

STRATEGIC PLANNING ADVISORY COMMITTEE
October 26, 2010
Conference Room, Student Union

The meeting was called to order at 3:03 p.m. with the following people present: Brad Chambers, Peggy Clark, Doug Davenport, Lou Ann Gilchrist, Teri Heckert, Deb Kerby, Donna Liss, Gina Morin, Clifton Ricana, and Paul Yoder.

Lou Ann Gilchrist and Clifton Ricana

Clifton distributed a handout entitled "Student Characteristics, Needs, and Expectations". Clifton stated there are an emerging set of students coming in, and discussed the seven characteristics of millennials:

- 1) Special—rely on parents to make decisions.
- 2) Sheltered—safe environment and extensive support groups.
- 3) Confident—take on challenges, and real work and experiential activities.
- 4) Team oriented—greater sense of community.
- 5) Conventional—more conservative approach to lifestyle, expect accountability.
- 6) Pressure—competitiveness for jobs and opportunities.
- 7) Achieving—increasingly more qualified for college.

Lou Ann discussed student needs and expectations. Today's students are experiencing more financial challenges. There is also the importance of geographic location when recruiting. Midwest high school grads will decrease by 8% until 2014. In the states of Missouri, Kansas, and Illinois there are 200 students per day dropping out of high school, and there is a need to help secondary education keep them in school.

There are many mental health issues facing college students, with the number of students being seen in counseling centers doubling in the last 10 to 12 years. The chart at the top of page 3 includes statistics from Truman and Missouri schools. The legal environment has also changed, with federal mandates that guarantee the safety of students on campus.

The ADA has recently rewritten its rules and regulations, which the chart on page 3 summarizes. A lot more people are going to qualify for services under the ADA, and schools are going to have to meet the needs. This will also have a tremendous application for the classroom.

The chart at the top of page 4 is a survey on the job placement of graduates seeking employment by major. Some universities are being sued for students not getting jobs. Our students need meaning; their education needs to make sense to them.

Data from a COPLAC report begins on page 4 and continues on page 5. The chart lists each school's FTE ratio, the ratio of FT faculty to FT non-academic staff, and institutional student aid. Truman's FTE is 15:1, and the ratio of faculty to staff is .79:1. Truman has fewer staff to take care of these needs. Student Affairs has lost 15% of its staff since this report.

A report from the Chronicle Research Services indicates the following expectations from what students will look for in 2020:

- 1) Are very connected to technology
- 2) Prefer digital textbooks
- 3) Convenience will be increasingly important in the future.

4) Business models must change. There will be brick institutions, click institutions, and brick and click institutions.

Opportunities:

- 1) Past traditions facilitate our response to the future.
- 2) Can technology be used to better exploit the power of the Truman Experience?
- 3) Can we transcend traditional dichotomies to better meet student needs and expectations while fulfilling our mission? We need to learn to use staff to facilitate learning, and merge the curriculum and co-curriculum.

Some questions still remain: How will public school cuts in funding affect the technology needs for the students that will be coming in? In what physical space will learning occur in 10 years?

Deb Kerby

Deb distributed a handout entitled "Economic Data". The first page contains much of the data that Dave has already shared. The current unemployment rate is above 9%, and estimates are that by August 2011 it will still be around 8% and drop to around 5% in 2015.

State appropriations will not grow. Even though a slight increase in revenue is anticipated for 2012, Missouri will see a \$700M decrease in stimulus money. Troy would like to get the endowment to \$100M to help offset the decrease in state revenues.

College tuition continues to rise faster than inflation. In 2008, 62% of graduates from public colleges graduated with debt. The average debt for graduating seniors from public universities is \$20,200. Public colleges and universities account for 72% of higher education enrollment, and receive only 46% of federal student aid monies. The discounting of tuition for public four-year institutions decreased to about 19% in 2008-2009, and will continue to decrease. In the future, more discounting will go to need rather than to merit.

At the bottom of page 3, it states that the College Board recommended reducing the awarding of character-based aid to students without financial need. From 2000 to 2010, there was an average of 46% increase for in-state tuition and fees costs, and an increase of 34% for out-of-state students.

The employment outlook on page 5 shows historical data on unemployment rates based on education level. There are substantially higher earnings for those individuals with a college education. By 2018, nearly two-thirds of all employment will have required some college education.

At the age of 33, college graduates will have earned enough to match the cumulative earnings of high school graduates and have recovered costs of tuition and fees. College grads also provide greater tax payments, less stress on government support programs, and healthier lifestyles with better health care.

Starting salaries for 2010 grads was 1.7 percent lower than that of 2009 grads. Finance, accounting, and computer science grads had increases in earnings, while liberal arts grads' salaries were 8.9 percent lower. Employers prefer hiring someone with relative work experience (i.e. internships). Additional employer considerations include leadership experience, major, high GPA, extra-curricular activities, and volunteer work.

The information on page 7 includes placement rate information for the 2010 Truman grads. Almost 43% went on to graduate school, and 33% were employed. There were eight majors that reported no internships, with 77 percent of majors having internships associated with them. Nearly 60% of the internships were paid internships, with just over half receiving academic credit.

The FY 2009 Faculty Salary Survey by AAUP contains too many categories to compare the information. The gap in faculty salaries continues to widen. Gender equity is actually pretty good with faculty salaries.

Average faculty salaries by field and rank are included on pages 10 and 11. Trends in the higher education labor force are included on pages 12 and 13, comparing colleges by type in 1987, 1997, 2007. Front line employees refer to faculty, and back office employees refers to staff.

The average age of faculty is increasing. What will this do to salary demands and expectations? Healthcare benefits are a huge issue, including the benefits of phased retirements. There are decreasing enrollments in the technical disciplines for Ph.D.s, and there are also many internationals who may return home.

Students are going to have higher needs and expectations of post-degree employment. Faculty in state public institutions receive \$10,000 per year less than other entry-level faculty positions.

The meeting was closed at 4:30 p.m.