

President's Report
EASTERN MICHIGAN UNIVERSITY
Board of Regents Meeting
October 20, 2017

Mr. Chairman and Distinguished Members of the Board of Regents:

The 2017-18 academic year is off to a great start, thanks, in large part, to the tremendous expertise and support of Eastern Michigan University faculty and staff. As an individual who has spent a great deal of time in the classroom in my own career, I have great respect for the difference our faculty members make in the lives and success of our students.

During this time of declining enrollment trends affecting universities nationwide, it is more important than ever that Eastern remains responsive and nimble to adjust to our changing environment.

This is why, in addition to supporting our traditional student recruitment initiatives targeting first-year, transfer and graduate students in Michigan and nearby states, we continue to look for opportunities to expand our base of international students, as well as increase opportunities for online degrees, which data shows is the fastest growing population of students nationwide.

Our success in attracting new students is evidenced by this fall's enrollment of the third largest entering class in our history. Since fall 2010, when the University enrolled a total of 2,008 new first-year students, the entering class has grown by 39 percent.

The class also displays solid academic preparation. The average GPA of incoming freshmen is 3.29, an increase from 3.12 in 2011. Average ACT scores increased to 22.4, trending positively from an average of 21.1 in 2011.

The entering class also underscores Eastern as one of the most diverse and inclusive universities in Michigan. The total number of newly enrolled African American, Hispanic, Native American, Asian American/Pacific Islander, and multi-race students, makes up 30 percent of the entering first-year class.

The Honors College, which accepts students entering with typically at least a 25 ACT score and 3.5 high school GPA, continues to grow. The Honors College currently enrolls more than 1,600 students -- nearly double the number of students from six years ago.

International student enrollment in the entering class showed a significant increase as well, rising 43 percent. Overall, 4 percent of Eastern's students are international, representing more than 80 nations.

However, as is true for nearly all of our peers in the state, overall enrollment continues to decline and we have to confront that challenge in a variety of ways.

I thank the Board for taking another strong step in helping students succeed. Today's approval of \$58.8 million in financial aid for next year represents a 3 percent increase over this year. During the past 10 years, we have doubled student financial aid, reflecting our central mission of helping Michigan students achieve academic success, earn their degrees and continue on to excellent careers.

Speaking of excellent careers, our new Bachelor of Science in Electrical and Computer Engineering, approved today, will prepare students for positions in the automotive, energy, communication and consumer electronics industries. Graduates will be at the forefront of filling the need for electrical and computer engineers in Michigan and across the nation. The new program is in addition to the new Mechanical Engineering major, which has been well received after being launched this fall.

While on the subject of engineering, we are pleased the Board has approved the capital outlay recommendation for the renovation of Sill Hall and the expansion of the College of Technology to create a technology/engineering complex. This will help address a significant shortage of skilled workers in these areas that is critical to our state's continued economic growth.

We are already showing the state that Eastern is a good steward of its capital outlay investment. Strong Hall, Eastern's previous capital outlay request, is largely gutted as a massive renovation of the STEM-focused facility is well underway. It's quite a sight, and hints at the exciting changes to come.

Other highlights that I'd like to note are as follows:

- Earlier this week, Eastern joined the newly formed American Center for Mobility Academic Consortium in a signing ceremony with Governor Snyder. Eastern will contribute our expertise in information assurance, cyber security, mechanical engineering, deep-skilled robotics and simulation and animation to help fill the growing needs in the autonomous vehicle industry.
- Eastern students earned a bronze medal in the Marketing Edge Echo Challenge, competing against more than 200 teams from around the world.
- For the 15th consecutive year, Eastern Michigan University has been rated as one of the Best Colleges in the Midwest, according to The Princeton Review.
- Our Music Therapy program was recently ranked in the top 10 nationally by TheBestSchools.org.
- Eastern Michigan's online Bachelor of Science in Dietetics was recently ranked fourth in the nation by AffordableColleges.com.
- Joy-Ann Reid, a political analyst for MSNBC and host of "AM Joy," has been selected as the keynote speaker for Eastern Michigan University's 32nd annual Martin Luther King Jr. Celebration. This year's event, titled "Live the Legacy: Look Back, Be Present, Move Forward," runs from January 11-16.
-
- JoAnn Chávez, vice president, legal and chief tax officer of DTE Energy, will be our commencement speaker in December's ceremony and will be presented with an honorary Doctor of Commerce degree. She will offer a strong perspective to this year's graduates that

embraces the importance of diversity and inclusion, and further reflects Eastern's welcoming environment to people of all backgrounds.

Other accomplishments are listed in the Appendix to this report on the University website.
Thank you, Chairman Morris.

James M. Smith, Ph.D.
President
Eastern Michigan University

Recognition

- Competing against more than 200 teams from around the world, students from EMU recently placed third in **Marketing Edge ECHO Challenge**, the first time Eastern has medaled in the competition. The bronze medal team included **Amanda Derengoski, Anthony Nucullat, Glori Avneet Singh, Megan Spencer, and Meagan Welsh**. The team of **Jordan Mallet, Amanda Salazar, and Emily Villarreal** advanced to the semi-finals. **Taylor Frey, Rebecca Jensen, Don Kline** and **Mark Lubin** advanced the final four round.
- 40 students from the **School of Nursing** participated in the **Motor City Medical Mission** at Cobo Center on Aug. 9-11, where free medical, dental and optical care was provided to thousands of metro Detroit citizens.
- The **Clinical Psychology** doctoral program received a **\$391,098 grant** from the **Michigan Health Endowment Fund** to establish specialty training in geropsychology. The program will enable Southeast Michigan families to receive home-based or clinic-based integrated behavioral health services from doctoral students at a low cost.
- The **Construction Management** program received a **\$50,000 donation from NEXUS Gas Transmission**. The funds will pay for lab safety equipment, soil density and acoustic measuring devices, and educational opportunities.
- A brewery school will be included in a **\$20 million investment by Midtown Detroit Inc. and its partners for the Selden Corridor Initiative**, a mixed-use redevelopment. Eastern will run the brewery school and will offer a **bachelor's degree in Fermentation Science** to students.
- A group of longtime friends from the **Arm of Honor Alumni Association** at EMU recently donated **\$2,500** to the **Fermentation Science** program. The gift will help support student research and field experiences. The group has also recently supported EMU's Forensics Program and Eastern's varsity swimmers' participation at the Olympic Trials.
- EMU's **Society for Human Resource Management (SMHRM)** chapter has once again been named an **Outstanding Student Chapter** by the national organization. Only 20 schools nationally were chosen for the honor, which is the society's highest award, and EMU was the only Michigan chapter selected.

- **Wendy Burke**, a professor of curriculum and instruction in **Teacher Education** and the director of student teaching at EMU, will serve as the 2017-18 **John W. Porter Distinguished Chair in Urban Education**. Burke's project supports the implementation of an innovative approach to preparing educators in Southeast Michigan.

Events

- EMU and **Fresh Thyme Market** partnered to help students in need of food assistance. Food, supplies and funds were collected for **Swoop's Food Pantry** on Oct. 9-15.
- The campus community joined **Michigan Congresswoman Debbie Dingell** for the "**Out of Darkness Community Walk**" on Sept. 29, to bring attention for suicide prevention and awareness.
- A **9/11 remembrance ceremony** was held at Eastern's beam from the World Trade Center on Sept. 11.
- Two recent EMU computer science graduates offered computer programming skills and career perspectives during a week-long **Bits and Bytes** camp for middle-school girls in early August. The camp was funded by the **National Center for Women and Information Technology**.

Of Note

- EMU will become the first university in Michigan to offer a fully-staffed **Amazon pickup location** to pickup and return Amazon orders.
- EMU has partnered with Ann Arbor-based InfoReady Corporation to use **Thrive** software to encourage **student engagement**. The program will be rolled out to freshmen this year.
- Eastern and the **Washtenaw County Convention and Visitor's Bureau** produced a new "**#YouAreWelcomeHere**" video highlighting the diversity and inclusivity of Ypsilanti and Washtenaw County.

Athletics

- Baseball (Men): **Sam Delaplane, Davis Feldman, Max Schuemann, and Brennan Williams** were named as **MAC Spring Distinguished Scholar Student-Athletes**.
- Football (Men): **Jason Beck** has been nominated by the National Football Foundation and College Hall of Fame as one of 181 semifinalists for the **2017 William V. Campbell Trophy**, college football's premier scholar-athlete award.
- Football (Men): Eastern held its fourth annual **Youth Day**, with more than 200 local children participating in football-related fun events on the Rynearson field.
- Golf (Women): **Thelma Beck, Maria Connelly, and Kelsey Murphy** were named as **All-American Scholars** by the Women's Golf Coaches Association.
- Golf (Women): **Kelsey Murphy** was named as a **MAC Spring Distinguished Scholar Student-Athlete**.
- Golf (Men): **Jared Multer, Kyle Rodes, Nic Ross, and Philippe Weppernig** were named as **Srixon/Cleveland Golf All-American Scholars** by the Golf Coaches Association.
- Golf (Men): **Beau Breault and Jared Multer** were named as **MAC Spring Distinguished Scholar Student-Athletes**.
- Golf (Men): EMU received the **President's Special Recognition Academic Team Award** from the Golf Coaches Association of America. Eastern was the only MAC school to be honored, and was one of 19 Division I teams named.
- Golf (Men): **Beau Breault** finished as the runner-up at the 106th Michigan Amateur Championship.
- Rowing (Women): 21 Eagles received the **2017 Colonial Athletic Association Commissioner's Academic Award** for the Winter semester. Honored were **Samantha Allen, Sarah Anderson, Jennifer Bucci, Karissa Fald, Amanda Flora, Mia Forman, Taylor Heard, Baylee Kinkade, Autumn Little, Christa Maddick, Lauren Magnuson, Caitlyn Maguire, Karson Mahaney, Ashley Matzek, Johni Morris, Cailey Muir, Addison Oblanas, Makenna Rothert, Kelli Sharples, Rachel Turner, and Rebekah Wheeler**.

- Rowing (Women): The rowing team hosted a kayaking event as part of the **Special Olympics State Fall Games** for the second straight year.
- Softball (Women): The National Fastpitch Coaches Association named **Arielle Anderson, Ariana Chretien, Haley Hostetler, Samantha Isaly, Michelle Kriegshauser, Olivia Logan, Abbie Minsker, Brandice Olmos, and Alex Peters**, as **All-American Scholar Athletes**.
- Softball (Women): **Michelle Kriegshauser** was named as a **MAC Spring Distinguished Scholar Student-Athlete**.
- Softball (Women): The Eagles earned recognition from the **National Fastpitch Coaches Association** for its accomplishments in the classroom last year, finishing sixth in the MAC and 55th in Division I.
- Track & Field (Women): **Anna Aldrich, Alsu Bogdanova, Sofie Gallein, Jessica Harris, Jordann McDermitt, Sydney Meyers** and **Natalie Uy** were named as **MAC Spring Distinguished Scholar Student-Athletes**.
- Track & Field (Women): **Jordann McDermitt** received **Second Team Academic All-American** honors from the College Sports Information Directors of America.
- Track & Field (Women): The Eagles were named an All-Academic Team by the **U.S. Track and Field and Cross Country Coaches Association**.
- Track & Field (Men): **Willy Fink, Nick Raymond, and Tyler Underwood** were named as **MAC Spring Distinguished Scholar Student-Athletes**.
- Track & Field (Men): **Willy Fink** received **Third Team Academic All-American** honors from the College Sports Information Directors of America.
- Track & Field (Men): The Eagles were named an All-Academic Team by the **U.S. Track and Field and Cross Country Coaches Association**.
- Volleyball (Women): The Eagles were recognized by the American Volleyball Coaches Association for academic excellence with the **AVCA Team Academic Award**.

- The men's and women's Cross Country and Track & Field teams spent their bye week volunteering at the **JDRF One Walk**. More than 120 student-athletes worked at registration, food distribution, route greeting, face painting, and helped with set up and tear down at the event.
- The MAC awarded the **2016-17 Cartwright Award** to EMU for its program excellence in academics, athletics and citizenship. This is only the second time Eastern has won the prestigious award.
- During the 2016-17 academic year, EMU scholar-athletes on 21 teams participated in more than **3,900 volunteer hours**.
- In partnership with the MAC and the College Football Playoff Foundation, the EMU Athletic Department will donate \$5,000 to the **Ypsilanti Community Schools**. The funds will be used for in-classroom supplies for middle school and elementary schools.
- Eastern welcomed eight new members into the **E-Club Athletic Hall of Fame** on September 22. The Class of 2017 includes **Brian Bixler** (Baseball), **Walter Church** (Football), **Lauren Clark** (Softball), **William DuLac** (Football), **Jessica Hupe** (Soccer), **Robin Loheide** (Gymnastics), **Lela Nelson** (Track & Field), and **Tiberia Patterson** (Track & Field).
- In support of the Championship Building Plan, Eastern launched a **new brick campaign**. The proposed site for the bricks will be in Championship Plaza.
- The lights at Rynearson Stadium have been upgraded with new high-performance energy-efficient LED stadium lights. The new system provides more illumination with a significant reduction in energy consumption.

* * *