WKU®

ANNUAL PROGRESS REPORT 2013–2014

Dero Downing Student Union

FROM THE PRESIDENT

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

POSITIVE TRENDS

JULY 1, 2013 – JUNE 30, 2014

FACULTY TREND	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Full-time faculty	747	771	785	791
Tenured/tenure track faculty	565	575	579	595
Credit hours taught by FT faculty	69.2%	69.6%	68.7%	70.3%

STUDENT ACT SCORES	Fall 2010	Fall 2011	Fall 2012	Fall 2013
First-time, first-year Associate and Baccalaureate degree seekers	21.45	21.50	21.50	22.02

STUDENT TO FACULTY RATIO	Fall 2010	Fall 2011	Fall 2012	Fall 2013
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INTERNATIONAL STUDENT ENROLLMENT	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Undergraduate and graduate students	581	679	766	1,097

FOSTER ACADEMIC EXCELLENCE

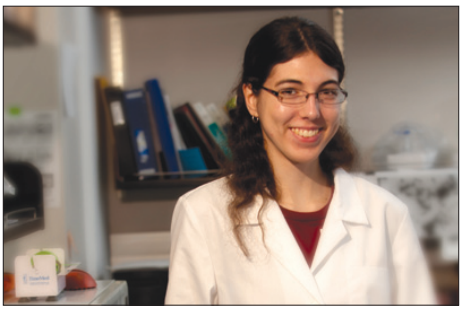
Academic Quality and Student Success

The Gatton Academy of Mathematics and Science in Kentucky was named the number one high school in the nation by *The Daily Beast* for the third consecutive year. Gatton students are frequently recognized for and asked to present their research at conferences around the globe. Academy students gained national attention in 2014 while working to create an App for WKU using Google Glass. The Academy boasts a perfect college-bound rate, as 100 percent of Academy graduates continue on to college upon graduation.

We are pleased to report that during the 2014 legislative session Governor Steve Beshear and the Kentucky General Assembly agreed to increase funding support for 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.



Sarah Schrader ('14), Bowling Green, KY

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.

GATTON ACADEMY ACCOLADES

Named #1 public high school 3 years in a row

2012, 2013 — *Newsweek* and *The Daily Beast*

2014 — *The Daily Beast*

Intel School of Distinction FINALIST

6 straight years on the *Washington Post's* List of Elite Schools

College Matriculation **100%**

Each student **completes over 24 hours** of service

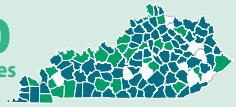
GATTON ACADEMY CLASS OF 2015 PROFILE

82% participated in an independent research project during their junior year.

88% of the Class of 2015 had an international travel experience.

40 presentations given at academic conferences

110 counties in KY have sent students to the Gatton Academy to date.



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.

WKU students at Harlaxton Manor in Grantham, England

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.

Semester at Sea

PROMOTE A DYNAMIC AND DIVERSE UNIVERSITY COMMUNITY

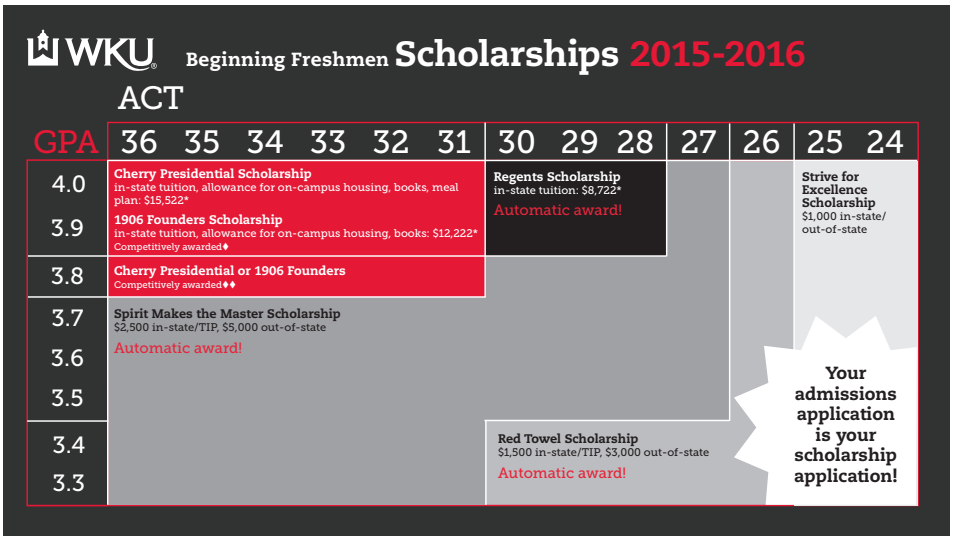
With an enhanced focus on recruitment and retention efforts, Enrollment Management and Student Financial Assistance have collaborated to develop and implement a number of new programs and services to increase the level of **financial support to WKU students**. Two new guaranteed scholarship levels, the Red Towel Scholarship and the Spirit Makes The Master Scholarship, are attracting an impressive pool of applicants, and the number of highly qualified applications for these new scholarships has grown dramatically since their introduction.

Also related to retention efforts, the **MAP-Works** program, which aids in early identification of at-risk students who may be struggling with the adjustment to college, homesickness, study skills, or financial stresses, is allowing University personnel to reach out to students to provide personalized assistance. Residence halls utilize data from MAP-Works to design programming specific to residents' needs on topics such as time management and stress relief.

Closing student achievement gaps for low-income, underrepresented minorities, and underprepared students continues to be a top priority at WKU. 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.



This year we introduced a new addition to the WKU family. **CanDoo**, a 3-year-old English cream golden retriever, is a facility dog working with Military Student Services and the Kelly Autism Program. He came to WKU through support from Terry Scariot and John and Linda Kelly and thanks to his trainers at Smoky Mountain Service Dogs in Loudon, Tennessee.

CanDoo

WKU School of Journalism & Broadcasting won the **Hearst Intercollegiate Multimedia Competition** for the **third consecutive year** and the Hearst Intercollegiate Photojournalism Competition for the **21st time** in the past **25 years.**

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, NFA debate 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.**

The **College Heights Herald** was named the **top university news organization in Kentucky** during the Excellence in Kentucky Newspapers award ceremony 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.

IMPROVED QUALITY OF LIFE FOR OUR COMMUNITIES

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 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.

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.

When a massive **sinkhole at the National Corvette Museum's Skydome** swallowed eight Corvettes on the morning of February 12, WKU faculty and students put their education, training, and expertise to work. In the hours after the sinkhole opened, engineers, geologists, and others worked to assess the sinkhole, identify the structural integrity of the Skydome, develop a plan for how to proceed and how to assemble a team to remove the Corvettes and repair the damage.

A quadcopter video shot by WKU Engineering students has been viewed more than 700,000 times on the National Corvette Museum's YouTube channel. WKU and project partners are collecting data to research the various environmental factors contributing to the cause and evolution of the sinkhole, as well as monitoring the area during the remediation.

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 set a **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 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.

The Medical Center - WKU Health Sciences Complex

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.

Hyatt Place®

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.

WKU 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.

7

Ranked 7th in the nation in the "Best for Vets" list.

BEST FOR VETS 2014 MILITARY TIMES COLLEGES

9

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

19

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

29

The average ACT score of Honors College students is 29.

42

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.

115

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

200

COSTA RICA Arrival: 07 34

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

1,896

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

21,000

Approximate student enrollment at WKU is 21,000.

102,120

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

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