By 2018, UMSL will increase the annual number of degrees conferred by 20% through an enriched UMSL experience with enhanced relationships and more research and community engagement integrated into student learning to fulfill our metropolitan land-grant mission.

**THREE THEMES**

- The UMSL Experience
- Community Partnerships
- Program Enhancements
Enrollment – 17,085 – Campus Record
Previous record was 16,809
Fall 2014

UMSL has set academic quality records for the past two falls for incoming students

- 6% increase in incoming freshmen
- Freshmen ACT average – 24.2
- Freshmen and transfers average GPAs
recruiting more, better students

25% of UMSL’s freshmen class participated in ACP or Bridge or both …

Bridge Graduates
Chris Wieland from Francis Howell Central
Khaliah Kelly from McKinley High School

recruiting more, better students

Major investment is reaping benefits for veterans and campus alike
- Veterans Center
- Department of Military and Veteran Studies
- Named Military Friendly School

Veteran enrollment up 17%
James Day among 429 vets at UMSL
UMSL recognized for retention efforts with …

**Inspired Deliverologist Experts Award**
U.S. Education Delivery Institute – Access to Success

- integrating the campus community into the Access to Success agenda, which involves leaders from academic and student affairs in actions and routines that improve student retention.
- met or exceeded its annual access and success goals for low-income freshmen and underrepresented minority freshmen and transfer students.

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**Better advising, more success**

Four additional advisors in arts & sciences, business, education and fine arts & communication.

- reduce wait list to see advisors
- career-focused discussions
- ensure students don’t take unnecessary courses
New software program allows UMSL to identify and warn students that their work is unsatisfactory …

4,477 alerts
364 faculty

STARFISH
Early alerts allow students and faculty to implement effective improvement strategies.

campus climate is a retention tool

For second year running …

UMSL Receives a Higher Education Excellence in Diversity Award

Recognizes universities that demonstrate an outstanding commitment to diversity and inclusion.
Online courses increasingly popular among existing students ... speeds progress toward degree

- 40% of students now take one or more online course.
- Majority of online students also take on-campus courses.
- Flexibility allows students to build more courses into their busy work and life schedules.

<table>
<thead>
<tr>
<th>Online students</th>
<th>Online credit hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 ... 7,475</td>
<td>2012 ... 45,344</td>
</tr>
<tr>
<td>2013 ... 8,015</td>
<td>2013 ... 52,335</td>
</tr>
<tr>
<td>2014 ... 8,325</td>
<td>2014 ... 55,052</td>
</tr>
</tbody>
</table>

GENEROUS DONORS
UMSL sets record in private gifts and pledges essential to strategic plan success

$31.2M

- scholarships
- endowed positions
- research
- public service
- academic programs
- buildings
Focusing more scholarships on retention and degree completion – mix of private and institutional funds

Finish-your-Degree scholarships
Meehan scholars
Senior scholarships
Triton Summer scholarships

Laquisha Robinson is a nurse today because of the Finish-Your-Degree Scholarship.

University of Missouri–St. Louis
9th among publics
14th nationally
Academic Analytics
High research classification

Baylor
Syracuse
William & Mary
Boston College
Wake Forest
UMASS-Boston
Alabama
Texas Tech
CLEMSON
Auburn
Fordham
Binghamton
Kansas State
George Mason
UMSL DISCIPLINES IN THE TOP 25

Academic Analytics
high research classification

4. Counselor Education
4. Criminology
9. Clinical Psychology
11. Educational Evaluation
11. Psychology
15. Information Systems
17. Social Work
21. Communication

International Business Program

Best in Missouri – again!
- 16th among all universities nationally
- 12 consecutive years in the Top 20

U.S. News
& World Report
facilities enhance The UMSL Experience

Marketing and public relations activities focus on student and alumni success … consistent with strategic plan

UMSL Daily
View Book
UMSL Homepage
UMSL Magazine
CRM
UMSL Monthly
Social Media
The University of Missouri–St. Louis sits on 350 beautifully rolling acres in north St. Louis County. It borders or is located near several small municipalities – including Ferguson, Missouri.

Ferguson’s restored historic downtown is an active entertainment district, complete with a brew pub, wine bar and a dozen other popular restaurants and bars. For UMSL, historic Ferguson has been a primary “college strip,” a convenient, welcoming and safe place for students and faculty alike.

In August – three weeks prior to the start of the UMSL Fall Semester – Ferguson erupted in a frenzy of looting, firebombs, anarchy and police confrontations. Ensuing stories of protest, social justice and law enforcement tactics dominated the news nationally and internationally – not to mention real-time [and unedited] social media.

setting the stage
August 9 – Michael Brown is shot in Ferguson

The immediate and ongoing reaction is unprecedented … taking a toll on the entire region.

Through it all, UMSL has responded in myriad ways.

UMSL responds to Ferguson

Counselors have provided hundreds of hours of services to area students, teachers, clergy, residents, business owners and first responders.

- Missouri Institute of Mental Health
- Center for Trauma Recovery
- Children’s Advocacy Services
- Community Psychological Service
- School and Family Counseling Center
- Campus Counseling Services
Venue for expression & support

Seven campus forums
- Cultural Diversity Council
- Student Life

art displays
poetry - essays

Student-involved food and clothing drives

December 1 ... Peaceful protest
involving about 30 people

Region’s **business partner** for positive change

- St. Louis Regional Chamber
- St. Louis Regional Business Council
- North County Inc.
- Reinvest North County Fund
- Emerson
  - $1.5M scholarship program for UMSL
  - UM System-UMSL match scholarship

Several academic units are currently assisting or planning programs to help small businesses in affected area to rebuild or expand
Faculty also are involved in **planning systemic changes** to improve education, housing, economy, policing and politics of affected areas.

- 10 private meetings with community leaders
- AG Koster panel on representative policing
- 12 meetings of DOJ with local law enforcement reps

UMSL serves as headquarters for Gov. Jay Nixon as he outlines state initiatives...

4 press conferences
• 100-plus media outlets

UMSL professor serving as public safety director for the state – one of three alumni on Governor’s Ferguson Commission
UMSL stands as an anchor institution
continuing strength lifts our neighbors

2,600 employees
17,000 students
88,000 alumni

stability for surrounding communities
education
outreach
facilities
spending
partnerships
come from the region
live in the region
stay in the region

Contingency Planning
an ongoing process

- Initial activity
- Highway 70 shutdown
- Grand jury decision

Constant communications and coordination with law enforcement, area businesses and other St. Louis area campuses and UM System.
keeping it real
Messaging to separate fact from fiction

chancellor messages
... to campus & beyond
- 8/13
- 8/15
- 8/22
- 10/7
- 10/22
- 11/20
- 11/24
- 12/9

Goals
Enrollment
Brand reputation

Messaging Strategy
Acknowledge
Safe campus
Agent for positive change

Student Life … letters, emails & flyers informing students of ongoing security measures – particularly those living on campus.

yet physically unaffected but ...
ongoing angst has taken a toll on UMSL

August 8 – On-campus enrollment up 4%
Final on-campus enrollment – up 1%

Fall 2015 – applications down
Spring 2015 – enrollment down

Ticket and rental cancelations

Poses challenge to success of strategic plan

costs are up …
- Unfunded outreach efforts
- Increased expenses for security measures
- Overall stress on students, parents, faculty and staff
Efforts underway to maintain campus enrollment

returning students
  • Colleges are contacting ALL currently registered students who have not signed up for the spring semester

transfers
  Calls/emails to pending applicants -
  Calls/emails to admitted students -
  Calls/emails to admitted students from colleges/departments -
  Visiting more community colleges in Illinois, Iowa and Nebraska -

marketing
  Expanding local radio advertising and social media campaign
  Launching another round of contacts through campus CRM

The Future

Going beyond the immediate crisis of Ferguson, UMSL and the UM System are uniquely positioned to set an example to the nation in regard to addressing and acting on the fundamental issues associated with the events that have occurred since August.
Dear Students, Faculty and Staff,

Throughout our history, the University of Missouri–St. Louis has endeavored to fulfill the mission of providing a quality and affordable education for all of St. Louis. But more than that, we have been thought leaders and policy influencers on economics, justice, education, society and health. Since the tragedies of early August, UMSL has been here for St. Louis. Whether it has been with our expertise or our counsel – or our hands or our hearts – UMSL has been there. We have been there as individuals or groups; faculty, students, staff and alumni; participants or leaders; planners or doers. In any and all configurations, we have been part of those working toward the challenging myriad of complex solutions in an enlightened, objective and compassionate manner.

Perhaps we have been seen as being on the front line, an important part of the process of moving toward solutions or encouraging and fostering civil discourse. Whether it is for these reasons, or others, UMSL has been a safe and secure university, one that has not seen violence on or adjacent to the campus.

Thousands have been on the UMSL campus for scores of debates and forums, workshops, symposia and peaceful dialogue regarding the situation in Ferguson and its aftermath. There has been no incivility toward one another. There have been no threats to people or property. There have been no security calls, coarseness, vulgarity or strife on the campus. It is an environment conducive to learning, productivity and growth for our students, faculty and staff. Furthermore, our excellent campus police are working with neighboring police departments to ensure the university stays safe and secure. That is our very first responsibility.

I hope that our history and our mission, our present contributions and UMSL’s promise for the future continue to be recognized as a significant component of the important solutions that face our community. And I believe we will enlarge and expand upon those contributions to create a better world for us all.

Sincerely,

Tom George
Chancellor