



Missouri State University

SEM Data Retreat



Tara Benson, Cheryl Combs, Michael Frizell, Teresa Haney, Shannon Holt, Rob Hornberger, Tammy Jahnke, Rhonda Lesley, Rob Moore, Michelle Olsen, Kelly Rapp, Jaime Ross, Kelly Wood, Angela Young

May 26, 2022



Introduction

- Purpose
- Format of retreat
 - In-person
 - Zoom webinar
 - Recorded
- Logistics
 - Audience participation
 - Breaks, snacks, etc.
- Expectations



Topics

- Introduction
- Adult Student Services
- Background information on enrollment data and reporting
- Headcount reports, student profiles, and other reports
- Admissions/Slate
- Financial Aid/student debt data
- The Career Center
- Institutional Research Resources
- Office of the Registrar
- Student mental health
- Student Engagement
- Academic Support Services/BearClaw
- Closing



Adult Student Services



Jaime Ross, Director of Adult Student Services

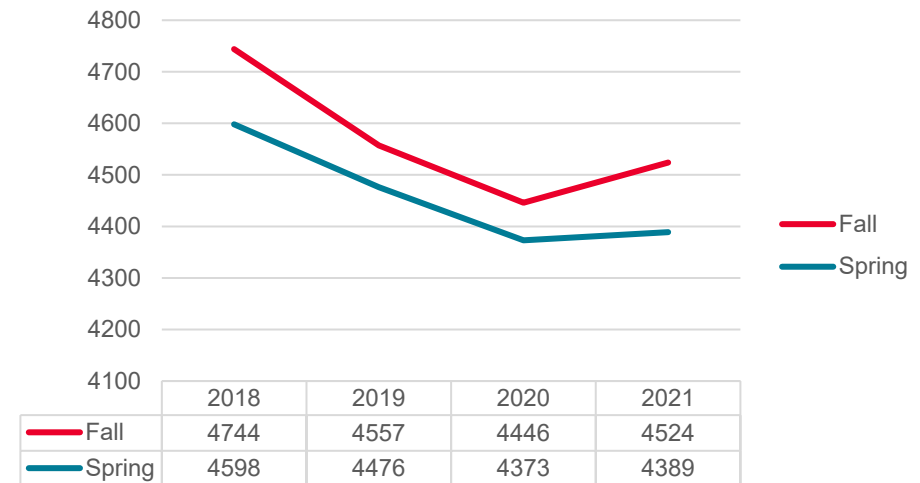
Adult Student Services

NONTRADITIONAL STUDENT HEADCOUNT

Nontraditional student definition
for data reporting:

- 24 years or older
- Freshman or sophomore 22 years or older

Non-Traditional Student Headcount



Report Path: Student.Campus-wide Census.ODSPROD - Non-Traditional Student Profile

Adult Student Services

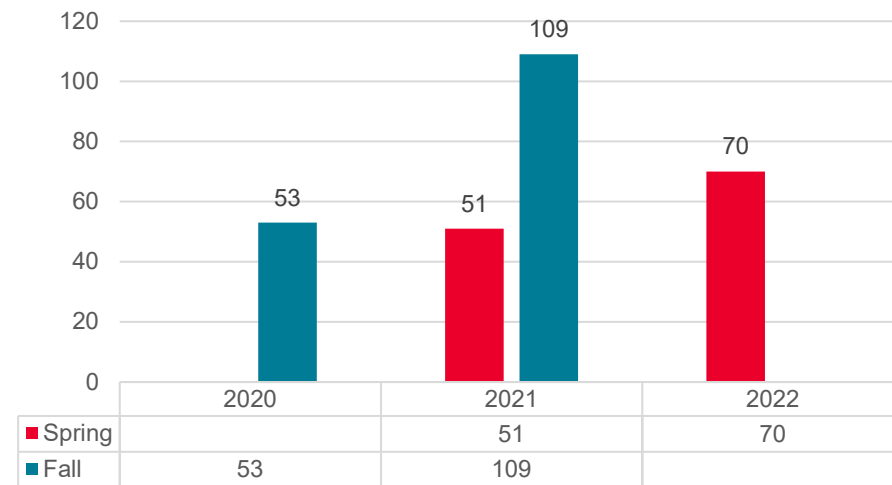
RECRUITMENT

Recruitment Activities:

- Local area employers (education/benefit fairs)
- Excel adult high school
- Community college transfer events
- Recruit back/Reengagement initiatives (Return to Finish, Return to Learn, etc.)

Report Path: Student.Adult Student Services.Scheduled.ODSPROD - Return to Finish Scholarship.Dashboard

Return to Finish Scholarships



Report Path: ODSPROD – Return to Finish Recipients by Term



Adult Student Services

RETENTION EFFORTS

Retention Efforts:

- Weekly proactive admissions contact
- No FAFSA/Selected for Verification contact
- Proactive registration contacts made each semester (phone and email)

Admitted/Pending: Users.Benjamin Metzger.Ask QDUG.ODSPROD - All current MSU APPLICANTS for Adult Students.ODSPROD - All current MSU APPLICANTS for Adult Students Report
PROD – No FAFSA – Dashboard
PROD – Verification Not Complete – Dashboard
ARGOS>Student>Adult Student Services>PROD-Academic Outreach Proactive Registration



Adult Student Services

CHALLENGES/OPPORTUNITIES

- Adult learners are a diffuse population- identifying them requires the use of complex analytics
- Adult learners need flexibility, are looking for credit for prior learning/experiences, and financial assistance
- Recruiting adult learners should be a coordinated and intentional process.

Source: <https://eab.com/insights/daily-briefing/adult-learner/adult-learner-recruitment-101/>

Background Information on Enrollment and Reporting, Headcount Report, Student Profile Reports, etc.

Dr. Rob Hornberger, Associate Vice President for Enrollment Management and Services



Background to MSU Data and Reports

ROB HORNBERGER

- Types of sources
 - Production, ODS, EDW, freeze tables
- Types of reports
 - Frozen, dynamic, aggregate, student list, standard, ad hoc
- Timeframes
 - EDW events
 - Freeze table freezes (BOS, census, census 2, EOS), census standard
 - Semester
- Tools
 - Argos (web viewer)
 - [Bear Intelligence](#)
 - [Data request form](#)
 - [SEM](#) and [EMS](#) websites
- Help
 - QDUG@missouristate.edu
 - Ask the Experts (Friday's, 3pm)



Headcount Reports and Student Categories

ROB HORNBERGER

- By student
- By course
 - Teaching & class modalities
- By college/department/program
 - Prior year version
- By college/department/course
- Source, timeframe, and semester selected
- Distributed to large, manually kept email list.
- Notification sent to enrollment management blog

Review categories on reports



Student Profile Reports

ROB HORNBERGER

- FTNIC
 - FTNIC by high school
- Transfers
- Transfers by institution
- Undergraduate
 - By college/department
 - First generation
 - First gen by coll/dept
- Graduate
- Underrepresented
- Military
 - Military-affiliated
 - Veteran
 - Dependent
- Non-traditional



Enrollment Indicators

ROB HORNBERGER

Factors

- Point in time
- Time of year
- Different systems and reports
- Different processes
- Enhancements
 - Trend analysis
 - Automated
 - Ubiquitous

Indicators

- Registrations
- Applications & admitted students
- Enrollment deposits
- Housing contracts
- SOAR reservations
- FAFSAs
- Scholarship acceptances

Fall 2022 UG DS Indicators

Week of March 28th 2022					
Admissions - FALL 2022	2021	2022	Difference	Percent Change	Chart
FTNIC Applications	11,530	12,283	753	6.5%	
FTNIC Admits	8,300	7,825	-475	-5.7%	
First-Time UG Transfer Applications	1,501	1,514	13	0.9%	
First-Time UG Transfer Admits	836	791	-45	-5.4%	
Enrollment Deposit Total	1,836	1,871	35	1.9%	
Financial Aid - FALL 2022					
FAFSA Total	18,423	16,802	-1,621	-8.8%	
FAFSA FTNICs	5,654	5,113	-541	-9.6%	
FAFSA Continuing	7,623	7,000	-623	-8.2%	
FAFSA First-Time UG Transfer	595	437	-158	-26.6%	
SOAR - FALL 2022					
SOAR Reservations	1,152	1,316	164	14.2%	
Housing - FALL 2022					
Housing Contracts Total	2,793	2,937	144	5.2%	
Housing Contracts FTNICs	1,624	1,605	-19	-1.2%	
Housing Contracts Continuing	1,041	1,175	134	12.9%	
First-Time UG Transfers	86	88	2	2.3%	

Other Reports

ROB HORNBERGER

- Net revenue
- Dual Credit
- Enrollment cube
- Student Tracker
 - Current last semester not this semester
 - Admitted, didn't enroll

**Missouri State**
UNIVERSITY

Headcount Enrollment and Credit Hour Production

by Student Classifications & Demographics

[Help](#) [Return to Main Page](#)

Report Time-Frame(s):
(Hit shift or control to select multiple)

Spring 2021 2nd Block Census

Spring 2021 Census

Spring 2021 Beginning of Semest

Fall 2020 End of Semester

College:

Department:

☐ All Departments

☐ Exclude students NOT reported to IPEDS**

☐ Include tracking course credit hours

☐ Only Include Dual Enroll Students

Get Results

Student Level:

(ALL LEVELS)



Admissions



Teresa Haney, Director of Admissions

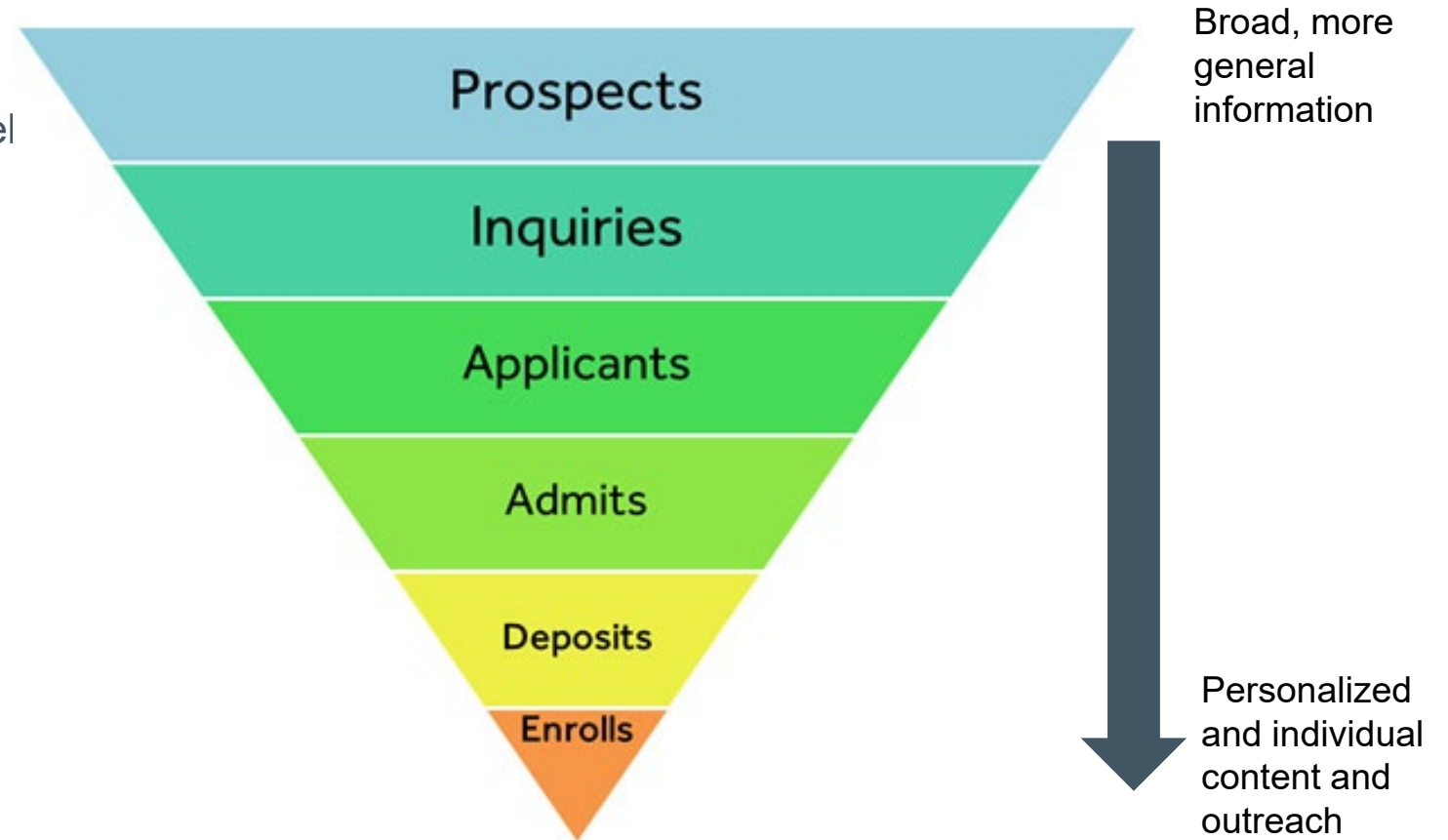
Slate CRM Update and Data Collection

- What exactly is a CRM?

- Does the 'heavy lifting' at the top of the funnel
- Alerts you when to communicate as you move down the funnel

- Why Slate?

- Travel Management included
- Holds HS and CC counselor data as well
- Much better 'control' of system and user experience for the applications and registering for events



More Interaction Data on Students

Dashboard

APPLICANT - DECIDED

Student type: **First Time New in College**

Entry: **Fall 2022**

Academic interest(s): **Music (Vocal Performance)**

Admission Rep: **Kaitlyn Inman**

Text Opt-In: **Yes**

Banner ID: [REDACTED]

+ ADD INTERACTION

Jackson, MO
MO-03 Springfield & Southern Missouri



2860 Breckenridge Dr
Jackson, MO 63755-3209

Connect

Email: [REDACTED]
Phone: [REDACTED]
Mobile: [+1 573 579 7581](tel:+15735797581)

Tags

Opt Out Test Record **Visited**

Status History

07/21/2021 Inquiry
02/01/2022 Applicant

Origins

07/21/2021 Campus Visit - Campus Visit (Initial Source)

Events

Registered: 03/08/2022 Missouri State Meetup
Panera Bread
Cpe Girardeau, MO

Registered: 07/29/2021 Media, Journalism, and Film - Film Studies
Welcome Center Front Desk
Springfield, MO

Attended: 07/22/2021 Campus Tour & Admission Presentation
Missouri State - Davis-Harrington Welcome Center
Springfield, MO

Test Scores

ACT
21 Composite
19 English
18 Math
25 Reading
23 Science Reasoning

APPLICANT - DECIDED

Student type: **First Time New in College**

Entry: **Fall 2022**

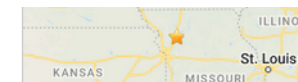
Academic interest(s): **Nursing (BSN Completion)**

Admission Rep: **Alyssa Bowers**

Text Opt-In: **Yes**

Banner ID: [REDACTED]

+ ADD INTERACTION



726 Eagle Cv
Lawson, MO 64062-7501

Connect

Email: [REDACTED]
Phone: [+1 314 410 7258](tel:+13144107258)
Mobile: [REDACTED]

Tags

Opt Out Test Record **Visited**

Status History

09/03/2021 Prospect
10/31/2021 Applicant
12/16/2021 Inquiry

Origins

09/02/2021 Encoura - Encoura (Initial Source)

Events

Attended: 02/17/2022 Campus Tour & Admission Presentation
Davis-Harrington Welcome Center
Springfield, MO

Test Scores

ACT
20 Composite
21 English
21 Math
16 Reading
21 Science Reasoning

Biographic

Male
Born 03/19/2004, age 18
Citizen of United States
White

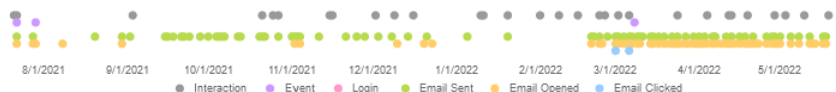
HS Fall 2022

Decided
Submitted 01/31/2022; Started 01/20/2022

Admit - Released 02/20/2022

Awaiting Review	Review	Special Review	Decision
Awaiting Submission	First Read	Individual Review	Admit
Awaiting Materials	Second Read	Supplemental Review	Deny
		Final Admissions Review	Inactive

Activity History



Interactions

05/19/2022 Mailing - Business As A Bear
Business As A Bear postcard

05/03/2022 Mailing - Senior Search Postcard Series
SR Search postcard #8 - final in series

04/29/2022 Mailing - Business As A Bear
Business As A Bear - 2nd round

Academic History

Jackson High School, 12/2021

Jackson, MO
Geomarket: MO-03 Springfield & Southern Missouri

Biographic

Male
Born 04/02/2004, age 18
Citizen of United States
White

HS Fall 2022

Decided
Submitted 10/31/2021

Deposit - Released 02/25/2022

Awaiting Review	Review	Special Review	Decision
Awaiting Submission	First Read	Individual Review	Admit
Awaiting Materials	Second Read	Supplemental Review	Deny
		Final Admissions Review	Inactive

Activity History



Interactions

05/12/2022 Phone - General - Text Incoming
Wanted to know when his SOAR session was

05/03/2022 Phone - General - Text Incoming
Issues completing housing app

04/19/2022 Phone - Campaign - Complete

Anti-Melt Calls, He is excited for MO state, and is hoping to get into either Blair-Shannon, Hammons, or Hutchens. He had questions about finding a roommate on an online forum, so I suggested he possibly look at facebook to see if any MO state groups are on there.

Travel and Event Management Features

- Departments has ever had a good system to manage ALL events in one place
- Better tracking for territory travel
- Cost of travel by trips

The screenshot displays the Slate event management system interface. At the top, there's a blue header with the 'slate' logo and navigation icons. Below the header, the 'Events' section is active, showing a calendar for April 2022. The calendar is viewed in 'month' mode, with days of the week as columns and dates as rows. Events are listed in green boxes with details like time, location, and event name. For example, on April 28th, there are events at Reeds Spring, MO and Willard, MO. On April 29th, events are listed at Springfield, MO and Bolivar, MO. The interface also includes a search bar for events, buttons for 'New Event' and 'New Template', and a sidebar on the right with links to 'Events', 'Resources', 'Trips', 'Slate.org', 'View Calendar', 'List', 'Status' (with options for All Events, Confirmed, Tentative, Cancelled/Declined, and Full), 'Folders', and various event categories like 'Admitted Student Monday', 'Campus Visit', 'College Fair', etc.



Data Sources

- Purchases
- Inquiry Forms
- Event Forms
- Application
- Leads through Digital Ads
- Student on campus for other events (DECA, STEM, etc)

Becoming a Bear starts here!

Complete the inquiry form below, and we'll send more information about visiting campus, our academic programs, applying for admission, campus involvement, and more!

* Required field

Student First Name *

Student Preferred First Name

Student Last Name *

Student Date of Birth *

Student Contact Information

Student Email Address *

Student Cell Phone Number

Student Mailing Address

Country

Street

City

State

Postal Code

Student Information

Which best describes you? *

- ☐ Currently in high school.
- ☐ Transferring from another college or university.
- ☐ Previously attended MSU.
- ☐ Not in high school but attending college for the first time.

What would you like to study? *

III

Data We Need to Enter into SLATE

- If you are hosting/sponsoring any event on campus – get info!
- We will happily (gratefully) put them in Slate and communicate on your behalf
- Immediately enter our email campaigns
- Be sent several physical mail pieces

- **Bare Minimum:**

- **Name, DOB, Email, Entry year**

- **Even Better:**

- **Mailing Address and High School**

- **Best:**

- **Phone Number and Parent Info**



What's next?

- Better territory management reports now that we have a year of data in the system
- Encourage Student Mindsets for better email communications to different groups of students
- Finding out what areas we can gain traction in based on current class
 - Demographic Challenges
 - Predictive modeling
 - Where we already have an alumni presence



Encourage Student Mindsets

- Allows us to communicate with students more effectively and in ways that matter to THEM, not us

The Mindsets Defined and How to Work with Them



Experiential Interest

These students desire a career and want to get hands on with internships and employment. They are also highly sensitive to affordability.

The Opening Conversation

- Speak to experiential learning opportunities that lead to career-focused outcomes
- They will appreciate clearly laid out programs and degree plans
- Remember that they are highly sensitive to affordability

Potential Blind Spots

- They consider academic



Social Focus

These students want to gain meaningful friendships (and a job would be nice too!). They want to engage in every connecting activity possible and the social environment is most critical to choice.

The Opening Conversation

- Showcase the defining aspects of your social environment
- Show how they can create lasting friendships
- Support connections and social facility that drive success in the workplace

Potential Blind Spots

- They think they will get a good



Career Through Academics

These students are looking for a long-term career and see strong academics integrated with career preparation as the path. They are level-headed decision-makers.

The Opening Conversation

- All the major experiences of a college bear on their eventual outcomes
- Show a direct connection between major and career
- Demonstrate an integrated experience of academics, career, and social interaction

Potential Blind Spots

- They are so focused on the



How you can use our data

- How can we work together?
- How can your area use our data to help you connect with students in better, more meaningful ways
- When you do better, so do we
- When we do better, so do you



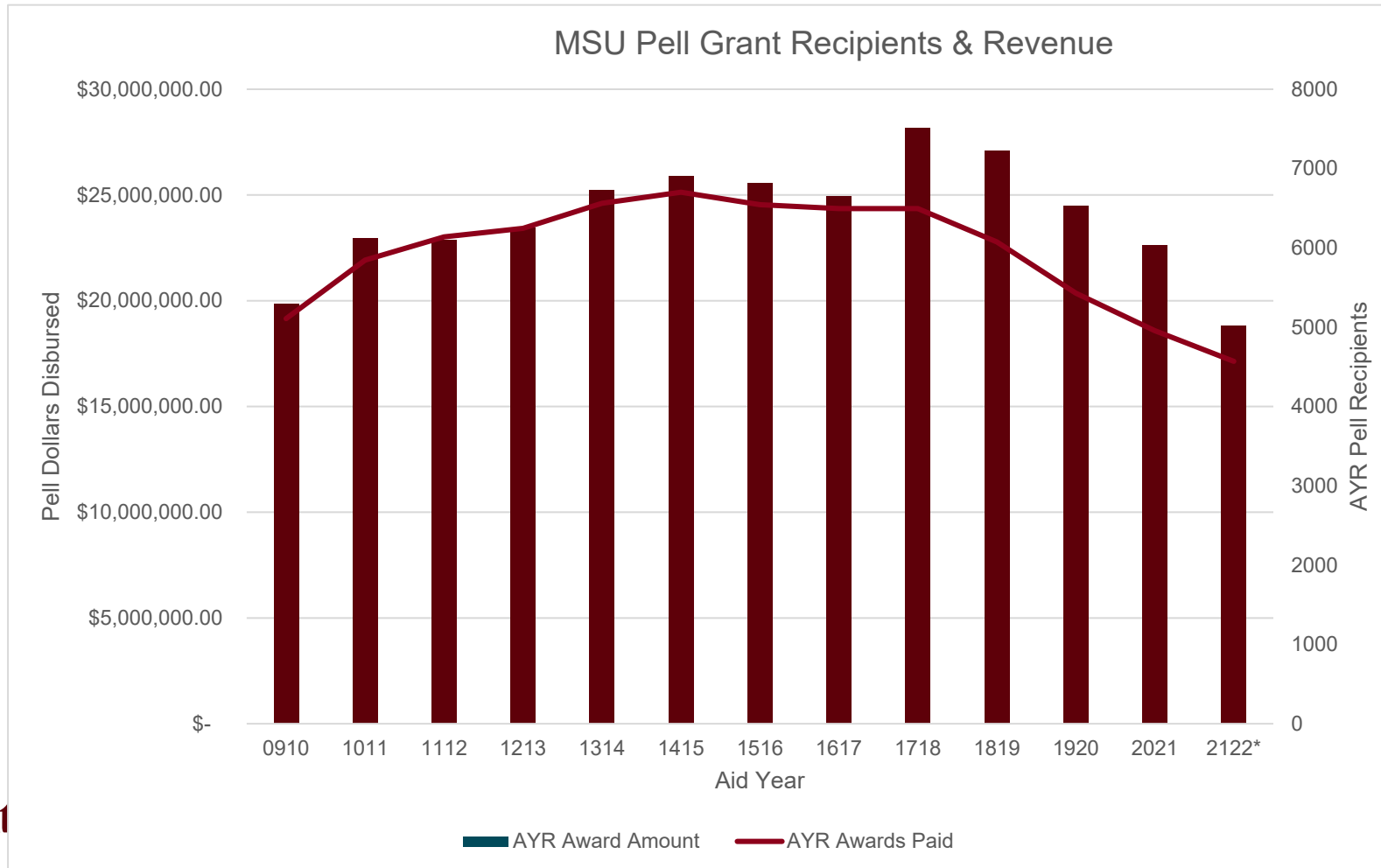
Financial Aid, Student Debt Data, and Student Employment Services



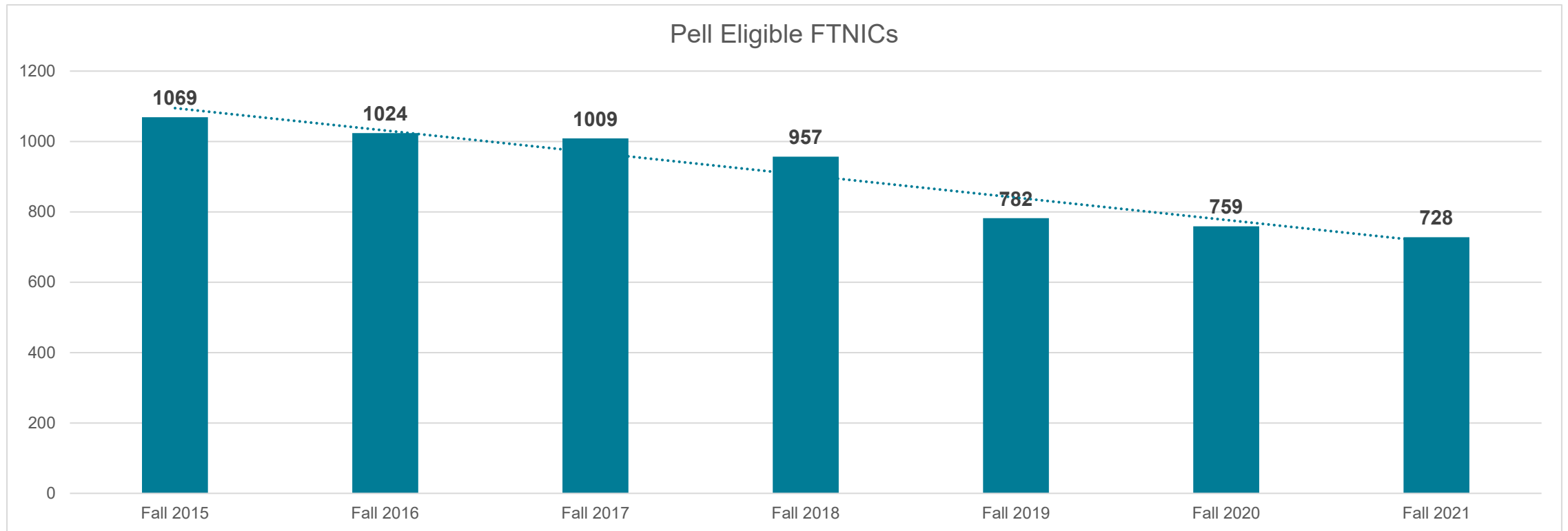
Rob Moore, Director of Financial Aid

Cheryl Combs, Assistant Director of Financial Aid – Student
Employment Services

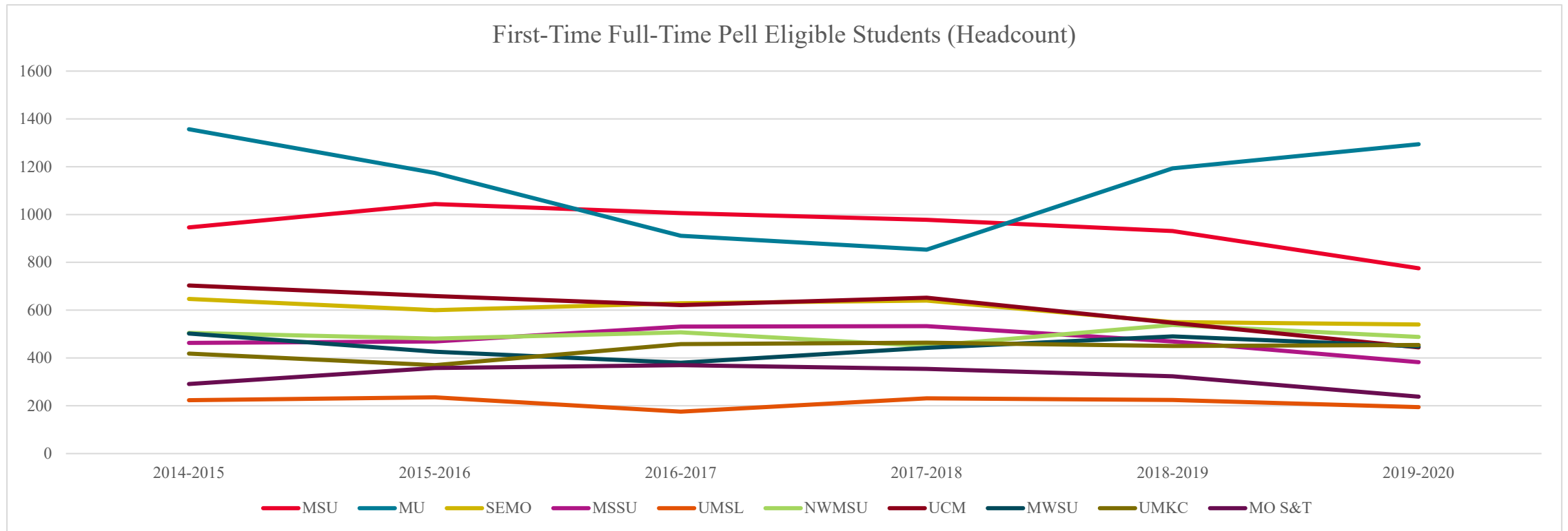
Trends in Pell Grant Revenue



Pell Grant Eligible FTNICs



State Snapshot – Pell Eligible FTNICs

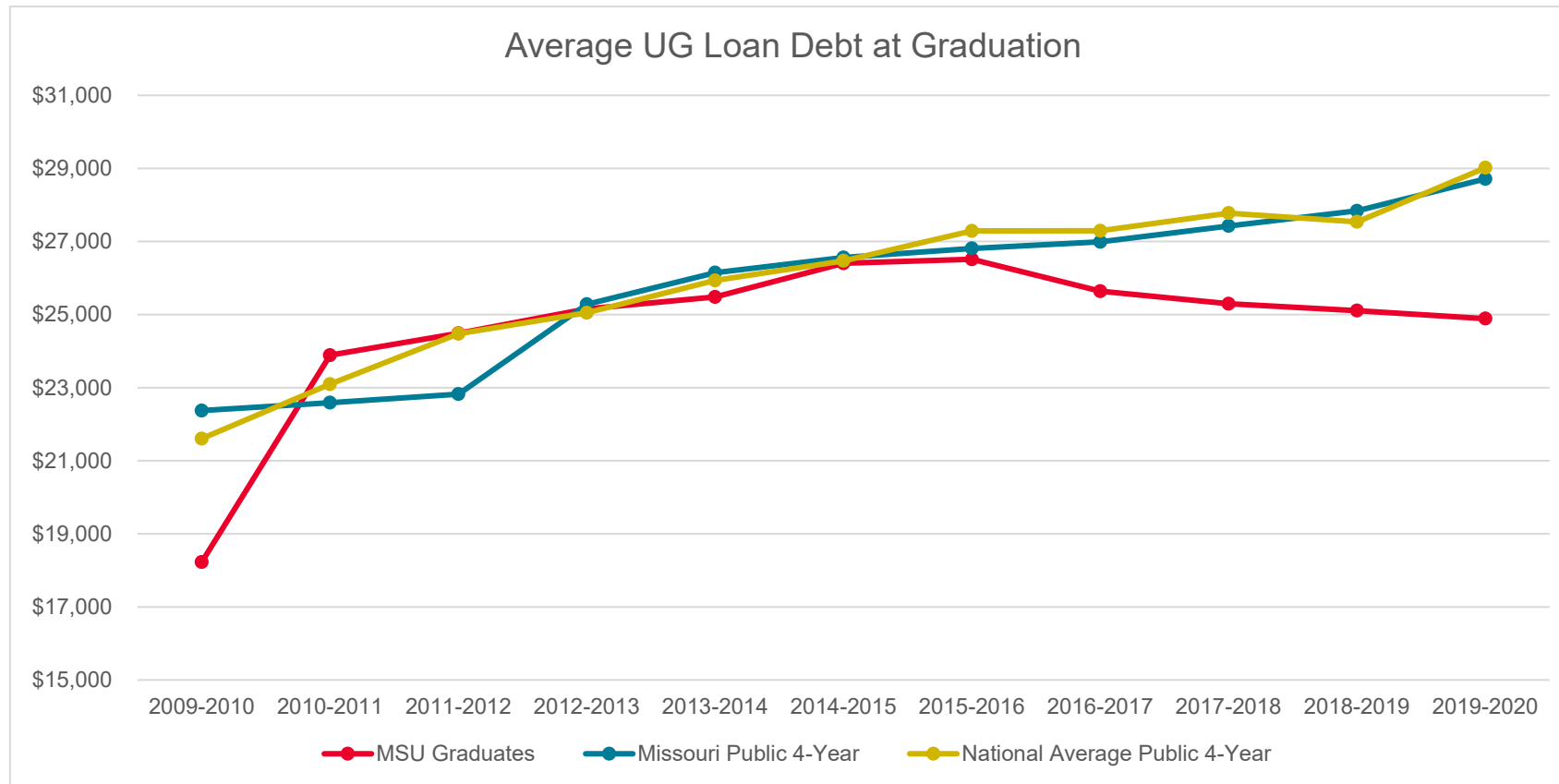




Student Loan Debt

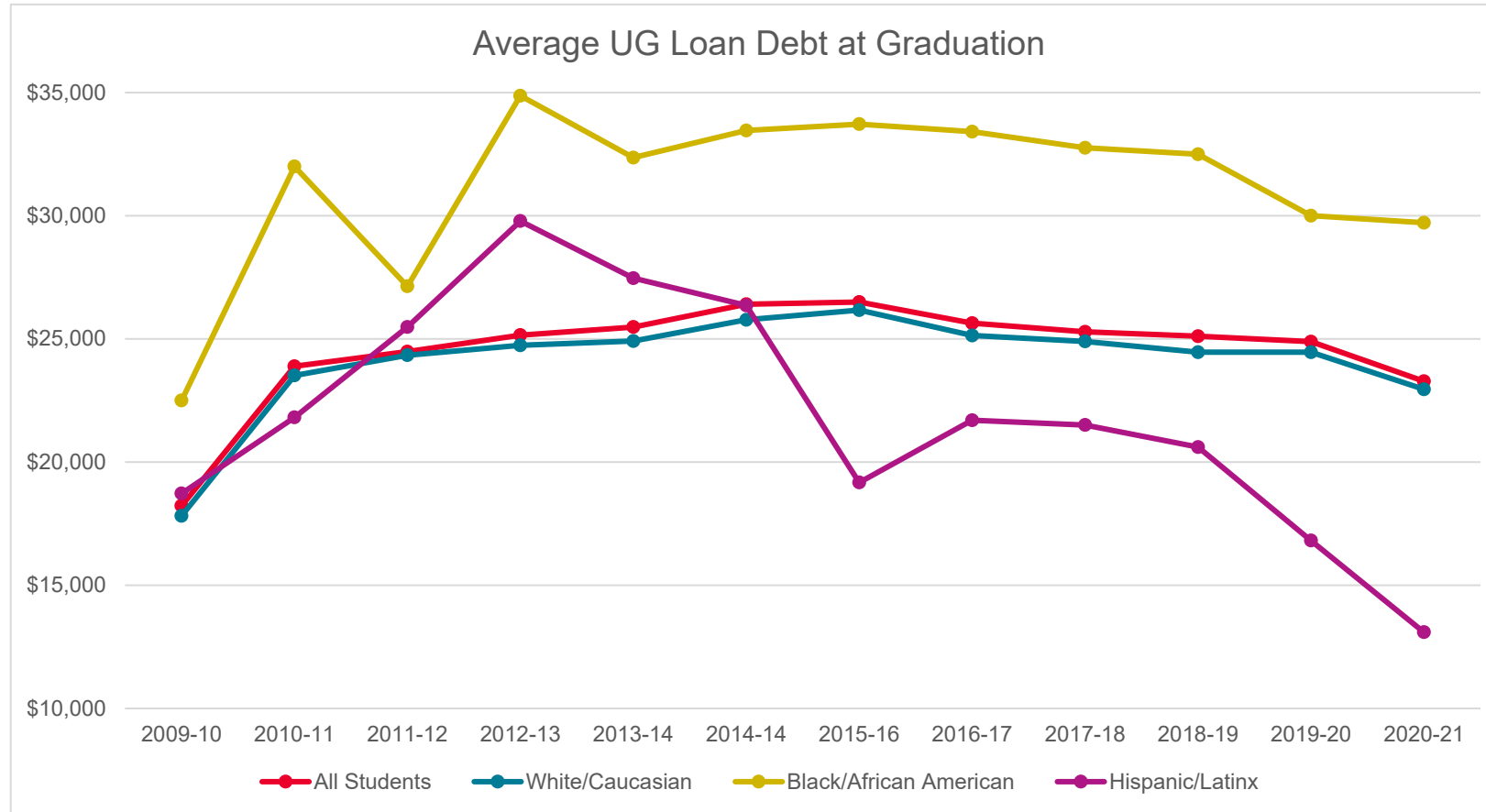
- The Office of Student Financial Aid can provide aggregate data reports on student borrowing habits upon request.
 - Average debt at graduation
 - Along racial/ethnic identities
 - Level of financial need
 - Correlation to U.S. national poverty level
 - First-generation status
 - Academic college
 - Other criteria upon request

Average Student Debt at Graduation



Average Loan Debt by Student Group

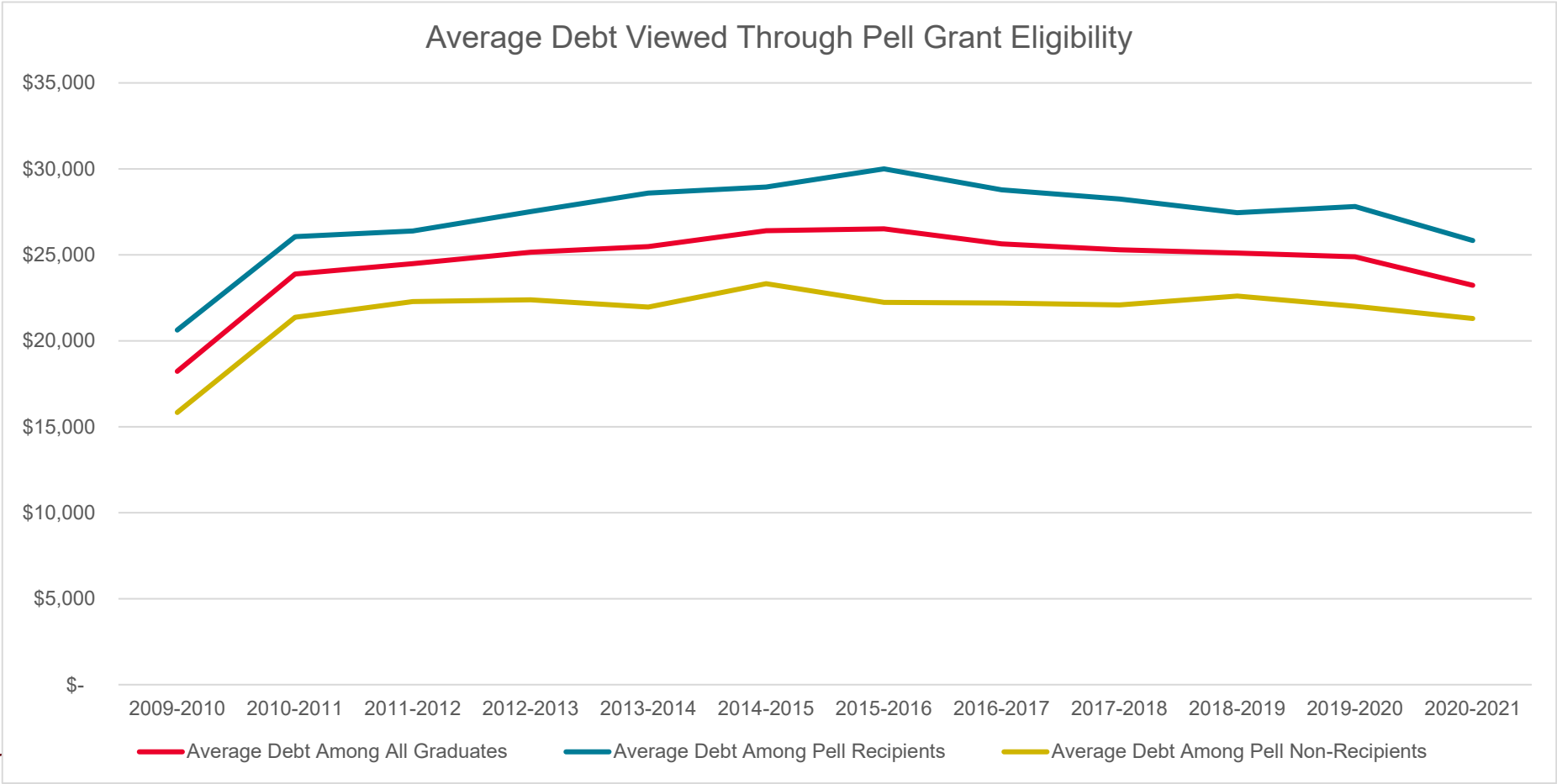
RACIAL AND ETHNIC LENS





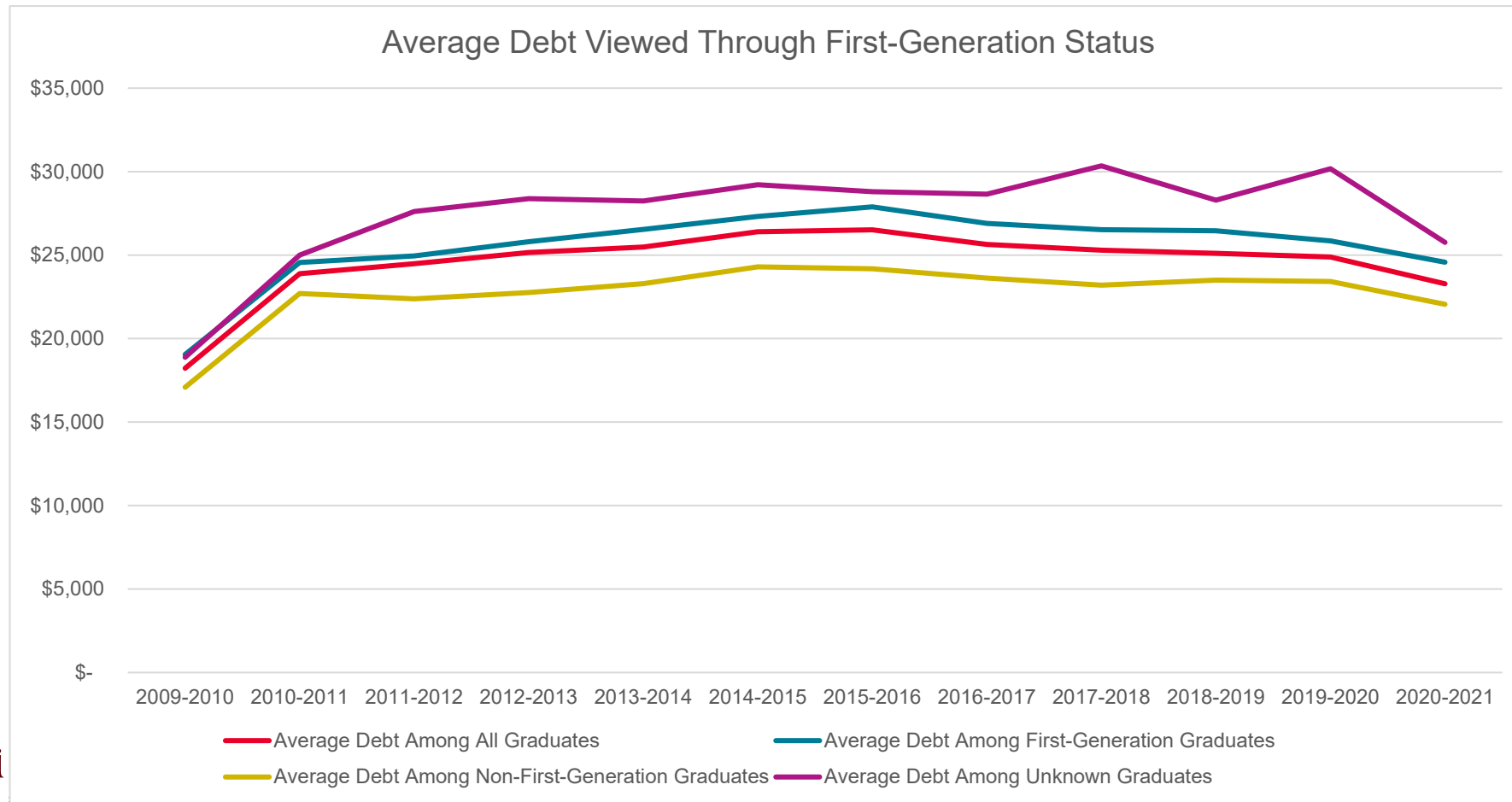
Average Loan Debt by Student Group

PELL GRANT ELIGIBILITY

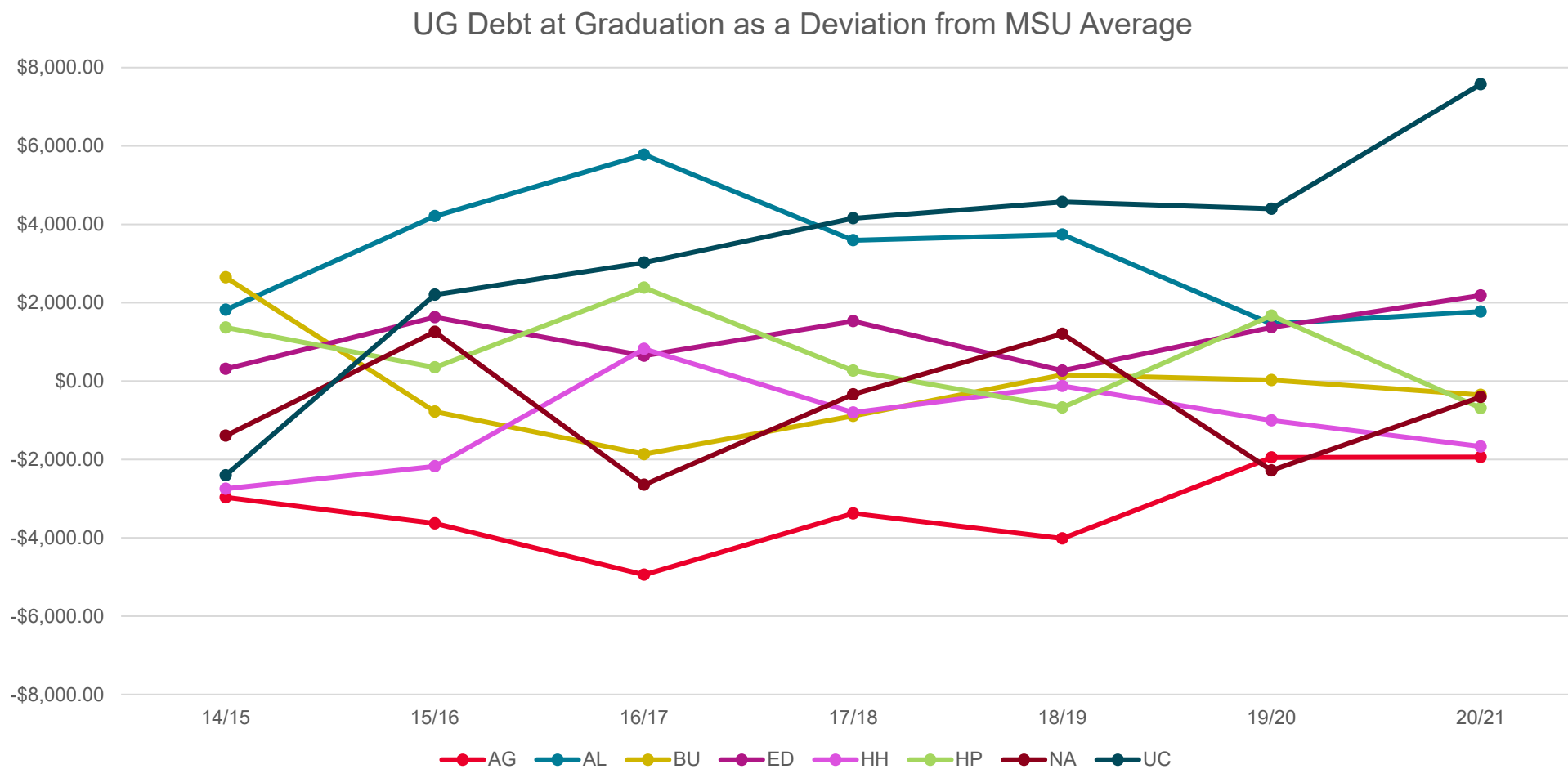


Average Loan Debt by Student Group

FIRST-GENERATION STATUS



Avg Debt at UG Graduation by College



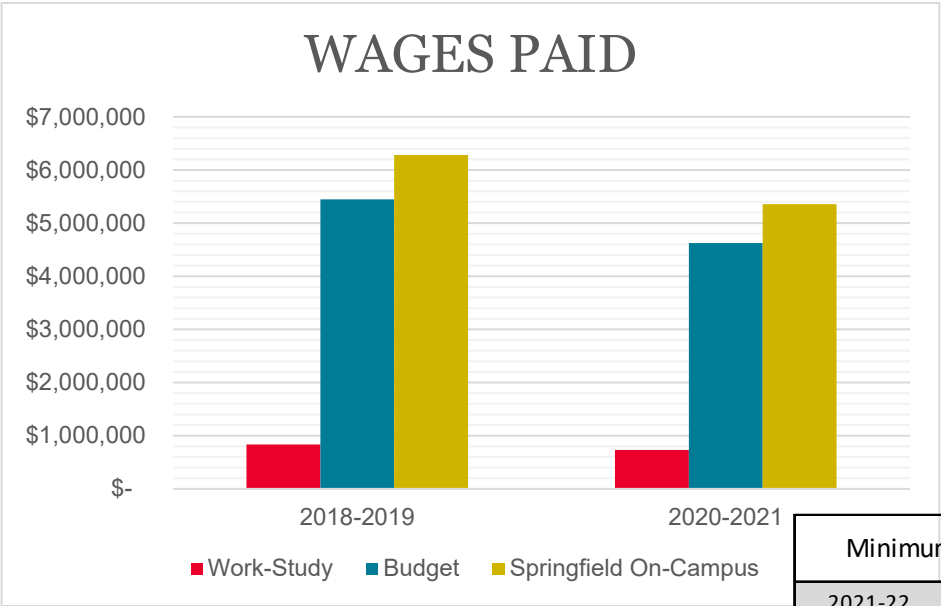
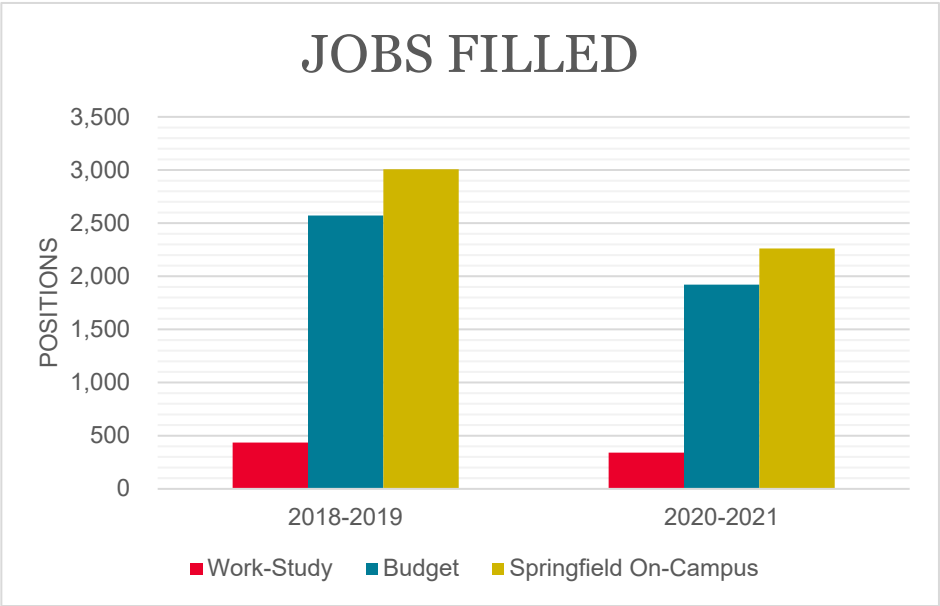
STUDENT EMPLOYMENT STATISTICS
PRE-COVID and COVID

	Work-Study		Budget		JLD - Off Campus		On-Campus Total		Springfield Total		West Plains		Total	
	#	Salaries	#	Salaries	#	Salaries					#	Salaries	#	Salaries
2020-2021	340	\$ 732,791	1921	\$ 4,625,861	260	\$ 2,115,302	2,261	\$ 5,358,652	2,521	\$ 7,473,954	91	\$ 312,899	2612	\$ 7,786,853
2018-2019	435	\$ 834,335	2572	\$ 5,449,320	823	\$ 3,596,376	3,007	\$ 6,283,655	3,830	\$ 9,880,031	145	\$ 422,177	3975	\$ 10,302,208

- Data is based on fiscal year totals.
- Current fiscal payroll totals are not available for comparison.
- 2019-2020 included campus closure.
- 2018-2019 provides realistic pre-Covid data.
- Detailed slides include Springfield data. Similar data for West Plains Campus is available.

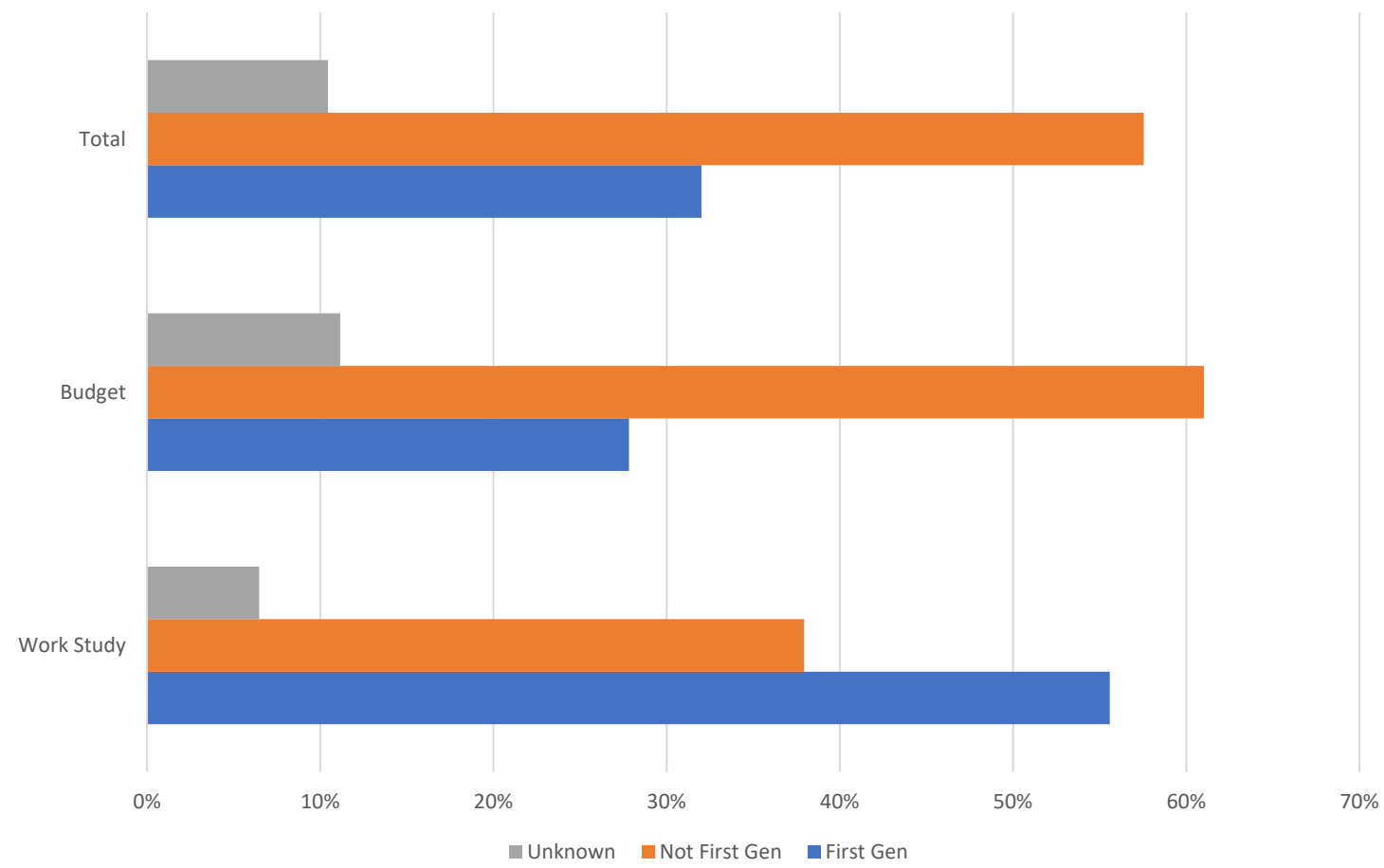


ON-CAMPUS STUDENT EMPLOYMENT
PRE-COVID and COVID



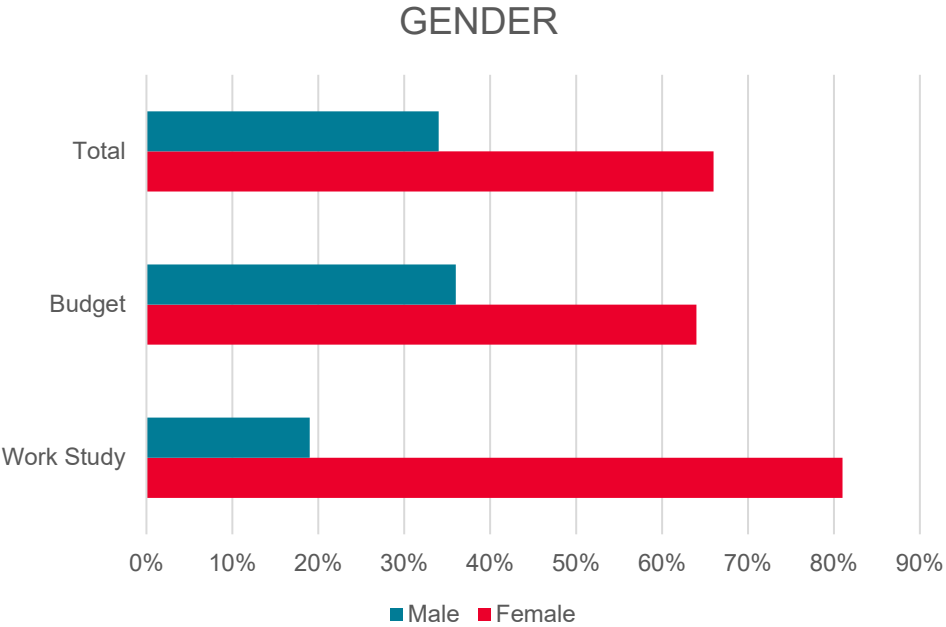
Minimum Wage		
2021-22	\$	11.15
2020-21	\$	10.30
2019-20	\$	9.45
2018-19	\$	8.60
2017-18	\$	7.85
2016-17	\$	7.70
2015-16	\$	7.65
2014-15	\$	7.65

FIRST GENERATION BY STUDENT EMPLOYMENT JOB CATEGORY





STUDENT EMPLOYEE DEMOGRAPHICS
TOTAL JOBS



ETHNICITY

White or Caucasian	75%
Non-Resident Alien	8%
Black or African American	6%
Hispanic or Latino	4%
More than one race	4%
Asian	2%

AGE RANGE

18-21	34%
22-24	51%
25-39	14%
40-59	1%
60+	0%



**LEADERS IN COMMUNITY SERVICE (LCS)
WORK STUDY – COMMUNITY SERVICE**

- Student Participants – 34
- Contracted Agencies – 40
- Hours Worked – 9,516
- Work Study Wages Paid - \$121,805

JOB LOCATION AND DEVELOPMENT
OFF-CAMPUS JOB POSTINGS

2021-2022 FISCAL YEAR

- COMMUNITY BUSINESS POSTINGS – 532
- JOB PLACEMENTS FROM JLD POSTINGS – 364 YTD
- STUDENT SALARIES EARNED FROM POSTINGS -
\$3,019,381 YTD

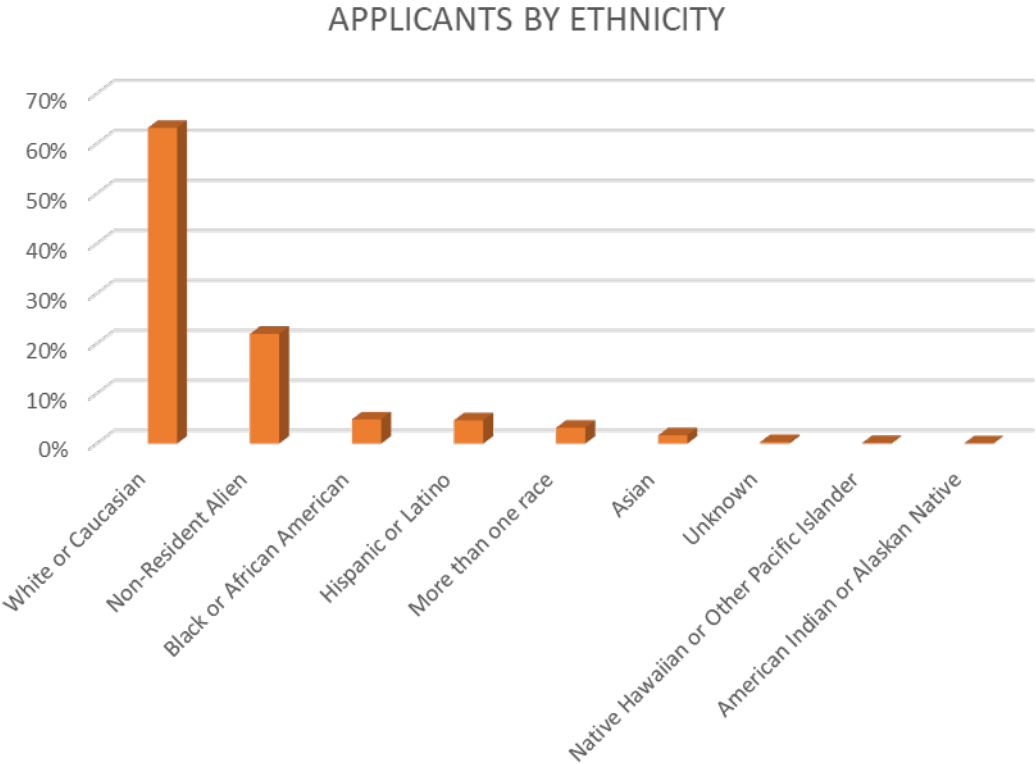


ON-CAMPUS APPLICANT POSTINGS

Student Applicant 12-Month Total		
# of Student Applicants	1607	
Internal Student Postings	297	
Work Study Required Postings	104	35%
Work Study Optional Postings	193	65%
Average applications per posting	19	



ON-CAMPUS APPLICANT POSTING DEMOGRAPHICS



APPLICANTS BY GENDER

Female	63%
Male	36%
Not Reported	0%

APPLICANTS BY CITIZENSHIP

Not International	78%
International	22%



The Career Center



Dr. Kelly Rapp, Director of the Career Center

Career Center Data Usage

KELLY RAPP

- First Destination Tracking: Graduate **Outcomes** Survey
 - Required by the state beginning 2017
 - Administered to all bachelor's degree earners
 - Campus-wide effort; various methods of follow-up
- **Internal Operations**
 - Student engagement
 - Employer engagement
 - Program assessment; identify gaps in service



HANDSHAKE

All data is tracked through our career management platform, Handshake. We have no public-facing dashboard yet, but reports are available upon request.

Graduate Outcomes Survey

KELLY RAPP

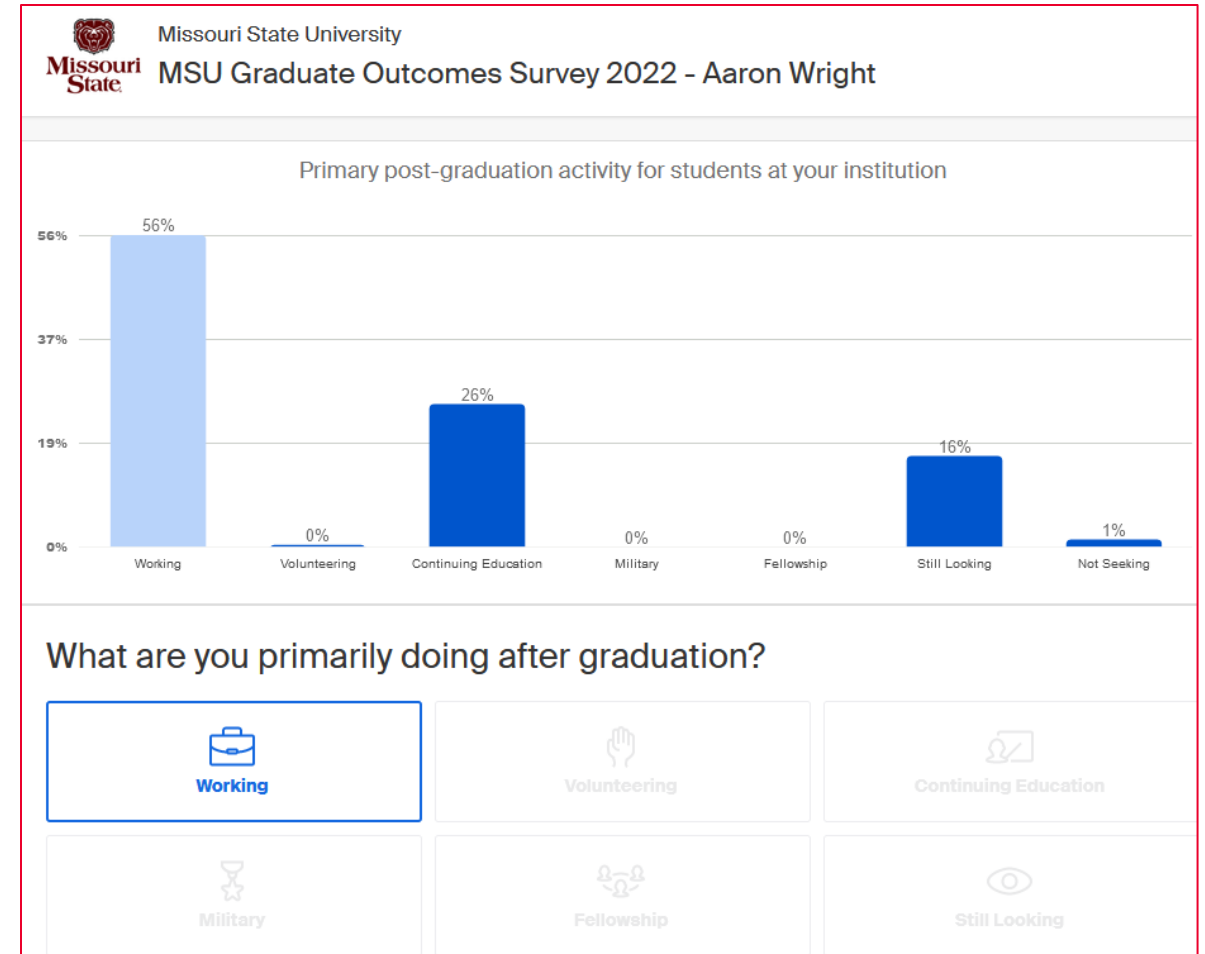


TELL US YOUR PLANS!
**TAKE THE GRADUATE
OUTCOMES SURVEY**
bit.ly/outcomes22

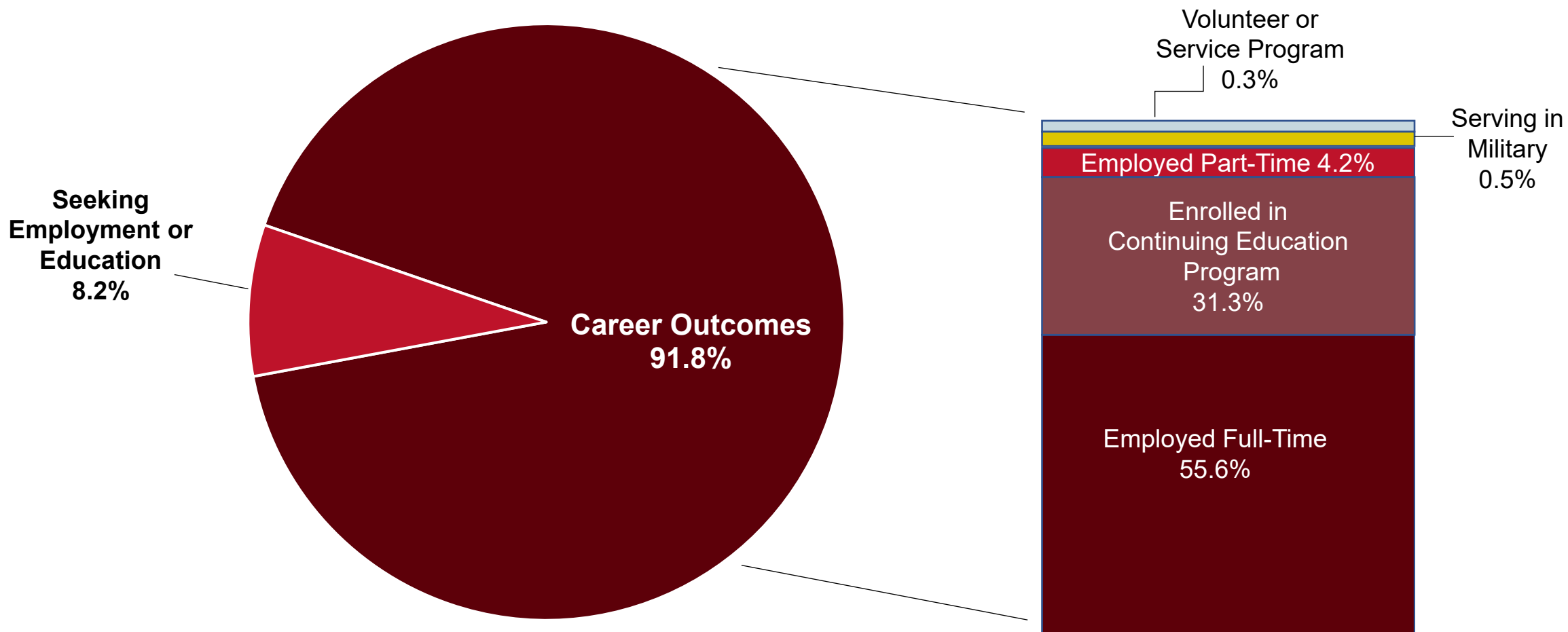
Congratulations
#BEARGRADS!



Need help with your search? Contact us:
Career Center
MISSOURI STATE UNIVERSITY
Carrington Hall 309 | Glass Hall 276
careercenter.missouristate.edu • 417-836-5636
#CareerBears • #CareerReady



2020-2021 Student Success After Graduation



Knowledge Rate is the percent of graduates for which the institution has reasonable and verifiable first-destination information. The 2020-2021 knowledge rate for Missouri State University is 66.5%.

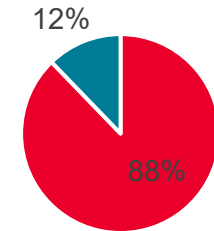
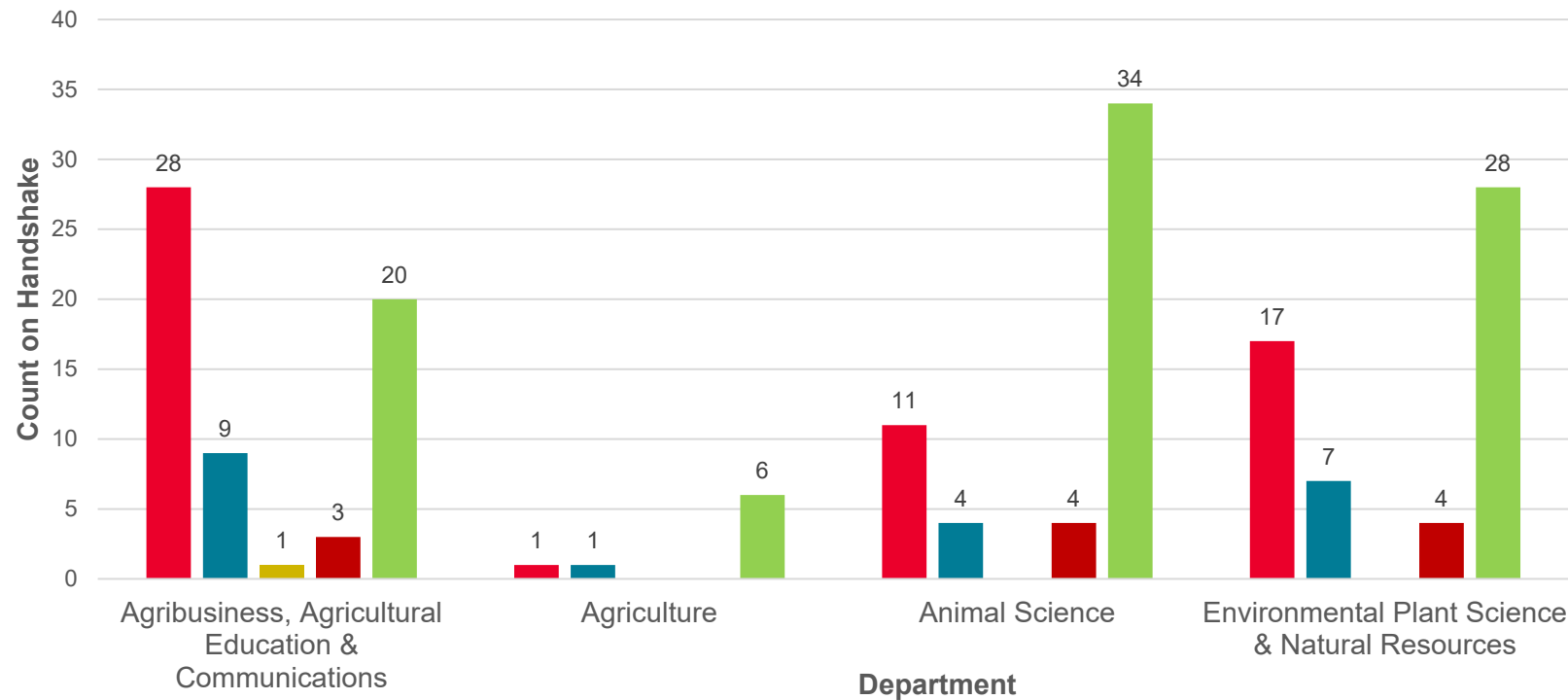
Outcomes Report to Deans

KELLY RAPP

Career Outcomes Darr College of Agriculture

- Success
- Seeking employment or education

2021 - 2022 Student Success After Graduation



- Working
- Continuing Education
- Military
- Still Looking
- Unknwn



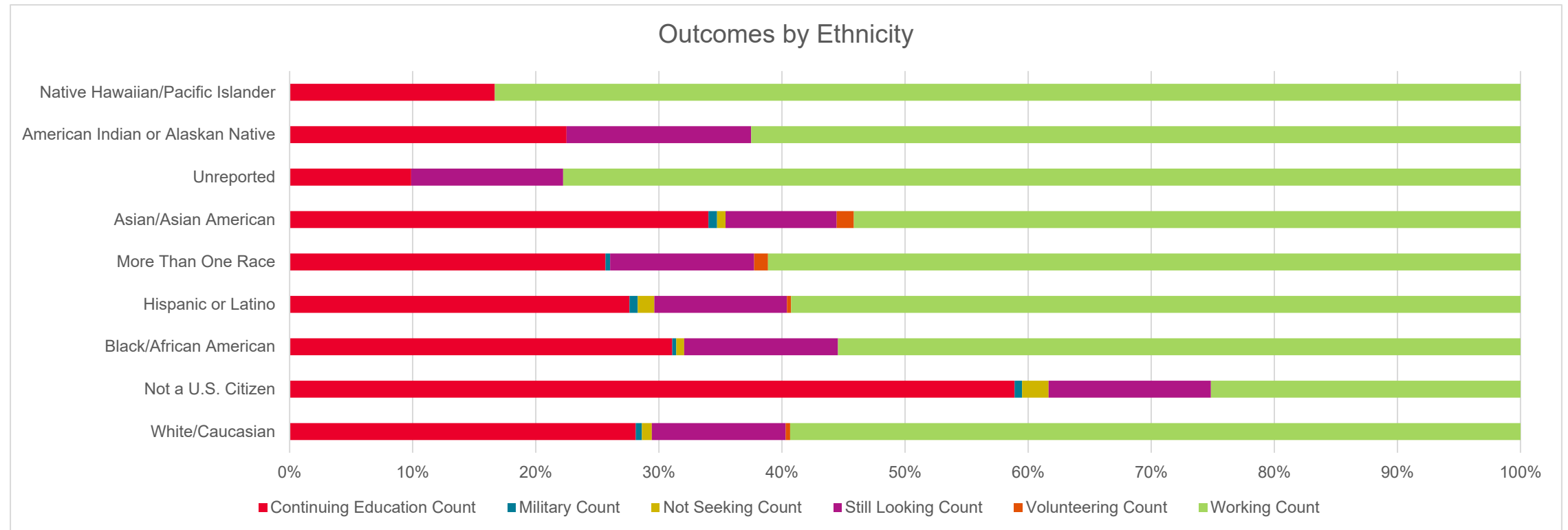
Top Employers & Industries, 2017-2021

KELLY RAPP

- Cox Health Systems (103)
 - Mercy Hospital (102)
 - O'Reilly Auto Parts (69)
 - Freelance/Self-Employed (57)
 - Missouri State University (52)
 - Springfield Public Schools (51)
 - Cerner Corporation (50)
 - BKD CPAs & Advisors (33)
- Healthcare (338)
 - K-12 Education (304)
 - Retail Stores (118)
 - Commercial Banking & Credit (69)
 - Food & Beverage (58)
 - Transportation & Logistics (58)
 - Government - Local, State & Federal (56)
 - Higher Education (54)

Outcomes Demographics, 2017-2021

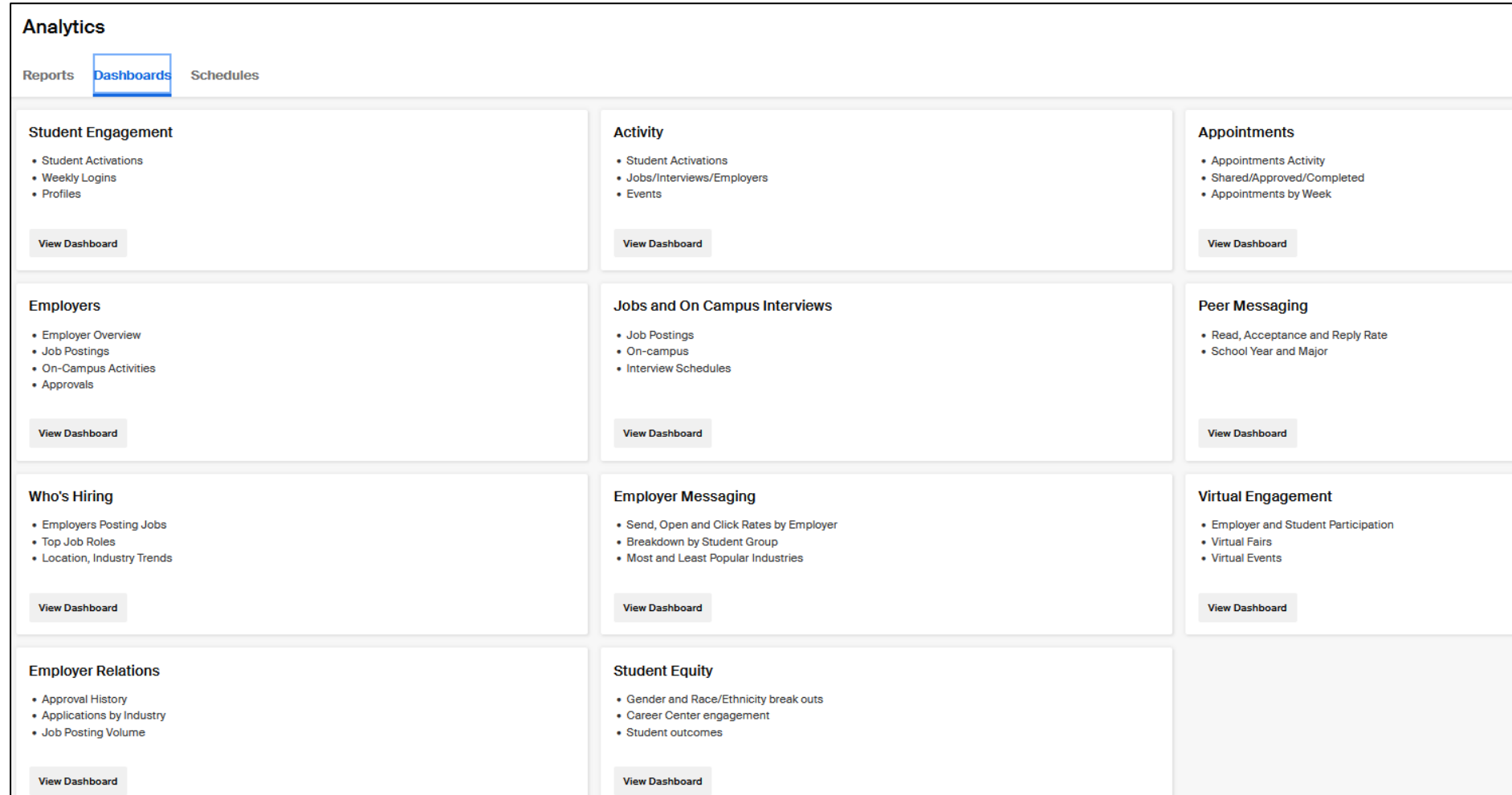
KELLY RAPP



Career Center Operations

KELLY RAPP

- Handshake is full of data
- Student information from Banner
- Job postings & employer engagement



Student Engagement with Career Preparation, 2021-2022

KELLY RAPP



2,720 STUDENT
APPOINTMENTS IN
CAREER CENTER



2,617 RESUMES UPLOADED
AND REVIEWED IN HANDSHAKE

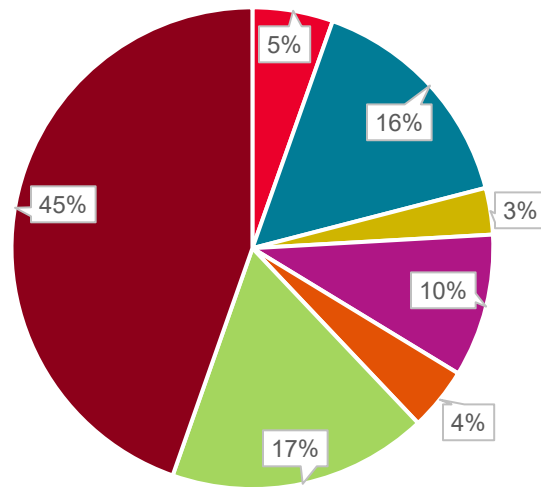


44% OF STUDENTS ARE ACTIVE
IN HANDSHAKE

Student Engagement with Career Preparation, 2021-2022

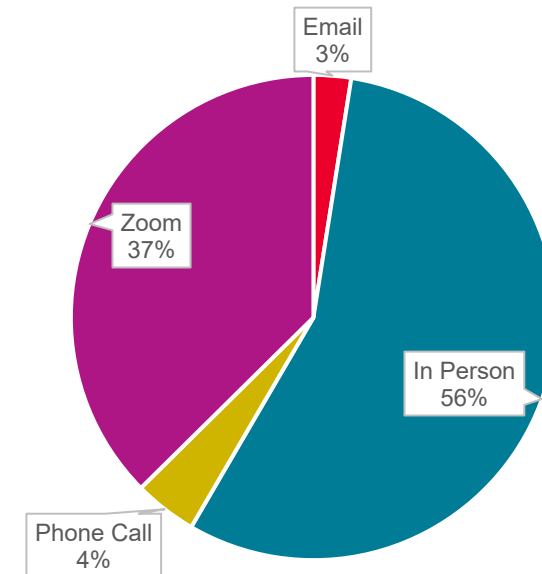
KELLY RAPP

Appointments by Type



- All Other Types
- Career Counseling
- Graduate School Preparation
- Job/Internship Search
- Major Exploration
- Mock Interview
- Resume/Cover Letter/LinkedIn

Appointments by Medium

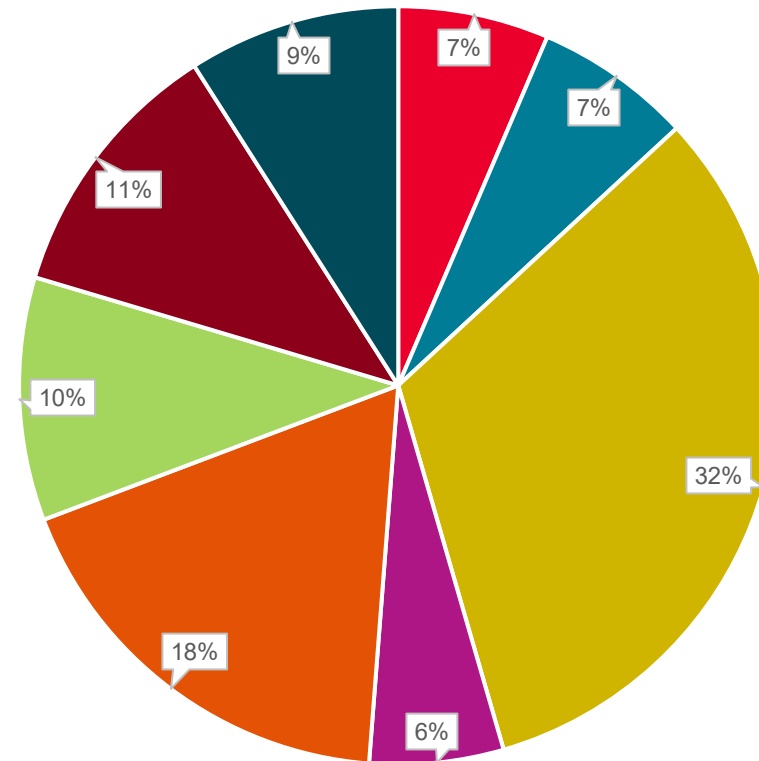


Student Engagement with Career Preparation, 2021-2022

KELLY RAPP

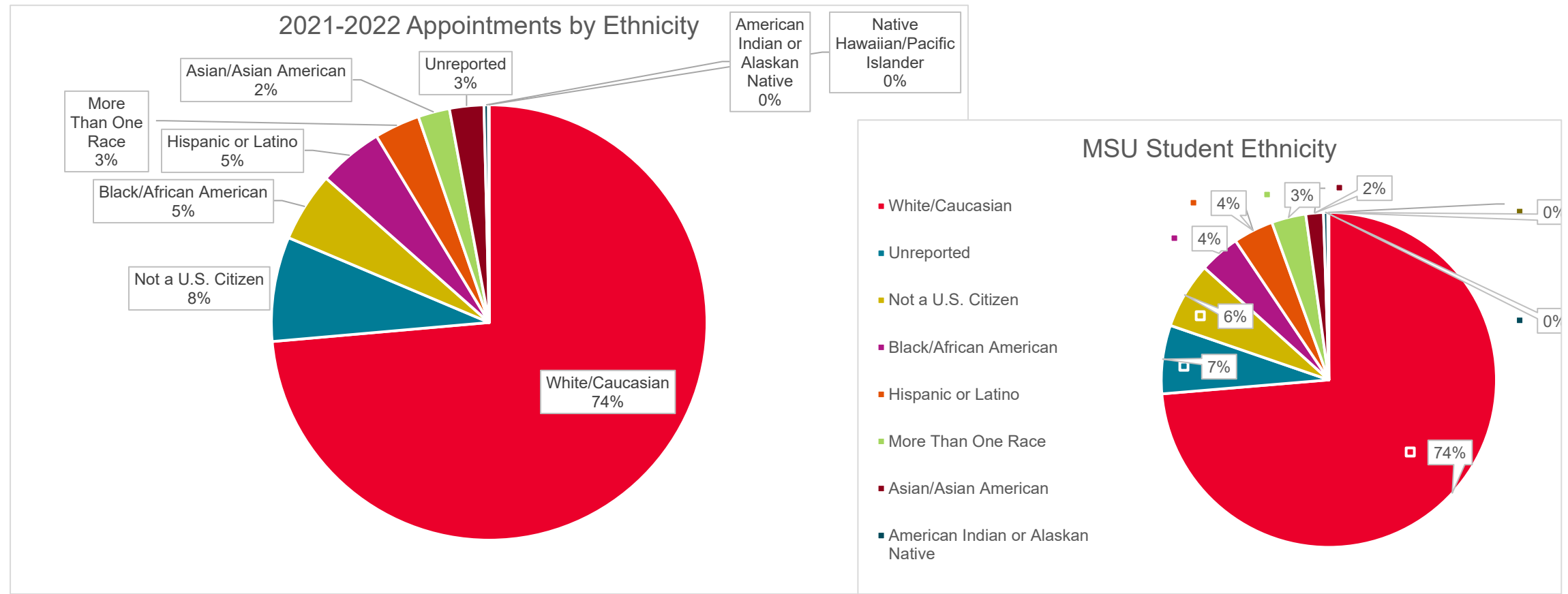
Appointments by College

- Agriculture
- Arts & Letters
- Business
- Education
- Health & Human Services
- Humanities & Public Affairs
- Natural & Applied Sciences
- Undergraduate College/Provost



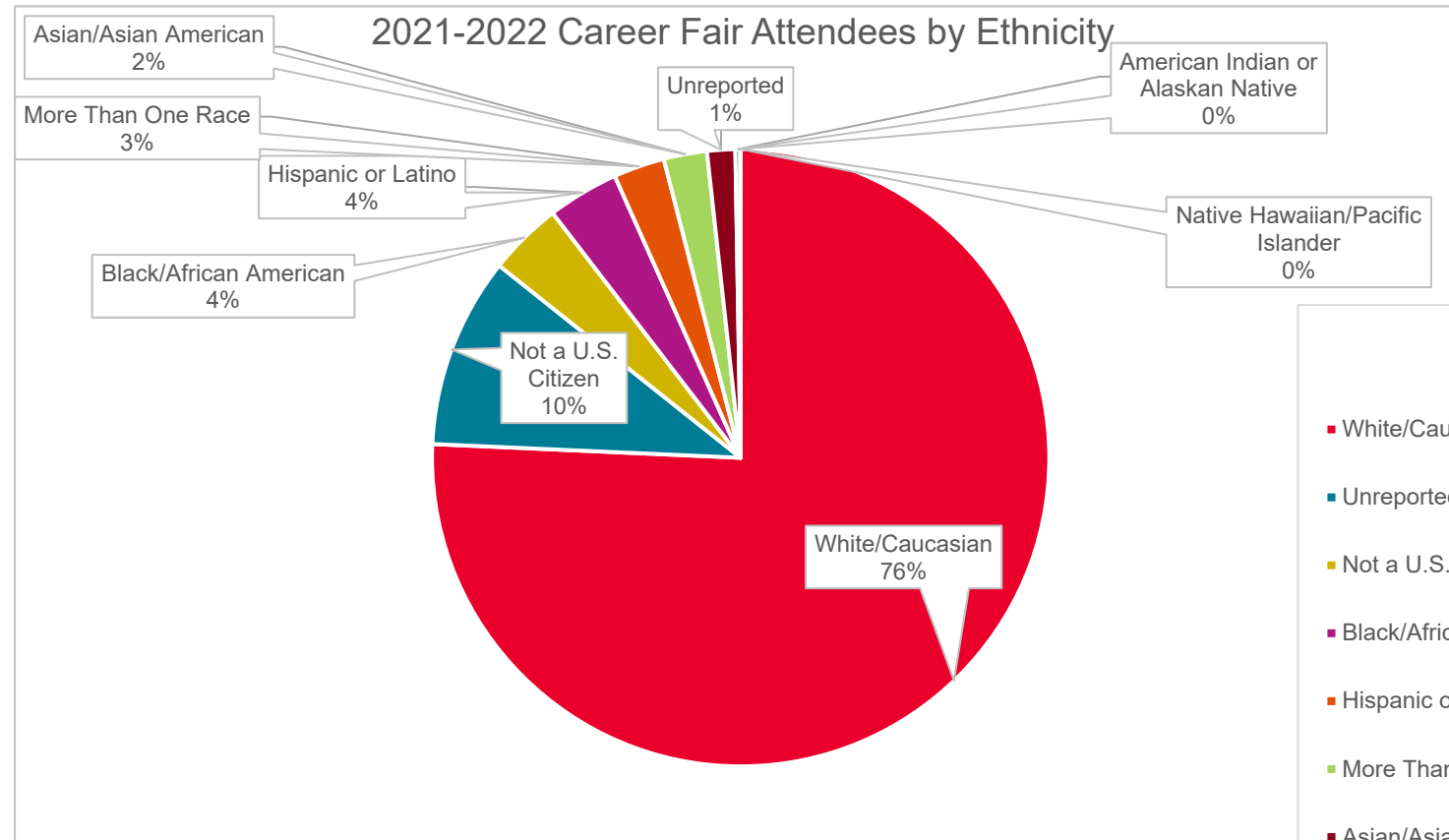
Student Engagement by Ethnicity

KELLY RAPP

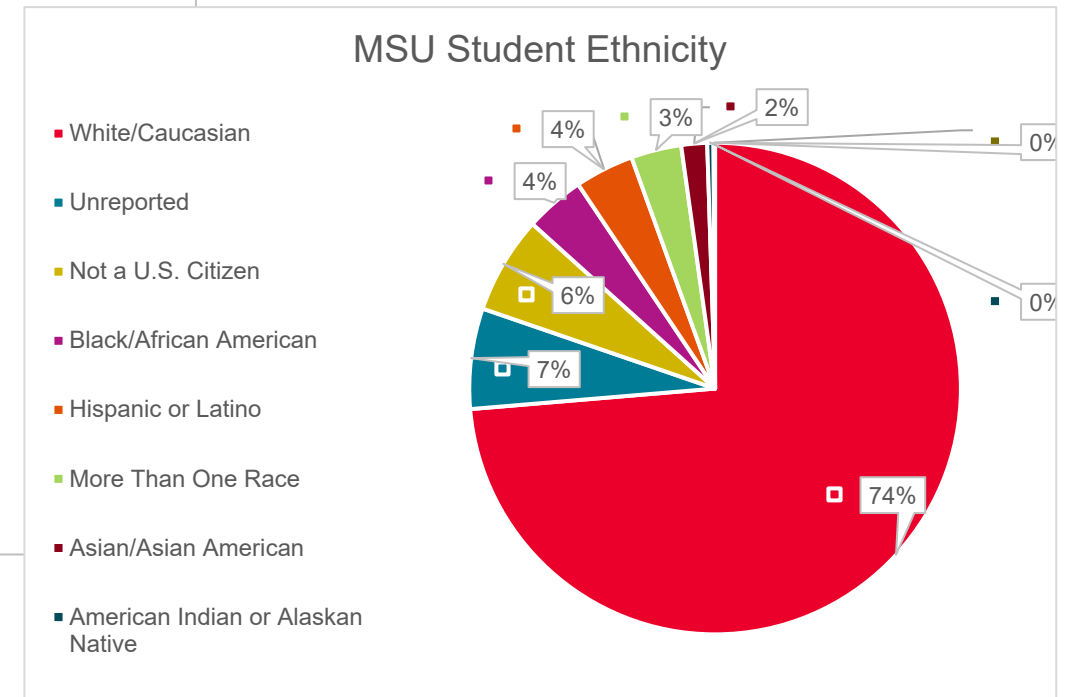


Student Engagement by Ethnicity

KELLY RAPP



Missouri State
UNIVERSITY





Employer Engagement 2021-2022: Opportunities for Students

KELLY RAPP

3,227 employers approved

- 9,646 total employers approved since 2019

65,000 jobs posted

135 events

10 career fairs

180 virtual employer sessions



Employer Engagement 2021-2022: Opportunities for Students

KELLY RAPP

Job Posting Volume by Industry

- Healthcare
- K-12 Education
- Government - Local, State & Federal
- Non-Profit - Other
- Internet & Software

Career Fair Attendance by Industry

- K-12 Education
- Construction
- Healthcare
- Accounting
- Hotels & Accommodation



Institutional Research



Dr. Michelle Olsen, Director of Institutional Research

III Institutional Research Resources / Retention and Graduation Data

ROB HORNBERGER, MICHELLE OLSEN, KELLY WOOD

- Enrollment Management vs. Institutional Research reports
 - IPEDS reporting – excludes students taking courses exclusively in the ELI program, Study Away program, at the Dalian China campus and exclusive auditors.
 - Tracking classes (e.g., enrolled at another school but financial aid at MSU, access to campus resources)
- Retention and Graduation reports
- Provost Dashboards
- Bear Stats
- Fact Book
- AIM Dashboard
- IPEDS and other outside data source submissions

Region	Number of Countries
South America	12
Central America	7
Caribbean	13

Provost's Dashboards

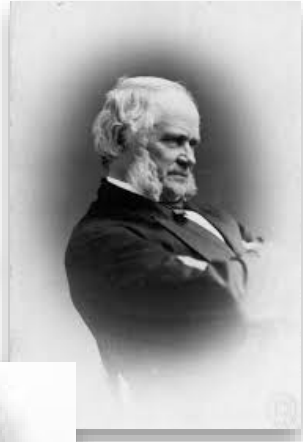
- Enrollment + Awards
- Retention
- College and Department Resources
- Faculty and Staff
- General Education Profile
- Historical SCH



Connecticut

Henry Barnard

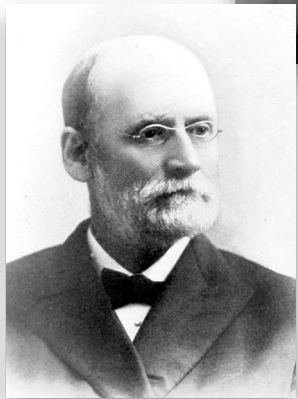
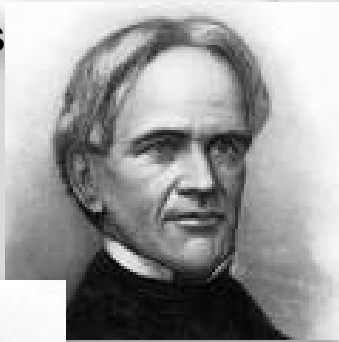
Data > Change



Massachusetts

Horace Mann

Comparison
s

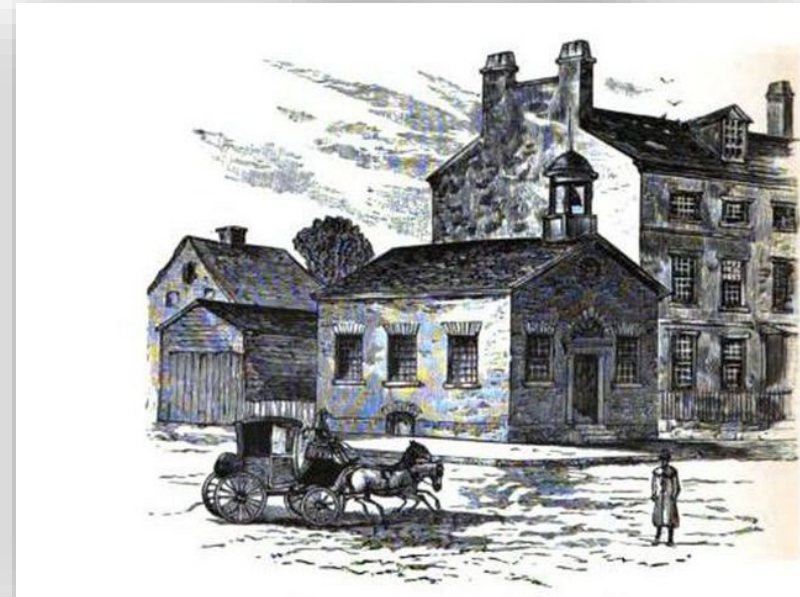


William Torrey

Harris
Missouri State
UNIVERSITY
Adapted concepts

200 years of Puritan influence on
Education

1630s to 1840s



1636 the Puritan established the **Latin School** in Boston,
Massachusetts

Reading, understanding the Bible and religion, and the Laws of the
Colonies

— Trickle Down From The Top —

Education Committee



State Legislature - **Mandates**

Governor

MDHEWD - establishes reporting protocols

Board of Governors

President



Provost



Performance
Measures/Funding

Missouri State™

Missouri State
UNIVERSITY

Vision → Mission → Long Range Plan → Action Plan



Institutional Research

Enhanced Missouri Student Achievement
Study

Accountability

— Attracting, Retaining, and Graduating Good Students —



NCES

EMSAS



Action Plan/LRP

- Admissions [Admissions Comparisons](#)

- Fall Enrollment

- 12-month Enrollment

- Retention

- Finance

- Completions

- Student Financial Aid

- Graduation Rates

- Outcome Measures

- Human Resources HR Census

- Academic Libraries

- Term registration

- Fall Enrollment

- Remediation Survey

- Completions

- Program file

- Course File

Performance Funding

- Licensure

Gender & Race/Ethnicity

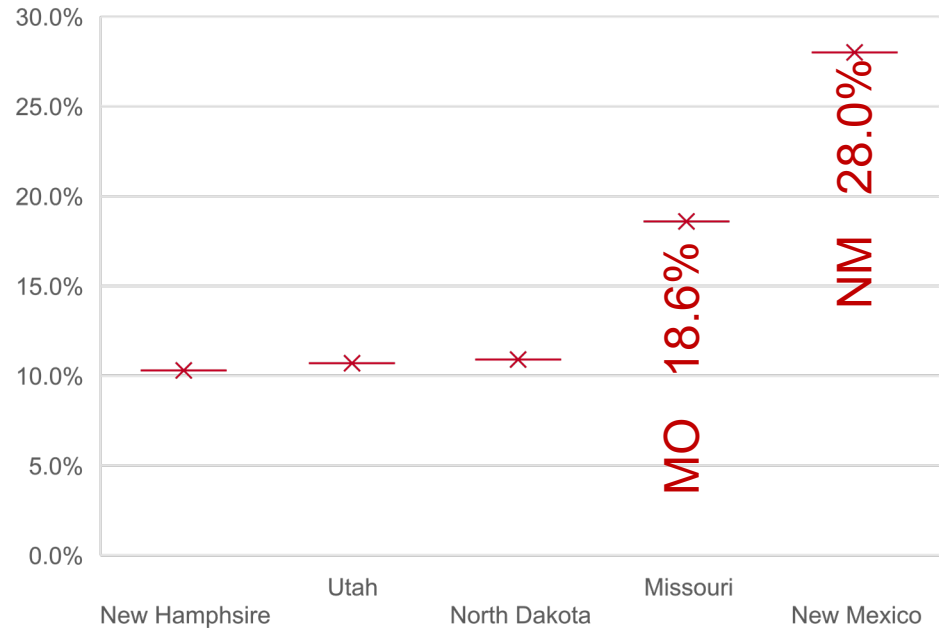
Comparable Data



Percent of Students in Poverty



Percent of Student in Poverty by Specified State



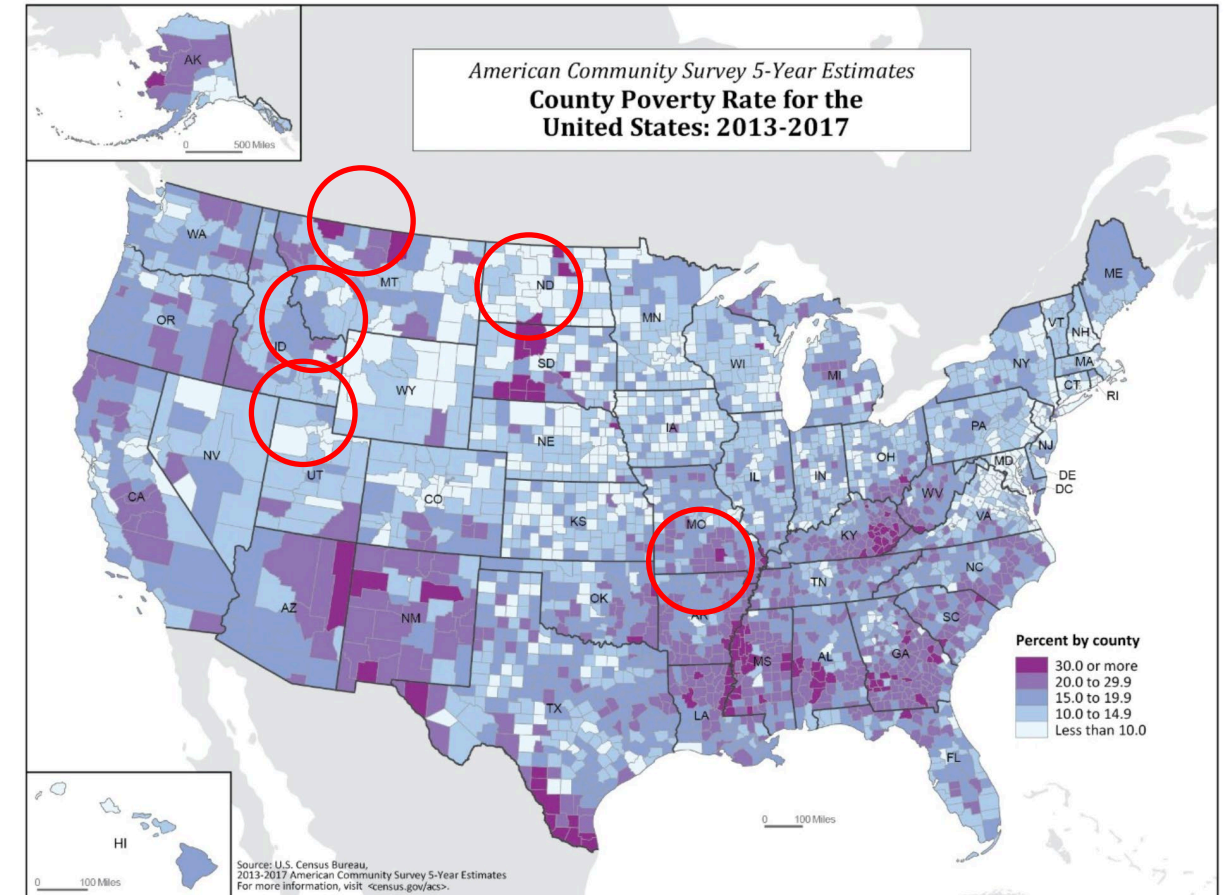
Low Range

High Range

NH	10.3%	25,909
UT	10.7%	97,832
ND	10.9%	18,579

NM	28.0%	306,513
----	-------	---------

DECEMBER 06, 2018





Missouri Earnings by Level of Education

Unemployment Rate	Education Attainment	Median Earnings	Median Earnings over 20 Years
11.1%	< High School	\$24,831	
4.8%	High School Grad/GED	\$31,297	
3.0%	Some college/Associate	\$36,127	
1.7%	Bachelor's or higher	\$57,293	
			\$49,6620
			\$625,960
			\$722,540
			\$1,145,860

Brain Drain

- 30 to 40% of Missouri bachelor's degree recipients will leave Missouri for a job one year after graduation
- Kansas attracts the greatest number of Missouri bachelor's degrees (STEM)



Office of the Registrar



Angela Young, Registrar

Shannon Holt, Associate Registrar – Records and Registration



Report Resources for Academic Departments

Summative Reports

- Course Availability & Enrollment Comparison
- Course Demand
- Headcount Comparison Enrollment by Course
- New General Education Course Availability
- Section Demand

Comprehensive Reports

- Course Check by Program
- Course Check for Minors
- Enrollment by Section
- Waitlisted Students by Section

<https://www.missouristate.edu/EnrollmentManagement/DepartmentReports.htm>



Reports for Class Schedule and Courses

ARGOS

These Reports (and others) Are Available On Demand

- Campus-Wide Course > ODSPROD – Class Schedule Search View
- Campus-Wide Course > ODSPROD – Course Master Data with Banded Reports



Reports for Class Schedule and Courses

ACCURATE DATA AS OF PREVIOUS DAY (ODSPROD)

CAMPUS-WIDE COURSE – ODSPROD – Class Schedule Search View

Course Data Available

- Max Enrollment
- Actual Enrollment
- Available Seats
- Max Waitlisted
- Max Cross-listed
- Campus Code
- Credit Hours
- Instructor
- Part of Term
- Meeting Days and Times



Reports for Class Schedule and Courses

ACCURATE DATA AS OF PREVIOUS DAY (ODSPROD)

CAMPUS-WIDE COURSE – ODSPROD – Class Schedule Search View

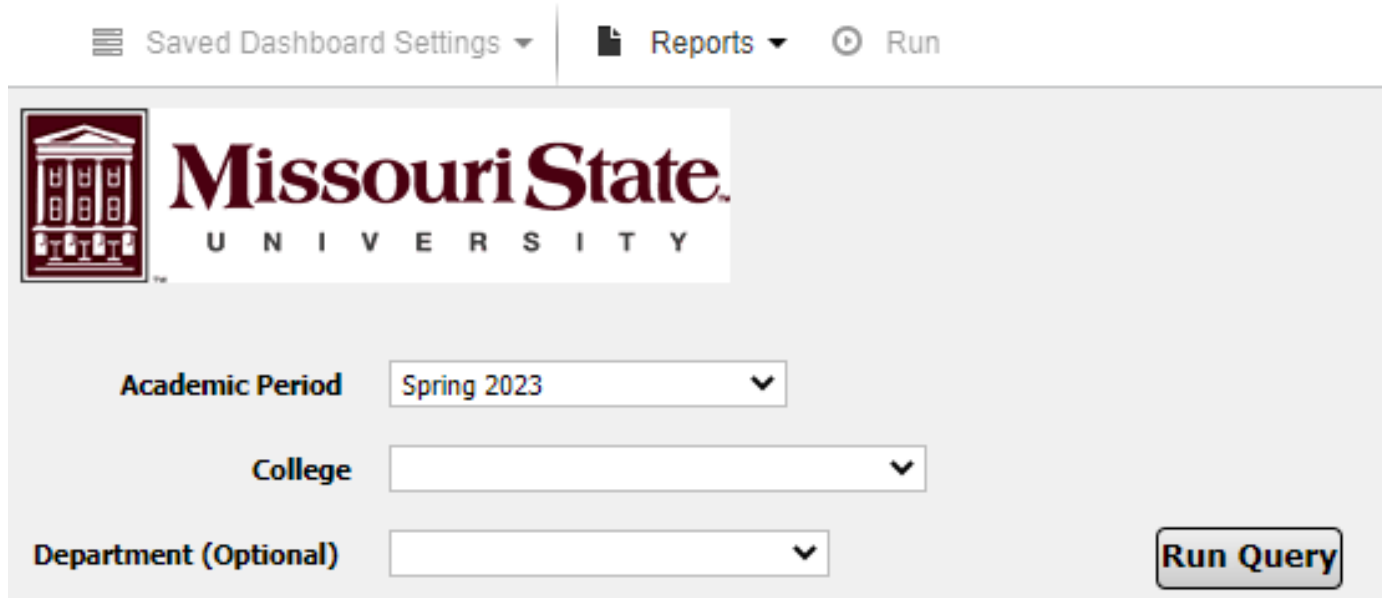
Path to this report:

- MyMissouriState
- Work Resources
- Admin Banner/Information Access
- Argos Web Viewer
- Student
- Campus-wide Course
- ODSPROD – Class Schedule Search View

Reports for Class Schedule and Courses

ACCURATE DATA AS OF PREVIOUS DAY (ODSPROD)

CAMPUS-WIDE COURSE – ODSPROD – Class Schedule Search View



The screenshot shows the top navigation bar with 'Saved Dashboard Settings', 'Reports', and 'Run' options. Below this is the Missouri State University logo. The main form area contains three dropdown menus: 'Academic Period' (set to 'Spring 2023'), 'College', and 'Department (Optional)'. A 'Run Query' button is located at the bottom right of the form.

Parameters in this report:

- ☐ Academic Period
- ☐ College
- ☐ Department (Optional)

Missouri State University - Missouri State



Reports for Class Schedule and Courses

ACCURATE DATA AS OF PREVIOUS DAY (ODSPROD)

CAMPUS-WIDE COURSE – ODSPROD – Course Master Data With Banded Reports

Report Features

- Can be specific to:
 - Location
 - Building
 - Meeting days
 - instructor
- Can be exported to excel or PDF
- Course Comments available
- Schedule details available
 - Modality
 - Credit Hours
 - Lec/Lab



Reports for Class Schedule and Courses

ACCURATE DATA AS OF PREVIOUS DAY (ODSPROD)

CAMPUS-WIDE COURSE – ODSPROD – Course Master Data with Banded Reports

Path to this report:

- MyMissouriState
- Work Resources
- Admin Banner/Information Access
- Argos Web Viewer
- Student
- Campus-wide Course
- ODSPROD – Course Master Data with Banded Reports



Reports for Class Schedule and Courses

ACCURATE DATA AS OF PREVIOUS DAY (ODSPROD)

CAMPUS-WIDE COURSE – ODSPROD – Course Master Data with Banded Reports

Parameters in this report:

- ☐ Academic Period
- ☐ College
- ☐ Department (Optional)
- ☐ Status (Optional)
- ☐ Building (Optional)
- ☐ Tracking Courses
- ☐ Parts of Term
- ☐ ITV Courses
- ☐ Campuses
- ☐ Instructional Methods

Reports for Class Schedule and Courses

ACCURATE DATA AS OF PREVIOUS DAY (ODSPROD)

CAMPUS-WIDE COURSE – ODSPROD – Course Master Data with Banded Reports

Saved Dashboard Settings ▾ Reports ▾ Run

 **Missouri State**
UNIVERSITY

Course Master Data [Help](#)

Academic Period Spring 2023 ▾

College ▾

Department (Optional) ▾

Status (Optional)

Main	Description
(ALL)	All Courses
A	Active Courses Only
H	Held Courses Only

Building (Optional)

☒ All Buildings

Optional

☐ Include Tracking Courses

☐ Show Only ITV Courses

Campus (Optional)

Check Show Only ITV Courses ▾

Sessions (CE Code)

CE Code	CE Description
Check Show ITV Courses On...	

Select Parts of Term:

☒ All Parts of Term

(All Parts of Term)

(All Campuses) ▾

☒ All Campuses

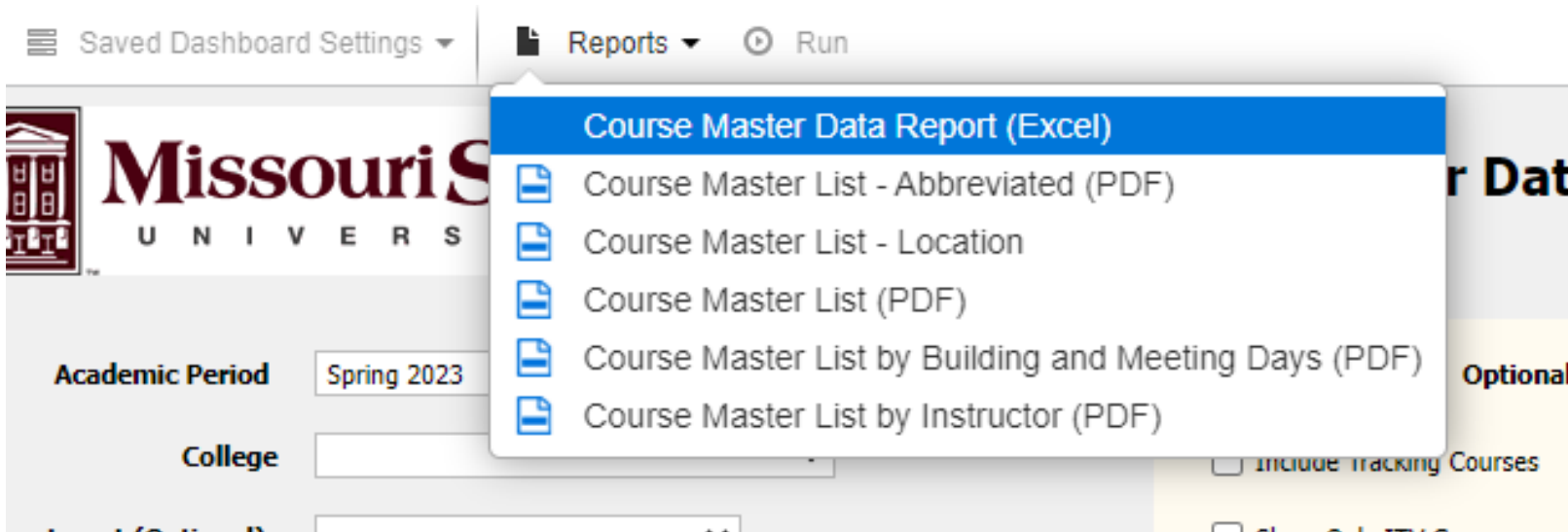
(All Methods) ▾

☒ All Instructional Methods

Reports for Class Schedule and Courses

ACCURATE DATA AS OF PREVIOUS DAY (ODSPROD)

CAMPUS-WIDE COURSE – ODSPROD – Course Master Data with Banded Reports





Reports for Class Schedule and Courses

ARGOS

These Reports (and others) Are Available On Demand

- Campus-Wide Course > ODSPROD – Class Schedule Search View
- Campus-Wide Course > ODSPROD – Course Master Data with Banded Reports



Student Mental Health



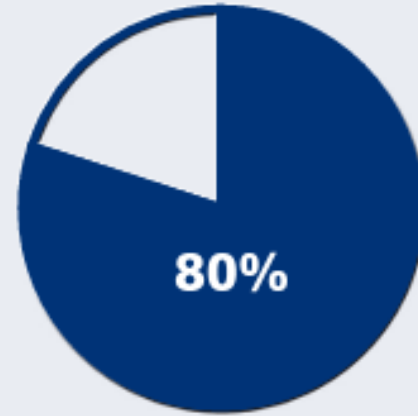
Rhonda Lesley, Director
MSU Counseling Center

May 26, 2022

THE NUMBERS BEHIND THE IMPACT OF COVID-19



1 in 5 of college students
say their mental health
has significantly worsened
under COVID-19.



80% of college students
report that COVID-19 has
negatively impacted their
mental health



MSU Snapshot

MACHB Data 2021/2020 data comparison:

2021

N = PIP 24

10154 MSU 906

2020 N = PIP 23

8769 MSU 1168

Q159	Which of the following are the main sources of your stress?		
1	School/Academics	91%	93%
2	Financial Concerns	50%	59%
3	Job	39%	43%
4	Dating/relationship with partner	27%	29%
5	Family	36%	39%
6	Friends	22%	23%
7	Roommate(s)	14%	18%
8	Time Management	51%	54%
9	Physical Health (related to COVID-19)	11%	11%
10	Physical Health (unrelated to COVID-19)	29%	33%
11	Future plans (e.g., graduation, finding a job)	56%	61%
12	Outside organizations/responsibilities (e.g., Athletics, fraternity/sorority)	18%	17%
13	Mental health issues	41%	47%
14	Global pandemic (COVID-19)	35%	35%

Q190	Which of the following are the main sources of your stress?		
1	School/Academics	90%	90%
2	Financial Concerns	56%	62%
3	Job	36%	38%
4	Dating/relationship with partner	27%	29%
5	Family	33%	34%
6	Friends	23%	26%
7	Roommate(s)	16%	20%
8	Time Management	53%	56%
9	Physical Health	31%	32%
11	Future plans (e.g., graduation, finding a job)	54%	57%
12	Outside organizations/responsibilities (e.g., Athletics, fraternity/sorority)	22%	23%
13	Mental health issues	34%	37%
14	Other (please specify)	1.9%	2.5%

MSU HMS (Health Minds Study – JED) Data 3/2020: N =1130

Estimated values of selected measures for Missouri State University	Percentage of students
Major depression (positive PHQ-9 screen)	20%
Depression overall, including major and moderate (positive PHQ-9 screen)	39%
Anxiety disorder (positive GAD-7 screen)	36%
Eating disorder (positive SCOFF screen)	11%
Non-suicidal self-injury (past year)	25%
Suicidal ideation (past year)	18%
Lifetime diagnoses of mental disorders	41%



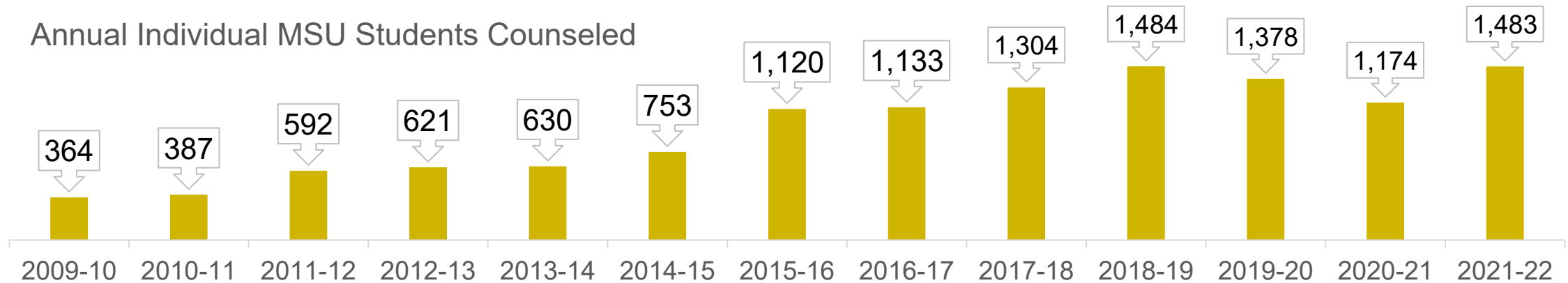
MSU Counseling Center Annual Report 2020-2021

Student Primary Presenting Concerns: N = 1174

- *Anxiety (76%)*
 - *Relationships (53%)*
 - *Depression (51%)*
 - *Academics (45%)*
 - *Suicidal Thoughts/Plans (31%)*
 - *Eating Concerns (21%)*
 - *Substance Use (19%)*
-
- *Other: Self Injury (17%), Financial Concerns (15%), Abuse: Physical, Sexual, Emotional (14%), Trauma (24%), Grief/Bereavement (15%), Work Issues (10%), Anger Issues (9%), Sexual Assault (8%), Crisis Adjustment (6%), Oppression (4%), Homicidal Thoughts (2%), and many others*

MSU Counseling Center Clinical Services

- Over 1,400 individual students counseled during 2021-2022
- Over 5,000 student visits





**MSU Counseling: “Supporting
student development,
wellbeing and success.”**

Missouri State
UNIVERSITY

- Brief Therapy Model- 8 sessions
- Individual, Couples, Group, Substance Use, Victims Services, Diversity Initiatives and Crisis Assessment.
- Confidential, user-friendly services
- New Tele-Mental Health sessions in COVID 19
 - Convenient, increased safety and efficiency
- After-hours and online support:
 - ProtoCall Services
 - Website:
www.counselingcenter.missouristate.edu

ADDITIONAL RESOURCES

Online Screening

Alcohol and Other Drugs

Resources for Veterans

Body U

Self Help Links

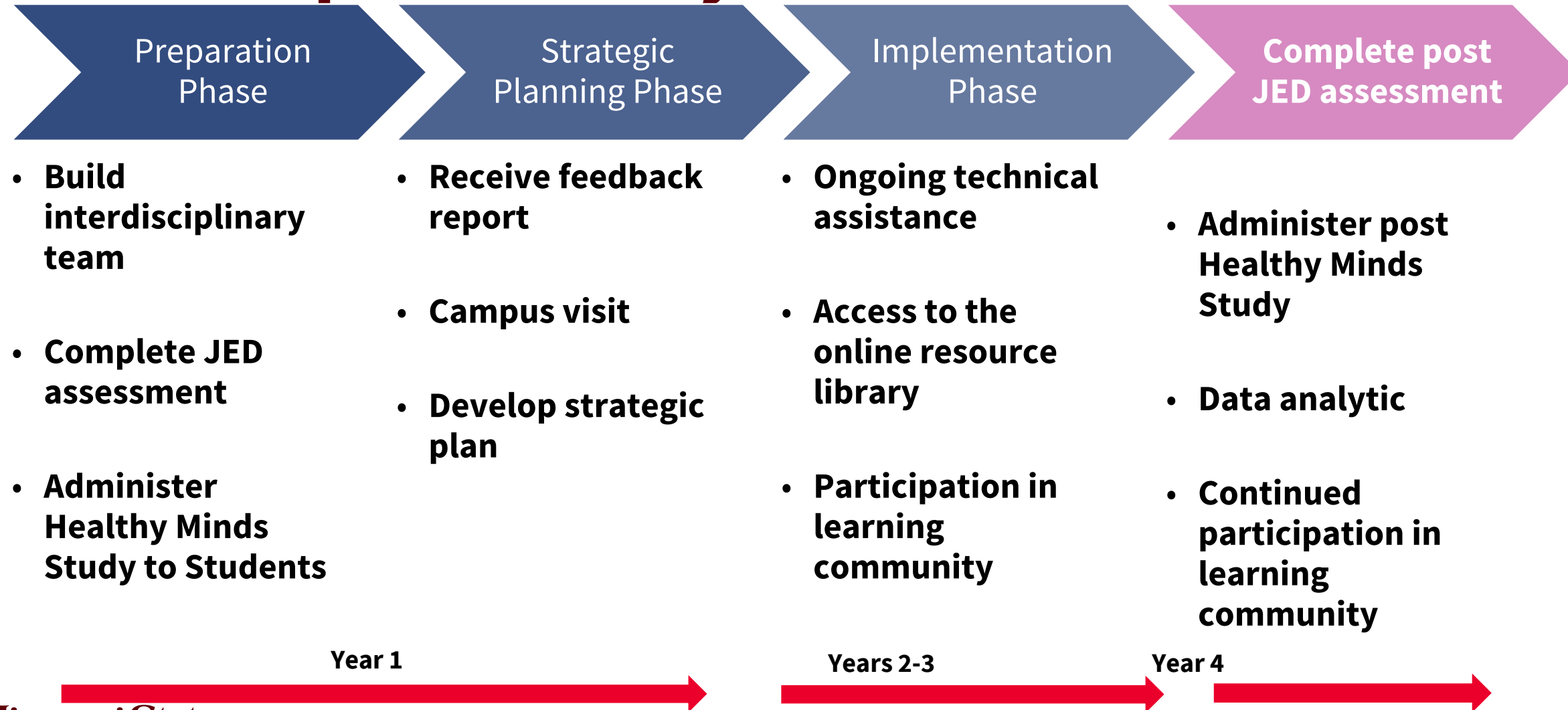
**Staff, Faculty and Graduate Assistant
Support**



- Initiative designed to guide schools through a collaborative process of comprehensive review of systems, program and policy development with customized support to build upon existing student mental health, substance misuse and suicide prevention efforts
- Four-year strategic partnership with JED Foundation that not only assesses and enhances work already being done, but helps to create positive, systemic change in the campus community.



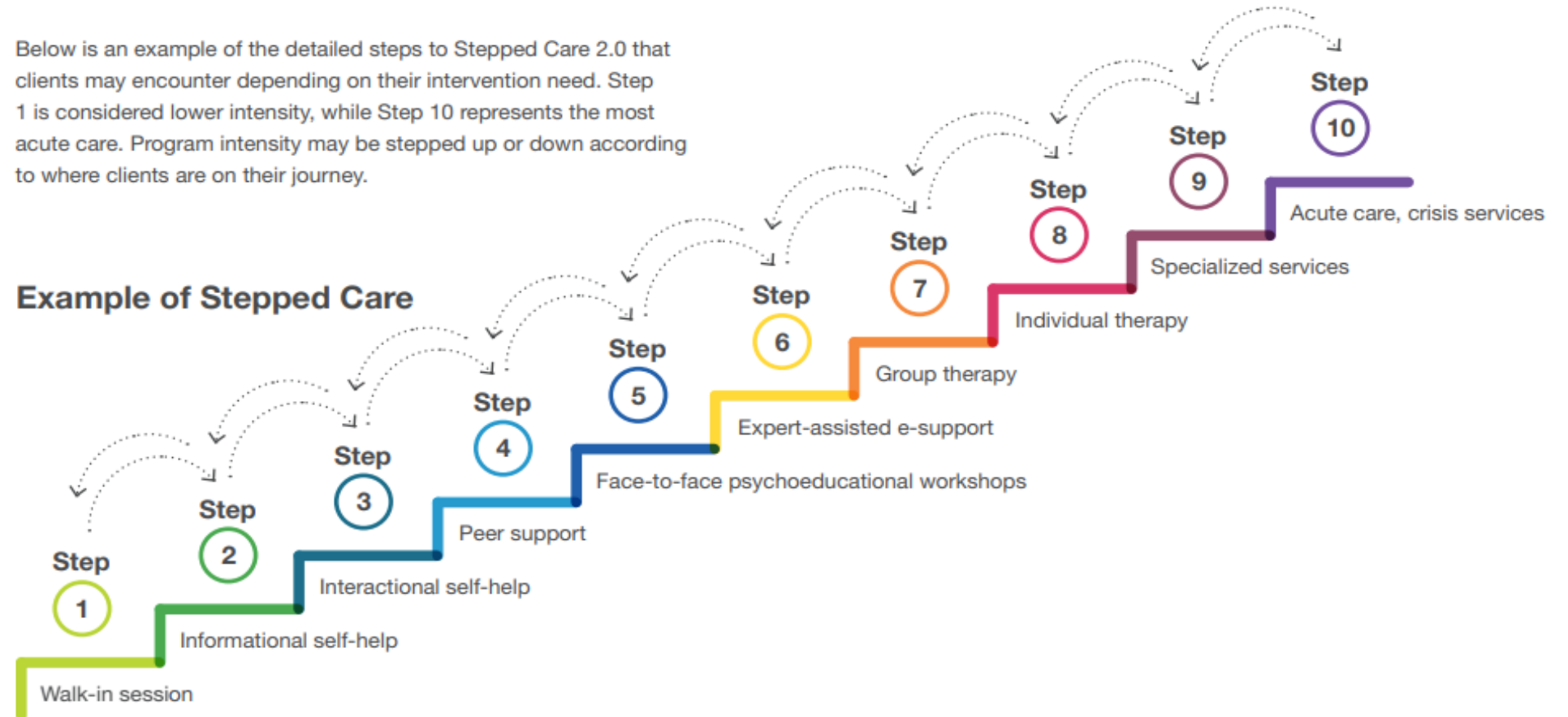
JED Campus Journey



Stepped Care Steps

Below is an example of the detailed steps to Stepped Care 2.0 that clients may encounter depending on their intervention need. Step 1 is considered lower intensity, while Step 10 represents the most acute care. Program intensity may be stepped up or down according to where clients are on their journey.

Example of Stepped Care



Note: the steps described are simply an example of the model. Stepped Care can take on different forms depending on an organization's size, needs and service delivery capacity.

Personalized Care Model





Mental Health, Academics & Retention

THE IMPACT...

- **Academic impact**

- Nationally, 27% of students receiving counseling report academic performance difficulties as a primary presenting concern (AUCCCD Survey, 2020)
- 64% of College Students with Mental Health problems drop out within 5 years (NAMI 2012 study)
- 79% of students reported faculty and staff mental health trainings as “extremely important” (NAMI 2012 study)
- At MSU, 45% of counseling center students report academic concerns as a primary reason for receiving counseling, and the following either agreed or strongly agreed that:
 - 61 % reported “my problems interfered with my ability to conduct my academic work”
 - 24 % reported “I considered leaving Missouri State due to my academic problems”
 - 47% reported “the counseling I received helped me remain in school”
 - 67 % reported “counseling contributed to my academic success or progress” (MSU Counseling Center Survey, Fall 2021. N = 137)

- **Scholarly Articles and Reports:**

- College Students Speak Survey (NAMI 2012)
- Effects of Counseling on Grades and Retention (1997)
- Helping Those Who Help Themselves: Does Counseling Enhance Retention? (2019)
- Investing In Student Mental Health: Opportunities & Benefits for College Leadership (2019)

- **Retention Impact at UCF:**

- FTIC CAPS clients/students are persisting and graduating at similar rates to FTIC's Non-client/students, although FTIC- Non-client/students are persisting at a slightly higher rate (1%).
- By contrast, Transfers and Graduate students who received CAPS services had higher persistence rates than their Non-CAPS counterparts. ***CAPS students are at risk for academic difficulties due to mental health issues. In recent publications (NAMI 2012), it was reported that 64% of those with mental health issues drop out of college over a 5- year span due to mental health reason. Given the persistence rates, it is reasonable to assume that CAPS services has manage this risk well and helped to increase the persistence and graduation rates for these at-risk students.

(Univ. of Central Florida, 2017,AUCCCD Conference presentation. 5-year study 2011-2016)



Recommendations

- Better **Assess Student Needs**
- **Enhance Accessibility** of Clinical Services
- Explore Opportunities to **Integrate Mental Health Promotion and Prevention** Throughout the Entire Campus System
- Campus **Leaders Need to Set the Tone** for Proactive Messaging, Communication, and Norm Setting

References:

- Active Minds Student Survey (2020) The Impact of COVID-19 on Student Mental Health. www.activeminds.org/studentsurvey/
- Association for University and Counseling Center Directors (2021) Annual Survey Report. www.aucccd.org
- Center for Collegiate Mental Health (2021) Annual Report www.ccmh.psu.edu/annual-reports
- Healthy Minds Study Survey (2020). Missouri State University Report.
- Illovsky, Michael E. (1997) Effects of Counseling on Grades and Retention. *Journal of College Student Psychotherapy*. 12:1, 29-44, DOI: 10.1300/J035v12n01_04
- Lockard, A.J., Hayes, J.A., Locke, B.D., Bieschke, K.J., and Castonguay, L.G. (2019) Helping Those Who Help Themselves: Does Counseling Enhance Retention? *Journal of Counseling and Development*. Vol 97, 128-139. DOI: 10.1002/jcad.12244
- Missouri Assessment of College Health Behaviors. (2020-2021) www.mopip.org
- NAMI 2012 Online Survey Report: www.nami.org/collegesurvey May 25, 2022
- Ketchen Lipson, S., Abelson, S., Ceglarek, P., and Eisenberg, D. (2019) Investing in Mental Health: Opportunities & Benefits for College Leadership. *American Council on Education and the Healthy Minds Network Research Team, University of Michigan.*
www.healthymindsnetwork.org

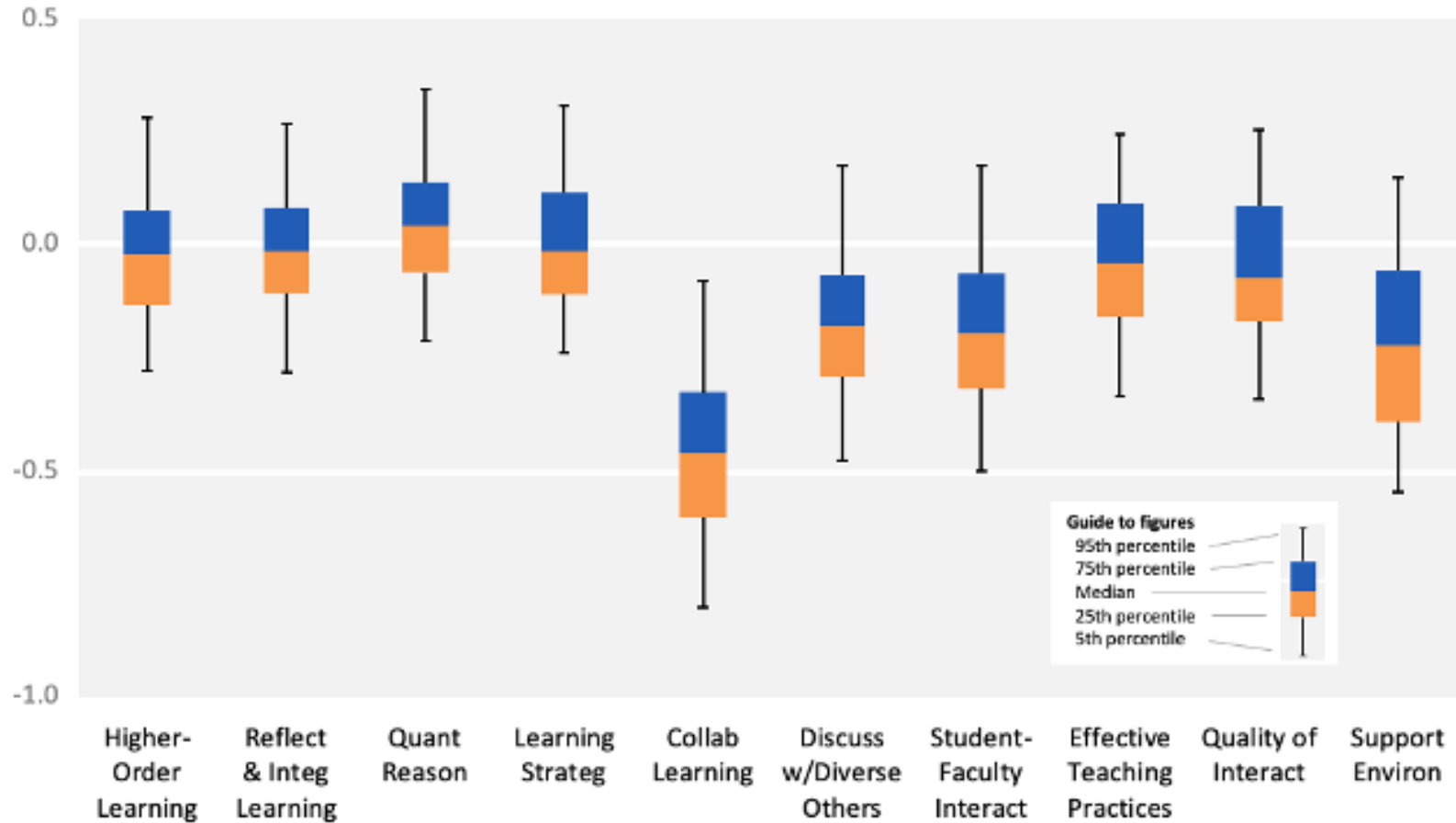


Student Engagement



Dr. Tara Benson, Associate Director of the PSU and Director of Student Engagement

NSSE 2021 Data





Engagement Decreases

Most student unions showing 65-75% less foot traffic than before spring 2020

Fraternity and Sorority Life decreases

Interdisciplinary Research decreases

Leadership applications



Engagement Growth

- NPHC Community
- Student Activities Council



Why?

Students missed the face-to-face introductions

Hybrid modality

Caregivers

New jobs

Moving Forward



Continue watching data trends



Communication



Prioritize services for students



Understanding and meeting student needs



Academic Support Services



Michael Frizell, M.F.A., Director of Student Learning Services

Dr. Kelly Wood, Associate Provost, Student Success

Bear CLAW Services

SERVICES AVAILABLE BEFORE THE PANDEMIC

- Subject-Area Tutoring
 - Math
 - Science
 - Business
- Writing Center
 - In-Person
 - Email (Select Groups)
- Course Mentoring/SI/PASS





Bear CLAW Services

DURING THE PANDEMIC (NOTE: FA2021 DROPPED VIDEOCONFERENCING FOR IN-PERSON SERVICE)

- Subject-Area Tutoring
 - Math
 - Science
 - On-Demand
 - Videoconferencing
- Course Mentors
 - Blackboard Collaborate Ultra
- Presentation Center
 - Email (Open to All)
 - Videoconferencing
- Writing Center
 - Email (Open to All)
 - Videoconferencing

Bear CLAW Services

MAJOR CHANGES DURING THE PANDEMIC

- Videoconferencing
- Writing Center available by email for all
- Creation of a Presentation Center
- PASS became Course Mentoring





Bear CLAW Usage

FALL 2017

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	4796
Writing Center	1996
PASS Program	2334
TOTAL	9126

FALL 2018

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	3531
Writing Center	2095
PASS Program	4167
TOTAL	9793



Bear CLAW Usage

FALL 2019

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	3843
Writing Center	1726
PASS Program (Drawing Down Program)	379
TOTAL	5948

FALL 2020

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	891
Writing Center	980
Course Mentor Program	2020
TOTAL	3891

Bear CLAW Usage

FALL 2021

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	2515
Writing Center	966
Course Mentor Program	1566
Presentation Center	167
TOTAL	5214

BREAKDOWN

Fall Semester	Count	Up or Down
2017	9126	NA
2018	9793	Up 667
2019	5948	Down 3845 (Closing PASS Program)
2020	3981	Down 1967
2021	5214	Up 1233

Bear CLAW Usage

SPRING 2018

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	2773
Writing Center	1775
PASS Program	3532
TOTAL	8080

SPRING 2019

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	3012
Writing Center	1692
PASS Program	3687
TOTAL	8391

Bear CLAW Usage

SPRING 2020

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	1207
Writing Center	486
Course Mentor Program	372
TOTAL	2065

SPRING 2021

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	498
Writing Center	505
Presentation Center	2
Course Mentor Program	2095
TOTAL	3100

Bear CLAW Usage

SPRING 2022

SERVICE	VISITS
General Tutoring (Math, Science, Subject Areas)	915
Writing Center	789
Presentation Center	20
Course Mentor Program	1478
TOTAL	3202

BREAKDOWN

Spring Semester	Count	Up or Down
2018	8080	NA
2019	8391	Up 311
2020	2065	Down 6326
2021	3100	Up 1035
2022	3202	UP 102

Bear CLAW Retention Snapshot

HEALTH AND HUMAN SERVICES

DEPARTMENT	USED CLAW	Count	Visits	Graduated (Full Year)	Percent Retained (Term 4)
FALL 2017 TO FALL 2018 TOTAL		4,623	3,630	942	83.41
Biomedical Sciences	ALL	784	999	164	88.52
	Yes	295	999	25	91.53
	No	489	0	139	86.71
Kinesiology	ALL	849	789	154	81.39
	Yes	243	789	11	86.42
	No	606	0	143	79.37
Nursing, School of	ALL	881	1,016	87	72.19
	Yes	364	1,016	1	74.45
	No	517	0	86	70.60
Psychology	ALL	988	314	238	84.11
	Yes	158	314	39	90.51
	No	830	0	199	82.89

DEPARTMENT	Used CLAW	Count	Visits	Graduated (Full Year)	Percent Retained (Term 4)
FALL 2018 TO FALL 2019 TOTAL		4,617	4,521	1,033	82.17
Biomedical Sciences	ALL	830	1,365	188	87.47
	Yes	317	1,365	33	89.91
	No	513	0	155	85.96
Kinesiology	ALL	846	949	171	82.86
	Yes	288	949	20	88.19
	No	558	0	151	80.11
Nursing, School of	ALL	867	1,478	80	71.51
	Yes	386	1,478	3	69.69
	No	481	0	77	72.97
Psychology	ALL	999	407	277	83.88
	Yes	159	407	47	92.45
	No	840	0	230	82.26

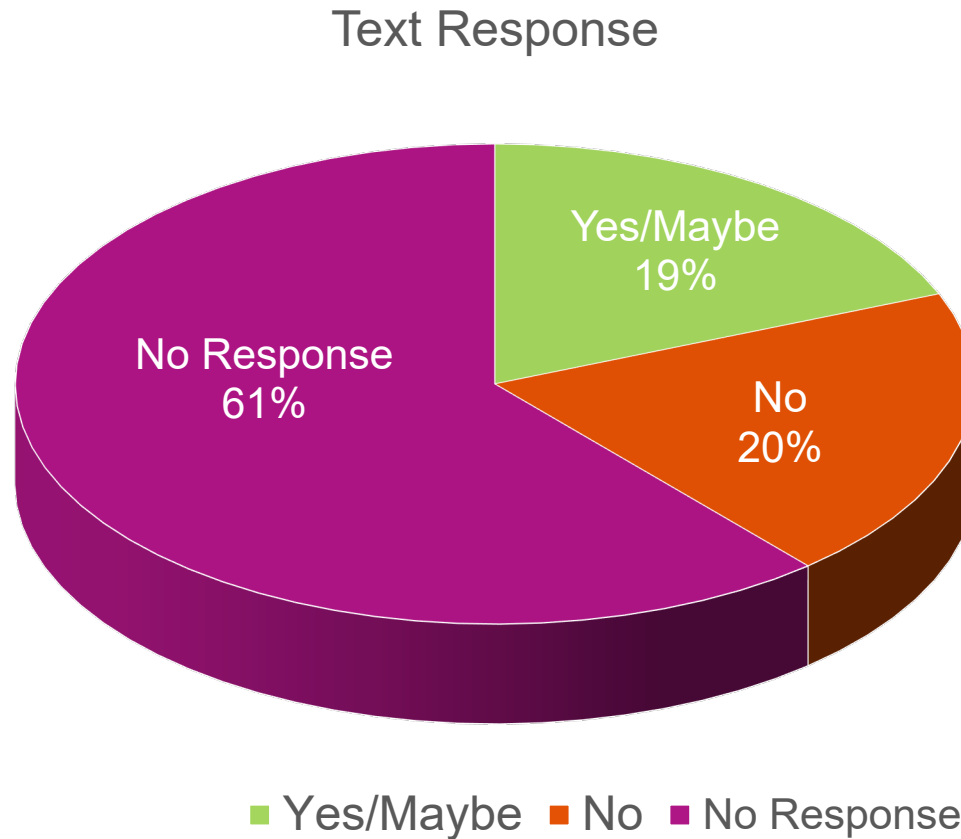
Bear CLAW Retention Snapshot

HEALTH AND HUMAN SERVICES

DEPARTMENT	Used CLAW	Count	Visits	Percent Retained (Term 4)
FALL 2019 TO FALL 2020 TOTAL		4,373	1,712	84.77
Biomedical Sciences	ALL	510	523	86.08
	Yes	117	523	88.89
	No	393	0	85.24
Kinesiology	ALL	801	478	85.14
	Yes	151	478	94.04
	No	650	0	83.08
Nursing, School of	ALL	782	353	75.32
	Yes	154	353	75.97
	No	628	0	75.16
Psychology	ALL	980	237	87.35
	Yes	110	237	90.91
	No	870	0	86.90

DEPARTMENT	Used CLAW	Count	Visits	Percent Retained (Term 4)
FALL 2020 TO FALL 2021 TOTAL		4,383	1,448	84.07
Biomedical Sciences	ALL	463	381	86.39
	Yes	136	381	89.71
	No	327	0	85.02
Kinesiology	ALL	769	350	80.88
	Yes	135	350	91.11
	No	634	0	78.71
Nursing, School of	ALL	768	444	76.30
	Yes	187	444	76.47
	No	581	0	76.25
Psychology	ALL	993	112	82.38
	Yes	85	112	92.94
	No	908	0	81.39

Do you plan to register for Spring 2022?



Results of campaign

N=141 said **yes**, I plan to register



SEM Student Success Tactics

FY22 TACTICS: RETENTION

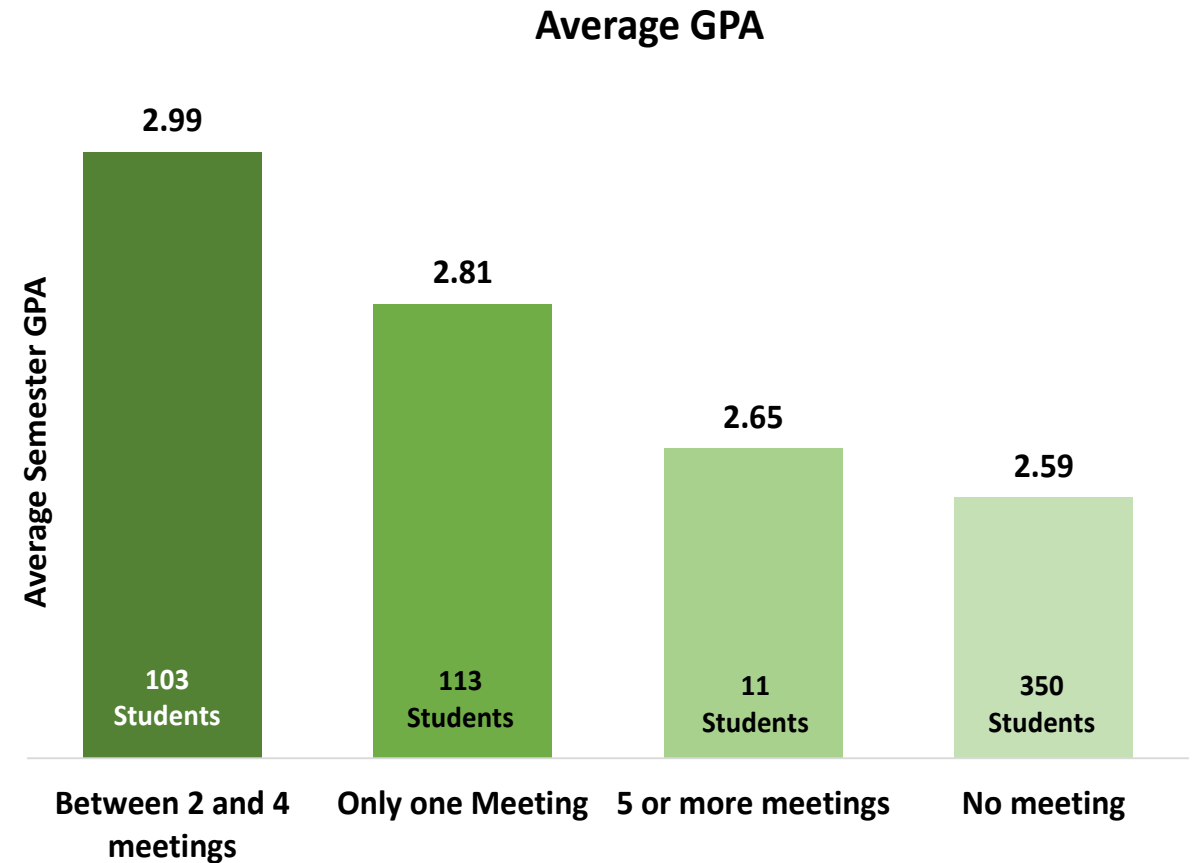
Title III grant (SGF)

- 633 first gen students in cohort
 - Coaching provided in 3 depts →
 - 80% engagement rate first semester
 - Early alert system called "EASI" **is operational.**
 - Text campaigns with focus on FAFSA & registration reminders
 - Assessment on financial literacy & career planning modules from GEP 101 **in progress**
- CAST 82.6%
 - BearsLEAD 15.5%
 - Athletics 1.9%

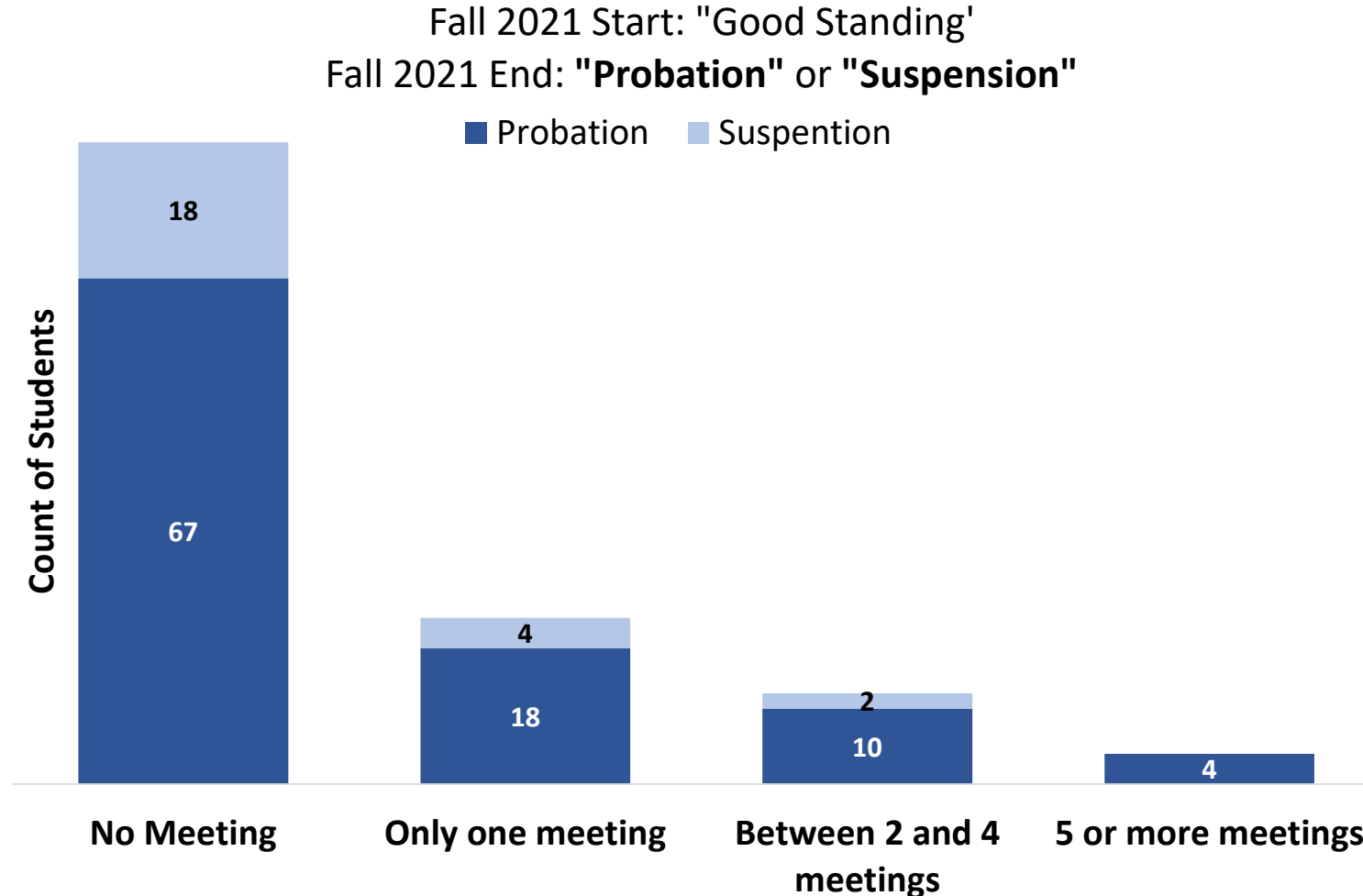
Coach meeting impact on GPA

Students who did not meet with a coach had a lower first term GPA than those who met with a coach between 1-4 times.

"Meet with your coach and improve your overall GPA between .2 to .3 points"



Academic Status and Coach Meetings





BearsCare Survey Over time

RESPONSE NUMBERS AND RATES BY SEMESTER

	2022 Spring	2021 Fall	2021 Spring	2020 Fall	2020 Spring
Number of Respondents	5,206	6,243	5,504	7,321	7,245
Response Rate	36.4%	39.5%	36.3%	43.9%	46.0%



Thank you

RESOURCES

- [SEM website](#)
- [Enrollment Management & Services website](#)
- [Institutional Research](#)
- [Bear Intelligence](#)
- [Data request form](#)
- [Argos](#)
- [SEM Blog](#)

Student Needs Over time

STUDENTS NEEDING ASSISTANCE OVER TIME BY TOPIC

	2022 Spring	2021 Fall	2021 Spring	2020 Fall	2020 Spring
Academic Assistance	17.82%	21.25%	27.97%	21.25%	27.97%
Unsure if returning	4.46%	3.34%	3.60%	7.55%	5.70%
Wi-Fi/Computing	2.17%	3.22%	6.35%	8.91%	10.34%
Food Insecurity	10.33%	13.99%	11.49%	10.52%	12.77%
Emotional/Mental Health concerns*	26.32%	26.95%	--	28.17%	--



Success Coaching



Discussion