



Academic and Student Affairs Committee Meeting

December 4, 2024 | 11 a.m.

Student Resource Center, Memorial Student Center



December 2024 Academic and Student Affairs Committee Meeting_Agenda

AGENDA

11 a.m.

Academic and Student Affairs Committee

Kathy D'Antoni, Chair

Action Items

None

Information Items

Committee Annual Activity Calendar

Avi Mukherjee, Provost and Senior Vice President for Academic Affairs

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Provost Report

Avi Mukherjee, Provost and Senior Vice President for Academic Affairs

Academic Affairs Update

Avi Mukherjee, Provost and Senior Vice President for Academic Affairs

West Virginia Advisory Council of Faculty (ACF) Update

Amine Oudghiri-Otmani, Marshall University Representative

Higher Learning Commission (HLC) Quality Initiative and Global Education

Quality Initiative - Year 3 Update

Mary Beth Reynolds, Associate Provost and Associate Vice President for Assessment and Quality Initiatives

Global Education

Zelideth Rivas, Assistant Professor for Global Education

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Strategic Planning: College of Education and Professional Development

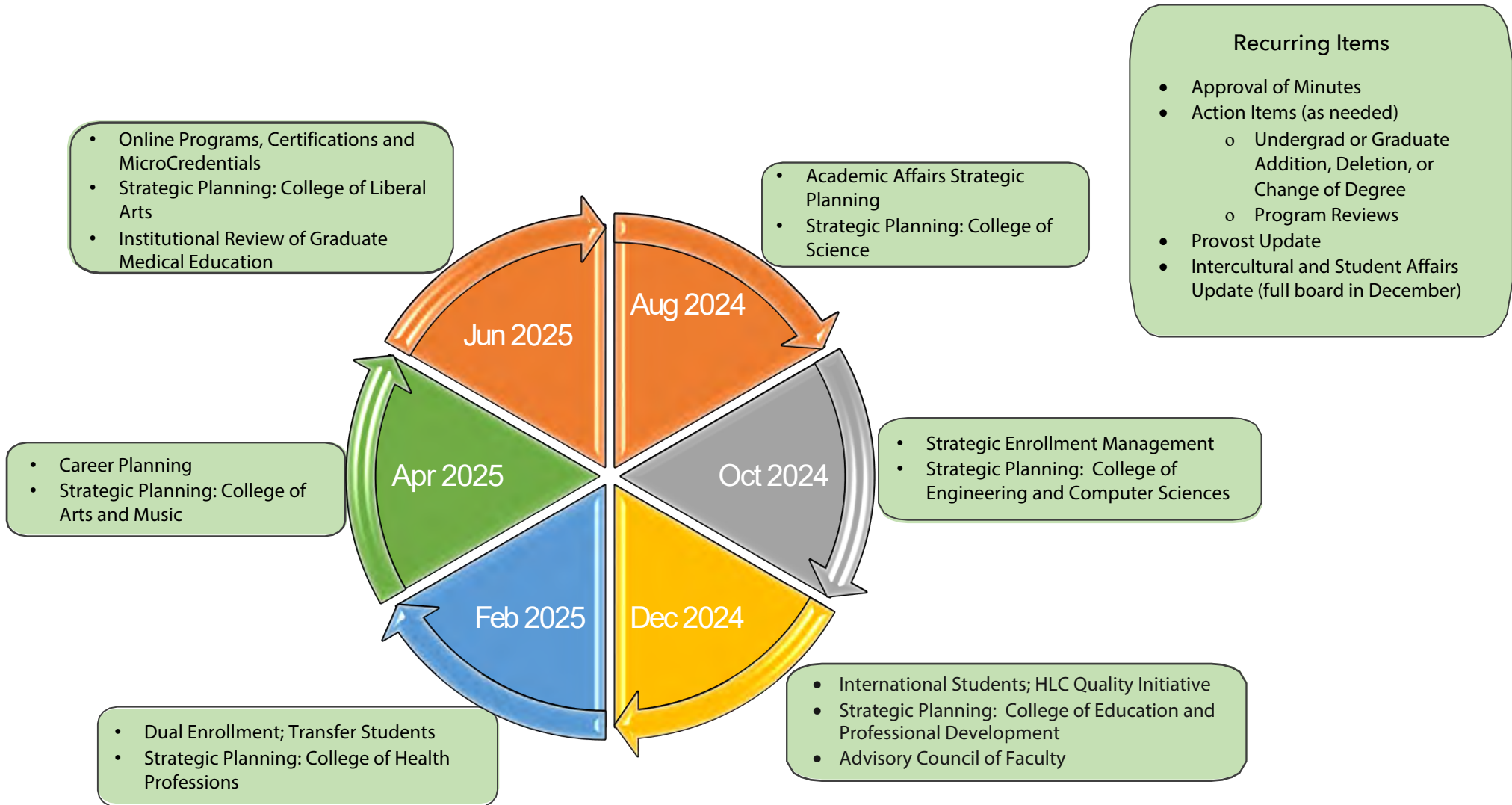
Teresa Eagle, Dean of the College of Education and Professional Development

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Lunch

Annual Activity Calendar

Academic and Student Affairs Committee





Marshall University

Accelerating Individual Success, Innovative Ideas and Economic Impact

**International Students
Academic Affairs,
Global Education**
Dec. 2024



Executive **SUMMARY**

Key Achievements

- Global Education has made significant strides in supporting the HLC Quality Initiative by **fostering a diverse and inclusive academic environment** for international students while also **contributing to the local economy** and community engagement.
- Our international student enrollment has steadily grown, and we are now able to begin looking at building international student recruitment through high school **tours** and **partnerships** with international universities.
- Our **Office of Study Abroad** is thriving, increasing both the number of outbound and inbound students annually.
- **Global Partnerships** are increasing as we seek to make meaningful and impactful relationships with international institutions and recruiting agents. Our collaboration with the Department of State has expanded the opportunities for our domestic students as we build a **stronger and more inclusive** Marshall University.
- The **Japanese Outreach Coordinator** engages with K-12 students, Dept. of Education, and builds programs to attract Japanese businesses to West Virginia.
- A series of **strategic initiatives** have been launched to create pipelines of international students, build international student retention, and expand globalization opportunities for domestic students

- Increased international student enrollment
- Grant awards from Dept. of State and HEPC
- Increased student participation in study abroad programs and the creation of new faculty-led programs
- New global and local partnerships with institutions of higher education
- Building initiatives to increase international student retention
- Expanding our leadership opportunities with Dept. of State, StudyWV, and KIIS
- Strengthening outreach opportunities locally and globally
- Creating opportunities for refugee students

Global Education's **ROLE AND IMPACT TODAY**

We Are ...

Increased Enrollment, Study Abroad, Partnerships and Local Outreach

ENROLLMENT

186 Students
20% Increase from 2023



46 Countries
96 Graduate Students
48 OPT Students

STUDY ABROAD / PARTNERSHIPS

80 Students AY23-24
31% Increase



24 Active MOUs
14 Exchange Agreements
3 New Faculty-Led Programs
IDEAS Grant Recipient w/ BridgeValley

LOCAL OUTREACH

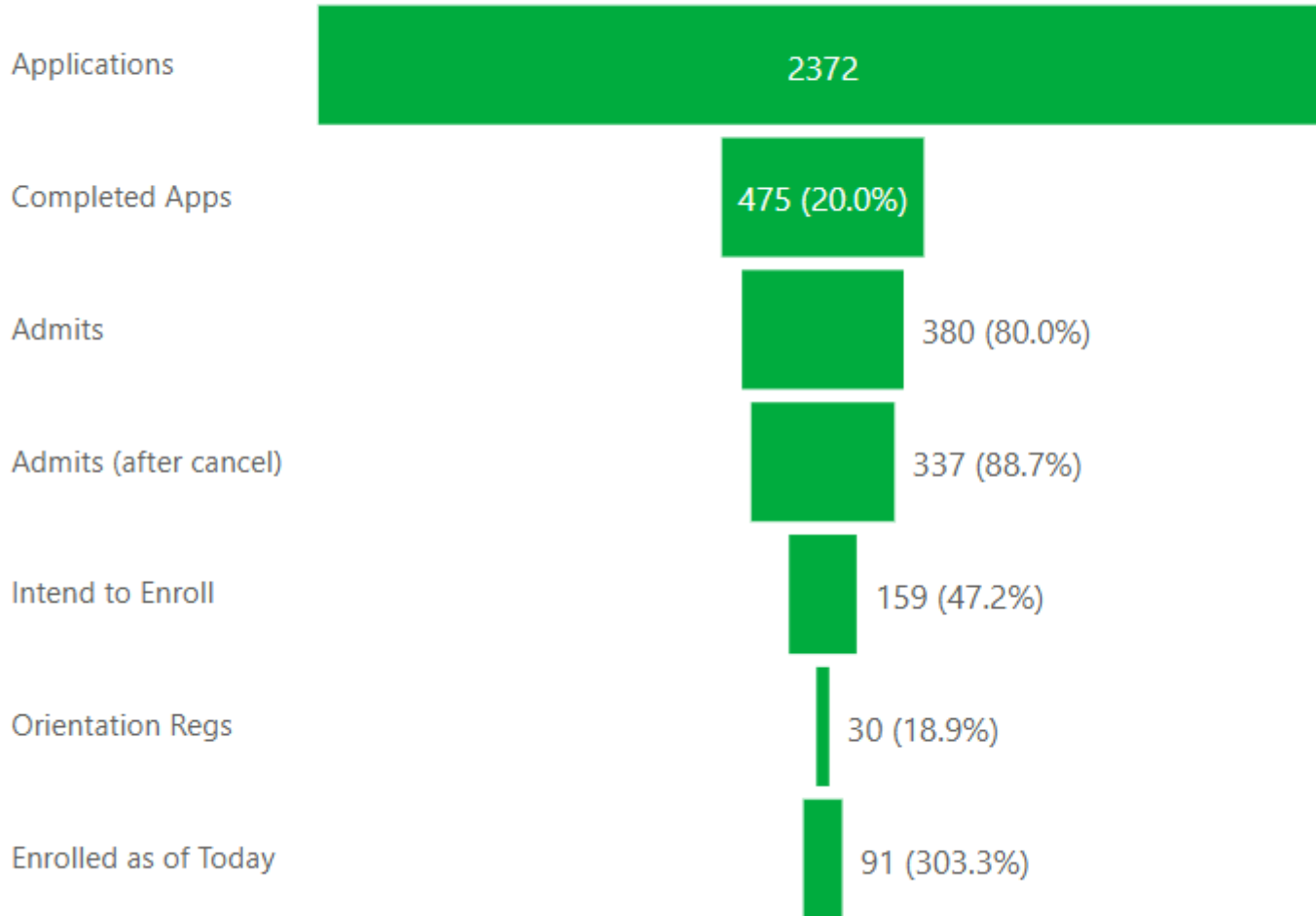
1370 Students
45% Increase



Serving Wayne, Putnam, Kanawha,
Cabell, Mason, Lincoln County Students
Collaboration with HATS/Trio/HSTA

Decoding International Student Enrollment

International Enrollment Funnel



Increases from Fall 2023:

Applications from 84 countries: 12.8%

Completed Apps: 11.5%

Admits: 7.3%

Total enrolled: 25.7%

- HEPC Recruitment Grant
- Becoming an active member of International ACAC
- Attending International ACAC annual conference
- Attending Education USA Forum
- President Elect for StudyWV

Decoding International Student Enrollment

TOTAL Enrollments by Term



- Enrollment curve upturn with increases in graduate students
- Collaboration with MarComm to update websites and create new marketing materials
- Recruitment travel for FY25: Mexico, Brazil, Japan, South Korea, and Vietnam (virtually)



Building Student Retention

1. Collaboration across units

- ✓ Collaborations with Intercultural Student Affairs, Admissions, and University College
- ✓ International Student Orientation
- ✓ Using social media to expand how students can receive support
- ✓ Building a sponsor group to welcome five refugee students in Fall 2025

2. Expanding globalization on campus

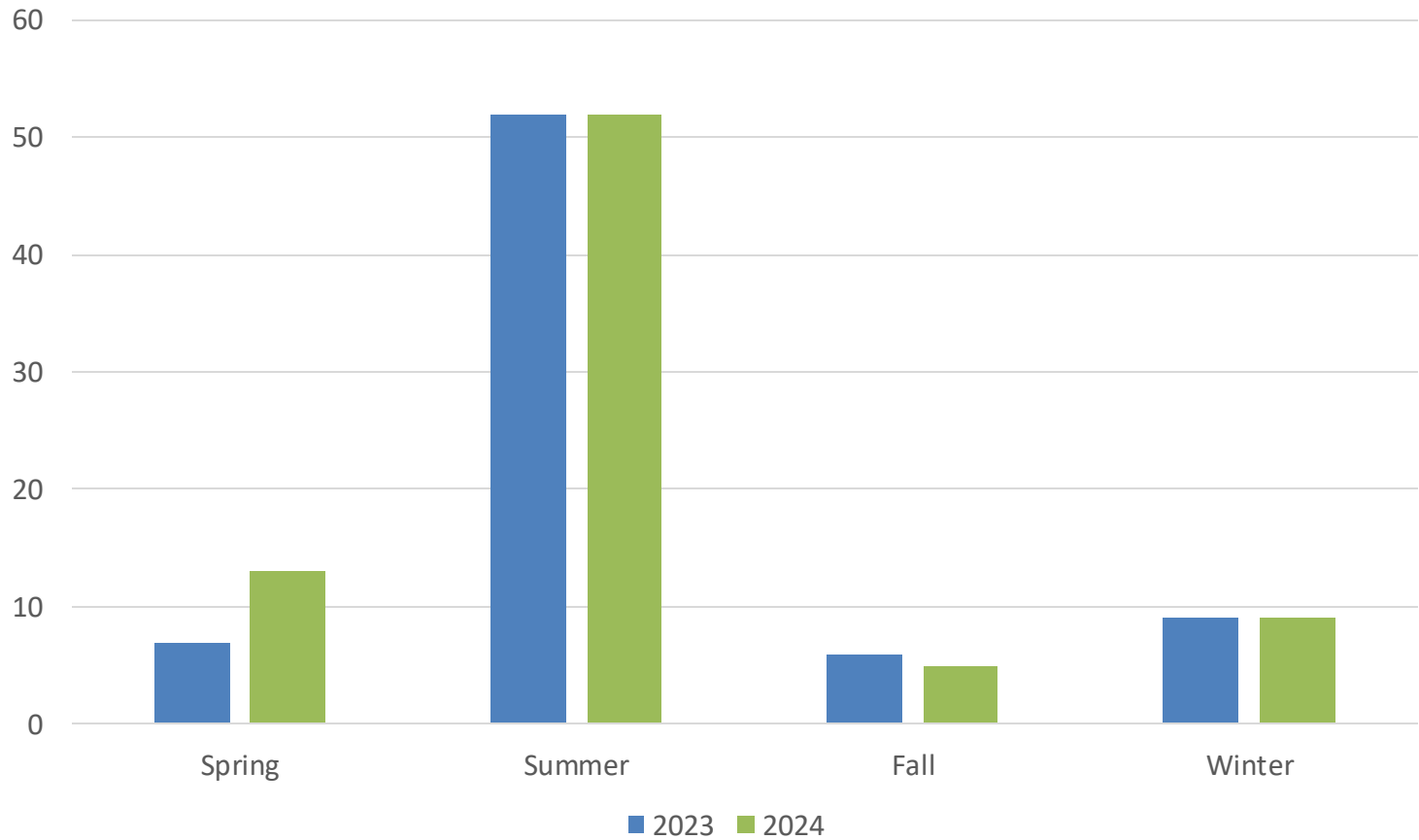
- ✓ Visit of Japanese ambassador in November 2023
- ✓ Hosting visits from international universities: India, Japan, and Kazakhstan
- ✓ Department of State photo exhibit
- ✓ Visit of Diplomat in Residence

3. Recognizing student success

- ✓ Global Education Graduation
- ✓ International Education Week



Decoding Study Abroad



Changes from Fall 2023:

Spring: +6 students

Summer/Winter: No variance

Fall: -1 student

- IDEAS Grant with BridgeValley to form consortium to increase study abroad capacity for WV Community Colleges
- Steering Committee Member for KIIS



Enduring Global Outreach

1. Expanding K-12 outreach

- ✓ Collaborations with HATS, Trio, and HSTA programs.
- ✓ Expansion into Mason and Lincoln counties.

2. Connecting Japanese businesses to MU

- ✓ Visit of Japanese ambassador in November 2023
- ✓ Hosting Honorary Consul of Japan in West Virginia
- ✓ Maintaining contact with 20+ Japanese manufacturing companies in West Virginia
- ✓ Somar automotive supplier: 45 new jobs in West Virginia

3. Building strong local connections

- ✓ Collaboration with WV Department of Education for the WV International School
- ✓ Building relationships with Japanese families in the West Virginia



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Strategic Planning:

College of Education and Professional Development

Teresa Eagle, Dean

December 2024

Executive Summary

The COEPD has many exciting things happening!

With 53 faculty with practical experience that they bring to the classroom, students receive real-life concepts and practical decision-making opportunities.

The college is roughly half-and-half in terms of graduate and undergraduate enrollment, courses and faculty.

The college has been completely restructured into 4 departments for more efficient and effective administration. Conversely COEPD faculty are collaborating more than ever across departments and colleges.



Enrollment in the Counseling program has grown over 25% in the last 3 terms, making it the largest degree program at Marshall.



The Doctor of Education programs continue to produce research degrees to support the R2 status of Marshall.



The Educator Preparation Program at Marshall has become the program of choice for aspiring teachers, chosen by county districts for collaboration in the Grow Your Own program, Underwood Smith Scholars, and with many other initiatives nationally recognized for excellence.

Our **PLAN-ON-A-PAGE**

VISION



“To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future”

CREED

Educational | Open | Civil | Responsible | Safe | Well | Ethical | Pluralistic | Socially Conscious | Judicious

2037 GOALS



Individual Success

100% Placement Rates for Graduates
Zero Students Graduate with Student Loan Debt



Innovative Ideas

\$150M Research, Grants, Contracts
3X Start-Ups Incubated



Economic Impact

30X Return for Every \$1 Invested
3X GDP Impact in West Virginia (\$2.3B)

STAKEHOLDER GOALS

Students

Offer an affordable education with a distinctively supportive and flexible experience to ensure lifelong prosperity

Team

Empower faculty and staff to do the best work of their lives

West Virginia

Improve the well-being of all West Virginians by creating breakthrough opportunities and solutions

Financial Stakeholders

Build a resilient and sustainable institution to outlast headwinds

STRATEGY

Marshall for All, Marshall Forever
In-Demand Curriculum • On-Demand Delivery • Distinctive Value Proposition

PRIORITIES

Increase access

Ensure affordability

Grow support programs

Deliver on demand

Enable lifetime achievement

METRICS

- Strategic Enrollment Mgt. Plan
 - New student enrollment
 - Target segments enrollment
- Recruitment contacts
- Conversion rates
- Stopped-out/returning students

- Student debt load
- Debt-free cohorts/retention
- Internships and jobs
- M4A fundraising campaign
- Undergraduate ROI

- HerdConnect mentorship
- Center for Student Success
- 1st yr retention/6 yr graduation
- E2E student experience
- AI-based customized support

- In-demand programs & microcredentials
- HyFlex/Hybrid courses
- AI assessment/application
- Online degree programs

- Customized training - MAMC
- Academic pathways selected
- Career Engagement participation
- Lifelong learning

College of Education and Professional Development PLAN-ON-A-PAGE

UNIVERSITY VISION



“To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future”

COLLEGE MISSION

"Provide creative teaching and challenging learning opportunities for students, faculty, community and staff in a supportive environment. These opportunities will emphasize quality, authenticity, critical reflection, collaboration, ethical behavior and diversity."



VALUES

Quality | Authenticity | Ethical Behavior | Collaboration | Diversity

PRIORITIES

Provide accredited, student-focused/centered programs that lead to student success in the field	Create authentic, student-centered learning experiences that are grounded in real-world practice & promote innovation, competency, critical reflection, and student success	Promote an environment of integrity, trust, fairness, wellness, and respect for all.	Foster collaborative relationships and establish partnerships with stakeholders within the university and community.	Foster an inclusive and equitable academic environment and cultivate a learning atmosphere where all individuals feel valued, respected and empowered to achieve to their fullest potential.
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GOALS

Academic excellence	Critical reflection	Research	Stakeholder relationships	Inclusion & respect
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METRICS

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|--|---|--|--|--|
| <ul style="list-style-type: none"> Revising/Evaluating program requirements (GPA, test scores, etc.) CAEP/CACREP / NASP etc. approval Program Approval (University 5-year reports, annual reviews, SPAs and WVCAPA) # of completers vs. # who entered program (this one may belong somewhere else) Completer and employer satisfaction with relevance and effectiveness of preparation Continual watch of student clinical evaluations Distance learning course approval (QM/HOME Framework) Faculty participation in professional | <ul style="list-style-type: none"> Net Promote Score (NPS) rating for all stakeholders #/ type of field experiences Performance on assessments above Field experience evaluations Exit surveys # simulation experiences prior to field experience | <ul style="list-style-type: none"> CITI Training (faculty and students) Advising Sessions (#, content, handbook) Satisfaction/Climate Survey (COEPD yearly survey completion and develop action steps resulting from data) HR Department (utilization of their services) Promote university's health & wellness services Direct instruction of professional codes of ethics in courses (syllabi review) Assessment of dispositions (domain 7; candidate dispositions) | <ul style="list-style-type: none"> CITI Training (faculty and students) Advising Sessions (#, content, handbook) Satisfaction/Climate Survey (COEPD yearly survey completion and develop action steps resulting from data) HR Department (utilization of their services) Promote university's health & wellness services Direct instruction of professional codes of ethics in courses (syllabi review) Assessment of dispositions (domain 7; candidate dispositions) | <ul style="list-style-type: none"> Inclusive curriculum assessment via climate surveys Retention and graduation rates Hire in leadership positions Professional development participation Holistic recruitment Involvement in community partnerships and outreach programs Increase undergraduate applicants in all populations |
|--|---|--|--|--|

COEPD: Serving others.....

Providing leadership for statewide initiatives.

Working to resolve the teacher shortage in our school systems.

Closely following WVDE requirements and national trends to assure programming meets the needs in our fields.

- Eliminating or restructuring coursework, degrees and certificates based on demand. (BA ECE teaching out, MA Principalship expanding with additional licensure prep, improving application requirements, and opening an “Option 4” licensure preparation option)
- Increasing pathways to teacher licensure.
- Seeking opportunities to work with area schools to better prepare our graduates while providing assistance and support for PreK-12 classrooms.
- Collaborating with CTCs to provide a seamless transition to a 4-year degree.



COEPD – current programs

Undergraduate Degrees

Elementary Education

Secondary Education

*Additional endorsements in
special education and PreK-K*

Content Areas with other colleges

Science

- Mathematics
- Biology
- Chemistry
- General Science
- Physics

Liberal Arts

- Social Studies
- English

Health Professions

- Wellness

Arts and Media

- Art
- Music

Master's Degrees

LS Principalship

LS Education Specialist
Education

Special Education

Literacy

Counseling

Applied Behavior Analysis*

Certificates

Principalship/District Leadership

Literacy Specialist

School Librarian

Math Supervisor

Violence, Loss and Trauma

Early Childhood Education

Schl Attendance Dir. (sole WV prog.)

Education Specialist

School Psychology (**the only one in WV!**)

Close collaboration with Psychology in COLA

Curriculum and Instruction

LS may be coming back.....

Doctoral Degrees – EdD

Curriculum and Instruction

Educational Leadership

Associated Centers

WV Autism Training Center

Testing Center

MUEE STEAM

Child Development Academy

June Harless Center

Learning Resource Center

One-Room Schoolhouse

Note: Courses are also provided for TESOL, Autism, Visual Impairments and Deaf/Hard of Hearing

Pride Points and Challenges

Working to help to solve the teacher shortage

Resources for recruitment (Human, time, and financial)

Maintaining quality programming with National and State Recognition

Excessive assessment beyond Marshall, which requires faculty time and accreditation fees

Faculty and staff in the right places at the right time

Maintaining a solid reputation in the community for Educator Preparation

Faculty involvement with the community, area schools

Supported research opportunities

Positive PR beyond Marshall, shining a light on the education preparation program

Revised approach to Third-Party Contracts to allow better use of revenue

Thank you!

