



2022-30 STATEWIDE STRATEGIC AGENDA

INSTITUTIONAL UPDATE

Murray State University

September 19, 2023

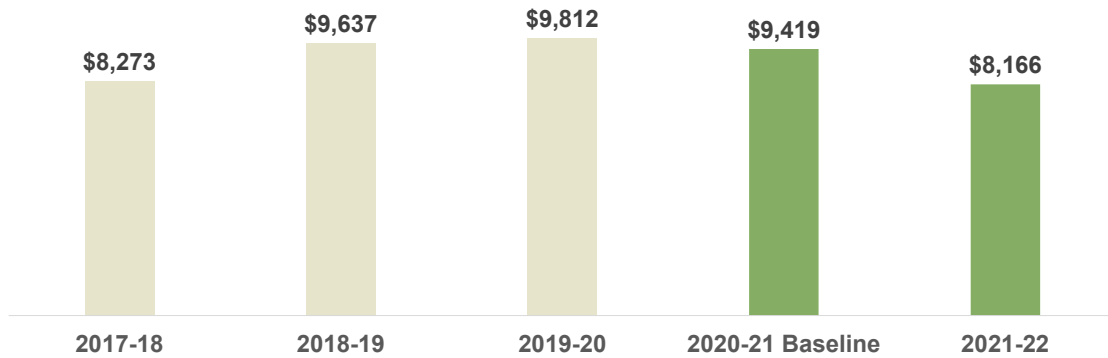


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KEY PERFORMANCE INDICATOR – AFFORDABILITY

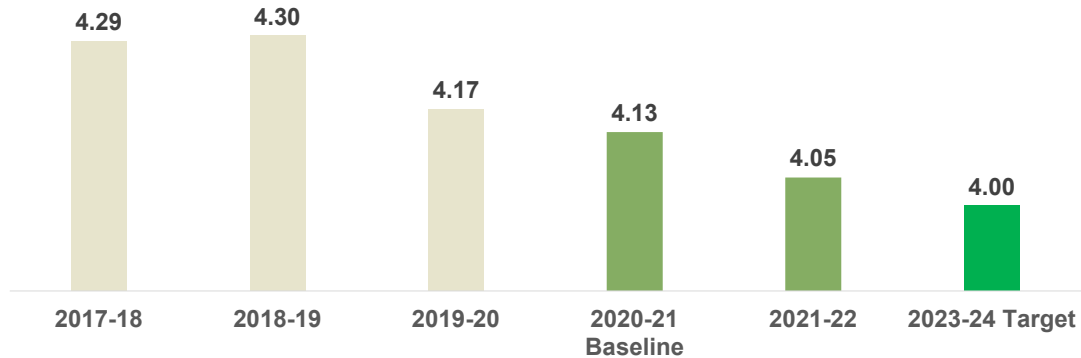
Unmet Need: Average amount students must pay out-of-pocket after all financial aid and expected family contributions



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KEY PERFORMANCE INDICATOR – AFFORDABILITY

Time to Degree: Average number of academic years students are enrolled prior to degree completion



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MURRAY STATE'S KEY STRATEGIES ON AFFORDABILITY



- Our unmet need is 16% **BELOW** the 2023-24 Target and is less than Murray State's unmet need in Fiscal Year 2018.
 - Murray State Promise (KY FTF and FTT, Pell eligible)
 - Enhanced Transfer Scholarships
 - Racers Give Scholarships

- Time to degree is one of the lowest in the Commonwealth.



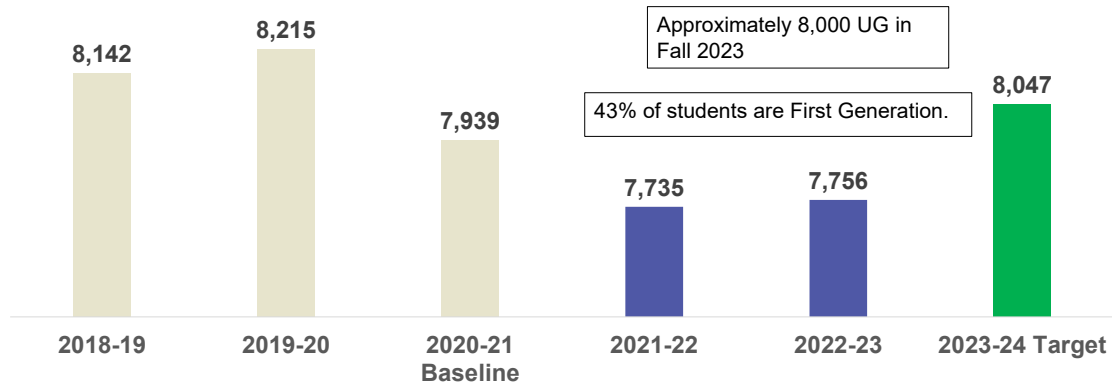
- Streamline net tuition pricing
 - Implemented resident and non-resident rates for clarity
- Organized Professional Advisors connected with Academic Departments to reduce barriers and costs
 - Recent NSSE results recognize "Quality of interactions with academic advisors" is 12 points higher than comparison group
 - NSSE – Discussion about academic performance with faculty member – 10 points above comparison group

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KEY PERFORMANCE INDICATORS – TRANSITIONS

Undergraduate Enrollment:

Total unduplicated number of students who enroll in an undergraduate program offered by one of Kentucky's public colleges or universities in an academic year, either full-time or part-time.



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MURRAY STATE'S KEY STRATEGIES ON TRANSITIONS



- **First-Time Freshmen – 1,661 (22% increase)**
 - **Largest Freshmen Class Ever**
 - Increase of 14% diversity in FTF class since Fall 2020
 - **Service Region – 40% of FTF**
 - **Dual Credit Impact**
 - 51% of FTF had credit
 - Average amount of credit – 18.7 hours

- **Demographics – Student Body from 111 counties, 49 states and 55 countries**
- **“Road Scholars”** program with engagement of faculty and staff visiting high schools for recruitment



- **Numerous Recruiting and Retention Initiatives – since 2018**
- **Bus transportation for prospective students** to attend information sessions, cultural events and athletic competitions
- **Residential Colleges – living and learning communities with faculty head and student leaders to smooth transition from high school to college (Began in 1996)**
- **CPE Summer Bridge Programming**

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MURRAY STATE'S KEY STRATEGIES ON TRANSITIONS

30+
CONSECUTIVE YEARS
TOP TIER UNIVERSITY
- U.S. NEWS & WORLD REPORT


2022 BEST COLLEGE
- WALL STREET JOURNAL/TIMES HIGHER EDUCATION

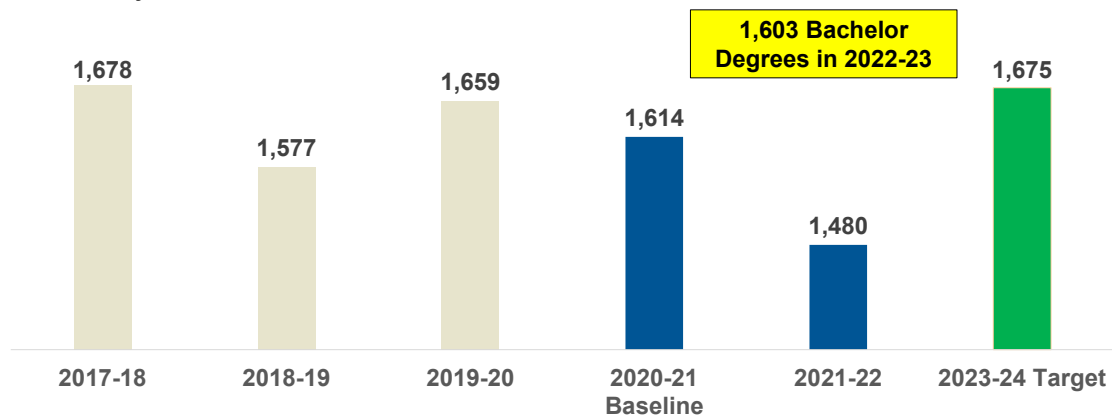

2022 BEST COLLEGE
- MONEY

- **Centennial Campaign – \$100 million**
 - 50% - Access/Affordability... Scholarships and Need-Based Aid
- Increase national academic quality rankings to enhance graduate ROI – **Highest rankings ever received**
 - US News & World Report –
 - 8th in Top Public Schools (South)
 - 8th in Best Value Schools (South)
 - 23rd in Best Regional Universities (South)
 - 7th in Best Regional Universities for Veterans
 - Best Bang for the Buck – Washington Monthly

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KEY PERFORMANCE INDICATORS – SUCCESS

Degrees and Credentials: Number of undergraduate degrees awarded in an academic year.



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MURRAY STATE'S KEY STRATEGIES ON SUCCESS

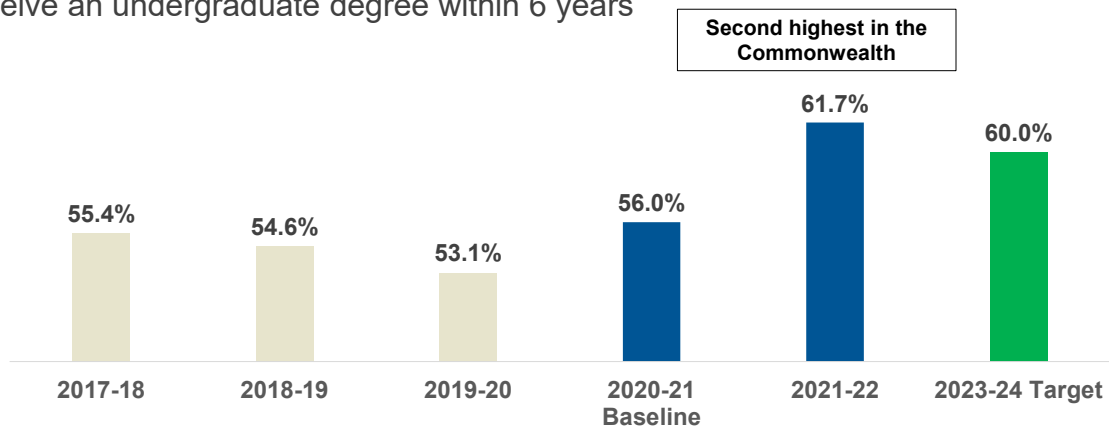


- URM Degrees – **Increased** by 6%
- STEM+H Degrees – **Increased** by 18.8%
 - **Highest percentage** of STEM+H Degrees to total Bachelor Degrees in Commonwealth (38.5%)
- Total number of UG and GR degrees increased from 2,112 to 2,337 or **11% increase**

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KEY PERFORMANCE INDICATORS – SUCCESS

Graduation Rate: Percentage of first-time, full-time degree-seeking students who receive an undergraduate degree within 6 years



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MURRAY STATE'S KEY STRATEGIES ON SUCCESS



- Increase 6-year graduation rates through enhanced academic advising, mentoring, coaching and enhanced retention initiatives

- Graduation Rate – **highest since 1993 with current records**
- URM Graduation Rate – **highest** among public, comprehensives
- LI Graduation Rate – second highest in the Commonwealth
- In 9 of 10 questions in NSSE for access to faculty and staff/advising/internships/career guidance by Seniors, we are well above the comparison groups with 99% confidence.

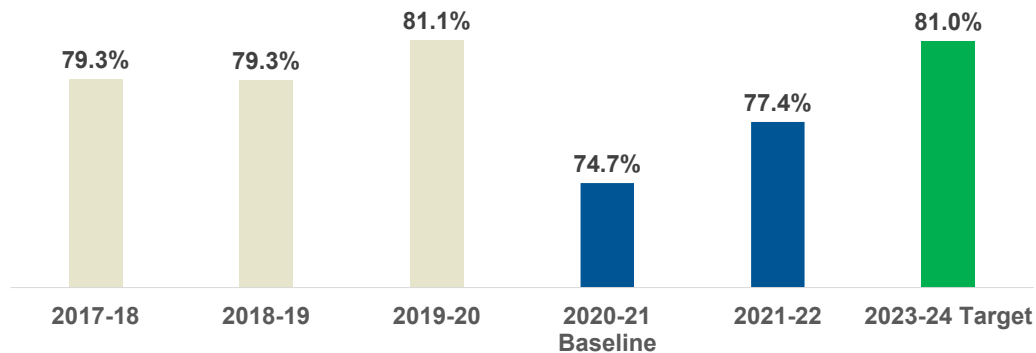


- Program Accreditations Reaffirmed – AACSB for Bauernfeind College of Business (May 2023)
- Ensure at least one program in each college/school receives **QA Commons** certification
 - **10 programs with at least one in each college/school – top in the country! (Including our Program of Distinction – Cybersecurity)**

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KEY PERFORMANCE INDICATORS – SUCCESS

Retention Rate: Percentage of first-time, degree- or credential-seeking students enrolled in the summer or fall of their first year who are still enrolled at the same institution the following fall.



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MURRAY STATE'S KEY STRATEGIES ON SUCCESS



- Increase first-to-second year student retention rates via a new retention model with new resources
 - Professional advisors, Starfish and third-party assistance
 - Second highest among public, comprehensives for 2021-2022

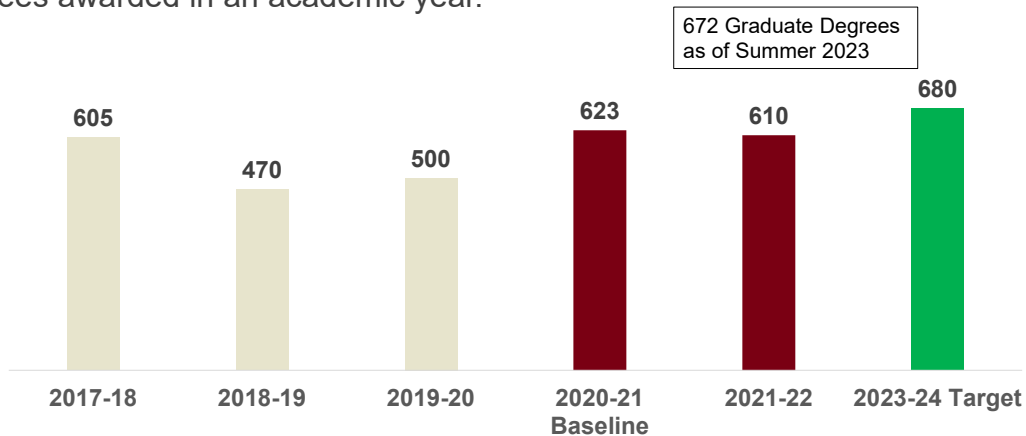


- URM Retention – increased by 10% from previous year
- LI Retention – increased by 2% from previous year
- 10% increase in 30 and 60 hour progression

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KEY PERFORMANCE INDICATORS – TALENT

Graduate and Professional Degrees: Total number of graduate/professional degrees awarded in an academic year.



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MURRAY STATE'S KEY STRATEGIES ON TALENT

Additions

Certificates

Undergraduate

Applied Statistics
Commercial Banking
Cybersecurity Analyst
Diverse Student Populations
Medical and Health Humanities

Graduate

Applied Statistics
Forensic Accounting
Occupational Safety and Health/Environ. Health and Safety
Occupational Safety and Health/Industrial Hygiene
Occupational Safety and Health/Safety Management

Minors

Arts Administration
Intercultural Studies
Literature

Medical and Health Humanities
Music Studies

Retirements

CIP Code	Degree Program	Program Degree
24.0101	Liberal Arts	Bachelor of Arts/Science
13.1312	Music Education	Master of Music Education

Graduate Degrees – **Increase** by 10.1% from 2022

Enhance support, particularly in the School of Engineering, to better address economic and workforce development in the Commonwealth

- Received PACRO grant for mechatronics lab
- Increased enrollments by **30%** in cybersecurity (UG, GR degrees and UG and GR certificates) – **Commonwealth Program of Distinction**

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MURRAY STATE'S KEY STRATEGIES ON VALUE



- Past 5 years – record amounts awarded in Scholarships/Financial Aid – over \$115 million
 - 99% of our First-Time Freshmen receive Scholarships/Financial Aid
 - Academic Scholarship Grid – majority based on HS GPA
- Increase fundraising through a new comprehensive campaign - \$100 million Campaign
 - **\$62 million to date**
 - **Record year of donations – Fiscal Year 2023**
- We are one of only two publics in the state – most affordable for Pell Grant students (National College Attainment Network)
- 52% of students graduate with no known debt (Common Dataset) – **best among the public, comprehensives**
 - *Of those graduating with known debt, they graduate owing less than other public, comprehensives.*

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MURRAY STATE'S KEY STRATEGIES ON VALUE



- New Building – School of Nursing and Health Professions
 - \$45.5 million
 - Will help address the **30,000** shortage in nurses and other health profession needs across the Commonwealth
- Maximize Murray State University's messaging for prospective families/students emphasizing the VALUE of higher education
 - Enhanced marketing campaigns about FAFSA – **required for Murray State scholarships**
 - One of the lowest Kentucky resident gross tuition
- \$287,746 in targeted need-based funding awarded in Fiscal Year 2023

