

Moving Forward Together

President's Report
Fall Assembly
September 6, 2022



Presentation Outline

- Fall 2022: Celebrating Employees and Accomplishments
 - Dr. Stephen Spencer (Provost and Vice President for Academic Affairs)
 - Dr. Marie DeWalt (Associate Vice President for Human Resources/CHRO)
- Dr. Kelly Hart (Vice President for Enrollment Management)
 - Fall 2022 Enrollment Updates
 - Marketing and Recruiting
- Ms. Bea Stottlemeyer (Associate Vice President for Finance/CFO)
 - FY2023 Budget Update
- Fall 2022: Celebrating Accomplishments
- Goals for 2022-2023

New Faculty



Dr. Vahid Biglari
Assistant Professor
of Accounting



Mr. Justin Collins
Clinical Instructor of
Accounting



Dr. Brooke Comer
Visiting Assistant
Professor of
Environmental Science

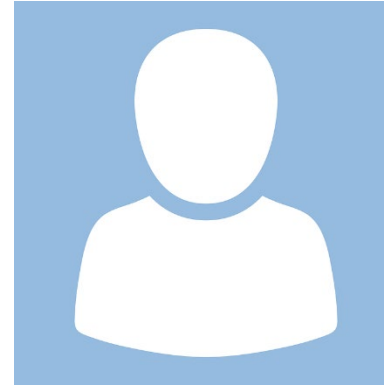


Mr. James Cospers
Visiting Assistant
Professor of Art –
Graphic Design

New Faculty (cont.)



Dr. Steven Grives
Visiting Assistant
Professor – Choral
Director



**Dr. Czarina Lagarda
López**
Clinical Faculty
Spanish



Dr. Zachary Musselman
Associate Professor
of Environmental
Science



Dr. Tracy Nichols
Assistant Professor
of Education

New Faculty (cont.)



**Dr. Zahra
Pourabedin**
Assistant Professor
of Business
Administration



Mr. Robert Richardson
Assistant Professor of
Business Administration



Dr. Erica Rumbley
Clinical Faculty of
Musicology and
Collaborative Piano



Ms. Sadie Shorr-Parks
English Lecturer

New Faculty (cont.)



Dr. Joshua Stout
Assistant Professor
of Criminal Justice



Dr. Stefan Swanson
Assistant Professor of
Music Theory,
Composition, and
Technology

New Staff



Kayla Agentowicz
Assistant Women's
Basketball Coach



Allison Baker
Assistant Softball
Coach and Game
Event Coordinator



Nicholas Atkinson
Head Strength and
Conditioning Coordinator



Jera Bassett
Assistant Director
for Conference
Services and
Housing Operations

New Staff (cont.)



Levern Belin
Assistant Football
Coach



Mallory Gomes
Head Athletic Trainer



Evan Dokken
Head Men's and
Women's Tennis Coach



Matthew Hoffman
Director of Career
Services

New Staff (cont.)



Rebecca Kamp
Financial Aid Counselor



Emily Liu
Director of
International Affairs



Julia Kaufman
Head Women's
Basketball Coach



Giancarlo Pacheco
Assistant Men's
Basketball Coach

New Staff (cont.)



Katherine Pierce
Financial Aid
Assistant III



Joanie Raisovich
IT Business Analyst



Zachary Pollard
Facilities Supervisor
and Assistant Project
Manager



James Ramey
Student Activities
Assistant
Student

New Staff (cont.)



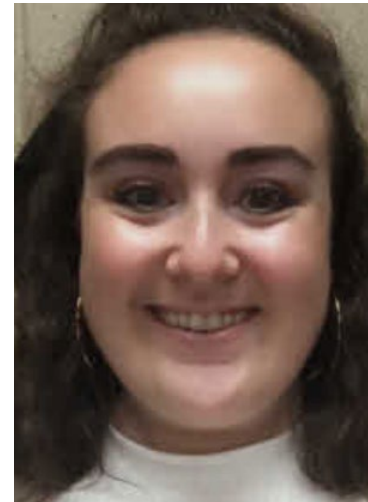
Isabella Sager
Marketing Assistant
Enrollment
Management



Frank Santiago-Cabrera
Admissions
Counselor



Gabrielle Salazar
Athletic Trainer



Danielle Stephenson
Student Success
Coach

New Staff (cont.)



Anthony Stoika
Administrative
Assistant
School of Music



Dana Zalewski
Operations and
Administrative
Assistant
Shepherd University
Foundation

Enrollment Management

- Fall 2022 Enrollment Updates
- Marketing and Recruiting



Fall 2022 Enrollment Updates

Current Enrollment

- **3,097** Degree-seeking and Non-degree Seeking Total (As of August 26, 2022) **+9.5%**

Undergraduate Admissions

- Compared to this time last year
 - **+32%** Admission Applications **Overall**
+32% First-year Students
 - **+14%** Net Deposits
+23% First-year Students
- ***We welcomed the largest incoming class since 2018!***
 - *65% In-state, 35% Out-of-state (14)*
 - *8 Countries (Australia, Cameroon, Gambia, Germany, Liberia, Mexico, Nepal, and Thailand)*
 - *Gender: 58% Female, 41% Male, 1% Preferred not to answer*
 - *Housing: 54% Commuter, 46% Resident*
 - *111 are Student Athletes*
- **+41%** Dual Enrollment Students Versus Fall 2021

GOAL: We support **YOU** in helping our students to have an amazing Shepherd experience!

THANK YOU!

Marketing and Recruiting

Marketing

- Revised Mission, Vision, Core Values
 - To accurately reflect who we are!
 - Reviewed by
 - Marketing and Branding Committee
 - President Hendrix and Executive Leadership Team
 - Dean's Council, Faculty Senate, Student Government, and Classified Employees Council
- Rollout of the new athletic logo – stay tuned!
- Continue to run monthly ads in the West Virginia Observer newspaper
- Creating new collateral for academic departments and student life
- New view book for Admissions
- Developing a database of photography and videography that represents diversity of our student body and depicts Shepherd's brand pillars and messaging
- Optimizing the University website for search, changing the language and layout of pages to improve availability to convert visitors to leads, addition of lead forms, and increased statistical tracking, etc.

Marketing and Recruiting (cont.)

Enrollment Marketing

- Continued partnership with 3E Enrollment Marketing (First-year Students)
- Shepherd University Virtual Admissions Center

Recruiting

- 3E Enrollment Marketing Partner Updates
 - Fall 2023 Campaign launched in August 2022
 - Prospect names purchased for Fall 2023 (38,000+) and 2024 (2,200)
- On and Off-campus Visitation Events
 - Admission Saturday Open House Dates: September 24, October 29, November 12
- Admissions Campus Tours
- High School Visits and Fairs

Fall 2023 Goal: 625 (FR)
275 (TR)
+30 Readmits
930 Total

Financial Overview

- FY2023 Budget Update



FY2023 Budget Update

(in thousands)

	Budget FY2022	Pre- Audited FY2022	Budget to Actual Variance	Budget FY2023
Total Revenue	56,705	57,109	404	56,548
Total Expenses	57,553	55,986	(1,567)	56,671
Increase (Decrease) in Net Position	(848)	1,123	1,971	(123)
Increase (Decrease) in Cash	(629)	1,036	1,665	(968)
Ending Cash (excluding CMTA project funds)	9,492	10,528	1,036	9,560
<i>Days Cash on Hand*</i>	69	78		71

*Industry Standard is 90 days

**Better than most other West Virginia institutions

FY2023 Appropriation

- **Appropriation**

- The State of West Virginia reinstated the FY2022 appropriation reduction of \$190,257, for a total baseline budget of \$12,683,829.
- In addition, the FY2023 appropriation is increased by \$343,001 for funding the proposed salary increase based on the "average salary", as determined by the Governor, which is calculated to be \$2,550.
- Shepherd University's Board of Governors voted to accept the recommendation of the Finance Committee and approve only \$1,000/employee.
- President Hendrix has proposed a plan for salary increases based on the revenue associated with increased student enrollment:
 - 1/1/23 - - \$438k* distributed based on 39 new and continuing degree-seeking students
 - 7/1/23 - - \$438k distributed based on 39 new and continuing degree-seeking students
 - 1/1/24 - - \$438k distributed based on 39 new and continuing degree-seeking students
 - 7/1/24 - - \$438k distributed based on 39 new and continuing degree-seeking studentsTotal: \$1.75 million investment to reach a desirable CUPA median target
*(On 7/1/22, the minimum hourly wage was raised to \$15/hr for 32 employees, costing \$112,600.)

Fall 2022: Celebrating Accomplishments

- Our new Provost and Vice President for Academic Affairs, Dr. Stephen Spencer, joined us in June. He is leading several new academic initiatives, which will enhance our brand and facilitate our institutional mission to serve our students.
- The Classroom and Technology Upgrade Project is in phase I; this project focused on providing computer, video, and aesthetics upgrades in 17 instructional classrooms across campus -- with 8 classroom upgrades ready for Fall classes and others coming online throughout the semester. The next phase will identify additional instructional spaces for technological upgrades during an appropriate break period.
- Shepherd student enrollment has increased – and defies the national trend. As of Monday, August 26, our total Fall enrollment is up 9.5% compared with this time last year.
- Our commitment to improving student services for success and wellness can be recognized in the expansion of the Student Success Center located just outside the Rams Den -- giving coaches and students additional space for one-on-one meetings as well as a quiet study area. Also, “The Well” was created within existing space in the lower level of Gardiner Hall to offer an expansion of Counseling Services that will provide students with a specified area for mental health promotion, outreach, and self-awareness.
- A presidential review committee* was formed after Commencement to assess the degree of employee salary compression and low wages compared with national salary averages. The data were collected and recommendations made for salary adjustments – that will occur over the next few years in a phased manner and are associated with revenue. (Up to \$1,000/employee distributed in January 2022, and \$1,000/employee distributed in July 2022).
- In our attempt to create a nicer work environment with the amenities of break rooms, kitchenettes, and vending machines, a working group from the strategic planning implementation team inventoried the current assets and made recommendations for enhancements in many buildings across campus. Please stay tuned for these upgrades.

*(Dr. Marie DeWalt, Chair; Pam Stevens; Bea Stottlemeyer; Dr. Kelly Hart; Dr. Ben Martz; and Dr. Stephen Spencer)

Fall 2022: Celebrating Accomplishments (cont.)

- Congressionally Directed Spending Funds Awarded to Shepherd (~\$6.9 million)
 - Accessibility Technology Services
 - Campus Security Upgrades
 - Dual Enrollment Hub Sites
 - East Loop Projects
 - Technology and Broadband Equipment
 - FY2023 Congressionally Directed Spending Funds Requested by Shepherd (~\$2.7 million)
 - Shepherd University Agricultural Innovation Center Small Business Incubator \$1,422,000
 - Shepherd University Chemistry Department Revitalization, WV, for facilities and equipment \$609,000
 - Shepherd University, WV, for a teacher professional development program, including stipends \$657,000
 - Shepherd University, WV for curriculum development, including stipends \$20,000
- * (Visit from Senator Shelley Moore Capito)

Goals for 2022-2023

- Enrollment Targets – Increase enrollment by 3%
- Advance employee salaries via cost of living/equity adjustments/merit recognition for staff and faculty – to achieve 90% of a target minimum salary, based on CUPA salary data, by July 1, 2024.
- Continue to enhance facilities infrastructure (academic classrooms; break rooms; campus buildings, including residential halls)
- Enhance career counseling for students – Shepherd University is the gateway to success.
- Continue Academic Program assessment and restructure when appropriate.
- Initiate the campus projects funded by the Congressionally Directed Funds awarded to Shepherd, including the transformational East Loop Development and Enhanced Security Initiative.
- Advance a new five-year Strategic Plan to coincide with a major fundraising campaign – concomitant with the new Shepherd University Foundation Executive Vice President.

