

Academic and Student Affairs Committee
Marcum Conference Center, Room 180's
1:00 p.m., Thursday, June 27, 2024

5 min - Welcome, Ryan Burgess, Chair

[Approval of Minutes](#)

Q and A for Written Updates – No new updates

University Senate, Rosemary Pennington, Chair, Senate Executive Committee

Undergraduate Students, ASG Sec for Academic Affairs

Graduate Students, GSA President

35 min - Student Life (SL) Update

SVP Jayne Brownell Update - 5 min

[Leadership Initiatives](#) – 30 min

35 min - University Communications and Marketing (UCM) Update

VP Jessica Rivinius – 5 min

[Update on enhanced Marketing effectiveness \(ROI\)](#) – VP Rivinius – 30 min

10 min – Break

60 min - Academic Affairs (AA) Update

[Provost Mullenix Update](#) – 15 min

Resolutions: None

Center for Civics Board Update - CAS Dean Chris Makaroff - 15 min

[College of Education, Health and Society](#) - Interim EHS Dean Amity Noltmeyer - 30 min

35 Min - Enrollment Management and Student Success (EMSS) Update

VP Rachel Beech Update – 5 min

[EMSS Update - Enrollment, Retention, Persistence & Career Success](#) – 30 min

Adjourn

Written reports

- SL – [Student Life Newsletter](#)
- UCM – [UCM Newsletter](#)
- EMSS – [EMSS Newsletter](#)

**BOARD OF TRUSTEES
MIAMI UNIVERSITY
Minutes of the Academic and Student Affairs Committee Meeting
Marcum Conference Center, Oxford, Ohio
Thursday, May 16, 2024**

Committee Chair Ryan Burgess called the meeting to order at 9:00 a.m., with sufficient members present to constitute a quorum. The meeting was held in the Marcum Conference Center on the Oxford campus. Roll was called; attending with Chair Burgess were committee members; Trustees Debbie Feldman, Zachary Haines, Beth McNellie, Lisa Peterson, and Mary Schell; National Trustee Jeff Pegues; and Student Trustees Jack Fazio and Nick McNeil. Also attending were; Trustee Steve Anderson; and National Trustee Mark Sullivan. No committee members were absent.

In addition to the Trustees, attending for all or part of the meeting were President Crawford; Provost Liz Mullenix; Senior Vice Presidents Jayne Brownell and David Creamer; Vice Presidents Cristina Alcalde, Rachel Beech, Ande Durojaiye, Sue McDowell, Jessica Rivinius, David Seidl, Amy Shoemaker, and Randi Thomas; along with Dean of the Graduate School Mike Crowder, Senior Director of Executive Communications Ashlea Jones, Associate Vice President for Institutional Research Padma Patil, and Ted Pickerill, Chief of Staff and Secretary to the Board of Trustees. Also present to present to the Committee were; Assistant Vice President for Health and Wellness Steve Large, Director of Student Wellness Rebecca Young, Miami student and HAWKS Peer Health Educator Stephanie Selvaggio, Assistant Vice President and Director of Admission Bethany Perkins, and Dean of the College of Engineering and Computing Beena Sukumaran; along with many others in attendance to assist or observe.

Public Business Session

Welcome and Approval of the Prior Meeting's Minutes

Trustee Burgess welcomed everyone to the meeting, including Trustee Lisa Peterson, Student Trustee Peyton Morrow and Vice President Rachel Beech who were all attending their first Academic and Student Affairs meeting.

Approval of the Prior Minutes

Trustee Schell moved, Trustee Haines seconded and by unanimous voice vote, with all voting in favor and none opposed, the minutes of the prior meeting were approved.

Reports

The Committee previously received a written report from University Senate; there were no questions regarding the report.

Student Life

Senior Vice President's Update

Senior Vice President Jayne Brownell relayed the following:

As another year comes to a close, I was talking to a colleague in Student Life who observed that it has felt like we are living on the edge of change the past few years, but especially this year. Local, national, and world events feel unsettled, our students have different interests and needs than just a few years ago, and higher education is facing new challenges. Activism, war, political polarization, mental health, affordability- there is a long list of things that make these times feel uncertain. And yet we know that history goes in cycles. When I was in graduate school and thought about the student activism of the 1960s and 70s from the perspective of a student affairs professional, I remember feeling a sense of relief not to be working in those times– and yet here I am, in another challenging time on college campuses.

But it is also true that every season of change is an opportunity to think creatively and to improve. While hard, it can also be a time of hope and possibility. Miami, including Student Life, has been managing the events and needs of the present, but also looking forward to the future.

Over the last month, I had the pleasure of chairing a workgroup as part of the MiamiTHRIVE initiative that looked at what is core and distinctive about student life at Miami that is worth preserving through change. I want to share the key highlights of our conversation so that you understand what drives our Division of Student Life, but I think is also true of Miami as a whole. Most importantly, we put students first in everything that we do. This value has persisted at Miami for decades and should remain our core in the future. It ensures that we are creating an environment, in and out of the classroom, where our students will learn, grow, thrive, and succeed. That core value is demonstrated in other central aspects of the Miami student experience:

- Every student, regardless of their identities, experiences, or perspectives, is valued. We work to prioritize each student's sense of belonging at Miami, knowing that is necessary for their well-being, persistence, and success.
- Relationships matter. We are a caring community that values mutually beneficial relationships between and among students, faculty, and staff. Miami is a large university that feels and behaves like a small college in our ability to support students and build a close-knit community.
- The student experience is immersive, with learning happening in every part of their Miami experience. Students are active participants in creating a vibrant community, which helps them learn to be active, responsible citizens and leaders. We also know that engaged students are more likely to persist and graduate.
- With privilege comes responsibility. In this environment that respects student autonomy and self-efficacy, each person is responsible for making their own personal and academic decisions at Miami. At the same time, this is a community, and each individual is

expected to make choices that benefit the community and leave Miami a better place than they found it.

Those values and principles are great ones for us to continue to steer by, and will take us into the future in clear ways that distinguish us from our peers. In terms of some highlights from this year, we've talked to you a lot about student mental health and well-being, and today you'll hear a report from Rebecca Young about the work of the Office of Student Wellness, highlighting the work of our peer educators in particular. I'll talk more about that in a bit. This has been a great year for our health and wellness area. You know about the nearly \$1M grant we received from the State of Ohio for new initiatives related to student mental health. So far this year that has allowed us to add staff and increase training, and for the first time in my time at Miami, we had a spring semester with no wait list in the Student Counseling Service, which is an amazing milestone. We believe that part of that success can be attributed to the addition of a care coordinator on staff this year. Nancy works with students who need more frequent or specialized care than a college counseling center is designed to serve. Her social work and clinical background allows her to work with students to identify care that is accessible financially and practically, and helps them navigate those systems. She also actively manages and prioritizes any waitlists to help students with the most need be seen first. That hands on care has helped us both be more efficient and connect students with better care.

We also launched our mental health incubator fund this semester, which is a fund that was set aside to entertain ideas from all parts of campus to contribute to students' mental well-being. As I talked about in February, proposals for less than \$2500 are reviewed immediately, but in April, we held an event similar to Hawk Tank, where 6 teams pitched proposals of up to \$30k for new initiatives related to student mental health. Five of those ideas received some funding, including sensory spaces in the library, a speaker and workshops to support LGBTQ+ students and friends, mental health support for students in the Miami Heritage Program, and training related to supporting the mental health of indigenous students. There will be a similar program for a second round of funding in late September.

We also have a couple of big milestones coming up to highlight. You know that we recently marked the 10 year anniversary of the Armstrong Student Center, which was also the start of the Miami Activities and Programming (MAP) board. This year also marks the 50th anniversary of the Associated Student Government. We'll be hosting celebrations and reunions for both of those milestones during Alumni Weekend in June. I'm happy to take any questions you may have before I introduce Rebecca and the Office of Student Wellness.

Student Wellness

Director of Student Wellness Rebecca Young provided an update on Student Wellness support and initiatives. She explained Peer Education which is an evidence-based process whereby well-trained, motivated students undertake informal or organized educational activities with their peers, aimed at developing their knowledge, attitudes, beliefs, and skills enabling them to be responsible for and to protect their own health. She was joined by Miami student and HAWKS Peer Health Educators Stephanie Selvaggio.

They explained the philosophy of the program – FIRE:

- Freedom: Respect that each person has inherent freedom to choose and make decisions for themselves.
- Information: Present factual, relevant information that influences students to think critically about their choices and possibly challenges their beliefs.
- Reflect: Ask students to reflect on their values, choices, and protective actions they will take.
- Engage: Strive to engage students in the learning process, helping them see the relevance and importance of their choices.

Programing focus areas include:

- Bystander intervention
- Substance use
- Mental health promotion
- Sexual health
- Sexual assault prevention
- Nutrition and healthy behaviors
- General wellness

They also spoke of partnerships with the City of Oxford, Fraternity and Sorority Life, Athletics, and Academic Affairs. Some partnership activities include HAWKS Walks, Greeks Step Up!, sexual assault prevention programming, and first-year experience courses.

University Communications and Marketing (UCM)

Vice President's Update

Vice President Jessica Rivinius updated the Committee on recent communications and marketing initiatives. She discussed operational improvements and highlighted several UCM teams, including; Graphic Design, News, and Social Media.

Operational improvements include;

- Project management improvements
 - New project management tool
 - Ability to resources plan
 - Linked to key industry partners
- Transparent budget model
- Cross-team committees
- Career pathway planning

She next featured the Graphic Design team and the displays created for the College of Engineering and Computing (CEC). Within Marketing, she spotlighted graduate applications which have improved not only in total numbers, but also in the pace at which they are received.

In the area of News, she stated that the number of published articles increased, with over one million reads this year. In Social Media, Tik Tok followers have grown from approximately 4,500 to nearly 85,000 year-over-year.

Return on Investment

VP Rivinius began with a short history of advertising spend and strategy. Including targeting students earlier in high school, the partnership with Carnegie Dartlets, and the development and implementation of personas/archetypes for segmentation (Darts).

She next reviewed results for two out-of-state targeted areas, and explained that Miami's annual advertising spend, since 2020 is up, to an average of \$1.3M annually, but still lags the average of \$4 M for similarly-sized Midwestern public universities.:

Primary Market: Chicago

- Applications increased 20.2%
- Admits increased 17.1%
- Confirms increased 15.2%

Tertiary Market: Connecticut

- Applications increased 20.5%
- Admits increased 16.4%
- Confirms increased 17.0%

Next, VP Rivinius relayed the current advertising spend, and strategy for the current year and for the upcoming year:

Strategies for FY2024 include:

- Increased marketing spend to saturate markets; saturate Ohio
- Increased spend on traditional and digital advertising
- Unified brand and enrollment strategy (awareness, saturation)
- Created new high-impact content
- Increased parent/family outreach

Strategies planned for FY2025 include:

- Continue to saturate markets, expand geographies (South, West)
- Continue increased spend level of traditional and digital advertising
- Implement MiamiTHRIVE recommendations
- Further audience segmentation
- Improve international marketing
- Sustain/Increase airport buys

She then summarized the overall, FY2022 – 2024, digital advertising results in 19 states and surrounding metropolitan areas, and the traditional advertising efforts for 6 states and 13 surrounding areas:

- Applications have increased in every state where Miami has advertised except Colorado
- Since 2022, applications are up more than 20% in 12 of 19 states
- Still examining advertising influence on yield
- Positive trends suggest expanding continuing level of saturation and expanding geographic reach

Finally, VP Rivinius featured several projects in progress, including; Web Transition, ROI-heavy web highlights, Pride Points Materials, and a Miami Blog.

Enrollment Management and Student Success

Vice President's Update

Vice President Rachel Beech relayed the following:

I know everyone is waiting to learn where we have landed for the fall 2024 class. So, before I begin the rest of my remarks and before we dive into the details, here is the headline for fall 2024. We are up, year over year not only from Fall 2023, but also Fall 2022.

Confirmations are up year-over-year 8% in combined Oxford and Pathway programs 4,570 vs. 4,230 last year.

These numbers are a direct result of the hard work of the teams in Enrollment Management and Student Success and our partners across campus. I want to shout out the Admissions, Enrollment Operations, Financial Aid, University Communications and Marketing and our Academic Division colleagues for their work bringing in the fall 2024 class. We will share more details in our Enrollment Report in just a few minutes.

As you know, the work of the Enrollment Management and Student Success team supports students from first postcard through first job offer. This spring semester, the team has focused on creating opportunities and maneuvering through systemic barriers that impact retention and graduation rates. In the last few months, the team in EMSS have seen success in:

- Celebrating newly admitted students by emphasizing what makes Miami, Miami, resulting in participation at Admissions yield and future student events up over 20% from the Spring of 2023;
- Hosting a series of events in the Center for Career Exploration and Success which support students in transforming their Miami education to a career, including the CAS Networking Event, Career Academy trip to Washington DC and hosting Adam Savage of Mythbusters to share the importance of perseverance over the course of your career;

- Developing a collaboration between the Student Success Center, One Stop, Registrar, Student Financial Assistance and the academic divisions to reforming practice around registration holds to lessen their impact on enrollment;
- Building on a collaborative, systems level approach to Early Alert and identification of un and under-enrolled students, alongside a highly personalized case management system, to create conditions for increasing first to second year retention, with early signs that the fall 2023 first to second year retention rate will exceed 90%.

More than any other year, this spring the conversation in EMSS and across the country has been focused on surrounding the FAFSA. The delays in the release of FAFSA to families and then to campuses, and the continual issues and errors in the data have made our yield season the most challenging since Fall 2020.

While we have met the goal of exceeding the Fall 2023 committed student numbers, there were many points along the cycle where we were unsure that we would be sharing good news at this meeting. The team made an intentional decision to focus on how students were experiencing the delays and to work to ease concerns about what these system delays would mean for families.

Throughout the last few months, Miami made it a priority to update admitted students with whatever information we had at that moment in time. Bethany Perkins along with the rest of the Admissions team developed communications that focused on the ethos of care for students that is a strength of Miami, assuring families that they are worth waiting for and that we would give them the time they need to make the right decision. These messages received positive feedback from students and families, resulting in the numbers we will present.

The burden of this major system change fell on the Student Financial Assistance team, along with their partners in EM Operations and Research and Analytics. All three areas worked in close concert to go above and beyond to find solutions, allowing Miami to be the first public university in Ohio to have both initial and corrected aid offers out to admitted students.

The materials sent ahead of the board meeting pulled data on confirmations and yield from May 6, 9 days before the extended May 15 deadline for the Fall 2024 cycle. You've already seen the headline, and the Enrollment Update will share the details. The dramatic change is due to the efforts of the EMSS team and our campus partners in a constricted timeline. Individuals from across the university jumped in to:

- Make phone calls and send text messages to eligible waitlisted students to offer them admission to Miami;
- Reached out to thousands highly engaged admitted students to answer their questions;
- Focus on ways to leverage merit-aid reconsideration requests that also allowed the university to support specific academic programs where there is room for growth
- Added additional communications from members of the campus community welcoming our newest RedHawks, including one from President Crawford

Bethany will provide more information on these items during the enrollment presentation. While we are past the deadline and are happy with where we have landed, we are not going to

close our doors to students who needed additional time to choose Miami. Through the next few weeks, we will continue to work with individuals who have shared that they are weighing their options, especially those in-state with later commitment deadlines. Our hope is that in extending this grace period will continue to demonstrate that Miami is focused on the student's experience and help those families to feel confident in their decision.

I am very proud of the EMSS team for focusing on the student experience throughout this challenging cycle and are inspired by their commitment to Miami and our students. It's been quite the first month, and I am grateful for the insights I have gained from the team about what makes Miami special.

This concludes my report, and I will be happy to answer any questions before we transition to the detailed enrollment update.

Enrollment Update

Assistant Vice President and Director of Admission Bethany Perkins provided an enrollment update stating applications were up in all academic divisions and applicant types (resident, non-resident – domestic and international). Admissions were also up overall, except for an intentional reduction in the Farmer School of Business to manage enrollment limits, and in the College of Creative Arts (CCA) where applicants who have not completed the full application portfolio are not being admitted. She later stated that despite the reduced admissions into the CCA, confirmations held steady and were up by two over last year.

She updated the Committee on the challenges of delayed FAFSA information, and the need to extend the confirmation deadline to May 15. She stated that Miami delivered email and video updates to families regularly leading up to each aid offer release, and that the final aid release was made on Friday, May 3. She praised the efforts of the Student Financial Aid team in addressing the issues caused by the FAFSA delay, which necessitated long nights, lost weekends, and canceled vacations for many.

AVP Perkins then discussed confirmations, which are also up in all academic divisions (with the exception of the intentional reduction in the Farmer School of Business) and applicant types (resident, non-resident – domestic and international). Confirmations to Oxford are up year-over-year from 4,124 to 4,357, and Pathways are up from 106 to 213, a combined increase of 8% over last year.

She relayed that yield is up year over year from 14.5% to 14.7%, arresting a decade-long reduction. She then reviewed applications, admission, and confirms by national regions. The review showed strong improvement in the Southern Region.

This enrollment cycle yield and anti-melt initiatives include:

- “Just Ask” Campaign
- Warm Welcome from the President
- Regular aid evaluation and reconsideration

- Admission representative outreach to targeted students
- Divisional and/or departmental outreach
- Waitlist reconsideration

Finally, she discussed the Pathways program, explaining also acts as a waitlist for direct Oxford admission. The target number for Pathways is 175, and as confirmation exceed this level, top Pathways students will instead be admitted directly to Oxford to keep the Pathways cohort near 175.

Academic Affairs

Provost's Update

Provost Mullenix provided an overview of revisions to the academic portfolio. She stated that in 2019 there were 163 bachelor degrees available, in 2024 there are 116 (16 are in the process of final teach out, and when completed, total eliminations will exceed 60). She then listed the programs eliminated in the past three years, and the elimination/consolidation of low-enrolled majors.

She also informed the Committee of the new programs created since 2019 to better meet student demand, they include bachelor programs, some of which include; Cybersecurity, Business Analytics, Emerging Technology in Business and Design, and Robotics Engineering. They also include graduate master degrees, as well, some of which include; Biomedical Engineering, Computer Science, Physician Associate, and Nurse Practitioner. She stated the emphasis is on STEM, business, data science, and applied fields.

Provost Mullenix then discussed the Maimi Academic Program Incubator (MAPI). She stated that all programs are now vetted through MAPI, allowing decisions to be data informed with market research. The emphasis is on career outcomes and market feasibility, with enrollment projections.

Finally, she reviewed Miami Plan specific course reductions since 2121.

Resolutions

Provost Mullenix then presented three resolutions for new degrees, along with a resolution to eliminate the Comparative Religion Department, and to accept and forward the biannual Completion Plan to the State. The new degrees are:

- Masters in Mechanical and Smart Manufacturing Degree
- Bachelor Degree in Applied Mathematics
- Bachelor of Philosophy Degree

There was discussion by the Committee that the quantity of material is such that a greater time for review of proposed new degrees is required. It was determined that going forward the material would be shared with the Committee once approved by University Senate. The

associated new degree fiscal impact statement was also discussed and that going forward Academic Affairs should develop it in coordination with Finance and Business Services.

The consensus of the Committee was to proceed with the degrees currently on the agenda, but in the future greater time must be provided for review and a more robust fiscal impact statement provided. The three new degree resolutions, along with the Comparative Religion and Completion Plan resolutions, were then considered in a single vote. With a motion from Trustee Schell, and a second from Trustee McNellie, all Committee members by voice vote voted unanimously in favor of approval by the full Board.

College of Engineering and Computing

Dean Beena Sukumaran provided an update on the College of Engineering and Computing. She began by stating the vision and goals of the College. She then provided an infrastructure update. She spoke of the transformation in Benton Hall of the former Deans' Suite into a First Year Lab. She also spoke of the newly dedicated McVey Data Science Building, which includes a Cybersecurity lab, an additional Computer lab, and two dedicated CSE Classrooms. She also relayed that the MME department has created a revised curriculum featuring topics such as advanced manufacturing, automation and digital engineering, and that efforts are underway to create a unifying smart factory lab experience, which will lead students thorough the myriad operations and setups at work in a smart factory.

Dean Sukumaran then discussed modernizing the curriculum, and the revamping of first-year courses CEC111/112 to help increase belongingness and engineering identity. She also relayed how Boldy Creative funding allowed the creation of new programs and initiatives, such as the bachelor degrees in Robotics, and Cyber Security. Master degrees have also been revamped, including the creation of non-thesis degrees. She explained that the non-thesis option requires only one year of study instead of two, making them a more attractive option for students entering the workforce, rather than pursuing a PhD.

She also spoke of the challenges to recruiting new students, with 16 universities offering engineering in Ohio, potential students have many options to choose from. To help inform students of engineering and Miami's program, they have developed a K-12 outreach program with students in the Tri-State area. For this year, confirmations are up year-over-year from 430 to 510. Graduate student confirmations are also up from 90 to 151.

The College is enhancing industry relations to increase employment opportunities for graduates. Other initiatives to promote workforce development include certificates, summer internships, courses to support workforce needs, graduate certificates, and Co-Op programs.

Dean Sukumaran informed the Committee of efforts to increase research funding. Year-to-date funding levels have surpassed last year, and are near the CEC record year of 2022, which was \$4.6M. Three of Miami's top seven departments for research dollars are in CEC.

Finally, she discussed the financial challenges to the College. Nationally, engineering degrees are among the most expensive to deliver. Fundraising is one method to help meet this

challenge, and FY2023 was the largest fundraising year ever for the College, with \$5.3M raised, and with \$28.3M raised to date in the current campaign. Another method to meet the need is through an engineering fee, and a request has been submitted to the State of Ohio for permission to raise Miami's engineering fee. She also made the Committee aware of how a change to the shared services cost distribution in the RCM model has increased the cost to CEC by approximately \$3M per year.

Adjourn

With no other business to come before the Committee, following a motion by Trustee Schell, and a second by Trustee McNellie, by voice vote the Committee unanimously voted to adjourn, with all voting in favor and none opposed.

Written Updates

- SL – Student Life Newsletter
- SL - Student Engagement
- SL - Residence Life/Living Learning Communities
- SL - Center for Student Diversity and Inclusion
- UCM – UCM Newsletter
- EMSS – Center for Career Exploration and Success
- EMSS - Student Success Center
- AA - Academic Advising



Theodore O. Pickerill II
Secretary to the Board of Trustees



Center for Student Engagement, Activities, and Leadership

Student Leadership

Meet the C-SEAL Team



**Kim
Vance,**
Director



**Colton
Johnson,**
Associate
Director



**Ryan
Kwapniowski,**
Associate
Director



**Alyssa
Ciango,**
Associate
Director



**Elissa
Christmas,**
Administrative
Assistant



**JS
Bragg,**
Assistant
Director



**Mattea
Carveiro,**
Assistant
Director



**Kailey
Costabile,**
Assistant
Director



**Jasmine
Hardy,**
Assistant
Director



**Lisa
Sheard,**
Assistant
Director



**Hayley
Stepek,**
Assistant
Director



Living Learning Communities and Leadership

- Emerging Leaders LLC (160 students, Dodds Hall)
 - Priority for U-Lead
 - 30 students participate in EDL 290E
- Sorority LLC (800-900 students, central quad)
 - Sophomore members of Panhellenic Association chapters
 - Programming centered around women in leadership
- Scholar Leader LLC (78 students)
 - Required EDL 290W, 5 hours community service, participation in community clusters (niche topics of interest)
 - Catalyst LeaderShape welcome retreat



“

I have loved my time in Scholar Leader as the cluster advisor for leadership development through my position as a Leadership SEAL Ambassador. Being a cluster advisor helped me grow as a leader and take on more responsibility in the program. Catalyst was specifically helpful in learning more about my cluster and what drives them to make positive change.”

Sofie Dwyer



Miami Strengths Project

- CliftonStrengths Leadership Inventory
 - 500+ assessments distributed this academic year
- Partnerships with the Libraries, the Recreation Center, Champions 4 Life (ICA), Armstrong Student Center, and the Center for Career Exploration and Success
- 7 team members are certified Strengths Coaches
 - Facilitate team workshops and provide coaching for individuals
 - 50 workshops and 40 individual coaching sessions
- Strengths Week
 - Hosted each semester, 5 days of strengths-based events



“

Understanding my strengths has been very beneficial in defining who I am and who I want to be.”

Perlmutter Leadership Conference Attendee



Leadership Conferences, Retreats, and Lectures

- Student attendance at regional and national leadership conferences
 - Leadership development
 - Networking/community building
- Conferences and retreats for student leaders
 - Perlmutter Leadership Conference
 - GeekCon
 - ACROP
 - Student organization training (expanded this year)
- Leadership lectures



“

I had the privilege of attending ACROPOLIS during my sophomore year. I learned more about myself, the value in stepping up and being a leader amongst your peers, and how to have difficult conversations. The only reason that I am on the Panhellenic executive board is because a peer encouraged me to apply. It's an experience that I will speak highly of when I think of my experience at Miami.”

Kameryn James, Panhellenic vice president of member development



Community Engagement - Service Initiatives

- 53,174 hours of service completed in 2023-24
- Service fairs
- Workshops
 - Translate your volunteer experience into a career
 - Find volunteer opportunities that align with your interests and passions
- Coordinated service events with Oxford community partners
 - Thread Up and fashion sustainability
 - Oxford Community Arts Center - Ox Chalks the Walks
- RedHawk Day of Service and MLK Week of Service
 - The Service Collective



“

I really enjoy being able to collaborate with my peers and create service events for Miami students!”

Taylor Greenaway, Service Ambassador



Civic Engagement

- Voter Engagement
 - Andrew Goodman Foundation
 - Campus Vote Project
 - Civic Influencers
- 56 hours of tabling for voter registration and get out the vote efforts
- 5 workshops spanning various topics
- **Highly Established Status** with ALL IN Campus Democracy Challenge
- Touchdown for Democracy tailgate
- Party at the Polls and the Democracy Bus



“

Campus Vote Project has given me the opportunity to deepen my understanding of our ever-changing political system and reinforced my value of the importance of civic engagement. I've learned about the complexities of voter registration laws and Miami's action plan to help advocate for students voting rights while recognizing the barriers in place. I look forward to continuing to work with the University and advocate for student's voting rights.”

Benny Caruso, Campus Vote Project fellow



Fraternity and Sorority Life Leadership

- Quad Council leadership
 - Direction and guidance for a community of over 5,500 students and 57 member organizations
- Philanthropy and service
 - Community raised \$324,790 in 2023-24 for local and national organizations
 - Panhellenic chapters alone raised \$251,353, (\$115,00 more than last year!)
 - Nearly 50,000 hours of service, equaling roughly \$1.6 million of economic impact
 - Chapter leadership opportunities



“

As a Miami graduate myself, it makes me even more proud to have students from the Miami greek community raise money for a good cause.”

Ellen M. Flannery ‘84

Founder, CancerFree KIDS



“

Advance was a great opportunity to meet with other leaders in the greek community to discover our strengths and how to best lead at Miami. Being able build on current leadership skills that I possessed such as communication and awareness allowed me to start my term off on a great note. The conversations held at Advance helped me to realize the importance of growing both recruitment and philanthropy opportunities within the Greek community, by growing these opportunities it is a chance to leave the council better than I found it.”

Ben Kawaja

Current Interfraternity Council president





Center for Student Engagement, Activities, and Leadership

Thank You!



June 2024

UCM Update

Enhancing Marketing Effectiveness



Introduction | Topics

UCM update

- Environmental Graphics, Content Gathering

Advertising ROI: Undergraduate

- Context
- Applications, Confirms

Looking Forward

- Undergraduate 'Smart Mailing,' Ad Campaign Concepts, Content Marketing Blog

UCM Update



‘Brandscaping’ with Environmental Graphics

- Completed more than 20 large-scale environmental graphic projects
- Sample of upcoming projects
 - One Stop - entire suite
 - Admission Visit Center
 - Student Wellness S.I.V.E.O. suite
 - AccessMU wall graphics
 - Large CEC Display Case and First Year Lab graphics

Western College/Young Hall Mural

40 ft vinyl graphic wall (with 10 acrylic standoff photos, 3D seal, 3D flag):

- Commemorates Herrick Black Young's impact on Western
- Displays a brief history of the college
- Highlights the role in Freedom Summer 1964





Myaamia Classroom

- Located in MacMillan Hall - Room 212
- What was created/replaced: Outside wall graphics, inside wall graphics, door wraps, carpeting, furniture, ceiling tiles, lighting, paint
- Wooden turtle - created by tribal artist Jody Gamble with wood sourced from Ohio and Oklahoma
- Myaamia language on inner walls

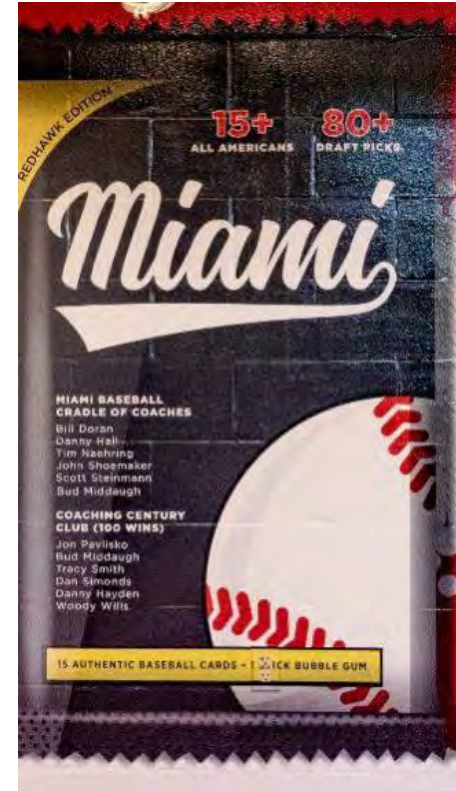




Athletics: Smokey Alston Room

Vinyl graphic (23 ft x 7 ft) wall at Hayden Park commemorates:

- Miami baseball players who have played in the major leagues,
- Miami Hall of Fame inductees,
- Cradle of Coaches members, and
- Century Club coaches



Athletics: Smokey Alston Room

BEFORE



AFTER



Creating More (Engaging) Content

Testimonial project to authentically show outcomes and experiential learning (and excellence and community)

- Casting Book
 - 115+ inquiries, with 60+ interviews completed
 - Assets: interview transcripts, submitted photos, quotes
- Voices video project
 - Nationally competitive award winners
 - Graduating seniors
 - This summer: Internships (Ohio, Chicago, DC)
 - 14 complete for July 1 launch







Miami Voices

APPLY VISIT GIVE INFO FOR

Miami Voices

Our students and recent graduates have amazing stories to tell about their Miami experiences.

Peren Tiemann '24 >

The thing that I'm most proud of would be I started our national students Demand Action Queer Students affinity group. For me, that was really important to emphasize the intersections of LGBTQ...

Political Science

D.J. Henry '24 >

From my professors to the friends that I've met since freshman year, they have helped me to keep pushing forward and continue to grow. Miami will always have a special place in my heart for th...

Marketing

Eric Kronz '24 >

I learned a lot from my internship — and it wasn't just technical experience. It's also the soft skills and little things that make a bigger difference in the world to communicate t...

Mechanical and Manufacturing Engineering

Abbey Stoltzfus '24 >

Double majoring was important to me because I felt that the four years here are so experience-worthy, and I didn't want to waste any time, so I took every opportunity that came my way.

Political Science • Sociology and Gerontology

Jonathan Erwin '24 >

When I first met all those new people who had already been here for one or two years, and I was touring the basement of the arts building, they totally dropped everything they were doing to say hi...

Art • Theatre

Marissa McClurg '25 >

It's really important to build a great relationship with your professors because they can truly help you understand any questions or issues pertaining to particular projects or even your major...

Management

Our students and recent graduates have amazing stories to tell about their Miami experiences.

Distribution:

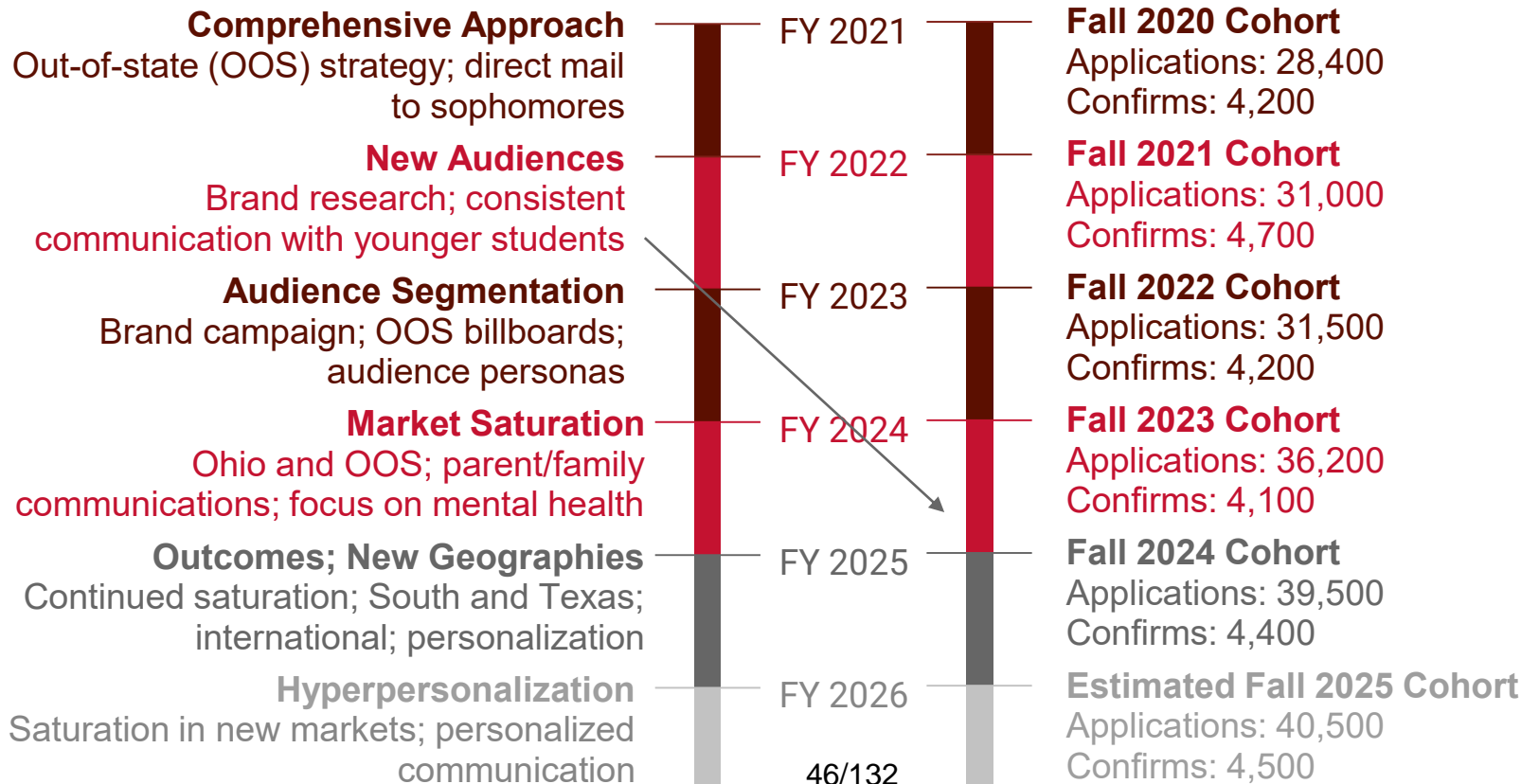
- Miami's YouTube
- Social media
- Digital ad campaigns
- E-mails to prospective students
- Miami Matters newsletter and news site
- Divisional websites

Advertising ROI: Undergraduate Applications and Confirms





Key Marketing Tactics



Results

FY22-24: digital advertising in 19 states and 36 MSAs; traditional advertising in 6 states and 13 MSAs (metropolitan statistical area)

- **Applications:**

- Increased in every state with advertising (except CO)
- Since 2022 (inflection point), applications are up more than 20% in 12 of 19 states
- 75% of MSAs immediately surrounding targeted MSAs also increased applications since 2021

Results

FY22-24: digital advertising in 19 states and 36 MSAs; traditional advertising in 6 states and 13 MSAs (metropolitan statistical area)

- **Confirms (by State):**

- Overall, confirms up 6% in states with advertising and down -8% in states without advertising since 2022 (up 7.5% since 2023)
- Up in confirms in every state with digital and out-of-home advertising and/or tv advertising, except Illinois
- +300 net increase in confirms over last year in states we've advertised in (that increase represents 6% of confirms)

Confirms in States with Advertising (comprehensive approach began FY21)

State	2019	2020	2021	2022	2023	2024	% change
Massachusetts*	67	66	63	57	39	59	51.28%
Michigan*	127	84	126	118	110	155	40.91%
New York*	84	66	77	72	65	88	35.38%
Wisconsin*	32	29	27	33	24	31	29.17%
Tennessee**	37	31	25	29	16	19	18.75%
Minnesota**	40	55	55	50	43	51	18.60%
Pennsylvania**	63	75	92	85	65	76	16.92%
New Jersey*	69	65	41	35	43	49	13.95%
Indiana*	86	90	142	123	130	145	11.54%
Ohio**	2599	2452	2961	2567	2531	2768	9.36%
Connecticut**	62	81	47	47	55	56	1.82%
DC/MD/VA*	109	113	104	93	74	70	-5.41%
Illinois**	454	449	410	386	443	407	-8.13%
Georgia*	30	29	33	28	23	21	-8.70%
Missouri*	73	62	71	58	60	52	-13.33%
Colorado*	52	45	59	57	45	38	-15.56%
North Carolina*	26	25	31	26	23	19	-17.39%
Kentucky*	72	65	81	80	91	75	-17.58%
California*	71	52	39	38	36	29	-19.44%

Results

FY22-24: digital advertising in 19 states and 36 MSAs; traditional advertising in 6 states and 13 MSAs

- **Confirms (by MSA):**
 - 66% of MSAs with advertising stayed steady or increased confirms over last year.
 - 40% of MSAs with advertising increased by 10% or more.
 - 8 of 9 MSAs with traditional advertising increased, including Detroit (71%), Columbus (25%), Minneapolis/St. Paul (24%); all except Chicago (-7%)
 - All MSAs with 15+ confirms, had advertising in or nearby

Confirms in MSAs with >14 confirms (comprehensive approach began FY21)

MSA	State	2019	2020	2021	2022	2023	2024	% Change
Rochester	MN	6	3	5	7	9	19	111.11%
Detroit-Warren-Livonia**	MI	83	61	66	76	62	106	70.97%
Boston-Cambridge-Quincy*	MA	61	55	58	46	33	54	63.64%
Baltimore-Towson*	MD	20	24	14	14	14	21	50.00%
Milwaukee*	WI	20	22	18	21	13	17	30.77%
Columbus**	OH	524	452	557	448	390	488	25.13%
Minneapolis-St. Paul**	MN	41	53	54	49	41	51	24.39%
New York-Northern New Jersey-Long Island*	NY-NJ	139	96	77	67	62	77	24.19%
Buffalo-Niagara Falls*	NY	17	27	30	22	28	34	21.43%
Philadelphia*	PA	19	28	20	15	14	17	21.43%
Dayton**	OH	225	209	250	241	229	269	17.47%
Indianapolis-Carmel*	IN	57	59	79	78	75	86	14.67%
Cleveland-Elyria-Mentor**	OH	558	479	527	448	441	488	10.66%
Pittsburgh**	PA	43	45	67	71	49	54	10.20%
Canton-Massillon*	OH	52	30	35	40	35	38	8.57%

Green* = Digital only
Blue** = Digital + Traditional
Orange = Halo effect

(Continued) Confirms in MSAs with >14 confirms (comprehensive approach began FY21)

MSA	State	2019	2020	2021	2022	2023	2024	% Change
Louisville/Jefferson County*	KY-IN	49	31	50	41	39	42	7.69%
Akron*	OH	118	111	153	113	123	130	5.69%
Cincinnati-Middletown**	OH	779	818	1,062	891	954	1,007	5.56%
Bridgeport-Stamford-Norwalk**	CT	54	69	33	39	46	48	4.35%
Youngstown*	OH	20	32	30	40	31	32	3.23%
Toledo*	OH	99	85	111	114	105	105	0.00%
Chicago-Naperville-Joliet**	IL-IN	443	432	400	374	429	401	-6.53%
Denver-Aurora*	CO	41	30	44	43	37	32	-13.51%
Washington-Arlington-Alexandria*	DC-VA-MD	89	93	78	69	49	42	-14.29%
St. Louis*	MO-IL	74	61	71	56	63	52	-17.46%
Atlanta-Sandy Springs-Marietta*	GA	28	30	32	25	24	19	-20.83%

Data as of 6/16/2024

Green* = Digital only
 Blue** = Digital + Traditional
 Orange = Halo effect



Top Performing Ads (by click through rate)



M
MIAMI
UNIVERSITY

Four-year
graduation rate
#15 PUBLIC
IN THE U.S.

[APPLY TODAY](#)



M
MIAMI
UNIVERSITY

Scholarships up to
FULL TUITION

[APPLY TODAY](#)



M
MIAMI
UNIVERSITY

The Residential
Honors College
FULFILL YOUR
POTENTIAL

[APPLY TODAY](#)



M
MIAMI
UNIVERSITY

#1 public school in Ohio
FOR ROI

[APPLY TODAY](#)



M
MIAMI
UNIVERSITY

Discover the nation's
NUMBER 3
COLLEGE TOWN
Oxford, Ohio

[VISIT MIAMI >](#)

Looking Forward





Refreshed Creative

Last year's focus of our "Power of Will" brand concept was "You Will/At Miami You Will." This year will evolve to:

- Energize our communications by taking a slightly more action-oriented approach in our copy and visuals.
- Ensure that marketing efforts build awareness and convert interest into tangible results.
- Demonstrate our success in the teacher-scholar model and experiential learning.





Refreshed Creative



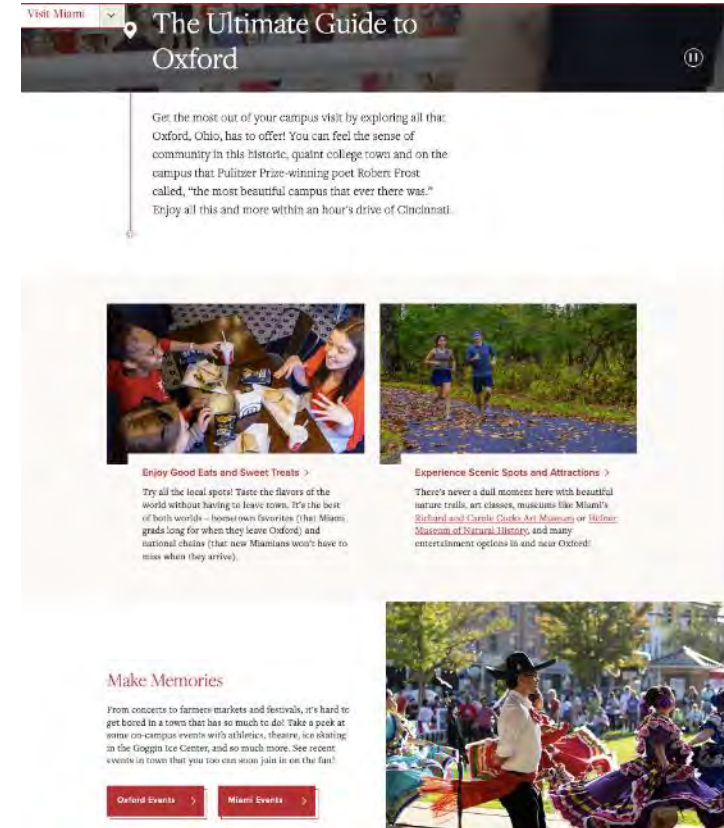
Undergraduate Search - 'Smart Mailing'

- Search campaign for high school sophomores/juniors, parents/family (300k addresses)
- Print and digital:
 - Targeted digital ads delivered to homes immediately before and after paper search mailing delivers
 - USPS Informed Delivery - clickable Miami ad at the top of the family's "here's what's in your mailbox today" email on the day the Miami paper mail delivers.
 - USPS Informed Delivery has 66%+ email open rate.



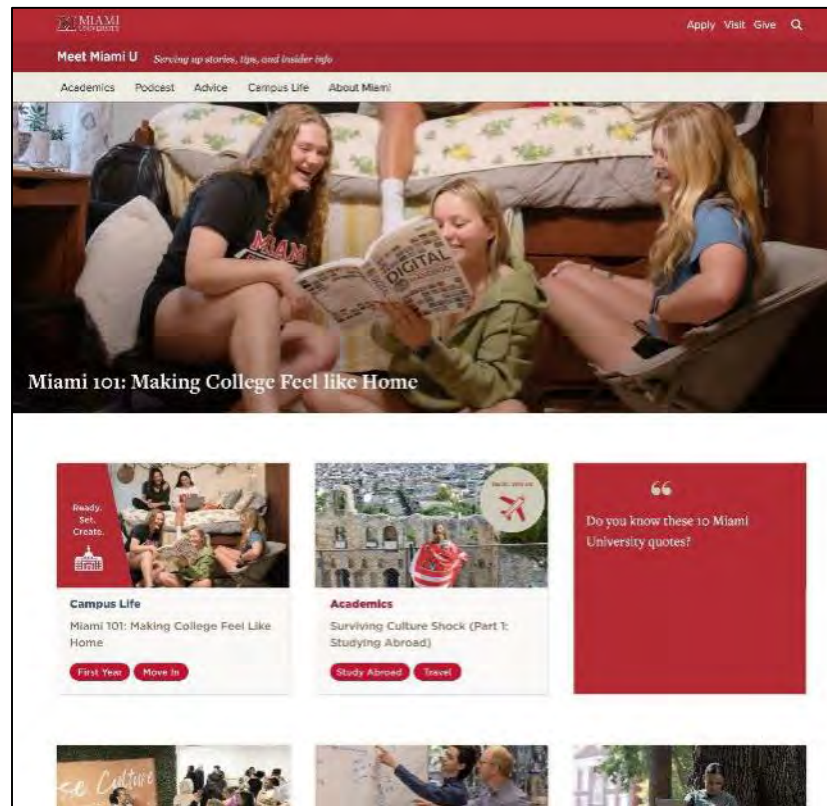
Undergraduate Search - 'Smart Mailing'

- Extract greater value out of very expensive print/postage efforts (with digital ads that reinforce the print and vice versa)
- Measure the effectiveness of print (QR codes + complementary digital)
 - QR code scan incentivises campus visits and ["Ultimate Guide to Oxford" web page](#)
- Appended head of household name/email - collect valuable parent contact information for early-funnel parent outreach
 - Head of household name and email address appended to Miami mailing list and returned to Miami to supplement student records



Meet Miami U blog

- Content marketing blog
 - Learning about, and preparing for, college (Top-of-Funnel)
 - The College and Miami Experience (Middle-of-Funnel)
 - Miami University and College Outcomes (Mid-and-Bottom Funnel)
- To launch August 2024
- Awareness digital ad strategy to complement Undergrad Admission search campaign



Meet Miami U Advertising

**Prospective Students
have questions.**

**They see web ads
answering those
questions.**

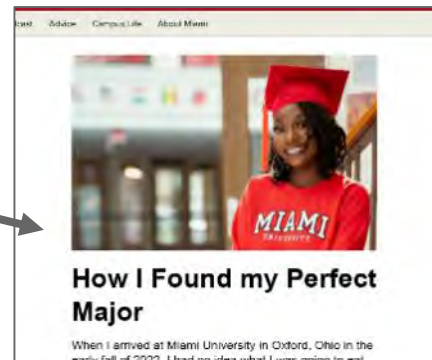
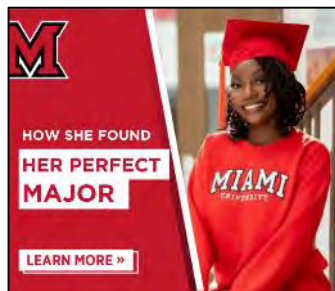
**We answer their
question.**

The Questions

- Found through SEO research.
- Found through feedback.

Examples

- How will I fit in at college?
- I want to study abroad but I'm scared.
- How do I find the right major?



- “How I found my friends at college”
- “My study abroad experience”
- “How she found the perfect major”

- A click brings them to a blog post answering that question.
- It exposes them to Miami.
- We can now target them with more ads.



Preview: First Draft Pride Points Video

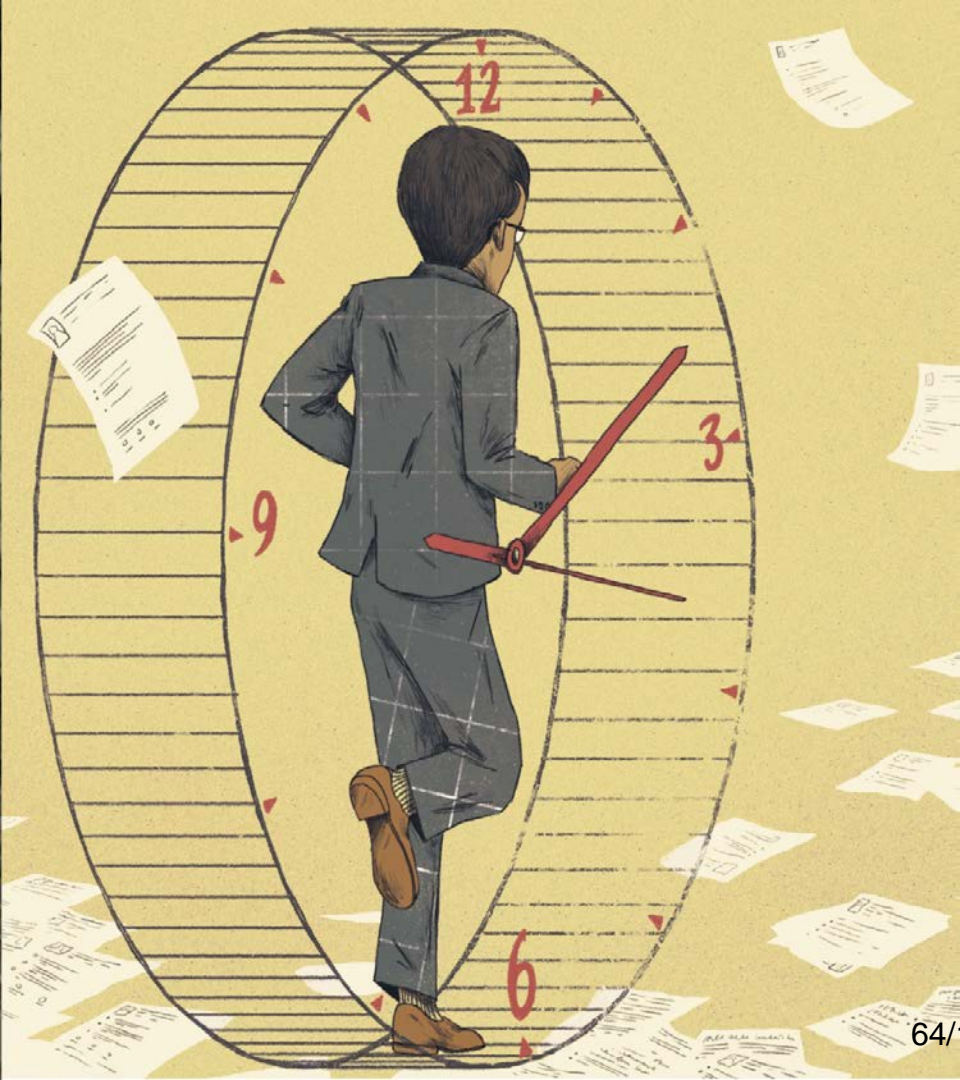
<DRAFT Video Available June26>





June 2024

Academic/Student Affairs Committee [ASA]: Provost's Updates



Unpacking Faculty Workload

Types of Faculty:

- **Permanent Faculty:**
 - Tenure Line [research expectations]
 - Teaching/Clinical/Professionally Licensed (TCPL) [no research expectations]
- **Temporary Faculty:**
 - Visiting Assistant Professors (VAPs)
 - Adjunct faculty or per-credit hour faculty

*Workloads vary based on type of faculty and campus

Current Workload Policies

- Tenure Line Faculty on the Oxford Campus



Workload Requirements for Faculty

Current Policy (for tenure line faculty on the Oxford Campus):

Faculty at Miami are currently expected to teach either a 3/3 or a 3/2.

1. The University norm for teaching load for **tenured and tenure-track faculty**--assuming research productivity, teaching and advising, and service that satisfy expectations--is either three and three or three and two (using the three credit hour course as the unit of account), depending on disciplinary standards and benchmarks and labor-intensive pedagogical practices. To the maximum extent possible, each faculty member is expected to teach across a range of courses.

Pre-Tenure Workloads

I. Teaching Load for Pre-Tenure Faculty [current policy]

A. Probationary faculty: course reductions.

Departments will provide a reduction in teaching load of one course per year in each of the first and second years of the probationary period.

B. Probationary faculty: leaves.

It is the University's intent to award all probationary faculty a research leave **or the equivalent in course reduction spread out over multiple semesters during their probationary period.**

Differentiated Teaching Load

II. Differentiated Teaching Load [current policy]

1. Departments should have written differential workload policies to recognize the varying strengths of faculty. These differentiated workload policies must be approved by the divisional dean and the Provost's office.
1. Deans, in conjunction with chairs and the Provost, will establish expectations regarding each department's total teaching contribution and some parameters with regard to distribution of teaching resources at various levels of instruction. Each chair should be made mindful of these targets when making individual teaching assignments.
2. The research activity of faculty should be judged by production and quality. That is, colleagues cannot simply opt to be "research active" but must show on a consistent basis that they are producing *above* departmental expectations.
1. The research activity of faculty should be re-evaluated on a regular basis (e.g., a rolling average over the last three years). It is not a one-time determination.
2. All faculty not on leave are expected to teach every semester.
3. A critical component of differential workload policies is the ability to tie excellence in teaching, research and service to significant salary gains. In particular, faculty who are excellent teachers and whose teaching loads exceed department norms should be compensated at levels that recognize their important contributions, just as our most productive researchers should be awarded for their contributions.



COLLEGE OF EDUCATION,
HEALTH, AND SOCIETY

College of Education, Health, & Society Updates

Amity Noltemeyer, PhD
Interim Dean

Agenda

EHS Overview



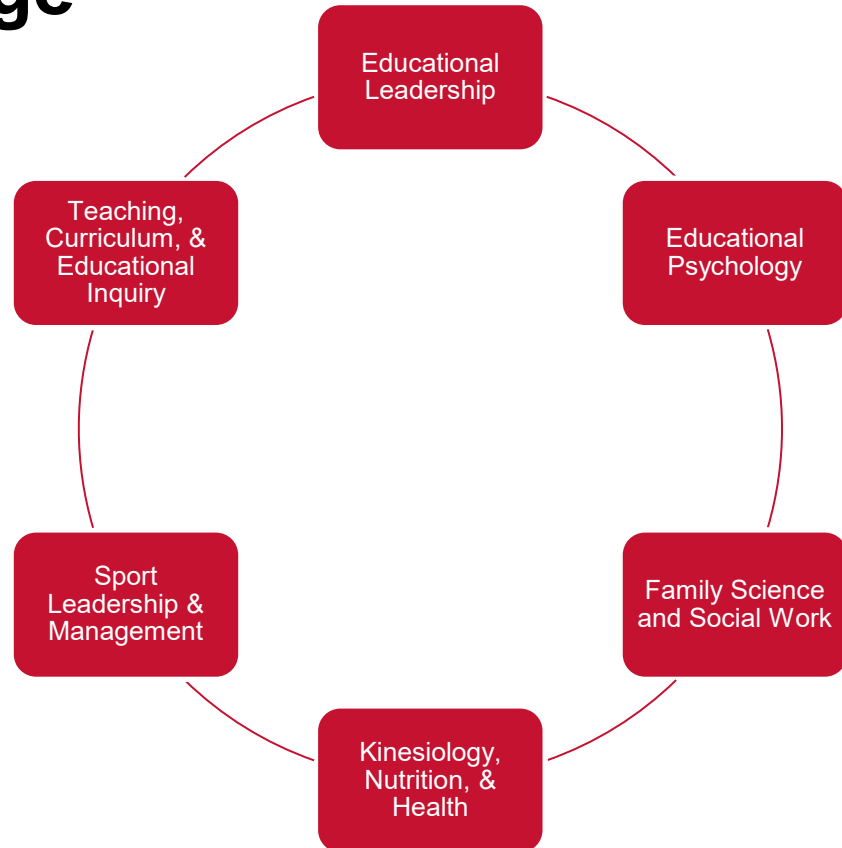
Priorities & Updates



Questions?

Overview of the College

The mission of the College of Education, Health, and Society is to prepare critically engaged and transformative leaders. The College prioritizes socially just outcomes, hands-on and applied learning, interdisciplinary thinking, rigorous research, and innovation. Through excellence in research, teaching, and service, EHS prepares graduates to generate knowledge, educate, serve, and promote health and well-being in diverse and global settings in order to respond to the complex problems societies face.

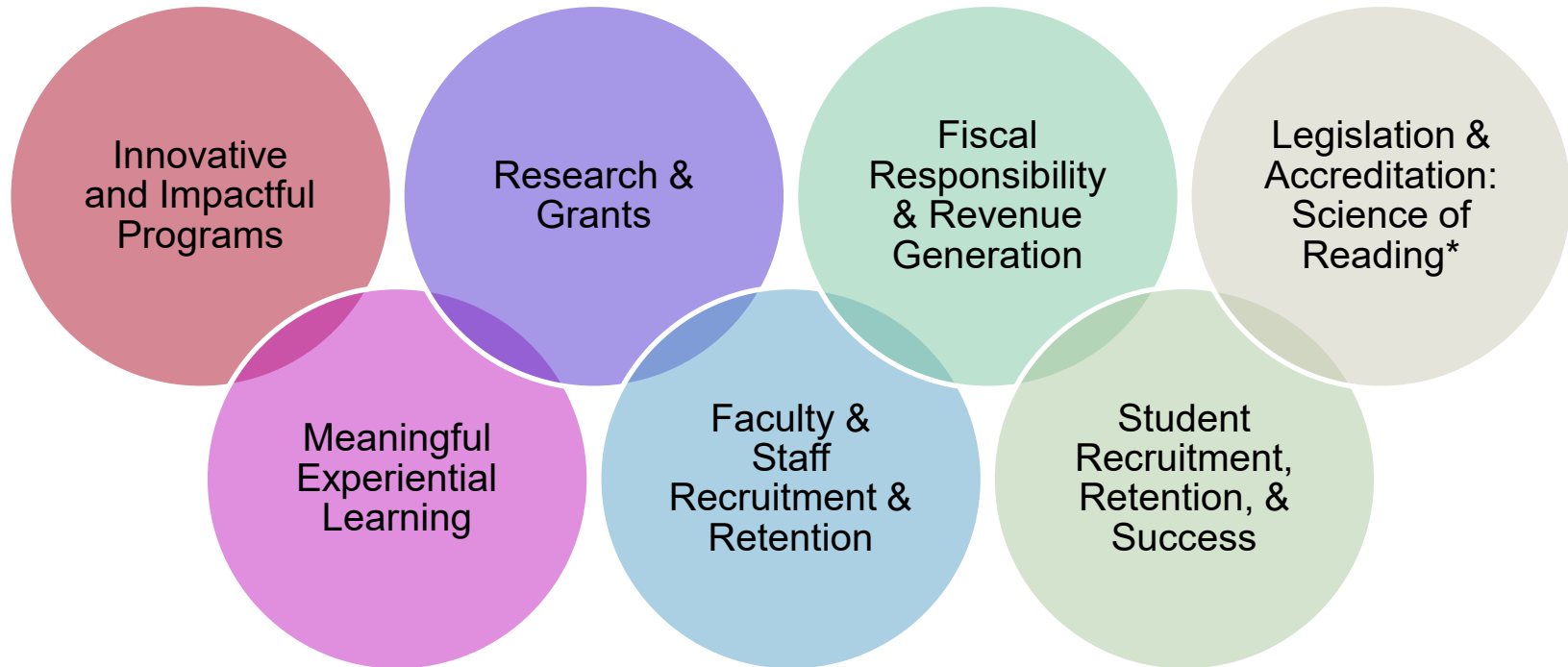




COLLEGE OF EDUCATION, HEALTH, AND SOCIETY



Recent EHS Priorities





Innovative & Impactful Academic Programs

New Programs

- Counselor Education M.Ed.
- Self-designed graduate certificate in Sport
- Dual pathway
- Curriculum and Instruction M.Ed.

Revised Programs

- World Language Education B.S.
- Literacy and Language M.Ed.
- Learning Technologies M.Ed
- Communities, Leadership, & Social Change Minor
- Child Life Certificate

Discontinued Programs

- Educational Studies B.S.
- Inclusive Special Education B.S.
- Transformative Education M.Ed.*
- Instructional Design and Technology M.A.
- Public Health B.S.
- Individual language education degrees*

Innovative & Impactful Academic Programs

- Graduated first class of dual pathway majors (qualify for licenses in both general and special education)
- Gained approval for fall 2025 launch of an MSW Dayton program (partnership with Dayton Children's Hospital)
- SLAM ranked as the No. 1 Sport Management program in Ohio and No. 6 in the country by College Factual



Experiential Learning: KNH Examples



Wednesday Lunch & Learn in KNH
KNH students, faculty and staff learn how easy it is to prepare a healthy lunch and then enjoy eating a meal together



Monday meals at Oxford Senior Center prepared by KNH faculty, staff, and students
help to build community. Everyone in Oxford is invited to eat, socialize, enjoy live music, win door prizes, and receive free cook books.



KNH Capstone students
worked on building an outdoor classroom / pavilion at Hueston Woods

KNH Capstone students
created hiking/biking trails at Hueston Woods



Blood pressure screenings by KNH students



Experiential Learning: More Examples

- Talawanda School District examples:
 - Student teaching & field experiences
 - School psychology practica
 - Sport psychology programming
 - After school language program
 - Transition planning
 - Nutrition programs
 - Math intervention
- [Urban Cohort](#)
- Study abroad examples:
 - SLAM in New Zealand, England, Luxembourg
 - KNH in Luxembourg
- Social work practicum students worked more than 40,000 hours this academic year at social service agencies in and around Butler County



Research & Grants

- [Judy Alston](#) (Chair & Professor) – Book: *The Undivided Life: Faculty of Color Bringing Our Whole Selves to the Academy*
- [Kelli Rushek & Katherine Batchelor](#) (Asst./Assoc. Professors): VSCO Stickers Unpeeled: Engaging Critical and Multiliteracies Pedagogy with preservice English Teachers (*Journal of Language & Literacy Education*)
- [Adam Beissel & Ryan Chen](#) (Assoc./Asst. Professors): The Quest for Authenticity Amid Activism and Sportswashing: A Netnographical Student of Chinese Satellite Fans During the 2022 FIFA Men's World Cup (*Soccer & Society*)



Judy Alston
Educational Leadership



Kelli Rushek
*Teaching, Curriculum,
& Educational Inquiry*



Katherine Batchelor
*Teaching, Curriculum,
& Educational Inquiry*



Adam Beissel
*Sport Leadership
& Management*



Ryan Chen
*Sport Leadership
& Management*



EHS Research/External Funding By Fiscal Year



Faculty/Staff Recruitment & Retention

- 37 successful searches in 2023-2024
- Four new department chairs (*indicates started role since January)



Judy Alston
*Educational
Leadership*



Darrel Davis*
*Educational
Psychology*



Anthony James*
*Family Science
& Social Work*



Kyle Timmerman*
*Kinesiology,
Nutrition, & Health*

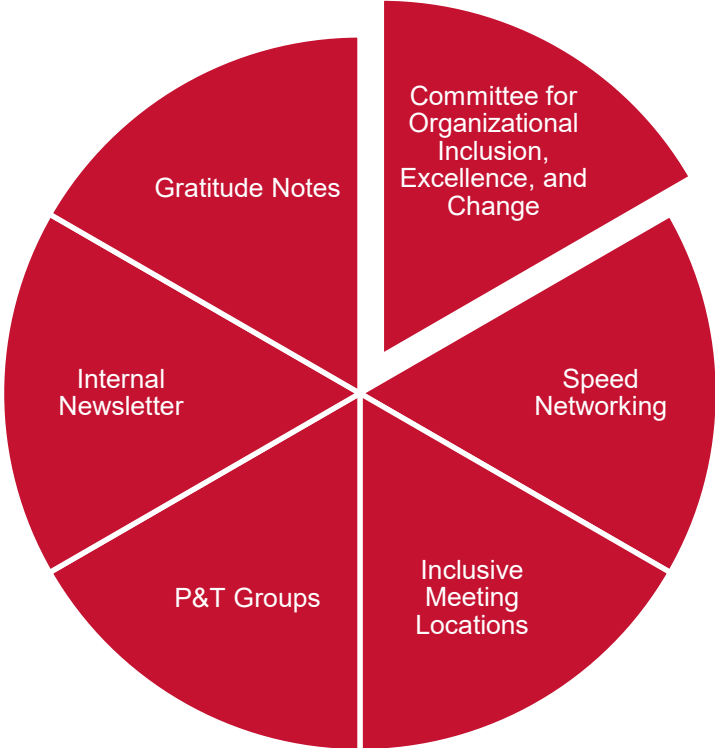


Ganiva Reyes*
*Teaching,
Curriculum, &
Educational
Inquiry*



Melissa Chase
*Sport Leadership
& Management*

Building Faculty/Staff Community



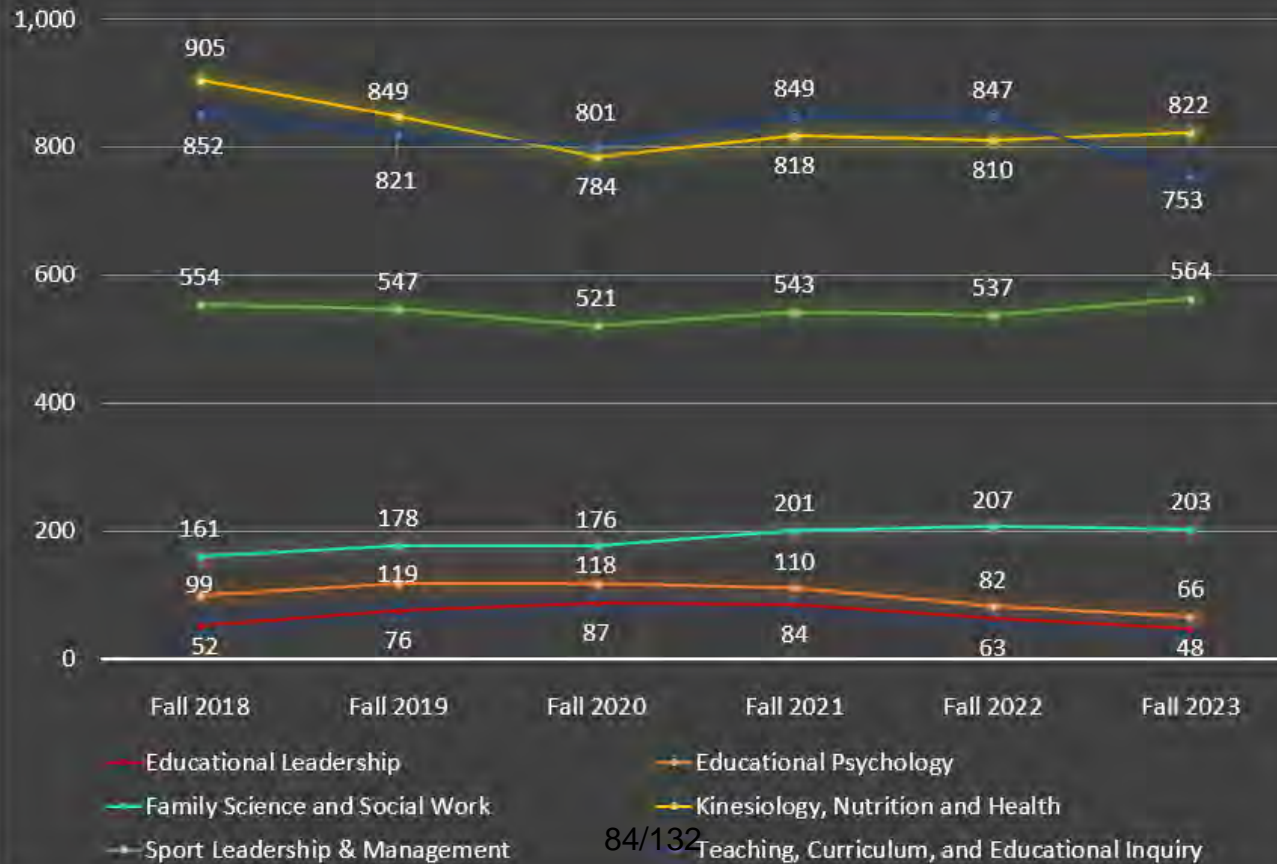
EHS First Year, First Time, Primary Major: Admissions/Enrollment Trends

	Fall 2018		Fall 2019		Fall 2020		Fall 2021		Fall 2022		Fall 2023	
	Pre-Orientation 5/9/2018	End of Term Results Counts of Majors (Primary Majors)	Pre-Orientation 5/8/2019	End of Term Results Counts of Majors (Primary Majors)	Pre-Orientation 5/4/2020	End of Term Results Counts of Majors (Primary Majors)	Pre-Orientation 5/4/2021	End of Term Results Counts of Majors (Primary Majors)	Pre-Orientation 5/3/2022	End of Term Results Counts of Majors (Primary Majors)	Pre-Orientation 5/1/2023	End of Term Results Counts of Majors (Primary Majors)
TCE												
Early Childhood/Primary Education												
PK-5	65	72	80	84	65	69	85	89	80	86	65	79
Middle Childhood	35	36	20	21	20	20	29	30	19	26	13	14
Foreign Languages	7	3	6	6	5	2	5	7	3	2	2	1
AYA English/Language Arts	21	23	20	15	13	18	24	27	27	23	22	20
AYA Mathematics	13	11	17	16	11	13	22	15	14	12	10	8
AYA Sciences	9	6	4	7	7	5	4	8	10	8	6	7
AYA Social Studies	11	13	7	17	19	21	17	21	22	15	15	19
TCE (EDT) TOTAL	161	164	154	166	140	148	186	197	175	172	133	148
Growth From Pre-Orientation to End of Term		3		12		8		11		(3)		15
EDP												
Special Education/Inclusive Special Education	11	18	20	26	17	12	9	13	10	11	14	14
EDP TOTAL	11	18	20	26	17	12	9	13	10	11	14	14
Growth From Pre-Orientation to End of Term		7		6		(5)		4		1		0
EDL												
Education Studies	12	7	27	7	2	1	7	7	2	2	3	2
EDL TOTAL	12	7	27	7	2	1	7	7	2	2	3	2
Growth From Pre-Orientation to End of Term		(5)		(20)		(1)		0		0		(1)
FSW												
Family Science	3	8	4	13	0	0	0	0				
Social Work	10	16	13	21	23	30	25	30	21	20	23	32
FSW TOTAL	13	24	17	34	23	30	25	30	21	20	23	32
Growth From Pre-Orientation to End of Term		11		17		7		5		(1)		9
KNH												
Athletic Training	26	11	0	0	0	0	0	0				
Kinesiology	70	135	80	129	77	110	128	184	101	155	115	154
Nutrition	24	16	19	27	17	23		1			2	1
Nutrition: Community							3	1	3	7	3	3
Nutrition: Dietetics							20	24	15	14	20	17
Public Health	25	19	2	4	3	8	1	6	2	4	2	3
KNH TOTAL	145	181	101	160	97	141	152	216	121	180	142	178
Growth From Pre-Orientation to End of Term		36		59		44		64		59		36
SLM												
Sport Leadership & Mgt	58	87	55	79	80	96	80	119	61	9	4	4
Sport Coaching										6		
Sport Communication & Media										5	14	24
Sport Management										69	58	68
SLM TOTAL	58	87	55	79	80	96	80	119	61	89	76	96
Growth From Pre-Orientation to End of Term		29		24		16		39		28		20
EHS Undecided and/or Not Yet Registered	41	6	46	9	16	12	17	5	13	1	45	3
Growth From Pre-Orientation to End of Term		(35)		(37)		(4)		(12)		(12)		(42)
EHS TOTAL	441	487	420	481	375	440	476	587	403	475	436	473
Growth From Pre-Orientation to End of Term		46		61		65		111		72		37

Students Find Us!

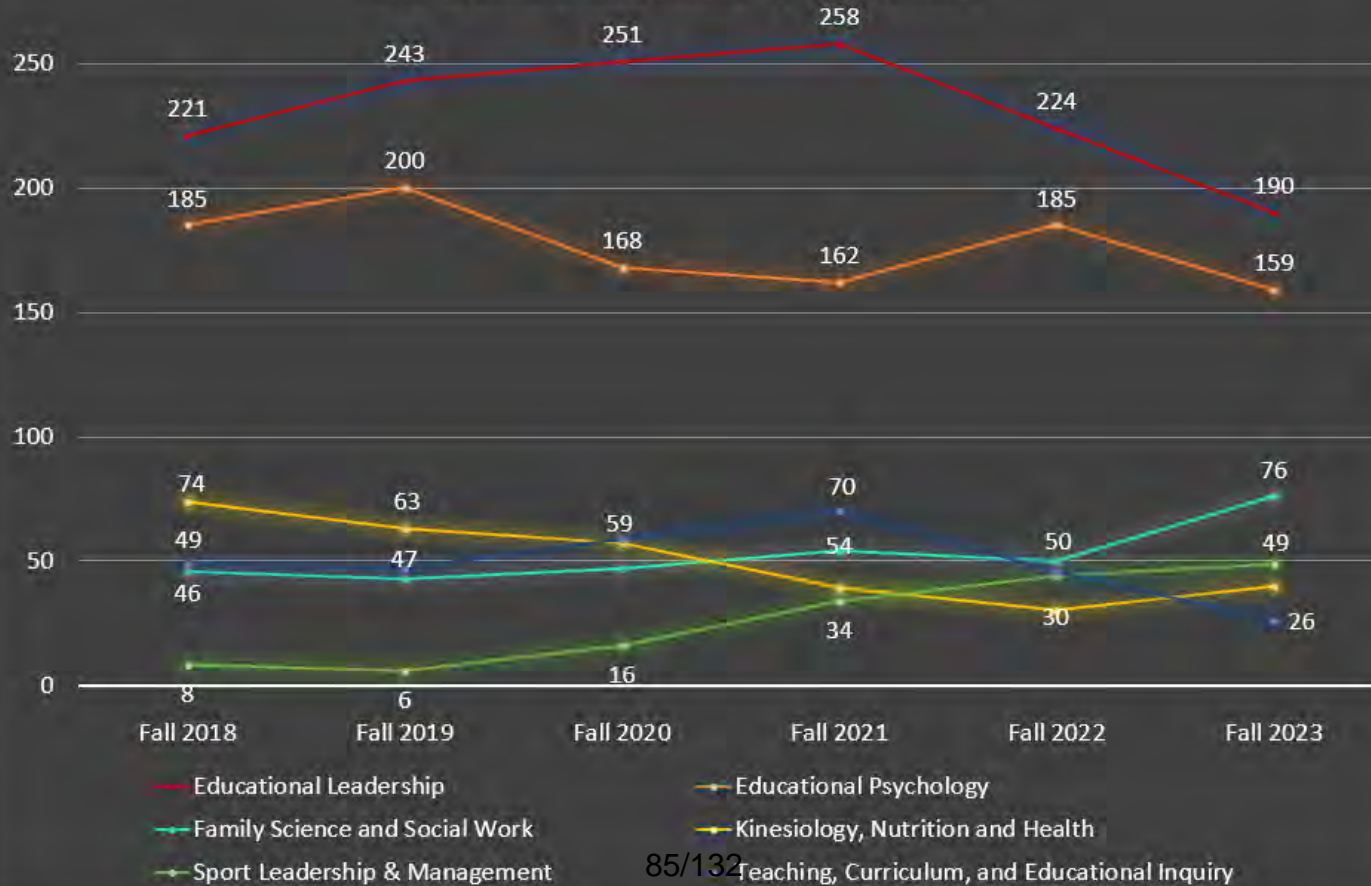


EHS Undergraduate Enrollment by Department (Oxford Campus)



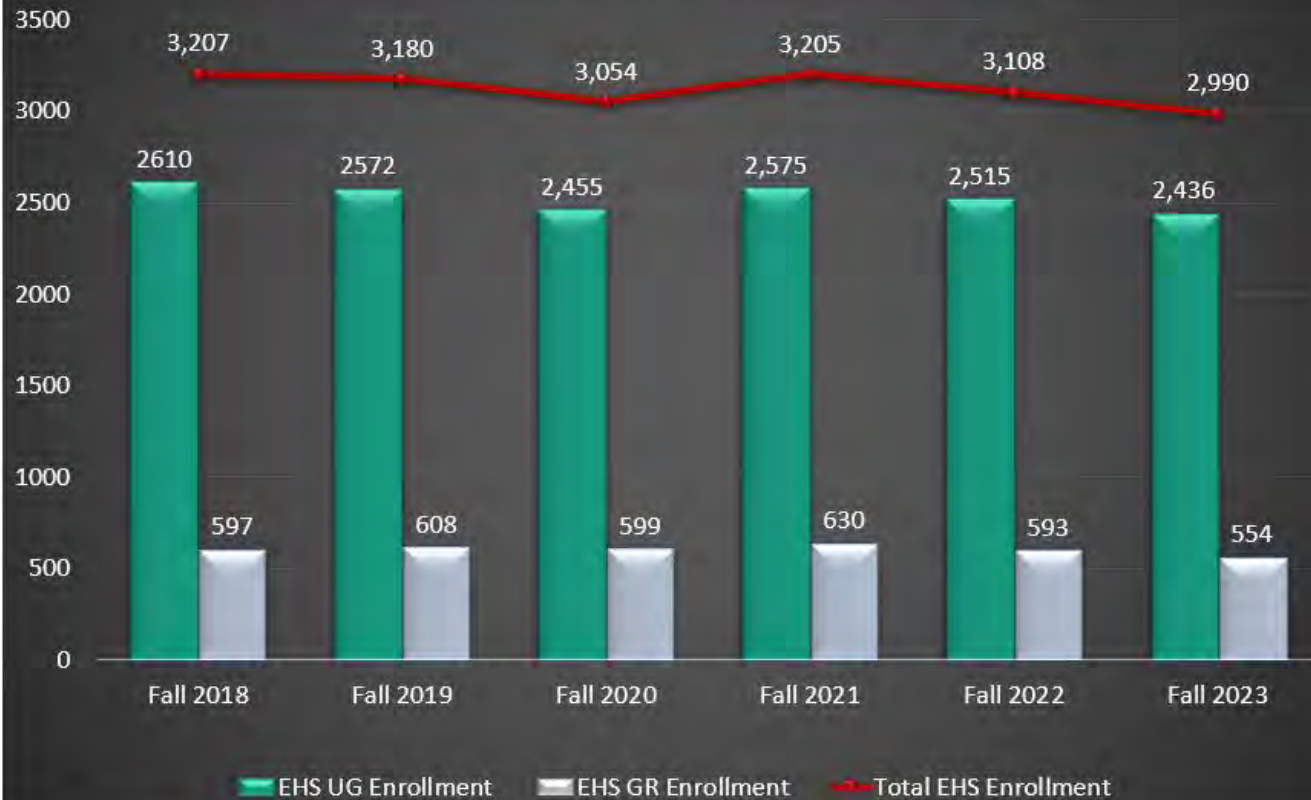


EHS Graduate Enrollment by Department





EHS Total Enrollment (Oxford Campus)



Student Recruitment, Retention, and Success

EHS Retention

- Fall 20 Cohort 87.7%
- Fall 21 Cohort 88.5%
- Fall 22 Cohort 91.5%

Advising Initiatives

- Streamline and improve processes
- Faculty advisor training

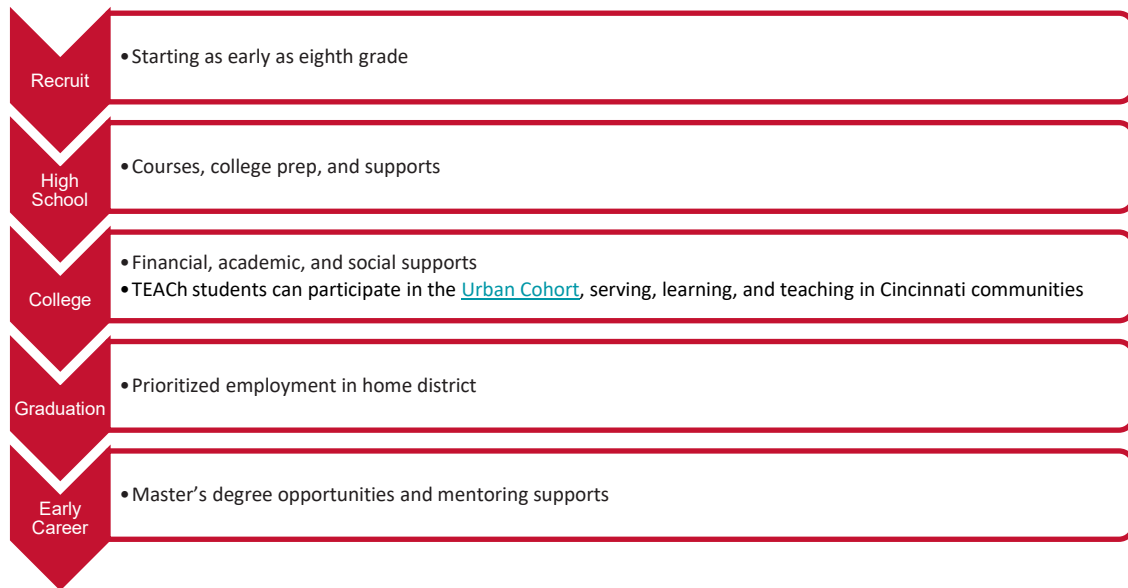


TEACH Cincinnati Program



COLLEGE OF EDUCATION,
HEALTH, AND SOCIETY

TECh (Transformative Educators Advocating Change) Cincinnati aims to recruit, retain, and develop diverse educators and combat the teacher shortage, through a unique partnership with Cincinnati Public Schools. This innovative work is grabbing the attention of legislators, alumni and local foundations, but our current unmet need remains student scholarships.



https://youtu.be/75886H_KeyY

Recent EHS Student Accomplishments

- [Ben Bracken](#), Sport Leadership & Management student, finishes in top 8 of National Sports Sales Competition
- [Asad Ikemba](#), Educational Leadership doctoral student, wins Global Essay Competition with 'The Sankofa Bird That Flew Home'
- [Madelyn Trefzger](#), Nutrition student, is the 2024 recipient of The Ohio Academy of Nutrition and Dietetics' Outstanding Dietetics Student Award in a Dietetic Internship



Ben Bracken (Left)

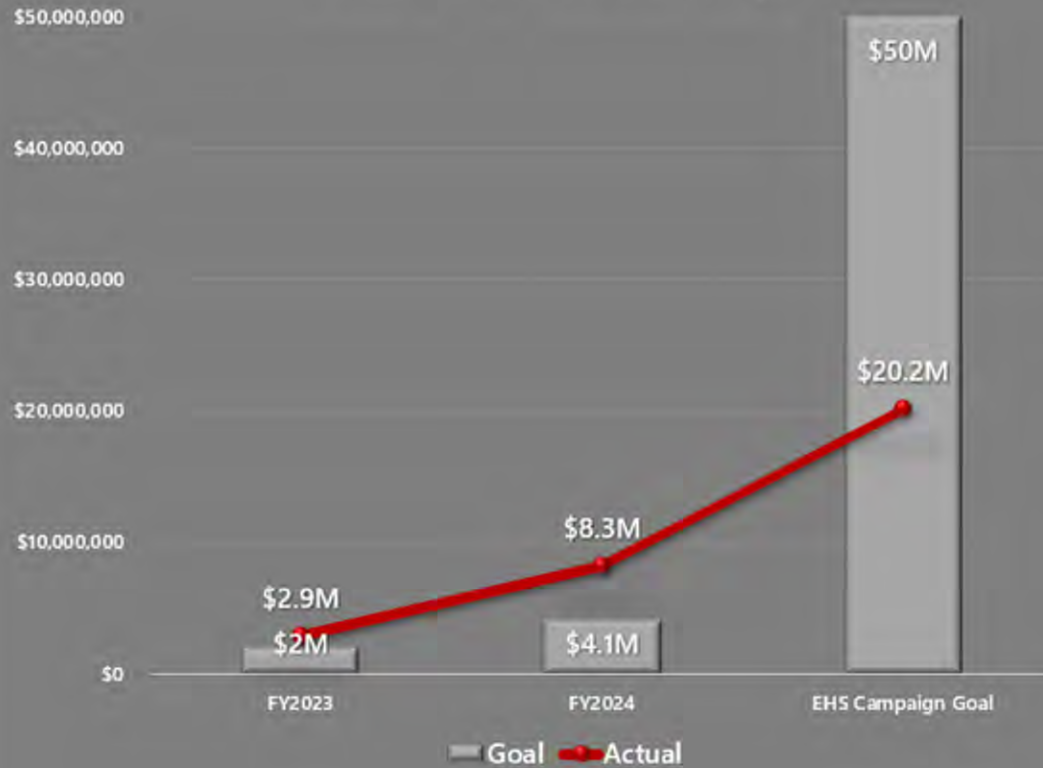


Asad Ikemba



Madelyn Trefzger

EHS Fundraising





EHS RCM Revenues, Expenses and Ending Balance

	Total revenue sources	Total Expenses	Transfer and CR&R	RCM Ending balance before subvention
FY21	\$43,514,101	\$39,116,787	\$2,126,186	\$2,271,128
FY22	\$43,094,021	\$37,645,416	\$2,726,804	\$2,721,800
FY23	\$42,701,124	\$38,890,331	\$2,549,442	\$1,261,351
FY24 Projection (As of March 2024)	\$43,369,521	\$39,142,108	\$2,568,660	\$1,658,752



EHS Margins- Goal 60% or Better

EHS UG Margins by Department

Dept	FY2019	FY2020	FY2021	FY2022	FY2023
EDL	52.3%	35.9%	39.0%	26.5%	50.6%
EDP	61.1%	54.3%	55.2%	52.7%	46.8%
FSW	67.6%	68.7%	66.7%	61.4%	58.8%
KNH	79.1%	76.9%	78.6%	72.3%	72.9%
SLM				82.5%	82.9%
TCE	63.3%	63.0%	59.8%	56.7%	46.4%
EHS Overall	71.1%	68.2%	65.7%	65.1%	64.5%

EHS GR Margins by Department

Dept	FY2019	FY2020	FY2021	FY2022	FY2023
EDL	-31.4%	0.1%	24.4%	17.8%	6.0%
EDP	41.0%	36.3%	39.0%	47.7%	46.5%
FSW	3.4%	6.9%	40.4%	40.1%	33.4%
KNH	-15.2%	-7.5%	43.1%	41.2%	2.1%
SLM				6.9%	12.4%
TCE	-5.1%	22.9%	30.3%	17.2%	14.9%
EHS Overall	13.2%	23.5%	28.3%	31.7%	31.0%

EHS Overall Margins by Department

Dept	FY2019	FY2020	FY2021	FY2022	FY2023
EDL	21.3%	22.5%	32.6%	22.5%	32.9%
EDP	54.3%	48.0%	49.1%	50.9%	46.7%
FSW	60.8%	60.2%	60.9%	56.9%	52.9%
KNH	75.6%	73.9%	76.0%	69.9%	68.6%
SLM				79.7%	78.7%
TCE	58.4%	60.1%	57.4%	53.6%	43.6%
EHS Overall	64.1%	62.1%	59.7%	59.9%	58.6%

Context of Contributions to the University Budget

- **Continuous Monitoring of divisional revenues, expense and margins**
 - Communication with Leadership Team and Chairs about what adjustments we can make in an increasingly tight margin
 - Reduced 1% last year (FY24)
 - Submitted 2% reduction (FY25)
 - Asked departments for 2.5% Reductions for FY25 (E&G and Vacancy Spending)
 - Centralizing departmental HR/Personnel administrative staff to increase efficiencies (in progress)
 - Faculty sunset 2 undergraduate majors
 - TEAM Scholarship reduction (fully 25% now)

Other Critical Highlights and/or Concerns



● Competitive Recruitment Across Higher Education

- Need for discounting vs need to reduce internal discount rate
- Reduced discount rate (w/out additional scholarships) disproportionately impacts many of our majors, putting more pressure on EHS to raise scholarships in a time when giving is slowing
- Meeting Summer & Winter Revenue budget – budget is set pre-covid and with the economy slowing and the cost of education rising- even our best efforts might not hit budget
- Study Abroad
 - MUDEC enrollment is up. EHS has 2 Cohorts (KNH & SLM), Student Teaching, ELL Summer Camp
 - Faculty Led Study Abroad- For sustainability we need a strategic portfolio of programs that are advertised before student leaving in May. We are missing out on maximizing student enrollments in programs

● Staffing: Turnover/Retention

- Senior staff spending time on searches and hiring processes followed by training/internal on-boarding

The Science of Reading

The Basics

There are so many pieces to the Science of Reading that it can be difficult to know where to start. Here are a few highlights about what the Science of Reading IS and what it IS NOT. This knowledge will help you on your journey to teaching all children, including those with diverse needs and cultural backgrounds, to read.

What it IS

A Collection of Research

Research, over time, from multiple fields of study using methods that confirm and disconfirm theories on how children best learn to read.



Teaching Based on the 5 Big Ideas

Phonemic Awareness - The ability to identify and play with individual sounds in spoken words.

Phonics - Reading instruction on understanding how letters and groups of letters link to sounds to form letter-sound relationships and spelling patterns.

Fluency - The ability to read words, phrases, sentences, and stories correctly, with enough speed, and expression.

Vocabulary - Knowing what words mean and how to say and use them correctly.

Comprehension - The ability to understand what you are reading.

Ever Evolving

There is new research and evidence all the time. As populations, communities, and approaches evolve, so should practice.



What it IS NOT

A program, an intervention, or a product that you can buy.

The Science of Reading could be considered an approach to teaching reading that is based on decades of research and evidence. It is NOT a specific program.



Phonics-based programs that drill phonics skills.

Phonics is an integral part of teaching reading based on science, but it is just one of the five big ideas that should be taught so all children can learn to read.



Complete and no more study needs to be done.

As with any science, it is never complete. We can always know more. More study happens all the time and researchers, teachers, and families can work together to bring the best research into classrooms.



Science of Reading (SOR)

Ohio's House Bill 33 Updates to ORC 3333.048

- Coursework must include evidence-based strategies for literacy instruction aligned to the science of reading.
- Clinical preparation must occur in classrooms where the teachers have training in strategies aligned to the science of reading and use instructional materials from the approved list.
- Audits will begin in January 2025

Higher Education

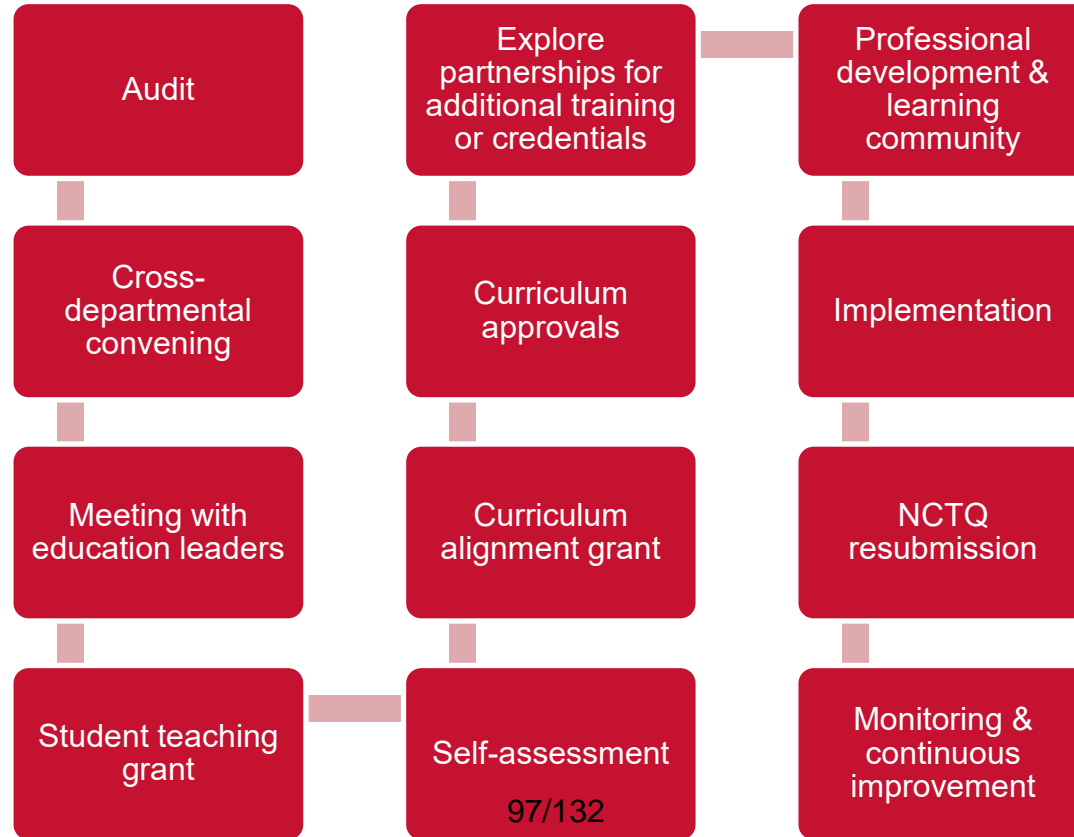


- All teachers in school districts and community schools must complete required science of reading professional development by June 30, 2025.
- Starting in the 2024-25 school year, districts will be required to use reading instructional materials only from an approved Department of Education and Workforce (DEW) list of approved materials aligned to the science of reading.

K-12



Science of Reading Progress



Curricular Alignment Grant Team Acknowledgement

Thank you to:



Michelle Cosmah
*Teaching, Curriculum,
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Lena Lee
*Teaching, Curriculum,
& Educational Inquiry*



Sarah Watt
Educational Psychology



COLLEGE OF EDUCATION,
HEALTH, AND SOCIETY

Questions or Comments?

Amity Noltemeyer

anoltemeyer@miamioh.edu



June 2024

Enrollment Management and Student Success Update



June 2024

New Student Enrollment Update

Reflections on Fall 2024 Success

- First results of a three-year-long, multi-pronged approach to search
- Expanded campus events
 - 20% average increased attendance
- Focused on showing that Miami cares
 - Transparent, timely, empathetic communications
- Optimized financial aid and merit awards
 - Released accurate aid offers



Fall 2024 Confirmations

Residency and Pathways

	2022	2023	2024	Δ since May 15	Δ 2023 to 2024
Non-Resident - Oxford	1,641	1,558	1,678	+32	7.7%
Domestic Non-Resident	1,533	1,477	1,555	+10	5.3%
International	108	81	123	+22	51.9%
Ohio Resident - Oxford	2,577	2,543	2,770	+59	8.9%
Grand Total - Oxford	4,218	4,101	4,448	+91	8.4%
Pathways	94	106	234	+21	120.8%
<i>Grand Total – Oxford & Pathways</i>	4,312	4,207	4,682	+112	11.3%

Data as of June 16



Fall 2024 Confirmations

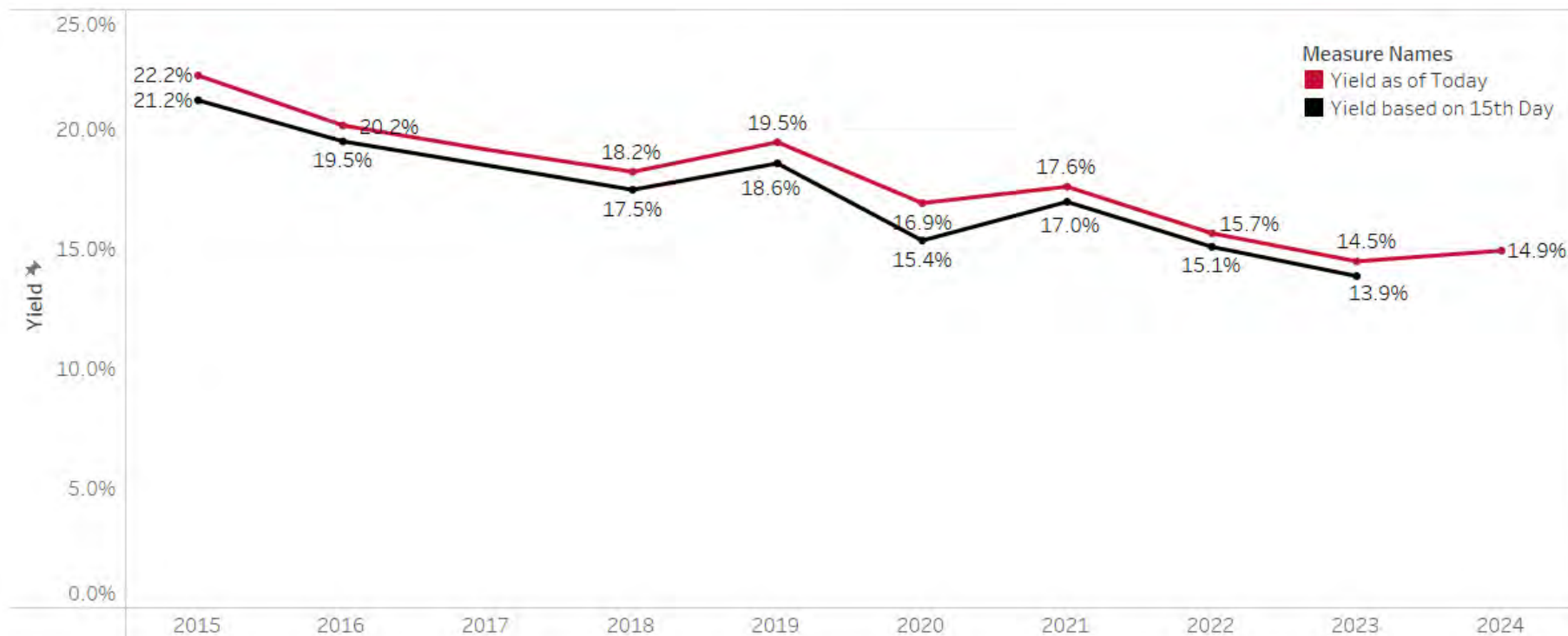
Academic Division

	2022	2023	2024	Δ since May 15	Δ 2023 to 2024
College of Arts and Sciences	1,686	1,481	1,653	+42	11.6%
Farmer School of Business	1,210	1,317	1,321	+17	0.3%
College of Engineering and Computing	485	430	514	+4	19.5%
College of Education, Health, and Society	408	451	496	+22	10.0%
College of Creative Arts	301	263	273	+7	3.8%
Nursing	128	159	191	-1	20.1%
Grand Total	4,218	4,101	4,448	+91	8.5%

Data as of June 16



Yield as of June 16th and 15th day



Planning for Fall 2025

- Continue to show, not just tell folks why Miami is special
- Focus on enhancing reputation
 - Diversifying Sources
 - Counselor Relations
 - Expanding Markets
- Redesign campus experiences
 - Create moments for all students
- Be ready to make the next challenge into the next opportunity





June 2024

Retention and Persistence Update

Personalized and Proactive Outreach

Student **HOLD** Outreach

Committee Initiation and Objectives (3/22)

Data Analysis Insights

Review and Actions

Progress and Results

Ongoing Work (Summer 2024)

March 2022

73 holds
209,768 active holds

November 2023

Removed 134,386 holds

April 2024

43 holds
20,377 holds removed



Implementation and Expected Outcomes



Increased retention rates

Higher graduation rates

Enhanced student satisfaction

Data-driven success culture

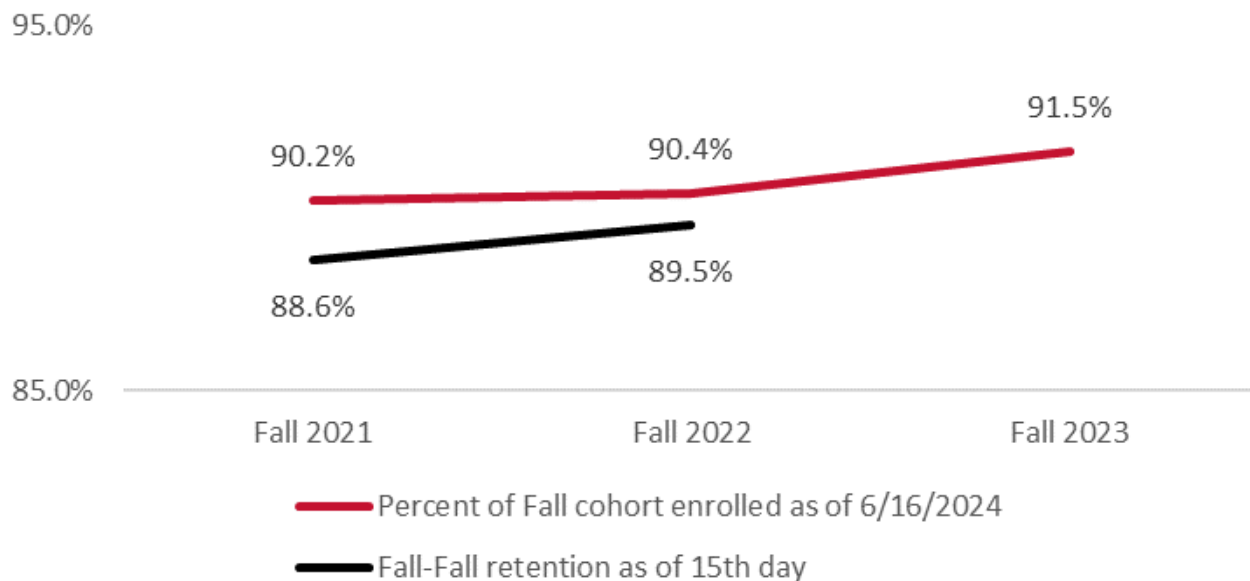
Narrow the gap between Pell students
with non-Pell students

82.3% HIGH SUPPORT STUDENTS
REGISTERED FOR FALL

94% RETAINED FALL
TO SPRING WITH **2.76** GPA

Improvements in Retention Bring Students Back

Retention and Current Day Enrollment - 3 Year Trend





June 2024

Center for Career Exploration and Success Update

Experiential Education and Growth Opportunities

COOPERATIVE EDUCATION

MICRO-INTERNSHIPS

JOB SHADOWS

DIRECTOR OF EXPERIENTIAL EDUCATION

CAREER CHAMPIONS PROGRAM

IMPROVE INTERNSHIP
TRACKING
+21%
OVER LAST YEAR

INTERNSHIP/RESEARCH
GRANTS
\$1.4M
AWARDED SINCE 2020



89%

FALL 2023 COHORT
ENGAGEMENT

A man in a blue suit and red tie is talking to a woman with blonde hair at a career fair booth. In the background, there is a banner for the "CRIMINAL INVESTIGATION" program with a logo that says "INSO".

UNIQUE ORGANIZATIONS ATTENDING ONE OR MORE CAREER FAIRS

487

AVERAGE EMPLOYERS ATTENDING FAIRS AT PEER INSTITUTIONS

150

STUDENTS ATTENDING A CAREER FAIR

5,500+

Welcoming Gen Z to the Workforce

GEN Z AT A GLANCE

**Pragmatic
and
realistic**

**25% more
stressed**

**Expected
to hold 18
jobs over
6 careers**

**Expect
customized
support**

**Socially
conscious**

**Value
authenticity,
flexibility,
and empathy**

**Rely on self
service
tools for
information**

Preparing for the Work World

CRITICAL THINKING

SELF-DEVELOPMENT

COMMUNICATION

EQUITY

LEADERSHIP

TEAMWORK

INCLUSION

PROFESSIONALISM

TECHNOLOGY

Employer responses to “In which of these competency
areas do your interns excel?”

Opportunities for Growth

ASK QUESTIONS TAKE CONSTRUCTIVE CRITICISM
MOTIVATION/INTEREST CONFIDENCE
BALANCE SCHOOL/INTERNSHIP
TIMELINESS AND PROFESSIONALISM BETTER SELF-CARE
EXPECTATIONS IN WORK vs. COLLEGE

Employer responses to the question “In which areas do your interns need support?”

Our Focus Areas

Communication



Stress Management



Leadership



What We Do Next?

- Create Resource Guides
- Conduct Virtual Check-Ins
- Pilot a Cohort
- Luncheon for Supervisors, Interns, and Faculty Members
- Create Videos and Social Media Posts



Questions?

120/132



Division of Student Life

NEWS AND UPDATES | June 2024

Community and belonging • Diversity and inclusion • Student transitions • Academic support • Health and wellness • Engagement and leadership

Our final report for the 2023-24 academic year highlights divisional projects, key performance indicators, and select points of pride.

Celebrating 10 Years of the Armstrong Student Center

The **Armstrong Student Center** (ASC) celebrated its 10th anniversary throughout the spring semester. The celebrations kicked off with a birthday party on February 7, complete with an Armstrong-shaped cake, giveaways, and balloon installations. In April, they hosted a “decades party” for students, featuring tie-dye, roller skates, and games. The celebrations continued into Alumni Weekend in June, with a reception, open house, and a building tour for Associated Student Government and Armstrong Student Center board alumni.

The Miami Family Connection

The **Office of Parent and Family Programs** recently launched the *Miami Family Connection*, a new platform powered by CampusESP. This innovative portal enhances communication with parents and families by allowing them to select specific content communities, save useful articles, and share posts easily. Parents can customize the frequency of email newsletters, choosing from weekly to quarterly updates. By creating an account, they can also access the portal anytime to browse, search, and save content. A soft launch has begun with orientation attendees; notifications to rising second, third, and fourth-year families is scheduled for later in June.

Ohio Department of Higher Education Grant Updates

In fall 2023, Miami received grant funding of nearly \$980,000 from the Ohio Department of Higher Education to pursue student mental health initiatives. The grant has already made a substantial impact on campus. The inaugural mental health incubator funded 27 projects and is opening again in fall 2024 for new applications. The grant is also allowing us to expand the governor's *Changing Campus Culture* initiative with programming and training that is unique to Miami's student-athlete population. We have also purchased programming supplies to enhance how mental health is discussed during new student orientation, supplies for the Wellness Studio and for peer health educators, and more. Plans for the 2024-25 year include a crisis text line for Miami students, assessment initiatives, the launch of a new interactive mental health and well-being website, clinical staff, and a campus-wide wellness fair.

Composting and AI Waste Stations

The **Armstrong Student Center**, with the Office for Sustainability, piloted a composting and AI sorting station program this year. An EPA grant for Litter Reduction and Recycling provided 80% of the project's equipment and first year of software costs. Composting from the back of house, in conjunction with Miami Dining, diverted 12,583 pounds of organic material from the landfill this year. Five Intuitive AI waste stations in Armstrong educated students and guests about items that are compostable and recyclable, and provided data on waste habits to improve education and expand the program next year.



The Division of Student Life: Learning. Growth. Success.

Committee Updates

Student Life has several divisional standing committees that include staff members from a variety of offices. This report offers an update on what was accomplished during the 2023-24 academic year.

MOSAIC

The Miami Oxford substance use advisory and information committee (MOSAIC) met regularly to share data, identify trends, and discuss strategies to address high-risk substance use. Two major focus areas this year included the legalization of cannabis in Ohio and high-risk events such as Halloween, Greek recruitment, spring break, and green beer day.

9

years since MOSAIC began meeting.

Student Life Communications Team

The Student Life communications team is composed of one member from each department in the division. The team aims to share best practices, pitch stories for upcoming content, and collaborate on communication-related projects. This year, the team wrote divisional news articles, discussed social media trends, published collaborative Instagram posts with the Student Life account, and transitioned all departmental websites into the new web template.

13

articles written and published by the Student Life Communication Team this year.

Professional Development Committee

The Student Life professional development committee coordinated 12 opportunities for staff over the year, including:

- Two book clubs (*All We Can Save: Truth, Courage, and Solutions for the Climate Crisis* and *Fair Play*).
- Addressing conflict and harm through restorative practices.
- How to EXCEL at your job.
- Mental health and expectable vs. unmanageable discomfort.
- Hiring student workers ethically.
- Grant writing 101.

284

total staff attendance at professional development opportunities through the committee.

Student Life Assessment Team

The Student Life assessment team works to increase accountability in the division and enhance the culture of assessment and evaluation. This year, the team:

- Simplified our collection of divisional key performance indicators.
- Expanded the spring assessment conference into a full mini conference for divisional staff (in collaboration with the professional development committee).
- Redesigned the templates and standards for departmental reviews.

18

large-scale surveys conducted by the Division of Student Life in 2023-24.

Student Life Council

Student Life Council is a standing committee of University Senate composed of faculty, staff, and students. The council serves as an advisory board for the senior vice president for Student Life and provides legislative approval for changes to policies related to student life and student conduct. This year the group reviewed and approved changes to Miami's immunization policy and residence life policies and provided input on how to improve communication gaps for mental health services.

Staff Recognition and Leadership

Many staff members in the Division of Student Life regularly contribute their skills and knowledge to the field of student affairs and/or their more specific area of expertise and are recognized for their work. Here is a sample of conference presentations, publications, and professional leadership positions from Student Life staff members this year.

Leadership Positions

- Jayne Brownell, *APLU council on student affairs executive committee.*
- Saúl Rivera, *ACCCCS executive board member.*
- Sasha Masoomi, *ACUHO-I foundation trustee and vice chair, annual giving.*
- Dan Darkow, *Ohio AHEAD board member.*

Publications

- Top 10 tips for improving student staff training. *GLACUHO Trends*, fall 2023. Jackie Weisenfelder.
- Review of A League of Their Own (2022). *Journal of Sport History*, vol. 50, no. 1, Spring 2023. Mattea Carveiro (with Callie Batts Maddox).
- Navigating New: Understanding the transition of first-year families. *Partnering with Parents and Family Members of Today's College Students: Innovations in Practice*. Ben Williams.

Presentations

- Faculty engagement in the residence halls. *ACUHO-I*. Sarah Meaney.
- Current issues in leading health and well-being from the AVP/AVC position. *NASPA Strategies*. Steve Large.
- Organizing a collaborative inter-campus virtual student conference for your student staff. *NCLCA*. Gary Ritz.

Awards

We are proud to celebrate our staff, events, and organizations for being recognized by various entities over the 2023-24 academic year. Here are just a few.

National

- ACUHO-I's Outstanding Mid-level Professional Award, Sasha Masoomi.
- APA Division 39 Early Career Scholars Award, Nancy Roane.
- Outstanding Peer Education Program Award for "Students fight back: Stepping up against violence" from NASPA Peer Education Initiatives, HAWKS peer health educators.
- NASPA Excellence Award-Silver Level for the electric root festival program, Ryan Kwapniowski.

Regional

- Outstanding Men of Color Initiative from Kent State University's male empowerment network, Brother 2 Brother.
- Great Lakes All Star Session for "Event production: Shouldn't I be good at this by now?," Sarah Meaney.

Institutional

- Young Philanthropist of the Year, Ben Williams.
- Donald Nelson Award for Outstanding International Student Support, Leslie Haxby McNeill.
- Creativity and Innovation Award, Liz Walsh-Treviño.

Student Life Summit

Building on the success of Student Life's assessment conference in 2023, the division coordinated a half-day conference-style event in January 2024 for divisional staff. In addition to a keynote speaker, nine breakout sessions allowed staff members to learn from each other, share insights, and build community. More than 60 staff members participated in the event, planned by a subcommittee with representation from the division's professional development committee and assessment team. Plans for the 2025 summit include potentially expanding the event to include staff from outside the division.



Divisional Priorities

Our mission is to create transformational opportunities, inclusive environments, and meaningful connections that maximize student **learning, growth, and success**. We organize our work around six divisional priorities - these are the categories for our reports to the Board of Trustees and they also represent the division's approach to fulfilling our mission in a practical way.

ACADEMIC SUPPORT

The division helps students develop goals and access resources in their pursuit of academic excellence.

2023-24 Highlights

- Distributed disability graduation cords for the first time to more than 125 graduating seniors.
- Expanded the Rinella Academy to include more than 50 short videos on topics often covered in tutoring.
- Hosted more than 70 faculty programs in the residence halls to facilitate student-faculty interaction outside the classroom.

17%

of Miami students were affiliated with the Miller Center for Student Disability Services this year (9% increase over last year).

4,200

students attended a supplemental instruction session (23% increase over last year).



▲ Faculty member Andy Rice and filmmaker Howard Clay joined Dennison Hall residents in the Film and Video Making LLC for dinner and conversation.

COMMUNITY AND BELONGING

The division aims for every student to feel a sense of belonging and to create meaningful connections in the Miami and Oxford communities.

2023-24 Highlights

- Created and published Miami's *Voting Navigator*, an interactive tool to help students identify when, where, and how to vote given their unique circumstances.
- Co-hosted 10 large-scale events that targeted both students and community members. Examples include Red Brick Friday, Holiday Fest, and the Electric Root Festival.



▲ 100 students participated in the inaugural RedHawk Day of Service in September.

51,133

hours of community service logged into Community Connect in 2023-24, equal to a value of **\$1.7 million**.

\$324,790

philanthropy dollars raised for local and national organizations by the fraternity and sorority community.

DIVERSITY AND INCLUSION

The division strives for all students to experience a welcoming and inclusive environment to learn, grow, and become engaged global citizens.

2023-24 Highlights

- Assisted students in reviving the Diversity Affairs Council (DAC), which supports diverse student organizations and serves in an advisory capacity to the Center for Student Diversity and Inclusion.
- Held the Intercultural Student Leadership Conference, a one-day immersive experience of learning and leadership.
- Hosted an alternative spring break trip to Atlanta and Nashville. Students completed service projects, visited historical landmarks, and toured university cultural centers.

115

events related to diversity and inclusion (outside of the residence halls).

108

graduates participated in the Horizon Graduation event celebrating diverse graduates.



▲ Lavender Graduation in May celebrated LGBTQ+ graduates and allies.

Divisional Priorities, cont.

ENGAGEMENT AND LEADERSHIP

We help students pursue campus opportunities to extend their learning environment, build the skills and capacity to be leaders, and graduate career ready.

2023-24 Highlights

- Facilitated 30 strengths sessions for 570 participants across the university.
- Created new peer education teams in wellness for sexual assault and suicide prevention, and in student activities for civic engagement, leadership, and service.
- Expanded student organization presidents and treasurers training to include more members and updated the curricula to include skill building and resources beyond financial transactions and purchasing processes.

5,200

events held this year by 670 student organizations, including 41 new groups that formed this year.

31%

of the undergraduate population is affiliated with a fraternity or sorority (about 5,600 members).



▲ 3,500 students attended the annual springfest event, held this year on April 27.

HEALTH AND WELLNESS

We support and educate students to make decisions and seek resources to optimize their holistic health and well-being, developing lifelong self-care and self-advocacy strategies.

2023-24 Highlights

- Hosted Fresh Check Day, a mental health promotion event in October, featuring student organization booths and depression and anxiety screenings.
- Piloted a new Animal-Assisted Therapy (AAT) program, a therapeutic intervention where a certified therapy dog is present during a counseling session.
- Launched Welltrack Boost, a digital resource that provides students with free self-help tools to manage their mental health and well-being.



▲ The new Wellness Studio saw more than 5,000 visitors this year.

11,509

student health appointments, up 6.4% over last year.

1,534

students received therapy amounting to 9,462 individual and group therapy sessions.

STUDENT TRANSITIONS

We help students successfully navigate the social and academic transitions into Miami and become independent and engaged members of the local community and beyond.

2023-24 Highlights

- Repurposed student involvement journeys used in orientation for social media throughout the fall (TikTok and Instagram stories). The stories followed five students from 2019 to 2023 and how they made friends, found belonging, and navigated the ups and downs of the college experience.
- Received more than 600 questions through the “How Can We Help” Instagram story series, primarily geared to new students. The series far outperformed all other story content on the Student Life account.

3,758

students completed a first-year experience course in fall 2023.

~700

incoming students participated in one of 18 Miami Bound pre-semester programs in August 2023.



▲ Students took “first day” photos on the first day of class in August.

University Communications and Marketing

JUNE 2024

ONGOING PROJECTS



▲ The Great Room, located in MacMillan Hall.

UCM DESIGNS MYAAMIA CLASSROOM

In 2022 — as part of the 50th anniversary commemorating the unique relationship between the Miami Tribe of Oklahoma and Miami University — the university gifted a classroom to the Tribe. Following the gift, UCM and Physical Facilities were charged with working with the Myaamia Center to transform a classroom in MacMillan Hall into a Myaamia space.

UCM designer, Kenzie Bryant, traveled to Miami, Oklahoma, to learn about the Tribe and gain inspiration for the project. Each element of the design was intentionally curated to highlight the Tribe's culture — from Myaamia phrases and imagery to a hand-crafted, wood turtle created by Tribal artist Jody Gamble.

The ribbon cutting for the renovated space took place on May 3, 2024.

WEB UPGRADES HELP PROSPECTIVE FAMILIES

UCM's web team completed two major improvements for website visitors. First, the admission sites for Oxford undergraduate, Regionals, and graduate programs were translated into Chinese, Simplified Chinese, and Spanish to boost international recruitment and accessibility for first-generation citizens. The translation accounts for language structures, cultural norms, and idioms. It will be refreshed regularly to ensure accuracy. Second, a much-improved Program Finder launched in April. It still helps users find their perfect majors, but can now display program highlight videos, request-for-information forms, and future-major maps. The search feature is also vastly improved thanks to feedback from academic divisions.

▼ Admission page, translated into Spanish.



MIAMI RECOGNIZED FOR SOCIAL MEDIA EXCELLENCE

In an official industry report, Miami's social media platforms were recognized for outperforming its higher education peers. Over the past year, Miami:

- Posted over **8,000** times compared to the higher education average of 998 (802% above average).
- Earned **150,500 new followers** compared to the average of 1,500 (9,933% above).
- Had posts viewed **193 million** times versus the average 2.8 million (6,792% above).
- Earned **5.5 million** post engagements. The industry average is 151,500 (3,530% above).

Miami's 101,600 TikTok followers outrank University of Michigan, University of Alabama, Penn State University, University of Georgia, and almost all other universities.

"JUST ASK"

UCM is becoming more direct in head-to-head comparisons between Miami and other institutions, such as in this "Just Ask" email from the fall 2024 undergraduate yield campaign. Full email can be read on Page 3.



OFFICE OF ADMISSION

Gavin,

If you're still weighing your options, considering the pros and cons of the semi-finalists on your college-decision list, I have a challenge for you.

Just ask.

When you're comparing Miami to other top choices, just ask:

How well does their four-year graduation rate compare to Miami's?

Miami's four-year graduation rate ranks No. 1 in Ohio and No. 12 in the U.S. among public universities. The estimated lifetime value for Miami graduates who start their career a year before their peers is **more than \$200,000**.

Can you study abroad and still graduate in four years?

In addition to graduating students on time, Miami is ranked among the **top 10 public universities in the country for study abroad**. We also have our own campus in Luxembourg!

What's the internship situation like? Are alumni successful?

Miami ranks among the nation's **top 15 institutions in the U.S. for internships**, and our young alumni enjoy a **99% post-graduation success rate**. Why? Because our Center for Career Exploration and Success (CCES) attracts employers from around the world, and our amazing students and alumni keep them coming back. (Check out CCES Director Jen Benz's video on our [Your Miami People](#) webpage.)

UCM'S GOAL To establish and grow Miami University's influence, reputation, and ranking as a leading public university that prepares students for lifelong success in a vibrant campus community that values academic rigor, character, intellect, and serving the public good. Miami University's success depends upon messaging and visual identity strategies that are compelling and consistent across all communication outlets in order to grow enrollment and increase brand awareness.



Marketing by the numbers

April 1 – June 1, 2024

SOCIAL MEDIA

31.9M

Total social media impressions on the university's primary accounts

X 77.7K Instagram 4M TikTok 20.8M

Facebook 6.5M LinkedIn 558K

657K

Total social media engagements

X 1.9K Instagram 110K TikTok 387K

Facebook 50.6K LinkedIn 106K

606K

Total social media followers

X 78K Instagram 96K TikTok 101K

Facebook 121K LinkedIn 255K

WEBSITE

2M

Total website users

1.3M

New website users

12M

Website page views

975K

Clicks

Organic (Google) search

36.3M

Impressions

CONVERSION TRACKING

39.4K

Applications
EO/EMSS

26.3K

Requests for information
EO/EMSS

Social Media top highlights

April 1 – June 1, 2024

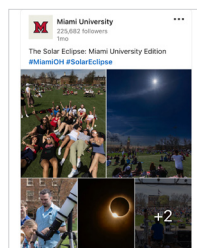
Facebook 14K Total engagements



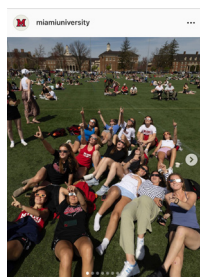
X 615 Total engagements



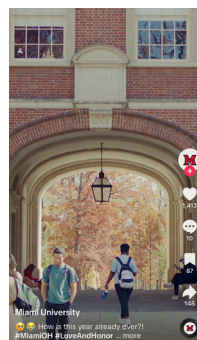
LinkedIn 10.9K Total engagements



Instagram 48.9K Total engagements



TikTok 1.5K Total engagements



News by the numbers

April 1 – June 1, 2024

143

News media pitches

59.9M

News reach

2.4K

News mentions

\$15.2M

PR value

166

National news media mentions

The Conversation

41

Articles

6 articles
April 1 – June 1

21

Authors

5 authors
April 1 – June 1

170

Publishers

92 publishers
April 1 – June 1

1.1M

Reads

105K reads
April 1 – June 1

Merit

36

Personalized student stories

144

Student achievement press releases
sent via Merit

52.1K

Merit-generated impressions on social





OFFICE OF ADMISSION

Gavin,

If you're still weighing your options, considering the pros and cons of the semi-finalists on your college-decision list, I have a challenge for you.

Just ask.

When you're comparing Miami to other top choices, just ask:

How well does their four-year graduation rate compare to Miami's?



Miami's **four-year graduation rate ranks No. 1 in Ohio and No. 12 in the U.S.** among public universities. The estimated lifetime value for Miamians who graduate and start their career a year before their peers is **more than \$200,000**.

Can you study abroad and still graduate in four years?



In addition to graduating students on time, Miami is ranked among the **top 10 public universities in the country for study abroad**. We also have our own campus in Luxembourg!

What's the internship situation like? Are alumni successful?



Miami ranks among the nation's **top 15 institutions in the U.S. for internships**, and our young alumni enjoy a **99% post-graduation success rate**. Why? Because our Center for Career Exploration and Success (CCES) attracts employers from around the world, and our amazing students and alumni keep them coming back. (Check out CCES Director Jen Benz's video on our [Your Miami People webpage](#).)

How well can you project your four-year college costs?



Miami's Tuition Promise freezes most costs (tuition, housing, food, most fees) for the four years of an undergraduate education. This, combined with a high four-year graduation rate, means your family can make reliable plans for your college investment.

Of course I'm a little partial to Miami, but the factors I mention above matter. You want a university you can count on to help you achieve your goals on your schedule. That's exactly what you'll get at Miami.

Love and Honor,

Bethany Perkins
Director of Admission

P.S. If you want to just ask us, don't hesitate to reach out to your [Admission representative](#). When you're ready to accept your Miami offer of admission, use your [Applicant Status Page](#).



OFFICE OF ADMISSION
301 S. Campus Avenue
Oxford, OH 45056
513-529-2531
admission@MiamiOH.edu



NEWS AND UPDATES

Board of Trustees Report | June 2024

SUMMER SCHOLARS EXPERIENCE MIAMI

The Office of Admission's [Summer Scholars Program](#) is a summer experience for high-achieving high school students who will be juniors or seniors the following fall. This year, a record 465 students will experience life at Miami University through one of its two July sessions.



As part of a curriculum built for active learners, students will participate in discussions, hands-on projects, and real-world experiences with Miami faculty. Examples of the learning modules include:

- Engineering: Design and Build an Interactive Robot
- Entrepreneurial Experience: Building Your Dreams and Passions into Fun and Profitable Ventures
- Exploring the Helping Professions
- Health and How to Change the World
- Jumping into Kinesiology
- Unpacking Your Business Briefcase: Integrated Workplace Skills Development

MIAMI CARES PROGRAM GROWS

The Miami Cares Food Pantry continues its expansion. In April of 2024, the **Student Success Center** partnered with Shared Harvest, a food bank that serves Butler, Darke, Miami, Preble, and Warren counties. Through Miami University's student-run Food Recovery Network, the campus Panera Bread donates bread and produce each week.

Surveys of students who have used the food pantry indicated access to personal hygiene products is often an area of concern. Next year, a grant from the Mental Health Incubator Fund will allow the Student Success Center to house a robust "Personal Hygiene Hub" in its food pantry to meet such needs.

In addition, the Student Success Center funds the Department of Kinesiology, Nutrition, and Health's "Pick List" program that provides students access to groceries on campus.

BY THE NUMBERS

9,339 

meal swipes were donated to Oxford students facing food insecurity by their peers in 2023-24. The **Student Success Center** administers the distribution of these meal swipes.

2024 FALL CAREER FAIR CALENDAR

All-Majors Career and Internship Fair
September 18 | 1 – 5 p.m. | Millett Hall



Diversity and Inclusion Networking Event
September 18 | 6 – 8 p.m. | Armstrong Student Center

STEM Career and Internship Fair
September 19 | 1 – 5 p.m. | Millett Hall

Sport Career Exploration and Networking Expo
October 24 | 2 – 4:30 p.m. | Shriver Center





EMSS OFFICES WELCOME CLASS OF 2028 TO CAMPUS

The **One Stop** and the **Center for Career Exploration and Success** are presenting at Miami University's orientation this summer to showcase how they support student success to the class of 2028.

Jerrad Harrison '00, director of One Stop Services, introduces incoming students and their families to the areas his office supports: billing/payment, financial aid, registration, and student records. An [Orientation Guide](#) was recently added to the One Stop's website to offer orientation participants access to the valuable information he presents at any time. One Stop staff members also offer two breakout sessions for parents that provide an in-depth overview of their billing/payment options.

The Center for Career Exploration and Success offers two distinct presentations, one for incoming students and one for their family members. A career advisor introduces students to the nine career clusters, which are groupings of common occupations across broad industry categories. Students explore how they can launch their professional journey by defining their interests, leveraging their skills, and understanding their work preferences. Family members learn how the Center for Career Exploration and Success supports students from their first year to graduation, sharing employer and alumni engagement opportunities, career exploration events, and data on student success rates.

Behind the scenes, the **Office of the University Registrar** plays a pivotal role by creating registration time tickets for each group of incoming first years, lifting "first-time student" holds so they can register for classes, and assisting divisional advising offices by manually adding students who have additional barriers. In addition, the **Bursar** has a presence at orientation's resource fair. Staff members are on hand to answer questions about the billing/payment process and to promote Miami's payment plan options.

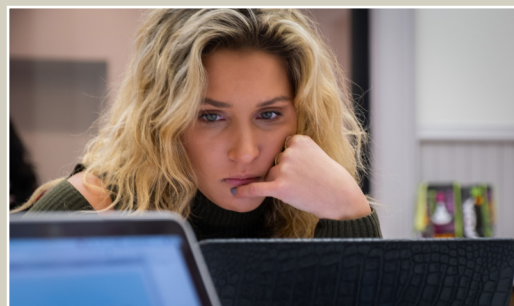
Later this summer, the Center for Career Exploration and Success will co-host a pre-semester program for students exploring their academic and career plans. Students in Exploratory Studies, the College of Arts and Science, and the Pre-Health Studies program can attend this optional three-day session to explore campus resources and build relationships with faculty, staff, and employer partners.

PROSPECTIVE STUDENTS EXPLORE BUSINESS PATHWAYS

In 2023-24, the **Center for Career Exploration and Success** collaborated with the **Office of Admission** to proactively connect with students who were admitted to Miami University but not the Farmer School of Business. The goal of this new initiative was to show these prospective students they can achieve their career ambitions by taking advantage of the many resources Miami offers even if they were not admitted to their first-choice major.

Through virtual webinars, Center for Career Exploration and Success staff members introduced students and their families to academic offerings, co-curricular activities, and experiential learning opportunities tailored to an individualized career path in business.

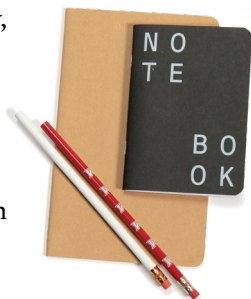
Support of students who chose to enroll at Miami will continue once they arrive on campus. The Center for Career Exploration and Success has planned an event to help them explore the process of gaining entrance to the Farmer School of Business as a current student while also highlighting alternative academic plans that can support their future goals if they are not admitted.



EMSS OFFICES BUILD BRIDGES

The Office of Admission's [Bridges Program](#) invites high-achieving high school seniors from historically underrepresented populations, as well as those who have a commitment to promoting a deeper understanding of and appreciation for diversity, to engage with current students, faculty, and staff.

Students who complete the Bridges Program, are accepted to Miami University, and enroll on the Oxford campus are eligible to receive a scholarship. They are also invited to participate in the [Bridges Scholars Program](#), which is run by the **Student Success Center** and aims to provide these students with the support they need to make a successful transition to college life.



This year's Bridges Program yielded 216 students to the Oxford campus, representing the same total as last year. The percentage of participants who enrolled stands at 42.7%.

GRADU8 PROGRAM SUPPORTS SUCCESS

Miami University's [GradU8 Program](#) provides select Ohio-resident students with support to ensure their seamless transition from high school to college. The "8" in GradU8 symbolizes the program's mission to help these students graduate in as little time as possible, namely eight semesters (four years).



From day one to graduation, GradU8 Scholars work with a Success Advocate from the **Student Success Center**. The Success Advocate connects these students with campus resources, organizations, tutoring, internships, study abroad, and research that can enhance their University experience.

Among rising second-year GradU8 Scholars, 60 different majors were represented. The top-five majors were Psychology, Nursing, Biology, Computer Science, and Undeclared-Business. Each semester, students are awarded a \$300 book scholarship if they meet grade point average and credit hour goals.

During the 2024 Spring Semester:

- 90% of Scholars earned 12 or more credit hours
- 65% of Scholars achieved a term GPA of at least 3.00
- 27% of Scholars earned a term GPA between 2.00 and 2.99

Following the 2024 Spring Semester:

- 65% of Scholars had a cumulative GPA of 3.00 or higher
- 27% of Scholars had a cumulative GPA between 2.00 and 2.99

This data showcases the academic achievements and progress of the current GradU8 Scholars, underscoring the program's impact and the dedication of its participants.



BY THE NUMBERS

2024 Spring Commencement

3,122	Bachelor's degrees awarded
381	Master's degrees awarded
11	Doctoral degrees awarded
45	Associate's degrees awarded
116	Certificate degrees awarded

Totals as of May 24, 2024 for the class of 2024



BY THE NUMBERS

2024 Fiscal Year

This fiscal year, the Office of Student Financial Assistance worked with departments across campus to award

2,700 scholarships totaling
\$5,118,382

Departmental Nomination Totals

3,102 Nominations Received
2,710 Nominations Approved

Departmental Expenditure Plan Totals

296 Expenditure Plans Received
267 Expenditure Plans Approved

Awarding Totals

\$2,479,535 Scholarships Replaced with Donor Funds
Buying Down E&G Funds (352 Different Funds)
\$706,106 DONM Awarded (81 Different Funds)

12/TWENTY PLATFORM PROVIDES NEW INSIGHTS ABOUT ALUMNI CAREER PATHS

The Office of Data Research and Analytics has collaborated with the Center for Career Exploration and Success and other campus partners to enhance Miami University's collection of data surrounding students' post-graduation plans. After a comprehensive review of platforms, the [12/twenty system](#) was selected to be implemented beginning with alumni who graduated in the summer of 2023.

12/twenty is a data-driven platform that helps universities and employers connect college talent to career opportunities. From capturing outcomes to running reports, its institutional research tools offer data that can be seamlessly turned into compelling student success stories.

ONE STOP TEAMS WITH LIBRARIES TO ENGAGE MILITARY-AFFILIATED STUDENTS

Miami University Libraries' hosted their third-annual Military-Affiliated Student Appreciation Day in King Library on Tuesday, May 7, 2024. Due to its connection to the veteran and military-affiliated student population, the **One Stop** supported this initiative through dedicated promotion.

To encourage these students to take a study break and de-stress during the busy week before finals, the Libraries' Makerspace offered button- and sticker-making. Quiet study space was reserved for attendees to utilize. The event featured

giveaways of Miami swag and grab-and-go refreshments to fuel future study sessions. Two attendees also won a \$25 gas card.

PAYMENT PLANS OFFER FAMILIES FLEXIBILITY

Miami University's payment plans give families the option to budget each semester's bill into monthly installments with zero interest and no credit check. Payments can be automatically deducted from a checking/savings account or automatically charged to a credit card.

The **Bursar** administers the payment plans and promotes them to incoming and current students. Enrollment for the 2024 Fall Semester opened on June 5, 2024. The [Payment Plans](#) landing page was recently redesigned to provide more detailed information about these plans so students and their families can make informed decisions.

TABLEAU ADOPTION SUPPORTS DATA NEEDS

Miami University's Tableau User Group formed as a collaborative community dedicated to mastering and leveraging [Tableau](#), a data visualization and business intelligence tool. The group fosters a learning environment where members can share knowledge, best practices, and innovative techniques in data analytics. **Daryl Wright** from the **Office of Data Research and Analytics** hosts the monthly meetings, conducts regular presentations about how to enhance productivity and facilitate effective data visualizations, and manages the membership list. New members are always welcome.

PROFESSIONAL PRESENTATIONS

Alexis Andrews (Center for Career Exploration and Success) and **Ali Edington** (International Student and Scholar Services): "Employer Education through International Student Empowerment" at the Interstride Symposium

Margaret Bennett-Swihart and **Ashley Lomax** (Office of Admission): Planning committee for the Ohio Association of College Admission Counseling Guiding the Way to Inclusion Conference

Jon Cherry (EMSS Operations): Interactive Query Challenge leader at the Slate Summit

Jon Cherry (EMSS Operations): "1 QR Code to Rule Your Travel," "Getting Started with Student Success," "Special Population Advising and Registration Workflows," "A Tour Guide Portal," and "Design a Dynamic Mobile Event Schedule" at the Ohio Slate Conference

Erin Dunn (Center for Career Exploration and Success): "You've Got a Great Opportunity... Now What?: A Pilot Program to Help Students and Employers Bridge Expectation Gaps in the Workplace" at the Orange County Employees Association Conference

Dr. Danielle Hart-Westbay (Center for Career Exploration and Success): "Graduate Student Career Development: Strategies and Resiliency" at the Graduate Student Experience Conference

Valarie Jacobsen (Center for Career Exploration and Success): "Efficient and Effective Strategies for Meaningful Employer Engagement" at the National Association of Colleges and Employers Conference

Ashley Lomax (Office of Admission): Panelist for "Diversity Leadership in Higher Education" at the Ohio Association of College Admission Counseling Guiding the Way to Inclusion Conference

April Robles and **Erin Dunn** (Center for Career Exploration and Success): "Reimagining the Internship Experience" at the Midwest Association of Colleges and Employers Conference

Shayna Smith (Center for Career Exploration and Success): "Are You Doing the Work? Learn How to Strategically Embed Equity and Access Throughout Career Development" and "Career Academy Beyond Borders" at the Career Leadership Collective Conference

Katie Southwood (Center for Career Exploration and Success) and **Dr. Jordan Goffena** (Department of Sport Leadership and Management): "Using Sport Psychology Techniques in Career Development to Support Student Mental Health" at the National Career Development Association Conference

Nella Sutyniec and **Jocelyn Wimberly** (Center for Career Exploration and Success): "Group Huddle: Guide to Progressing and Elevating Peer Career Coaches" at the National Career Development Association Conference

Dauri Torres (Office of Admission): "Pro Tips and Tricks to Tackling Travel" and "Planning a College Fair? Strategies on Streamlining Your Events" at the New England Association of College Admission Counselors Conference