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## **Dr. Bardo's January 2016 Newsletter**

If you've been following the news about state government tax collections and legislative plans, you know that money is tight and we're likely facing another fiscal year (beginning in July) with minimal or no raises for most faculty and staff.

The best way to change that is to increase enrollment. Even with relatively modest authorized tuition increases, a significant increase in credit hours provides the resources to offer salary increases, to add personnel to improve growing programs and to provide the funds for additional teaching and research assistants.

Enrollment was down this fall from last fall and will be down again this semester versus last spring semester.

There are demographic forces at work here, including a shrinking rate of growth of college-bound graduates from the Kansas high schools and community colleges that have traditionally fed our enrollment.

We are just beginning an eight-month Strategic Enrollment process for long-term planning about being more effective in our recruiting and retention efforts.

You can learn more at [wichita.edu/SEMplan](http://wichita.edu/SEMplan).

The project is consistent with our Strategic Plan and addresses at least four of its seven goals:

Guarantee an applied learning or research experience for every student by each academic program.

Capitalize systematically on relevant existing and emerging societal and economic trends that increase quality educational opportunities.

Accelerate the discovery, creation and transfer of new knowledge.

Be a campus that reflects – in staff, faculty and students – the evolving diversity of society.

If we are successful, we will become a more desirable destination for high school and transfer students; for international students; for graduate students; for military veterans and other adult learners.

We need to be more effective in designing courses and programs to meet the needs of students and employers. Many of you are already working on curriculum to accomplish those things.

If you were in Tulsa last Thursday, you might have done a double take when you saw a big WSU-themed bus moving around town filled with Shockers there to promote the new reduced tuition now available to Texas and Oklahoma students coming to Wichita State.

Why go beyond Kansas? Because there are gains to be made by enlarging the population of the recruitment market we serve. An added benefit is that typically 25-30 percent of out-of-state students end up settling in the states where they went to college. If we are successful, our increased enrollment will give Wichita and Kansas an infusion of talented, well-educated new citizens.

Public universities have three major funding sources other than state government: tuition, funded research and philanthropy. Faculty and staff can play important roles in securing all three, with enrollment being the one with greatest impact. It's critical to everything we do.

It starts with how we treat existing and potential students and their families. It goes to the expectations we set for others and ourselves. Is this a welcoming place to work and go to school? Are we offering the right courses to attract and retain students? Are we consulting with businesses, to understand what skills and outlooks they're seeking in new employees?

All of us who work at Wichita State, and who care about the quality of a WSU education, can have an impact on whether students choose to come here.

If you have ideas that will be helpful to meeting those goals, please contact one of your colleagues in the Strategic Enrollment process, or write to me, [president@wichita.edu](mailto:president@wichita.edu). My best wishes for a wonderful 2016.

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## **Diversity update: Aligning our efforts**

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My new role as assistant to the president for diversity and a member of the executive team is to support and strengthen the university's diversity and inclusion ecosystem so that we fulfill Goal 6 in the Strategic Plan: Be a campus that reflects – in staff, faculty and students – the evolving diversity of society.

Showing respect, understanding and recognition of what we have in common is the starting point for successfully connecting, integrating and creating synergy among all people of goodwill.

I am committed to providing leadership, being a resource and, I hope, a catalyst, to move inclusion to the next level at Wichita State.

Dr. Bardo has asked me to work with and serve as liaison to offices and committees across the university to enhance multicultural programs and outreach, strengthen diversity and inclusion competencies, and to increase support for emerging diversity programming. It's also a priority to analyze the effectiveness of existing programs and help them expand their positive impact.

A President's Diversity Council (PDC) of faculty and staff will be appointed early this year and meet regularly to engage with President Bardo regarding current events, issues and campus updates. These meetings will provide faculty and staff direct contact with President Bardo for an opportunity to ask questions, address concerns and advise the president on diversity.

I look forward to an exciting semester working with you on diversity. Please email your ideas and questions to [marche.fleming-randle@wichita.edu](mailto:marche.fleming-randle@wichita.edu).



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## A Shocker You Should Know: Shelly Coleman-Martins

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We'd like to welcome Shelly Coleman-Martins back to Wichita State. Shelly will become executive director of university marketing in Strategic Communications, effective Feb. 1.



She will serve as chief operating officer of the university's marketing and communications team, with responsibilities including university branding, management of marketing and communications staff and marketing activities.

Shelly comes to us from Koch Agronomic Services, where she is the international marketing manager-agriculture.

Known as an excellent strategic thinker, listener and team builder, Shelly will play a key role in shaping and communicating the university's highest priorities, including enrollment growth and the transformation to the Innovation University.

This isn't Shelly's first time at Wichita State. In 2012-13, she served as marketing director for the Rhatigan Student Center during the Rhatigan Renewal project. Her mission was to get the word out that the RSC was still open and was on its way to a bigger, brighter future.

Now, it's the future of the entire campus that Shelly is looking forward to having a hand in.

“The Innovation University merges so many things I love,” she says. “Coming from a marketing perspective, I love commercialization and innovation. So many blockbuster ideas can come out of the heartland. I’m personally motivated to help keep that innovation and entrepreneurship at WSU and in Wichita.”

Shelly says she looks forward to seeing what Wichita State is doing well and what we can do even better. She believes in taking a team approach, getting to know each person and what they contribute to the university and the group dynamic.

“I want to build trust and relationships to provide effective collaboration and see where I can quickly be the most effective,” she says.

Shelly says she’s excited to be part of campus life again.

“A friend of mine once said, ‘Anytime you can be on a college campus on a daily basis and have that be your career, you should absolutely do that,’” Shelly says. “I completely agree.”

With two teenagers, Shelly and her husband spend much of their time at various sporting and school activities.

Sophie, 13, plays volleyball, basketball, softball and the cello. Cole, 16, is active in football, baseball and guitar. He’s also a first-year driver, which leaves Shelly with a panic many parents can relate to.

Needless to say, nights and weekends are busy.

“I have things one day that I’d like to do, but my hobby right now is being a mom,” Shelly says.

Her family’s involvement in extra-curricular activities fits well with not only their parenting philosophy, but also the idea of working in any team environment.

“I very much like all the life lessons that you can derive from sports – how to participate as an individual, but also how to be one as a team,” she says.

We look forward to having you on our team, Shelly.

Read more about Shelly Coleman-Martins at <http://bit.ly/1RUjVvp>.

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# What I'm Reading- The Growth and Spread of Concentrated Poverty

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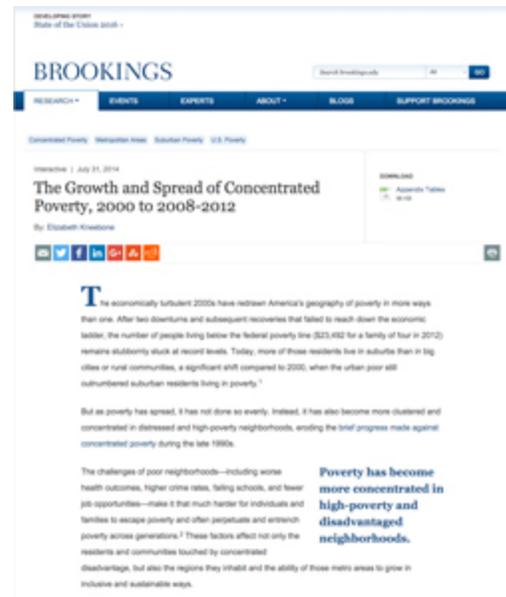
There's interesting perspective and Wichita metro area data included in this Brookings Institute article, "The Growth and Spread of Concentrated Poverty, 2000 to 2008-2012."

After two recent downturns and recoveries, the number of people in the United States living below the federal poverty line is still stuck at record levels.

And as poverty has spread and become more concentrated in distressed and high-poverty neighborhoods, the brief progress the country made against concentrated poverty in the late 1990s has eroded.

Wichita, unfortunately, is no exception, with a 60.5 percent increase in its poor population from 2000 to the 2008-2012 period. This has implications for all of society and for our enrollment. We need to fight through economic difficulties to ensure that a WSU education remains accessible to qualified students, whatever their ability to pay.

To read more, go to <http://brook.gs/1Rlv1LB>



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## About this Newsletter

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### OUR MISSION

The mission of Wichita State University is to be an essential educational, cultural and economic driver for Kansas and the greater public good. The President's Message is a monthly newsletter that highlights the university's progress toward fulfilling that mission.

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### CONTACT US

We would like to hear from you. Please send your comments and suggestions for future newsletters to [lou.heldman@wichita.edu](mailto:lou.heldman@wichita.edu)

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## **PRESIDENT'S EXECUTIVE TEAM**

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**Mary Herrin**, Vice President for Administration and Finance

**John Tomblin**, Vice President for Research and Technology Transfer, Executive Director for NIAR

**Lou Heldman**, Vice President for Strategic Communications

**Eric L. Sexton**, Vice President for Student Affairs, Executive Director of Athletics

**Andrew Schlapp**, Executive Director for Government Relations and Board of Trustees, Innovation Alliance and Operations

**David Moses**, General Counsel

**Elizabeth H. King**, President and CEO, WSU Foundation

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