

**TOGETHER STRONG** 

## WELCOME FROM THE PRESIDENT

I am pleased to report on the progress that, together, we've made toward the goals outlined in the University's strategic plan—Our Bold Path. One of the three major goals within the plan is to **engage our students** in high-impact learning experiences such as study abroad, internships, undergraduate research experiences and living-learning communities.

I was fortunate to participate in one of the service-learning opportunities. In May 2017, Drs. Karen Rice, Heather Girvin and Kelly Kuhns, along with 10 students from various disciplines, implemented mobile medical clinics and nutrition programs in rural areas outside of Pespire, Honduras. I was privileged to witness firsthand the impact of this educational experience, and the students shared with me that it is life-transforming.

This year, almost 400 students presented at our "Made in Millersville" undergraduate research and performing and visual arts conference. That's a 15 percent increase over the prior year and the highest number of students presenting in the three-year history of the program.

Together we **embrace agility**, another of the three goals in our strategic plan. Last year, the outcomes of two Agility teams (A-Teams) positively impacted our underrepresented students, as well as how we communicate within our University community. Our No-Gap A-Team presented nine recommendations to the cabinet to close the graduation and retention gap between underrepresented students and our overall student body. And, as a result of a Communications A-Team, 'Ville Daily was created, we have increased the number of video communications from me and significantly multiplied our social-media messaging.

Our commitment to sustainability continues with the construction of the Lombardo Welcome Center. The target date for opening the net-zero energy building is spring 2018. Last year we successfully piloted an energy-management dashboard with 10 of our campus buildings. This energy-management dashboard will be used in the Lombardo Welcome Center and will also monitor the amount of energy generated by and used in the building.

**Ensuring the long-term success** of our University is another major goal in our strategic plan. The strategies within this goal include generating new revenue, identifying new student markets and building our identity. Over the last three years, we have been able to reduce costs by about \$8.9 million and generate \$15.2 million in net revenue. We utilized some of the revenue generated to redesign our scholarship program, and in 2016–17 awarded \$2.2 million to 1,142 students.

As I leave this exceptional institution, I am confident in the future of Millersville University. Together we continue to ENGAGE LEARNERS, EMBRACE AGILITY and ENSURE LONG-TERM SUCCESS. Millersville University–Together Strong.

Warmest regards,

John M. Anderson
President, Millersville University

#### Mission

Millersville University provides diverse, dynamic, meaningful experiences to inspire learners to grow both intellectually and personally to enable them to contribute positively to local and global communities.

#### Vision

We will transform each learner's unique potential into the capacity for successful engagement in career and life opportunities.

#### **EPPIC Values**

Our EPPIC values serve as guiding principles to help us fulfill our mission, achieve our vision and attain our goals.

- Exploration
- Professionalism
- Public Mission
- Integrity
- Compassion





Our BOLD Path | Strategic Plan



## TOGETHER WE ENGAGED IN HUNDREDS OF FACULTY-LED, HIGH-IMPACT LEARNING EXPERIENCES

This goal focuses on strategies to engage learners through the use of high-impact practices, such as international opportunities, internships, undergraduate research experiences and living-learning communities. These high-impact practices engage this generation of learners through experiential learning, offering them various options to learn by seeing and doing.

One highlight over the past year is Millersville's internship program. Three hundred seventy-one students were registered for credit internships, about a 4 percent increase over the previous year. One example of how Millersville's students are representing our University in the world is Fanta Toure, who interned for First Lady Michelle Obama, working on her public correspondence.

The following is just a small selection of examples of Millersville's high-impact learning experiences:

#### 01: HONDURAS

During seven days in May 2017, Drs. Karen Rice, Kelly Kuhns and Heather Girvin, along with 10 students from various disciplines (e.g., social work, nursing, sociology, biology), implemented mobile medical clinics in rural areas of Pespire, Honduras. Throughout the day, students assisted with completing clinical assessments, taking blood pressure, dispensing medication, assessing vision and assisting with dental hygiene.

#### 02: COSTA RICA

Dr. Len Litowitz, professor and chair of Applied Engineering, Safety & Technology, offered a three-credit class over winter break in Costa Rica. The class was ITEC 304 Energy Resources, Sustainability & the Environment. Dr. Litowitz says the reason he chose Costa Rica for the class is because the country has made a large commitment to ecology and the environment. It is generally regarded as one of the most sustainable countries on earth.

Also, from May 26–28, 2017, Dr. Rita Smith Wade-El, professor and director of African American Studies, along with several students traveled to Costa Rica for a conference sponsored by the Global Awareness Society International. Over the course of the semester, each student either did empirical or nonempirical research, which was presented at the conference.

#### 03: ENGLAND

Steven Widdowson, head coach of the men's soccer team, accompanied the team for a 10-day preseason trip to England in August 2017. They stayed in York, England, and played three preseason games. In addition, they attended four professional soccer games while they were there, and the team also trained at professional clubs in England and had several tourist/cultural visits.

#### 04: LONDON

Tony Elliot, associate professor of theatre, took students on a London theatre tour in June. The three-credit travel course explored theatre as it developed in the exciting city of London, England. The program included daily field trips so students could be on-site, focusing on firsthand experiences. The course included four professional theatre performances in London, as well as backstage tours at the Globe Theatre, the National Theatre and the Royal Theatre Drury Lane.

#### **05: DOMINICAN REPUBLIC AND NORWAY**

Dr. Barry Atticks, assistant professor of music, and 45 students took two trips this summer: one to Norway and one to the Dominican Republic. The students experienced the music, history, culture and natural beauty of these countries.

#### 06: METEOROLOGY: SOLAR ECLIPSE

On Monday, August 21, 2017, North America was treated to an eclipse of the sun.

Dr. Rich Clark, chair of earth sciences at Millersville University, led a group of 12 meteorology students to Madison, Tennessee.

#### 07: NASHVILLE SPRING BREAK

Twenty-five music students spent spring break with Drs. Barry Atticks and Jose Holland-Garcia in Nashville. They visited the Grand Ole Opry and Country Music Hall of Fame, met with musicians and music unions, and saw a wide range of studios and performances. They also visited the Clair Brothers Audio Systems in Nashville.

#### 08: MADE IN MILLERSVILLE

More than 390 students presented at Made in Millersville, a 15 percent increase over the prior year and the largest number of students presenting in the three-year history of the program. Made in Millersville has become a premier showcase of our students' creative work, made right here at Millersville University.

#### 09: SAXBYS: STUDENT-RUN COFFEE SHOP

Saxbys, a new café on campus, opened spring semester in January 2017. It offers creative, new entrepreneurial opportunities to Millersville's students. The café is completely student run and offers the same level of service as a full-service shop. The first student Café Executive Officer was Gabrielle Spica. She was hired as the CEO to help establish the café on campus.

As a result of working together in the classroom and the high-impact opportunities provided, 95 percent of alumni who graduated reported employment or are continuing their education, 6–10 months after graduation.



## TOGETHER WE ENSURE LONG-TERM SUCCESS FOR OURSELVES AND FUTURE GENERATIONS

This goal focuses on ensuring the long-term success of our University, and strengthening offerings to our students. A positive future requires dedication, resolve and cooperation to achieve success. The strategies within this goal include generating new revenue, identifying and enrolling new markets, and building our identity. There have been many achievements over the past year, such as working hard to recruit international students and opening our first English Language Institute. We are also working to enhance our website and strengthen our identity.

## TAKING A LOOK AT A FEW OF OUR ACCOMPLISHMENTS, TOGETHER WE...

#### **SAVED AND GENERATED \$24.1 MILLION**

Through applying many of the strategies within our strategic plan, we have been able to reduce costs by about \$8.9 million and generate \$15.2 million in net revenue.

#### **CLOSED FY '17 WITH A SURPLUS**

We closed last year and the year prior with a surplus.

## **EXCEEDED FUNDRAISING TARGETS WITH OVER \$22.9 MILLION RAISED**

We met or exceeded fundraising targets, which includes raising over \$22.9 million in total giving since 2014.

#### **WERE AWARDED \$6 MILLION+**

Over \$6 million dollars in external grant funds were awarded to Millersville's faculty and staff during 2016–17.

## **ENROLLED 1,377 FRESHMEN**

We exceeded our first-time, full-time freshman class target (1,345). Approximately 1,377 new first-year students were scheduled for classes, which according to our records, is one of the largest classes ever.

#### **INCREASED AVERAGE SAT SCORES FROM 1008 TO 1031**

We increased the quality of our new, first-time, full-time students: 1031 average SAT reading and math scores compared to 1008 in fall 2015.

#### **ENROLLED 10 PERCENT OUT-OF-STATE STUDENTS**

We increased the number of new, out-of-state, first-time freshmen, transfer and international students by 10 percent, once again bringing in 10 percent of the class from out of state.

#### **AWARDED \$2.2 MILLION IN SCHOLARSHIPS**

Millersville awarded \$2,261,663 in scholarships to 1,142 students for the 2017–18 year, compared to \$1,659,427 in scholarships provided to 925 students in the previous year.

#### **RETAINED 77.4 PERCENT OF NEW FRESHMEN**

We achieved a first-year retention rate of 77.4 percent for new, full-time freshmen that entered in fall 2016. This is an improvement over the 76.5 percent for the 2014 freshman cohort and 77.3 percent for the fall 2015 freshman cohort.

#### **ENROLLED 283 STUDENTS IN ONLINE RN TO BSN PROGRAM**

We continue to surpass our enrollment goals for the online RN to BSN program. Since its inception in 2015, we have enrolled 283 students in the online nursing program.

#### **ENROLLED 165 STUDENTS IN EIGHT MULTIDISCIPLINARY PROGRAMS**

Millersville has 165 students enrolled in eight Multidisciplinary Studies Programs (MDST) and more than 25 students graduated from MDST programs in 2016–17. We are on our way to meeting our 2020 target.

#### **ENROLLED 45 DOCTORAL STUDENTS**

Last year, we enrolled 45 students in our three new doctoral programs, meeting or exceeding our enrollment targets.

#### **NEW ACADEMIC PROGRAMS**

Bachelor of Design in Interactive and Graphic Design

Bachelor of Science in Automation and Intelligent Robotics Engineering Technology

Master of Education in Assessment, Curriculum and Teaching

Two Graduate-Level PDE Endorsements: Online and STEM Education

**Minor in Integrative STEM Education Methods** 



## TOGETHER WE EMBRACE AGILITY AND DEVELOP A CULTURE OF INNOVATION

Embracing agility is another one of the three goals within our strategic plan. This goal focuses on how we implement the plan and develop an innovative and creative culture. We are implementing this plan by...

#### **A-TEAM OUTCOMES**

Last year, the outcomes of two A-Teams positively impacted our underrepresented students and how we communicate within our University community.

Our No Gap Committee revamped the Pre-Scholars Summer Institute program, created dynamic mentorships and the Summer Research Programs. Also, our Communications A–Team Committee combined hundreds of blast emails into a once-a-day digest. Initial feedback has been positive, with students stating "Wish you would have done this a long time ago" and faculty commenting "I love it! Easy to read."

#### SUPPORTING CREATIVITY AND INNOVATION

With input from Strategic Advisory Council (SAC) members, we are transitioning from the concept of the Agility Teams to foster innovation and creativity within our culture. The Agility Teams were designed from the top down, but we know that innovative and creative ideas exist at all levels of our University. So we began to seek out techniques that would allow us to capture ideas at all levels of the organization and then shape and fit them, as appropriate, into existing organizational structures so we may help the ideas succeed.

Last year several University groups reflected on prior, successful initiatives, such as Made in Millersville, to understand what led to their success. We applied what we learned about their success to help plan emerging initiatives. We used techniques such as forward flow mapping to plan a healthy life cycle for the initiatives and to expedite the process—carrying them from idea to implementation in less time. We're taking what we learned from those pilots and discussions with participants and the SAC, and building a network for those interested in creativity and innovation, to be piloted this year.

#### SUSTAINABILITY: THE LOMBARDO WELCOME CENTER

The Lombardo Welcome Center is just one of our ongoing sustainability efforts and will be Millersville's first net-zero energy building. Scheduled to open in spring 2018, the 13,600-square foot-facility will stand as a clear testament of Millersville's commitment to sustainability and to the goal of pursuing carbon neutrality by 2040.

#### SUSTAINABILITY: ENERGY-MANAGEMENT DASHBOARD

Millersville successfully piloted an energy-management dashboard with 10 of our campus buildings. This cutting-edge energy-management dashboard will also be used in the Lombardo Welcome Center.

#### **FACILITY: NEW DINING OPTIONS**

Millersville Dining has been busy updating and adding to their offerings. We moved The Grille to the site of the North Bistro, allowing for better seating.

Boasting a new 22,000-square-foot, two-story addition, Gordinier now provides enlarged windows for a wider view of the campus; additional restrooms on both floors, as well as a gender-inclusive bathroom on the first floor; expanded dining on the upper-level deck with mixed seating, such as tables, booths and conversational setups.

#### **FACILITY: TECHNOLOGY UPGRADES**

Millersville University, with help from PPL Electric Utilities' Business Efficiency Program, created our new Data Center. This new energy-efficiency project in Boyer will save the University thousands of dollars and contributes to the University's goal to be net-zero by 2040.



**TOGETHER WE** 

RETAINED 72.5%

OVERALL UNDERREPRESENTED STUDENTS

1st- to 2nd-YEAR RETENTION

# TARGETED RESULTS: TO ENGAGE LEARNERS

## **STRATEGIES:**

## Create Student Success Center.

- 2020 TARGET: Improve retention rates by 1 percent annually through mentoring, tutoring, advising and servicing transfer students.
- OUTCOMES TO DATE: Phase I of Student Success Center implemented; opened computer lab in Welcome Center area; dedicated concierge space in Lyle, expanded hours. Progress on Phase II transition commensurate with Lombardo Welcome Center opening.

The retention rate improved from 76.5 percent for the fall 2014 freshman cohort to 77.4 percent for the fall 2016 freshman cohort.

## Support new modalities of teaching and learning.

- 2020 TARGET: Double the resources for faculty development.
- OUTCOMES TO DATE: Increased the faculty development resources over 150 percent (to \$63,853 in 2016–17) to support development of online courses and new modalities in teaching and learning.

## Offer high-impact living-learning communities in formally integrated classrooms and residence hall experiences.

- 2020 TARGET: Involve more than 700 students in formally integrated classrooms and residence hall experiences.
- OUTCOMES TO DATE: In addition to the Honors College living-learning community, we housed almost 1,100 freshmen and transfer students in the new residential college model that offers faculty-led programs or classes held in the residence halls. Residential colleges include Arts & Humanities, Business, Education, Science & Technology, Social Sciences and Exploratory.

## Engage students in undergraduate research.

- 2020 TARGET: Triple the direct institutional support.
- OUTCOMES TO DATE: More than doubled the direct institutional support for undergraduate research.

- 2020 TARGET: Increase by 30 percent the support derived from endowments and outside grants; almost \$63,000 from internal support was awarded to support undergraduate research in 2016–17, which was 14 percent more than targeted.
- OUTCOMES TO DATE: Support from external grants for undergraduate research increased in 2016–17 above the baseline by 4.8 percent (from \$140,370 in 2013–14 to \$147,122 in 2016–17).

## Increase student internships (credit-bearing).

- 2020 TARGET: Increase student internship placements to 600 students.
- OUTCOMES TO DATE: 371 students engaged in credit-bearing internships in 2016–17.

## Engage students in study abroad.

- 2020 TARGET: Increase the number of students studying abroad by 50 percent.
- OUTCOMES TO DATE: Students participating in study-abroad experiences increased 19.9 percent from 2013-14. Faculty-led study abroad, which is where we anticipate future growth potential lies, accounted for over 55 percent of the total.

## Emphasize high-impact learning opportunities.

- 2020 TARGET: Work with faculty to require students to engage in at least two high-impact learning opportunities, such as undergraduate research, service learning, first-year seminar, living-learning communities, internships or study abroad.
- OUTCOMES TO DATE: 64 percent of our seniors reported engaging in two or more high-impact practices per the 2017 National Survey of Student Engagement (NSSE); almost 90 percent of students reported participating in at least one practice.







# **TARGETED RESULTS: ENSURE SUCCESS**

#### Increase enrollment.

- 2020 TARGET: Grow to 9,000 head count (current and new markets).
- OUTCOMES TO DATE: Fall 2017 undergraduate student and graduate student enrollment at 7,748.

## Increase campus diversity.

- 2020 TARGET: Increase out-of-state student enrollment by 125 students.
- OUTCOMES TO DATE: Enrolled 144 additional new out-of-state freshmen and transfer students in fall 2017. Over 10 percent are transfer students.
- 2020 TARGET: Add an additional 50 international students.
- OUTCOMES TO DATE: Enrolled 15 additional new international students in fall 2017. 🞏 Launched English Language Learner Institute in fall 2017.

## Build fully-online undergraduate and adult programs that are responsive to market demands.

- 2020 TARGET: Enroll 717 degree-completion students or adult learners (head count).
- OUTCOMES TO DATE: Launched the first fully-online undergraduate degree-completion program (RN to BSN) in fall 2015.

Approximately 258 students enrolled in the first fully-online degree-completion program (RN to BSN) for fall 2017.

Launching the online degree-completion undergraduate program in Social Work (BSW) in spring 2018.

## Strengthen underrepresented minority (URM) student success.

- 2020 TARGET: URM students succeed at or above the University average by improving programs like the Millersville Scholars Program (MSP) and the Lancaster Partnership Program (LPP).
- OUTCOMES TO DATE: About 81.1 percent of new, first-time African-American freshmen in fall 2016 persisted to fall 2017, and 64.4 percent of new, first-time Hispanic students in fall 2015 persisted to fall 2016, compared to the overall first-year student persistence rate (77.4 percent).

## Pilot the new undergraduate in-state, per-credit tuition model.

- 2020 TARGET: Implement and monitor the new model.
- OUTCOMES TO DATE: Additional revenue generated by pilot programs (net additional financial aid offered) over three years of the per-credit tuition model implementation yielded approximately \$15.2 million.

#### Increase endowed funds.

- 2017 TARGET: Increase total to \$38 million by 2017.
- OUTCOMES TO DATE: Total endowed fund balance in 2016–17: \$40.7 million, above target.



- 2017 TARGET: Raise \$12.25 million in total private giving by 2017.
- OUTCOMES TO DATE: Raised \$21.3 million in total private giving from July 1, 2014, to June 30, 2017, W

## Enroll more students in Multidisciplinary Studies bachelor's degree program (MDST).

- 2020 TARGET: Graduate at least 60 students each year.
- OUTCOMES TO DATE: Graduated 26 students from MDST program in 2016–17. The program continues to grow, with over 165 declared majors in eight multidisciplinary programs. 4

## Launch professional doctoral programs.

- 2020 TARGET: Graduate at least 50 students in three or more professional programs.
- **OUTCOMES TO DATE:** Enrolled 45 doctoral students in three programs: Educational Leadership, Social Work and Nursing Practice.



# TARGETED RESULTS: TO EMBRACE AGILITY

## **STRATEGIES:**

## Focus on carbon neutrality.

- 2040 TARGET: Become carbon neutral.
- OUTCOMES TO DATE: Reduced institutional greenhouse-gas emissions below expected target (27,089 actual vs. 32,274 target).

Managed fossil and electric metric ton carbon-dioxide equivalent (MTCDE/1,000 GSFs) (8.3 actual vs. 9.6 target).

## Build net-zero energy building (Lombardo Welcome Center).

- 2020 TARGET: Build the next facility on campus as net-zero energy; offer educational opportunities for students.
- OUTCOMES TO DATE: The Sam and Dena Lombardo Welcome Center building foundation and underground infrastructure are being installed; construction is on schedule for spring 2018 occupancy. Educational initiatives of the Lombardo Welcome Center have begun to be offered, and technologies are being promoted via a new website and social media. Successfully piloted an energy-management dashboard with 10 of our campus buildings. This energy-management dashboard will be used as the dashboard in the Lombardo Welcome Center.

## Utilize Agility Teams.

- 2020 TARGET: Accelerate solutions to increase efficiency and effectiveness.
- OUTCOMES TO DATE: Recommendations from the Communication A-Team resulted in new, online daily digest, 'Ville Daily, and "Together Strong" has been launched as part of our new identity campaign. Recommendations from the No-Gap Agility Team led to the creation of a No-Gap Steering Committee and research scholarships were offered to students during summer 2017. The A-Team's concept is being transitioned to a new Creativity and Innovation Network to enhance our culture of creativity and innovation.

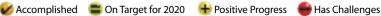
## Efficient processes and procedures.

- 2020 TARGET: Accelerate solutions to increase efficiency and effectiveness.
- OUTCOMES TO DATE: Several processes were streamlined during 2016–17, including a fully online curricular approval process, online data collection for annual Snyder Amendment report, Help Desk functionality, website redesign project launched, and Financial Aid reorganization to Finance & Administration division.











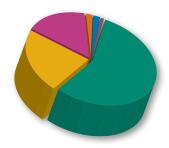
# **SOUND FISCAL MANAGEMENT**

<b>Revenue</b> (July 1, 2015–June 30, 2016)					
Source of Funds	2015–16 Actual				
Tuition and Fees	82,780,950				
State Appropriation	32,457,613				
Gifts, Grants and Contracts	922,726				
Sales and Services of Educational Activities	2,261,237				
Other Sources	2,590,598				
Auxiliary Enterprises	25,236,467				
2015–16 Totals	\$146,249,591				

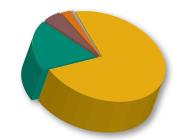
Expenses					
	2015–16 Actual				
Personnel Compensation	\$90,044,080				
Services, Supplies and Other Expenses	\$22,834,996				
Capital Expenditures	\$463,422				
Transfers To & From Plant and Endowment	\$6,829,846				
Reserve for Future Commitments	\$3,379,687				
2015–16 Totals	\$123,552,031				

The two charts do not equal each other because the expenses include only Educational and General 1:1048576. It does not include any expenses associated with the auxiliary enterprises.

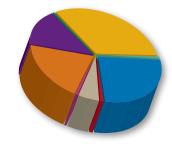
Giving Record 2016–2017						
	Unrestricted	Restricted	Donors	Total	Pledge Balance	Total Committed
Alumni	171,541	2,254,407	2108	2,425,948	473,141	2,899,089
Parents	7,715	56,324	361	64,039	1,000	65,039
Friends	15,732	1,696,062	1300	1,711,794	574,300	2,286,094
Employees	7,572	\$54,987	248	62,559	4,850	67,409
Associations	8,207	1,880,500	49	1,888,707	214,300	2,103,007
Corporations	8,054	1,535,954	130	1,544,007	11,500	1,555,507
Foundations		313,435	15	313,435		313,435
Grants		3,419,044	13	3,419,044		3,419,044
Contracts		53,229	4	53,229		53,229
2016–17 Totals	\$218,820	\$11,263,942	4228	\$11,482,762	\$1,279,091	\$12,761,853



# Revenue 56.6% Tuition and Fees 22.2% State Appropriation 17.3% Auxiliary Enterprises 1.5% Sales and Services of Educational Activities 1.8% Other Sources Gifts, Grants



Expenses					
72.9%	Personnel Compensation				
18.5%	Services, Supplies and Other Expenses				
5.5%	Transfers to and from Plant and Endowment				
2.7%	Reserve for Future Commitments				
.4%	Capital Expenditures				



Giving Record					
30%	Grants	13%	Corporations		
21%	Alumni	3%	Foundations		
16%	Associations	1%	Employees		
15%	Friends	1%	Parents		

# **1855 SOCIETY DONORS**

The 1855 Society recognizes individuals whose contributions, while living, total or exceed \$25,000.

William W. '90H & Susan C. Adams

Elizabeth M. Allen

Kyle M. & Jillian Suzanne Almonev John M. & Vivien G. Anderson Ralph G. & Judith '76 Anttonen Andrew H. Appel James P. & Tasia K. Argires

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