops through the office of Military Student Services have led to WKU’s designation as a Military Friendly School for five consecutive years.

WKU was also recognized as a Best for Vets school, which ranked WKU as number seven in the country and number one for military personnel in Kentucky. Also in 2014, US News and World Report ranked WKU as one of the Best Online Programs for Veterans. WKU is also home to the only Veterans Upward Bound program in Kentucky, which has helped more than 2,500 veterans go to college.

The intercollegiate debate team, Forensics at WKU, has a long and storied tradition and is the oldest and most successful student organization on campus. WKU is the only team to win the American Forensic Association national title, National Forensic Association national title, and the International Forensic Association title all in the same year, a benchmark the team has set six times, including in 2014.

The 2013 Talisman, “Form,” won the Gold Crown Award from Columbia University at the College Media Association spring conference in New York City. This is the WKU yearbook’s sixth Gold Crown and its fourth in the past four years in the competition organized by the Columbia Scholastic Press Association.

In addition to the CSPA Gold Crown, the Talisman has won 15 national Pacemaker awards from Associated Collegiate Press, and is a member of the ACP Hall of Fame.

In January 2014, the Herald won first place from the Kentucky Press Association for general excellence in news among university newspapers and third place for general excellence as an advertising product, the highest ranking for a college newspaper.
A group of 12 WKU students biked more than 3,000 miles across the country, from California to Washington D.C., to raise money for Alzheimer’s research. The 2014 Bike4Alz trip began in May and ended in July with the goal of raising $100,000 for the BrightFocus Foundation. The WKU group was the third to make a cross country trek that began as “Fijis Across America” in 2010.

The 17th season of WKU’s Cultural Enhancement Series (CES) featured presentations and performances by the likes of Soledad O’Brien, Dr. Cornel West, and The Wu Force. This impressive lineup boosted attendance at all CES events more than 43 percent over the previous year. Though seating for these popular events is limited, all Cultural Enhancement Series events are free and open to the public.

WKU expanded its Joint Admissions agreements again this year by partnering with Ivy Tech Community College in Evansville, Indiana, to offer Ivy Tech–Southwest students a seamless pathway to a four-year degree. This is WKU’s ninth joint admissions agreement, the first in Indiana, and only the second agreement outside of Kentucky.

Joint Admissions agreements eliminate barriers for students in attaining their educational goals, improve student success and degree attainment, and reduce the time to degree and the cost to students. In addition to Joint Admissions opportunities, students looking to transfer to WKU have more resources than ever to help with the transition. Student events focusing on transfer issues, special scholarships, and a new Transfer Center are all aimed at increasing the number of students who transfer to WKU from community colleges and four-year institutions.

WKU’s campus is one of the safest in America and was recognized by the National Safety Council as a Safe Community. We are only the 25th community in the nation and the fourth university to receive the honor.

WKU expanded its football program record for attendance in 2013, as an average of 18,334 fans cheered on the Toppers at Houchens Industries-L.T. Smith Stadium over the span of five home games. In the final year as a member of the Sun Belt Conference, WKU won the coveted all-sports championship for the sixth time.

From 2000 to 2013, WKU won 92 conference titles in the Sun Belt, which is 38 more than the next closest league opponent. July 1, 2014 marked the first day as a member of Conference USA.

WKU was designated a Safe Community by the National Safety Council.

A group of 12 WKU students biked more than 3,000 miles across the country, from California to Washington D.C., to raise money for Alzheimer’s research. The 2014 Bike4Alz trip began in May and ended in July with the goal of raising $100,000 for the BrightFocus Foundation. The WKU group was the third to make a cross country trek that began as “Fijis Across America” in 2010.

WKU faculty and students assisted with data collection and remediation at the sinkhole at the National Corvette Museum.
SUPPORT THE CORE MISSION WITH A ROBUST CAMPUS INFRASTRUCTURE

Physical Transformation

The Medical Center-WKU Health Sciences Complex opened in fall 2013 for students in the School of Nursing and the Doctor of Physical Therapy program. The Health Sciences Complex also provides space for The Medical Center at Bowling Green to offer advanced training with sophisticated technology for its clinical staff.

The two-year, $58 million transformation of the Downing Student Union was completed this summer and includes a complete renovation of the offices, dining facilities, lighting, IT infrastructure and electrical, plumbing, and HVAC systems. The building has been beautifully transformed, and it creates an innovative, sustainable space for students and the entire WKU community.

Construction is currently underway on a $22 million Honors College and International Center, which is slated to open in fall 2015. Enrollment in the Honors College at WKU has grown 44 percent and the number of international students has nearly doubled over the last five years.

Two new major construction projects will begin in the coming year. The final phase of the Science Complex Renovation was funded in the budget passed by the Kentucky General Assembly during the 2014 session. The project will include replacement of the Thompson Complex North Wing building, which was closed early in 2014, and improvements to Thompson Complex Center Wing. The $48 million project is the first capital project at WKU funded by the state since the 2006 budget.

A $10 million private gift will provide an opportunity for 80 more Kentucky high school students to attend The Gatton Academy. The renovation of Florence Schneider Hall, the building that houses the Gatton Academy, will bring the total number of beds from 120 to 200. The building will close during renovations and reopen in Fall 2016. Academy students and staff will temporarily relocate to Bates-Runner Hall during construction.

Though not a WKU project, the Hyatt Place® hotel is under construction adjacent to the Augenstein Alumni Center. Scheduled for completion in Spring 2015, the hotel will provide convenient accommodations for WKU alumni, parents, and visitors to Bowling Green.

Research & Creative Activity and Sustainability

The Research and Creative Activity Program (RCAP) is working to improve the infrastructure for research and creative activity, and funding is provided by the Office of Research to encourage faculty to develop individual research projects leading to the pursuit of external funding sources or the promotion of their scholarly and creative activities. In line with the campus-wide emphasis on sustainability, research on sustainability is especially encouraged.

A culture of conservation and sustainability is developing at WKU through other efforts such as the Winter break Conservation Vacation, Earth Day celebrations, a robust recycling and surplus program, and food composting initiatives. WKU’s commitment to sustainability, whether demonstrated in campus operations or in educational programs, helps to ensure that our graduates are prepared to address the complicated environmental, social, and economic issues we face today.

Sustainability efforts are not going unnoticed. WKU was recognized this year in the Princeton Review’s Guide to Green Colleges, by the National Arbor Day Foundation as a Tree Campus USA, and by the League of American Bicyclists as a Bicycle Friendly University.

Private Support

In 2013-2014, WKU’s combined endowment reached an all-time high of $135.1 million, and cash receipts totaled $15.2 million. In addition, WKU staff secured $2.6 million in donated services and committed bequests. The University’s deferred gift inventory of 338 documented estate gifts (including bequests, annuities, trusts, etc.) grew from $90 million to an all-time high-of $97.2 million.

Also 38 new student scholarships were created. At year-end, 115 major gift proposals totaling more than $17.4 million were pending. Major gifts included a $500,000 endowment pledge from Don and Irene Dizney to create the Dizney Clinical Learning Center in memory of Helen Turner.
BY THE NUMBERS

1. The Gatton Academy was named the top high school in America for the third consecutive year.

2. WKU School of Journalism & Broadcasting tied for 2nd overall in the Hearst Journalism Awards Program.

3. Three Major titles won by WKU Forensics – American, National and International championships.

4. WKU students were awarded 42 highly competitive, prestigious scholarships worth more than $1 million and had more Goldwater Scholars than all other Kentucky schools combined.

5. The number of tenured faculty increased 19% in the last five years.

6. The average ACT score of Honors College students is 29.

7. Ranked 7th in the nation in the “Best for Vets” list.

8. WKU’s average annual cost is 9% below the national average.

9. 115 Kentucky counties, 49 states, and 74 countries have students at WKU.

10. Study Abroad enrollments increased 200% in the last five years.

11. A record number of Dual Credit students earned college credit while in high school.

12. The number of WKU alumni in the U.S. has grown to 102,120.

13. Approximately student enrollment at WKU is 21,000.

14. Costa Rica

15. 1,896

16. 200

17. 11,5

18. 19

19. 21,000

20. 102,120