

University Council

Patrick Ransdell Athletics Director – new coach situation

- Getting \$1.2 million from CCU for Beard's buyout, that is going towards the new coaching hire(s)
- This buys time for generating more money for those salaries in budgets beyond FY'27-'28
- We'll still be ~8-10th in coaching salaries for CUSA

Natalie McNish – personal financial disclosures

- Anyone required under policy should have received an email if required to file a disclosure for the state of Missouri
- All fulltime university staff is required to file MoState's version of the disclosure form. They're due January 30th
- Over 40% are already returned

Andrea Mostyn - Branding and Identity updates from MarCom, agency hired to refresh it, and strategic plan groups

- Forums about branding upcoming later in the spring; more information to come
- Wanting to hone in on existing colors, logos, narratives
- These changes and elements have gone through outside brand research agency, strategic planning groups, and Pres. Cabinet
 - Keep (see slides for visuals)
 - Bear head logo
 - Mo State athletic logo
 - Missouri State wordmarks
 - Keep but evaluate (and use in more limited ways)
 - Walking bear spirit icon
 - Carrington (pillars) logo
 - University seal (this is the state of Missouri seal with Missouri State University in a ring around it)
 - For now, name tags can be either Carrington or the Bear head logo; suggestion is pausing before reordering to hear final recommendations
 - Remove or stop
 - Mo State Helvetica logo
 - Make your Missouri Statement logo (this is common in email signatures and should be removed)

- Any images of bear paws or claws
 - Big M and MSU logos (moving towards MoState)
 - Other bear imagery from university colleges, departments, etc. (there are some Boomer images that can be used; she wasn't sure if this was in the branding guide or the licensing guide, but Andrea Mostyn can get this to you)
 - Further discussion needed
 - Student organizations' use of other bears
- These editorial changes were recommended
 - Limited use – Make your Missouri Statement in editorial
 - Remove – Bear up (instead using something from MarCom's preferred hashtags)
 - Affirm – Igniting Opportunity – use only when referring to the Strategic Plan; it's not a new tagline or motto
- Recommended changes to naming the university in editorial uses:
 - First reference should be Missouri State University
 - Subsequent references should be Missouri State, MO State (two words, with capital M and O), the university or the institution
- This currently applies only to Springfield campus
- Colors
 - Maroon, black and white are the primary colors and should be the primary color in environmental branding (banners, table covers, etc.)
 - Secondary and tertiary neutrals should be used sparingly, on no more than 30%
 - Tertiary colors should be eliminated
 - Buildings, etc. will be worked on over time, moving towards meeting branding; work with Mark Wheeler when ordering furniture, painting, etc.

Strategic Plan updates

- Goal 1 – Academic Opportunities and Innovation (Provost Phillips + others)
 - Restatement of the strategies included in the goal (see the PPT and lots of other updates on the strategic plan)
 - Subcommittee is looking at general education curriculum; looking at employment trends and workforce needs
 - Campus forum about PhD programs and increasing interdisciplinary work
 - Surveying about current online courses and programs; on track to go out in February (to students and faculty)

- Working to increase research and address infrastructure needs for gaining Carnegie R2 designation
- Doctor of Defense and Strategic Studies will be first research doctorate; compiling data about other potential programs
- Working with FCTL to incentivize good, impactful teaching
- Goal 2 – Community partnerships and economic development (VP Bodenhausen and others)
 - Starting w/ the Public Affairs Mission in mind – advancing social and economic mobility, building a talent pipeline, solving real-world problems, boosting economic vitality of areas in MO State’s reach
 - Working to be a “Modern Anchor Institution” (coined by EAB consulting firm)
 - Finalizing definitions of things like high impact educational experiences and experiential learning; working on potential direct-to-student funding for experiential learning; working on survey; 8? experiential learning grants were chosen (from ~30 submissions) from faculty and staff submissions before the break
 - Sharing talent – Pres. Williams has been doing employer outreach “road shows” with feedback coming back to the SP workgroup; working on continuing and expanding efactory programming, Career Center, Student Employment, etc. and working on raising awareness
 - Working to improve organizational structure for completeness and searchability
 - Expert Directory (faculty, staff, and students)
 - University Tech and Lab registry (infrastructure)
 - University Centers and Institutes (research and innovation)
 - Goals of this is to showcase research capacity, expand external partnerships, facilitate internal collaboration
 - Supporting Technology Commercialization and Entrepreneurship
 - Increase internal awareness of efactory, JVIC, and what we’re doing
 - Work to establish an Innovation Institute, launch a Speaker Series and develop a Faculty Fellows program
- Goal 3 – Institution of Choice for Students and Employees (Jeremy Dickerson, Matt Morris)
 - Jeremy Dickerson
 - Working on developing key performance indicators for Enrollment Management plan this month and will share them soon

- Implementing Edvisory system to address changing data reporting requirements and to help students w/ transfer requests and information
 - Implementing CollegeVine AI recruiter tool (AI chatbot available 24 hours over phone, text, and chat)
 - Matt Morris
 - Investing in leadership and talent development – working on a unified assessment of PD offerings that are currently available
 - Campuswide survey
 - March is estimated time for end of data collection → action steps to come shortly after
 - Gains in satisfaction → Modern Think Great Colleges to Work For survey is coming out; plan says we should get Honor Roll status within the plan’s lifecycle; currently 10 peer institutions have this status; evaluating current staff and faculty satisfaction surveys
 - Teresa Frederick (sp?)
 - Collaborating w/ other group on Modern Think survey; working to understand engagement opportunities available to faculty and staff
 - Working to understand MO State’s current Carnegie classification (Higher access, moderate earning) – more to come from this from Egon this spring
- Goal 4 – Student and Alumni experience (VP Siscoe + Wendy ? from Advancement)
 - New Advancement Center and Traditions Hall opening in the fall
 - Looking at hiring student advancement ambassadors
 - Working on setting KPI in collaboration with university leadership and working on communication; meetings are on the calendar with academic leadership in Colleges
 - See slides for updates on athletics
 - Promoting proactive student support – see slide for updates; lots of information, plus another survey on student satisfaction going out this spring
 - Increasing participation in campus events and organizations; working on awareness and use of BearLink, longer term working to consolidate apps
- Goal 5 – Branding and Identity (Andrea Mostyn)
 - Above information about the brand refinement is some of the work happening
 - Working with outside consultant to assess awareness of the brand and to refresh it
 - Surveying students, prospective students, alumni, faculty, and staff

- Looking at possibility of connecting BearLink and Athletics mobile app and instituting a rewards feature
- Lighting, pyro, watch parties, and other bells, whistles, and events
- Storytelling and Brand Stories – currently compiling what’s already happening – social media accounts, creators, stories shared out, photo opportunities and spirit events; exploring tools and platforms to centralize sharing these stories (eg, so a story written in RCASH could be shared by Alumni Center, Office of Student Engagement, etc.)
- Working on relaunching BearWear Friday campaign, planning efactory and JVIC community tours, name tag ribbons for conference speakers, virtual hub for community partners to learn about MO State and connect

Staff Satisfaction Survey results

Career Center Services – Dr. Kelly Rapp

- Explore career opportunities
 - Career counseling and assessments, major and job research
- Prepare for them
- Connect them with employers
- Classroom presentations, committees, post-graduation outcome information
- CC has specialists tied to different academic units
- Lots of good information in the slides about their available resources
- Gathers “next-step” outcomes for students; participation rate is ~65% recently, so anything anyone can do to boost that would be good