



.....

Dr. Bardo's April 2016 Newsletter



Thank you to more than 100 faculty and staff who came together this month at the Strategic Enrollment Management Forum or who have been participating in the SEM process to increase recruitment, retention and long-term growth.

This plan is of utmost importance as we seek to position Wichita State for long-term enrollment success. Our enrollment effort isn't just about numbers; it's about improving the entire student experience from application to graduation.

Our plan will move WSU to a more strategic and focused approach to enrollment and improve collaboration and communication on campus.

For those of you who attended the forum, your ideas will be used to help formalize the final plan, which will be implemented in September for the fall 2017 entering class of students.

After months of study, there are some things that seem clear:

- Affordability is a pressing issue that must be addressed.
- We need to get better at articulating the value of a WSU education.
- Given demographic trends, we need to think well beyond graduates of nearby high schools and community colleges.
- There are promising non-traditional education opportunities, such as professional certification courses, with market-based tuition.

Our enrollment committees have been working with a consultant, Stan Henderson, who is recognized as one of the nation's leading thinkers on enrollment best practices. It's an added benefit that he got his professional start as admissions director at Wichita State.

Stan has spent many hours with Gina Crabtree, Bobby Gandu, Rick Muma, Sheelu Surender, David Wright and others deeply involved in WSU enrollment.

Coming out of those conversations, deep data reviews and his knowledge of national trends, Stan has developed a set of recommendations that will be foundational to our final plan.

These include, for example:

- Adopting across the entire campus an attitude and messaging strategy that the university is a community of higher education, not just an institution of higher education. This communicates the support of an engaged and contributing faculty and staff, where individual dedication makes a difference.
- Admissions undertaking a more intensive assessment of recruitment strategies, events and programs to determine how they affect students' decisions to enroll.
- Recruitment efforts using the concept of a "career pathway" to describe to prospective students and their families how the university will help them move toward their career goals.
- Creating a greater emphasis on the recruitment of students from groups with the greatest growth potential – students from underrepresented and low-income populations, adults, veterans/military and first-generation students, while maintaining efforts directed at traditional new students.
- Reviewing the entire credit evaluation process to ensure efficiency and effectiveness in communicating to transfer students how their credits will apply to their WSU program.

We have a lofty, but attainable goal to increase enrollment from about 14,500 today to 18,000 by 2020. I know we can do it, but we need the entire campus to help get us there.

Enrollment is an important key component to our success at WSU, and all of you have a part in it.

Please read the background information on the web and share your ideas with Gina Crabtree, David Wright or a member of the Strategic Enrollment Management Steering Committee.

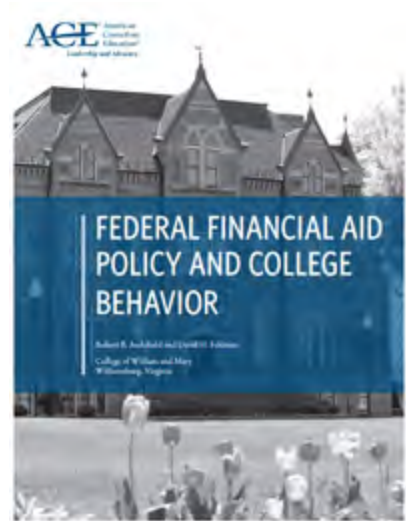
What I'm Reading: Federal Financial Aid Policy and College Behavior

Do federal tuition grants and subsidized loans help students afford college, or do they simply encourage colleges and universities to raise tuition?

This highly politicized debate has been going on for decades.

The idea that increases in financial aid enable tuition increases is a claim that exerts a powerful effect on the national conversation about financial aid policy. But it can be misleading.

Go to <http://bit.ly/1RA007p> to read more about the effect of grants and loans on tuition in this report from the American Council on Education.



Shockers You Should Know: Esra Buyuktahtakin and Alex Shvartsburg

I'm proud to introduce you this month to two Wichita State researchers whose funded research is standing out in impressive ways.

Esra Buyuktahtakin and Alex Shvartsburg were recently named as two winners of the National Science Foundation Career Award, the NSF's most prestigious award granted to junior faculty.

NSF's Faculty Early Career Development Program awards grants to support junior faculty who exemplify the role of teacher-scholars through their research, high-quality education and the integration of education and research.

Esra, an assistant professor of industrial and manufacturing engineering, and Alex, an assistant professor in chemistry, won a combined \$1.1 million for their research projects.

Esra Buyuktahtakin



Esra won her \$500,000, five-year award for the project "Career: Dynamic Invasive Species Control Optimization Via Integrated Education and Research (DISCOVER)."

The project focuses on designing mathematical models to inform public policy for controlling the propagation of invasive species over spatial and temporal scales.

Invasive species are non-native species, and once introduced, they can out-compete, displace or kill native species. An example includes the Asian Tiger mosquito, which causes diseases such as dengue fever, Chikungunya fever and Zika virus.

The project also has an important educational component involving outreach to K-12 students and recruitment of minorities and females to engineering programs.

Esra also runs WSU's Systems Optimization and Analytics Laboratory (SOAL), which provides experiential learning opportunities for her students.

"The models and tools I develop help me find answers to challenging problems in many different areas," she says. "Working on these projects with my students and collaborators is quite rewarding intellectually and professionally."

Esra, originally from Turkey, came to the United States to pursue a Ph.D. in industrial engineering at the University of Florida. She worked as a visiting assistant professor at the University of Arizona for two years and in 2011 received an offer for a tenure-track position at Wichita State.

She lives in northeast Wichita with her husband, Serkan, and her son, Selim. At least once a year, they visit family back in Turkey and also enjoy road trips in the U.S. When not traveling, Esra tries to finish at least one book every two or three weeks.

Alex Shvartsburg



Alex's five-year, \$610,000 award will go toward supporting his efforts to develop new technologies for the characterization of biomaterials.

His research is being integrated with an educational program centered on an ion mobility spectrometry exhibit at Exploration Place and other science museums and discovery centers nationwide, as well as in area schools.

The research also includes a summer program for faculty from undergraduate institutions and community colleges in Kansas.

These efforts will help prepare students to contribute to a technology-based economy.

Alex says he gets excited creating new analytical technologies and seeing them commercialized and used in other people's labs.

Alex is also a new Coleman Foundation Fellow, started his own company, Heartland Mass Spectrometry, to help commercialize some of his inventions, is an industrial consultant and is a frequent lecturer for the Moscow Engineering Physics Institute.

"I take the translation of R&D into products through entrepreneurship very seriously," he says.

Originally from Russia, where he began his undergraduate education, Alex earned a master's in chemistry from the University of Nevada and Ph.D. from Northwestern University.

He has worked at York University, the Food and Drug Administration National Center for Toxicological Research and Pacific Northwest National Laboratory before coming to WSU in 2014.

“The focus on innovation and entrepreneurship was a major draw for my coming here,” he says. “The welcoming and encouraging attitude toward such faculty endeavors is a great strength of WSU.”

Alex and his wife, Irina, have two children, David and Stella. He travels to Europe, Asia and Australia often for work, but he tries to take time to himself on those trips to explore.

A message from the assistant to the president for diversity

Greetings, Shocker Nation.

The President’s Diversity Council has been very busy the past three months working toward increased diversity at Wichita State.

Five division liaisons have been charged with serving as a resource to expand the conversation of diversity and work within their divisions to develop and cultivate diversity-related strategies.

The division liaisons are:

- Frankie Kirkendoll - Administration and Finance
- Riccardo Harris - Student Affairs
- Jean Griffith - Academic Affairs
- Alex Johnson - Athletics
- Moniqueka Holloway - Research and Technology and Transfer

In the coming months, faculty, staff and students will hear more about upcoming activities and initiatives, and we encourage each of you to reach out to your liaison with input and questions.



— Marché Fleming-Randle, Ph.D.
assistant to the president for diversity
Wichita State University

About this Newsletter

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.

CONTACT US

We would like to hear from you. Please send your comments and suggestions for future newsletters to lou.heldman@wichita.edu

PRESIDENT'S EXECUTIVE TEAM

Anthony Vizzini, Provost and Senior Vice President for Academic Affairs

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
