

Essential Engagement
Sesquicentennial Plan 2011-2017
Progress Report as of July 31, 2013

Progress on the Sesquicentennial Plan will be recorded and evaluated each year. Progress for each strategic initiative is provided by the Cabinet member responsible. An annual performance metric report organized by strategic initiative is also prepared each year. The plan will be evaluated, refined and improved as necessary.

Vision

Peru State College will be a college of choice fostering excellence and student achievement through engagement in a culture that promotes inquiry, discovery and innovation.

Informing the vision: Our Values

- ~~Engagement~~
- Inquiry
- Discovery
- Innovation

Educational **engagement** is an active approach to teaching and learning that considers the diversity of students and creates a culture of ownership, inclusion and leadership. It empowers all students and employees to connect personally with the educational experience, others and society by creating opportunities for direct involvement in learning.

Engaged educators and learners seek to understand and respect multiple perspectives in the search for solutions to problems through **inquiry** and research.

This process facilitates the **discovery** of new ideas and better practices.

These discoveries, along with continuous reflection and a commitment to service, foster a culture of **innovation** resulting in progressive change that benefits society.

There are eight strategies organized around the following two transformational goals:

1 Excellence through Essential Engagement

The focus on excellence through essential engagement will shape the educational experience at Peru State. New approaches to developing and serving students using active approaches to teaching and learning will be implemented as the College explores innovative ways to connect with the world, eroding the artificial barriers between scholarship and practice. Three strategies support this transformational goal.

2 Increased Prominence

To become a college of choice, increasing visibility and awareness of Peru State College and its engaging educational experiences is critical. The goal to increase the College's prominence is supported by five strategies.

The document that follows provides progress updates to the Sesquicentennial Plan by year. These updates are in the form of a bulleted list for each initiative. The progress report for the most recent year is in blue.

Strategy One: Enhance the student experience through distinctive engagement.

a Create a Community Development Initiative by:

- i** Establishing an Institute for Community Engagement (ICE) that:
 - 1** Promotes community partnerships and service learning initiatives.
 - 2** Works with advisory boards.
 - 3** Identifies and secures funding.
 - 4** Develops and rewards student/faculty independent research relationships.
 - 5** Supports the activities of community development courses.
- ii** Developing an interdisciplinary/integrative upper-division community development course or courses focused on applied leadership and learning through community engagement.

2011- 2012 Progress Report

Summary of activities completed:

- The General Studies Program has been revised to accommodate an interdisciplinary upper-division course focused on community issues and engagement.

2012- 2013 Progress Report

Summary of activities completed:

- The Institute for Community Engagement (ICE) was created and staffed with a director, and a student advisory board was established.
- SOC 395 Community Development was created. It is a course within which students can receive formal community leadership training and apply it and other learning experiences to work on significant community projects.
- PSCI 312 Engagement in the Legislative Process was created to be a deliberate route to directly involve students in the legislative process.
- The College developed a relationship with AmeriCorps, which supports student service experiences.

b Support educational engagement initiatives by:

- i** Providing funding for investigation and implementation of advanced engagement techniques in critical college courses.
- ii** Providing access to international/multicultural study programs.
- iii** Supporting innovative field engagement approaches such as field trips, speakers, service learning, living/learning communities and residence life programs.
- iv** Continuing academic advising enhancements. (NSCS Emphasis)

TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL ENGAGEMENT

2011- 2012 Progress Report

Summary of activities completed:

- Academic Affairs completed a comprehensive review of academic programs that resulted in a revised, more powerful, yet more compact, General Studies Program that reflects best practices, including an explicit consideration of engagement with technology and an interdisciplinary capstone experience.
- Extensive changes to majors were made to reflect best practices, particularly in the Schools of Education and Professional Studies. There is an enhanced emphasis on technology in both schools.
- Two option areas (Educational Studies and Law & Society) and one minor (Journalism) were also added. These changes were influenced by the Strategic Planning and HLC Self-Study processes, which featured extensive engagement with interested constituencies.
- Eighteen Student Engagement Enhancement (SEE) Proposals were submitted. Sixteen were funded and will be implemented over the course of spring 2012 and the 2012/13 academic year. Eight of the proposals involved field experiences/travel.
- Academic Affairs supported the second Student Research Conference, "Overcoming Obstacles," organized by Phi Beta Lambda students.
- Guest speakers and field experiences continued to be a required component of all COLL 101 sections.
- Faculty members are beginning to plan other types of engaging events. For example, Professional Studies faculty held the first Law Studies Symposium and arranged a seminar on the morality of capitalism.
- New academic progress sheets reflecting the academic program changes were posted in April in time for the bulk of new student advising. Several e-mails, including reports tracking the origin and logic of the changes made to the General Studies program were sent out during spring 2012.

2012- 2013 Progress Report

Summary of activities completed:

- **Seventeen Student Engagement Enhancement (SEE) grants were submitted and nine were funded for the 2013/14 academic year. Seven of the proposals involved significant field experiences/travel.**
- **Student Senate voted to create a new student fee of \$1 per on-campus credit hour beginning the 2013-2014 academic year to support international engagement experiences.**
- **Chandler View Elementary School in south Omaha was added as a second partner school for the Elementary Methods Block. Students previously completed all 80 hours in Nebraska City, but now split time between the two schools to ensure a balance of rural/urban experiences.**
- **Interactions in English as a Second Language/English Language Learner (ESL/ELL) programs were added to education program coursework to strengthen candidate preparation working with these students.**
- **Support was provided to start a local chapter of a Criminal Justice Honor Society. Faculty advisors mentored student members and accompanied them to a regional conference for competition in which Peru State had one 2nd place and two 3rd place finishers.**
- **Student Senate leaders participated in a Nebraska student government meeting to collaborate on student governance topics with other student leaders across the state.**

TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL ENGAGEMENT

- NeSIS Student and Faculty “Dashboards” were implemented to improve advising support for students and staff.
- A comprehensive academic advising assessment program was implemented.
- **C Develop a comprehensive Rural Health Opportunities Program (RHOP) by:**
 - ▮ Cultivating relationships with area healthcare providers and the University of Nebraska Medical Center.
 - ▮ Implementing a facilities improvement plan.
 - ▮ Hiring faculty to support program growth.
 - ▮ Seeking outside funding for specialized equipment needs.

2011- 2012 Progress Report

Summary of activities completed:

- Two students were selected to participate in the pharmacy RHOP program and will enroll in fall 2012.
- One current student was selected to participate in the PHEAST program to begin in fall 2012.
- The College hosted representatives from the UNMC College of Nursing two times during the year to discuss RHOP seats.
- Allied Health initial contacts were made during spring 2012 and a campus visit was made by their Dean, Dr. Greg Karst.

2012-2013 Progress Report

Summary of activities completed:

- One student was selected to participate in the pharmacy RHOP program for the fall of 2013 and will join two pharmacy students who have just completed their freshman year at Peru State.
- One student was selected to participate in the PHEAST program and will join the individual selected last year.
- Nursing
 - This past fall, the College hosted a meeting for area healthcare providers and UNMC College of Nursing administrators to discuss clinical sites to support RHOP programs in nursing.
 - College leaders traveled to UNMC to finalize arrangements for RHOP seats in the UNMC College of Nursing.
 - A contract with UNMC was finalized offering two nursing RHOP seats in Lincoln and two in Omaha to Peru State.
- Allied Health
 - President Dan Hanson and Nemaha County Hospital Administrator Marty Fattig traveled to UNMC for a day of meetings with a variety of individuals in Allied Health.
 - The President met UNMC’s Dean, Dr. Greg Karst, to discuss an implementation plan for RHOP seats in Allied Health.
- President Hanson met with the Dean of the College of Medicine and the head of the Physician Assistant program at a UNMC alumni gathering in Auburn.

Strategy Two: Foster engaged learning and achievement through proven best practices.

a Increase engagement opportunities in the College's core mission by:

- i Increasing instruction by full-time faculty, adding two faculty positions each year of the six-year plan.**
- ii Facilitating faculty engagement initiatives and innovative teaching through the evaluation, promotion and tenure processes.**

2011- 2012 Progress Report

Summary of activities completed:

- Four new faculty positions were added (Criminal Justice, Business, Biology, and Music) and individuals were hired to start in fall 2012.
- This is the first year for faculty to more purposefully and directly report their work in instructional/engagement enhancement in their Professional Activity Reports, which were revised in spring 2011 for this purpose. Deans report strong compliance and quality ideas.

2012- 2013 Progress Report

Summary of activities completed:

- **A "Faculty Member Profile Supportive of Tenure and Promotion," emphasizing engagement enhancement, was created through a collaborative process with faculty input.**

b Enhance online instruction through:

- i Hiring an additional instructional technology employee with advanced training.**
- ii Providing course improvement funding.**
- iii Upgrading technology.**

2011- 2012 Progress Report

Summary of activities completed:

- A search for a Director of Distance Education is underway. The position profile has been realigned to focus on planning for instructional enhancement and quality control.
- The College migrated to Blackboard Learn 9.1 in May 2012. Faculty training was available before and after the migration. The new version better supports electronic course evaluations, grading rubrics, collaboration using wiki's and blogs, as well as making aesthetic improvements.

2012- 2013 Progress Report

Summary of activities completed:

- **Distance Education piloted the Blackboard Mobile Application for faculty and students. Phase one was to test the application and construct guidelines of use. Phase two, which we are currently in,**

TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL ENGAGEMENT

involves a faculty and student testing period. If feedback is generally positive, phase three will include an expanded communication effort promoting best practices.

- Adobe Connect is now available to live stream and record courses, allowing students to interact with their instructor remotely while the class is in session or watch a recording of a class session at a later time or in an online course.
- The College upgraded to Blackboard 9.1 Service Pack 11, which provides advanced communication capabilities within each online course.

C Formulate a co-curricular educational plan focused on leadership development and global experiences that integrates with the academic experience of students by:

- Creating a leadership development program.
- Enhancing the Distinguished Speaker Series.
- Creating social integration programs such as learning communities, diversity awareness programs and alternative spring break experiences.
- Facilitating service opportunities.

2011- 2012 Progress Report

Summary of activities completed:

- The College hosted three nationally and internationally recognized speakers in 2011-12.
- Student-led international volunteering partnerships with the BAWA Health Initiative, as well as an orphanage in Uganda, were developed as a result of the Distinguished Speaker Series.
- Other speakers presenting to students and staff were Dr. Tom Osborne, Lee and Bill Sapp of Sapp Brothers Petroleum and Travel Centers, and dyslexia expert Susan Barton.
- The College hosted a strategic planning/team building seminar for student leaders in fall 2011.
- A campus-wide Diversity Committee was reestablished to begin looking at diversity efforts at Peru State and how to create a more inclusive environment. The committee:
 - Developed a definition of diversity.
 - Developed commissions to focus on three areas across campus: classroom inclusion, welcoming campus, and welcoming work environment.
 - Hosted a Racial Justice Workshop.

2012-13 Progress Report

Summary of activities completed:

- A co-curricular plan was developed and slated for implementation in the 2013-14 academic year through Student Life. Goals and learning objectives were developed as part of this planning process, as well as strategies to meet the goals and learning objectives.
- The Drug and Alcohol Prevention Strategic Plan was developed and implementation is slated for 2013-14 academic year.
- Two new living/learning communities were implemented in fall 2012. The Wellness Living Learning Community in Morgan Hall will focus on holistic wellness of female residents living on one floor in the building. Neighbors Living Learning Community in Nicholas and Pate Halls at the Centennial Complex focus on the transition to apartment-style living and independent living preparation for upperclassmen.

TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL ENGAGEMENT

- **The Residence Hall Association (RHA) was developed to serve as a student-led residence life programming and advisory board. Membership is comprised of elected representatives from each residence hall.**
 - **Support for six student leaders was given for their travel to attend a national leadership conference where they received Certified Student Leader credentials. As a result, planning began for a day of service and community, which will be implemented in spring 2014.**
 - **Two internationally recognized speakers, Somaly Mam and Dr. Shirin Ebadi, were hosted as part of the Distinguished Speaker Series' selected topics of human trafficking/slavery and Arabculture. New this year, in conjunction with the Distinguished Speaker Series:**
 - **Fusion Program integrated a required reading of Dr. Ebadi's book into their programming.**
 - **Campus Crusade for Christ hosted Stand for Freedom to Support International Justice Mission, an awareness campaign focused on slavery.**
 - **The Council for Inclusion efforts included:**
 - **Hosting speakers Rudy Smith and Brandon Thornton**
 - **Presenting Hands Across Campus for Martin Luther King Day**
 - **Identifying three projects: safe space program, employee mentoring program and overall inclusion awareness.**
- Improve service to students and their families in all areas by:**
- **Utilizing a campus climate survey.**
 - **Setting benchmarks for service, e.g. length of time to process student paperwork, etc.**
 - **Reducing barriers for both online and on-campus students through a student-centered, full-service support program with extended hours.**
 - **Providing cross-training opportunities.**
 - **Instituting a continuous model of training for staff and faculty focused on serving students.**
 - **Enhancing campus communication.**

2011- 2012 Progress Report

Summary of activities completed:

- Data was collected through a campus climate survey in spring 2012. Response participation rates were 20.7 percent for students, with 94 percent faculty/staff members participating.
- A 24-hour application processing time standard for the Office of Admissions was established.
- The College hosted a Threat Assessment Workshop in fall 2011 and CARE Team training was implemented. More than 100 employees attended.
- Racial justice seminars for faculty, staff and students were conducted in spring 2012.
- The Professional Staff Senate sponsored a Gallup Workshop.
- The Bobcat Bulletin, an informational newsletter for faculty and staff, was created for periodic publication throughout the academic year.
- There has been an increase in key topic presentations, such as threat assessment, Enrollment Management Plan, marketing efforts, and the strategic plan to various groups across campus, including Support Staff Senate and Professional Staff Senate.
- The Student Enrollment Management Plan was presented to the Foundation, National Alumni Board, academic schools, Professional Staff Senate, Support Staff Senate, Student Senate, Student Life, CATS and Athletics.

TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL ENGAGEMENT

- An e2Campus emergency/campus closure system was implemented to enhance emergency communication methods.
- The campus two-way radio system was updated to improve communication within Campus Services, Security, Residence Life and with key administrators.
- A new text message option for student activities was implemented.
- A new athletics website was launched.
- A new Smart Phone App was made available.
- The Marketing and Communications department created a Twitter account for Peru State.
- A full-time licensed student counselor was hired and began work in fall 2012.

2012-13 Progress Report

Summary of activities completed:

- **The results of the first campus climate survey were utilized to focus the efforts of the Council for Inclusion on safe space training, employee mentoring and overall inclusion awareness.**
- **A Service Task Force was developed in spring 2013 to evaluate business processes from the student perspective, communicate across key functional areas, improve service to students and research service models.**
- **A new student email system to replace the aging Acornmail system was implemented.**
- **A BlackBoard app for iPhone and Android was implemented in spring 2013.**
- **The process for completing student financial aid packages is being streamlined.**

Strategy Three: Create a dynamic learning environment for the campus community focused on professional development and technology.

➤ Encourage growth & leadership development through professional engagement by: (NSCS Emphasis)

- Encouraging and supporting ongoing professional development focused on leadership for the campus community.**
- Offering additional research and creative funding for all faculty members.**
- Setting clear standards for research and creative work through the promotion and tenure process.**
- Rewarding professional development and leadership for the campus community through the evaluation process.**
- Enhancing recognition for the campus community.**

2011- 2012 Progress Report

Summary of activities completed:

- Funding for faculty professional development has increased from \$22,000 to \$32,000. Both of these amounts are exclusive of funding from the deans' budgets. In 2011-12, a total of 43 requests were funded, which represents a three-fold increase. Nineteen percent of faculty benefited from professional development funding in 2010-11. The proportion increased to more than 54 percent in 2011-12.
- The Faculty Professional Development Policy was modified to allow funding for doctoral work to accelerate the credential enhancement process.
- Several technology training sessions were offered to introduce faculty to new features of the latest version of Blackboard, new presentation equipment and software, clicker technology, etc.
- A new section for technology-facilitated instruction was added to the faculty resources available on the Academics Web page. This area will serve as a repository for information which will grow and be shared in different ways over time.
- The Professional Staff Senate awarded \$1,000 of professional development funds to members for graduate study and conference attendance.
- Professional Staff Senate sponsored a luncheon presentation on leadership that featured a speaker from Gallup.

2012- 2013 Progress Report

Summary of activities completed:

- **Thirty-one faculty members received professional development funding.**
- **A "Faculty Member Profile Supportive of Tenure and Promotion," defining standards for research and creative work, was developed through a collaborative process with faculty input.**
- **A significant portion of the faculty attended Open Education Resource (OER) development experiences held off site and on campus.**

TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL ENGAGEMENT

- The College increased professional development funds for professional staff and hosted speakers on topics of behavior intervention, emotional intelligence, goal setting, FERPA, suicidal students and the judicial process, ADA and the judicial process, face theory and politeness, emerging identity theories and engaging introverts.
- All news releases are circulated to the campus community via email.
- A retirement reception was held to recognize retirees for the campus community.

Improve campus technology so students experience a contemporary technological environment by:

- **Developing an instructional technology strategic plan that addresses:**
 - 1 Classroom technology.**
 - 2 Online infrastructure.**
 - 3 Campus infrastructure.**
 - 4 Faculty support and education.**
- **Creating an operational budget line that supports periodic technology upgrades for the entire campus.**

2011- 2012 Progress Report

Summary of activities completed:

- An instructional technology permanent budget line was created and funded. Additional resources are transferred as projects are prioritized.
- Forty-seven new laptop computers and related equipment were acquired for faculty and staff in the academics area to better integrate technology in the classroom and for collaboration between faculty members.
- New presentation technology was installed in 11 classrooms and a learning environment upgrade for one additional classroom was accomplished.
- Library and CATS Computer Lab equipment and software upgrades for 65 stations were completed.
- A new, 35-station advanced application computer lab in TJ Majors was created. This was a student engagement project coordinated by the CMIS program.
- Two new servers to support student learning activities at the program level were acquired.
- Twelve new pieces of significant, in terms of performance and visual impact, music equipment were purchased.
- Campus Internet capacity was increased by 50 percent, from 100 Mbps to 150 Mbps.

2012- 2013 Progress Report

Summary of activities completed:

- **One additional classroom was set up with Mimios, docking stations and new projectors/boards.**
- **A variety of new professional development opportunities related to technology were provided in two of the schools and through the Distance Education Office.**
- **A combination of course improvement funding, professional development support, technology investments and software acquisitions facilitated a variety of advanced engagement initiatives associated with specific courses:**

TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL ENGAGEMENT

- All upper division accounting class lectures were recorded by accounting faculty members and broadcast using Adobe Connect, which allows students to view the live lecture and submit questions via messaging or email.
- In CMIS 101, 40 instructional videos using recently acquired software were created to supplement instruction.
- PsycMate software was introduced in the new Research Methods in Psychology course (PSYC 330) allowing the creation of experiences to illustrate concepts in the course in a more meaningful way.
- FACES (Facial Recognition Drawing software) and CLUES (Crime Scene and Forensic Investigation software) were added to supplement lesson plans for the criminalistics course.
- In the community based corrections course, an instructor used the flipped classroom concept for the online section and classroom section. Each week the online section was supplemented with a voice enhanced PowerPoint uploaded through YouTube. The students in the course were required to become certified on drug testing and all received certificates. They also had the opportunity to complete assessments on offenders, make their own case plans, learn appropriate sanctions when a violation of probation or parole occurred, and provide evidence and reasons as to why they would grant parole.
- The School of Education fully implemented EDUC 315 Educational Technology in both delivery formats as a required education core course and encouraged it as an elective for existing teacher education candidates.

Strategy Four: Strategically communicate College strengths, distinctiveness and successes.

Develop a consistent brand that fosters a perception of quality.

2011- 2012 Progress Report

Summary of activities completed:

- Television ads during Husker football games, the Husker bowl game and the Super Bowl were purchased.
*The TV ads won Higher Education Marketing Report Gold & Silver Awards.
- A Strategic Marketing Plan was developed and refined.
- A Communications Guide and Visual Identity Manual was developed and refined.
- All admission materials were redesigned and rewritten to better reflect a brand focused on student engagement.
- A new Athletic Web site was launched.
- Live-Stream capabilities for athletic events, graduation, etc. were developed.
- A mobile app (360-degree tour) was created and implemented.
- Social media, including Twitter and Facebook, were utilized to distribute brand messaging and news to 3,000+ followers.
- The Distinguished Speaker Series was promoted on Nebraska Public Radio.
- The annual Homecoming Tailgate festivities drew more than 1,500 guests to campus.
- The Nebraska Press Women Association's meeting was hosted at Peru State.
- The Coordinating Commission for Post-Secondary Education Board Meeting was held on campus.

2012- 2013 Progress Report

Summary of activities completed:

- **The Communications Guide and Visual Identity Manual, which provides information about brand consistency and awareness, was finalized and presented to the campus community.**
- **The 10-year continuing accreditation by the Higher Learning Commission of the North Central Association of Colleges and Schools - the maximum time possible between reviews – was publicized. Only 30 percent of all higher education institutions accredited by HLC require no follow-up, putting the college among the top institutions in the North Central Association.**
- **The creation of the Institute for Community Engagement, with a variety of local, state and regional constituencies, was publicized.**
- **A new logo was launched.**
- **Social media, including Twitter and Facebook, were utilized to distribute brand messaging and news to more than 4,000 followers, growth of 1,000 followers since last year.**
- **A committee to begin planning the college's Sesquicentennial celebration was established.**
- **The process of vetting firms to redesign the college's web site began.**
- **The Florida Georgia Line concert with ticket giveaways and ads on radio stations in the region was publicized, exposing a wide variety of constituencies to campus.**
- **A move to a web content management system was explored. More financial resources were devoted to marketing initiatives.**

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

B Create a six-year strategic marketing plan that:

- I** Utilizes a segmented approach to marketing.
- II** Targets a regional online market niche.
- III** Facilitates expansion of the College's current base by:
 - 1** Emphasizing the One Rate, Any State program.
 - 2** Targeting Omaha and Lincoln as growth markets and identifying growth markets in Iowa, Missouri and Kansas.
 - 3** Exploring recruitment of military personnel.
 - 4** Growing online and graduate enrollments.
 - 5** Featuring the academic advantages of our class schedule.
 - 6** Creating an interactive prospective student experience on our website.

2011- 2012 Progress Report

Summary of activities completed:

- A Strategic Marketing Plan was developed and refined.
- An annual Marketing Operational Plan was developed.
- A Communications Guide and Visual Identity Manual was developed and refined.
- Out-of-state markets for recruitment strategies were identified and efforts initiated.
- A sophomore through senior recruitment strategy was developed and implemented.
- A Military Appreciation Program (MAP) was initiated.
- A strategy for the recruitment of military students and bachelor of applied science students was developed and implemented.

2012- 2013 Progress Report

Summary of activities completed:

- Efforts continued to refine the Strategic Marketing Plan.
- An annual Marketing Operational Plan was developed and implemented.
- The Communications Guide and Visual Identity Manual was finalized and presented to the campus community.
- A new graduate student recruitment strategy was developed and implemented. Community college graduates were targeted for recruitment efforts.
- The Bachelor of Applied Science degree and online programs were promoted to businesses. Out-of-state marketing continued, primarily utilizing direct mail and radio ads.
- The implementation of a sophomore through senior recruitment strategy was continued.

C Continue to support athletic program improvements and success.

2011- 2012 Progress Report

Summary of activities completed:

- A Graduate Assistant model to replace part-time assistant coaches was implemented. These

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

additional GA positions were funded through existing dollars.

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

- Year one of a three-year residence hall room waiver increase plan was completed.
- The number of tuition waivers for Men's and Women's Basketball was increased by three FTE scholarships per program.
- A reorganization of the Football program staffing was enacted.
- A new Athletics Web site platform was implemented.
- The new Fitness Center was opened.

2012-13 Progress Report

Summary of activities completed:

- **Funding was received from the Board of Trustees to improve the baseball field through the Sports Facility Cash Fund.**
- **Ground was broken on the Oak Bowl renovation project.**
Numerous athletic honors, awards and successes include:
 - **A cross country runner competed in NAIA national meet.**
 - **A golfer competed in NAIA national meet.**
 - **Seven student athletes earned Capital One All-American Honors.**
 - **A football player was honored with the AO Duer Award.**
 - **A football player was honored with the HAAC Sportsmanship Award.**
 - **HAAC Champions of Character Award recipient.**
 - **Baseball player honored as member of NAIA Gold Glove Team.**

- **Establish new ways to build relationships with prospective students through the admission cycle involving academic schools, key functional departments and students in the process.**

2011- 2012 Progress Report

Summary of activities completed:

- Redesigned publications to better reflect brand messaging for the 2011-12 recruitment cycle.
- New written communications that reflect brand messages were developed.
- The new online application for admission was implemented.
- The student prospect pool was increased through the purchase of additional names.
- A more dynamic Facebook presence, Twitter and instant messaging were implemented.
- A new app for iPhone/Android focused on the campus tour was created.
- QR (Quick Response) Code technology for Smartphones was implemented.
- Level one of telecounseling was implemented.
- EMASPro, Customer Relations Management software for recruitment, was purchased and installed.
- The Director of Admission position was reestablished.
- PSC became a partner with the University of Nebraska Medical Center College of Pharmacy through the Rural Health Opportunities Program (RHOP).

2012-13 Progress Report

Summary of activities completed:

- **The Enrollment Task Force was established and focus was placed on communication across key departments, as well as marketing and recruitment strategies.**
- **A Director of Admissions was hired to lead recruitment efforts.**
- **A student telecounseling program was implemented and staff telecounseling efforts were enhanced.**
- **A new application for admission was implemented.**
- **Efforts to enhance Peru State's presence at local high schools and community colleges were continued.**
- **RHOP recruitment efforts, adding nursing in the fall 2013, were increased. A spring recruitment visit to select area high schools was instituted.**
- **Two field events this spring in Lincoln and Omaha were hosted for applicants. Recruitment visits for graduate students were increased and focused on new markets.**
- **Community college transfer guides were updated based on revisions to College's general studies program.**
- **A new graduate recruitment strategy was developed and implemented. Community college graduates were targeted for recruitment efforts.**
- **The student prospect pool was increased with the purchase of additional names.**
- **There was a renewed focus on personal attention and student success by sharing stories of student achievement via admission publications, news media, social media and the college web site.**
- **Peru State continues to develop social media presence to grow our network of communication.**

Strategy Five: Develop a long-term resource acquisition strategy to support initiatives for a strong future.

➤ Rebuild and foster relationships with potential donors and alumni to facilitate internships, speakers, and mentoring opportunities.

2011- 2012 Progress Report

Summary of activities completed:

- **Communication**
 - The Peru Stater alumni newsletter continues to be mailed each semester to all on the database.
 - Direct mail appeals have increased to two or three per year (at least one to the entire database including non-donors).
 - The telemarketing effort was moved to fall and the population to be called has increased.
 - The Foundation and NAA social media sites and Web pages were regularly updated.
- **Events**
 - The PSC Foundation sponsored seven alumni events or receptions in 2011-12 in Massachusetts, Missouri, Iowa, Nebraska and California. Approximately 220 alumni attended the various receptions, not including the annual Alumni Chili Feed in Peru.
- **Individual cultivation**
 - Approximately 600 individual donor cultivation contacts in 2011-12, including more than 200 personal visits.

2012-2013 Progress Report

Summary of activities completed:

- **Communication**
 - The Peru Stater alumni newsletter continues to mail each semester to all on the database.
 - One fall appeal (Back to School) was mailed to 3,500 previous donors.
 - The fall telemarketing effort put the Foundation in touch with around 30 percent of the database (3,100 donors) and cleaned the database significantly. Student callers were hired instead of an outside firm for the fall telemarketing campaign. The spring appeal was replaced with the Oak Bowl general appeal, which mailed in early July after The Stater was mailed. The Oak Bowl mailing was sent to approximately 9,000 people.
 - The Foundation and NAA social media sites and web page were regularly updated.
 - The Foundation's communication activities were conducted at no expense to the Foundation or College.
- **Events**
 - The Foundation sponsored eight alumni events or receptions in 2012-13 in Missouri, Iowa, Nebraska and California. Approximately 320 alumni attended the various receptions, not including the Alumni Chili Feed held on campus. There are no direct costs to the College for the various event efforts.

b Increase cultivation activities.

2011- 2012 Progress Report

Summary of activities completed:

- In addition to the above update, cultivation activities have increased dramatically via individual cultivation for the Oak Bowl and Campus Entrance projects. Oak Bowl efforts include two separate ID and Evaluation meetings, several group updates on the Oak Bowl (NAA, Football Boosters, etc.) and a number of individual cultivation/solicitation meetings with lead gift donors. There have been good results with approximately \$600,000 pledged to-date for the Oak Bowl and almost \$300,000 pledged for the Entrance.

2012-2013 Progress Report

Summary of Activities Completed:

- **Approximately 300 individual donor cultivation contacts were made in 2012-13 with about 100 of them being personal visits. Cultivation activities continue to increase via major and lead gift prospecting for the Oak Bowl and Campus Entrance capital campaign efforts. A number of high level prospect visits have taken place throughout the Midwest and western United States.**
 - Major gift prospecting for the Campus Entrance project has been especially active with personal calls made to 18 banks or foundations in Nebraska and \$47,500 pledged.
 - Major and lead gift cultivation for the Oak Bowl and Campus Entrance will continue throughout the 2013-14 academic year.

c Design a six-year fundraising strategy focused on supporting the strategic plan.

2011- 2012 Progress Report

Summary of activities completed:

- The six-year fundraising strategy concept is largely based on major College wants and needs and not on improving annual giving or annual communication efforts. Annual, or ongoing efforts, will be addressed by the Foundation in a separate planning function.
- The Foundation is currently working on a “Stepping Up for Peru State” concept to address the major needs of the College through the Sesquicentennial celebration. The Stepping Up effort is a commitment exercise as a resource development project. The Stepping Up concept will play a key role in determining the institutional case for support for the College for the foreseeable future.
 - Preliminary sections of the Stepping Up concept have been completed in working document form.

2012-2013 Progress Report

Summary of activities completed:

- **Program statements have been prepared and approved by the NSCS Board of Trustees for Delzell Hall and the Student Center.**
- **The faculty and staff giving program kicked off at the All College Meeting August 29, 2013.**

▣ Increase annual, planned and major gifts.

2011-2012 Progress Report

Summary of activities completed:

In 2011-12 the Foundation continued to increase advancement efforts with annual, planned and major gift efforts in mind.

- Annual gift efforts have significantly increased through direct mail appeals to both donors and non-donors.
 - The Back to School appeal was mailed to special contacts and anyone with a previous gift on file (about 3,600).
 - The spring appeal was sent to all constituents on file (about 9,700).
 - Most importantly, the annual phone-a-thon was moved to fall and the program redesigned so that Peru State students would be making the calls. A total of 3,187 contacts were made from 40,000+ attempts.
- Gift Planning
 - The Foundation continues to promote planned gifts, specifically bequests, via regular articles in the Peru Stater. In 2011-12, two feature articles outlining Peru alums and their giving plans were included in the Stater (fall 2011, Zook; spring 2012, Harrison).
 - In addition, in 2011-12 the Foundation contracted with the Stelter Agency to completely revamp the gift planning section of the Foundation's Web site.
 - The Foundation has reviewed and revised the Peru State legacy club known as the 1867 Society. Processes and procedures for the 1867 Society have been modified and updated, and a contact/verification system for all existing members is now in place and began in October of 2012.
- Major Gifts
 - The vast majority of major gift efforts during 2011-12 were focused on the Oak Bowl and Campus Entrance projects. This focus will continue for the next three to four years.
 - The Foundation worked with legal counsel to establish a boilerplate gift agreement and several proposals were delivered during the year.

2012-2013 Progress Report

Summary of activities completed:

In 2012-13 the Foundation continued to increase advancement efforts with annual, planned and major gift efforts in mind. As stated in the Summary of activities completed for Strategy Five, a. Rebuild and foster relationships... and above, the following activities took place.

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

- **Annual Gifts**
 - Direct mail appeals to both donors and non-donors were made. The Back-to-School appeal was mailed to special contacts and anyone with a previous gift on file (about 3,600). The spring appeal was bypassed in favor of the Oak Bowl general appeal. The Oak Bowl appeal was mailed to about 9,000 donors and non-donors. The annual phone-a-thon took place in the fall using Peru State students as communicators. A total of 3,100 contacts were made from 41,600 attempts.
- **Gift Planning**
 - The Foundation continued to promote planned gifts, specifically bequests, via regular articles in the Peru Stater. Further, the Foundation's gift planning web page has been fully redesigned by the Stelter Company and will be linked to Peru State's main page by the Marketing and IT departments. Finally, the Foundation's legacy giving society – the 1867 Society – has been rejuvenated and re-released. Approximately 50 gift planning expectancy donors have been contacted for inclusion in the Society and on a recognition wall.
- **Major Gifts**
 - The majority of major gift efforts during 2012-13 continue to focus on the Oak Bowl and Campus Entrance projects. This focus will continue for the next three to four years. Even so, Foundation staff did work with several donors to establish and/or increase several named scholarships through the Foundation.

☛ Create a capital campaign strategy with priorities.

2011-2012 Progress Report

- Future capital campaign funding priorities have been established with the College president and through the College's strategic plan.
- Efforts for the Oak Bowl and Campus Entrance projects are already underway. The entire scope of capital funding priorities has been used in the creation of the Stepping Up Commitment Campaign currently in design stage for the Foundation.

2012-2013 Progress Report

Summary of activities completed:

- As was reported in 2011-12, future capital campaign funding priorities have been established with the College President and through the College's Strategic Plan. Those priorities, which are subject to change, are:
 - Oak Bowl (renovation and updating)
 - Campus Entrance (renovation)
 - Delzell Hall (renovation)
 - Student Center (renovation and expansion)
 - Institute for Community Engagement (ICE) (create and launch)
 - Rural Health Opportunities Program (RHOP) (support and further develop)
 - Distinguished Speaker Series (support and further develop)
 - Advanced Field Experience for Students and Faculty (encourage and support)
 - Endowed Faculty Chairs (establish)
 - Public Relations/Marketing (enhance)

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

- **Efforts for the Oak Bowl and Campus Entrance are continuing. Delzell and the Student Center have completed and approved program statements, but fund development for these projects is several years away.**

☛ Implement Foundation driven grant exploration and application strategies. (NSCS Emphasis)

2011- 2012 Progress Report

Summary of activities completed:

- **In 2011-12 the Peru State Foundation began exploring area Foundations for cultivation for various PSC projects. The list includes 18 local and regional organizations.**
- **In addition, the Foundation has contracted with Dr. Gene Crume to research and cultivate area Foundations specifically for the Oak Bowl effort.**

2012-2013 Progress Report

Summary of activities completed:

- **The Foundation continued exploring area Foundations for cultivation for various Peru State projects. Approximately 15 foundations have been reviewed and are in the early stages of grant cultivation.**
- **The Foundation worked with Dr. Gene Crume to research and cultivate area Foundations specifically for the Oak Bowl effort. Dr. Crume has contacts within a number of the Foundations and has brought other potential grant funders to our attention.**
- **The Foundation has hired Advancement Officer Rebecca Jewell who has extensive grant writing experience.**
- **The Foundation Executive Director Todd Simpson and College President Hanson met with a number of Foundation decision makers to build rapport and opportunities, including the Kiewit Company, Peter Kiewit Foundation, Kimmel Foundation and the Kropp Foundation.**

Strategy Six: Improve campus facilities.

- Develop priorities and funding strategies for high visibility facilities like Delzell Hall, the campus entrance, Student Center, Oak Bowl, TJ Majors, and Centennial Complex) by:**
 - Completing a program statement with funding strategies for Delzell Hall.**
 - Conducting a capital campaign feasibility study in cooperation with the PSC Foundation to determine donor capacity and interest.**
 - Creating a plan for improvements to the Centennial Complex, TJ Majors, and the Student Center.**

2011- 2012 Progress Report

Summary of activities completed:

- A code compliance project in the Jindra Fine Arts building has been completed.
- Morgan Hall renovation Phases II, III and IV are completed.
- The 2012-22 Campus Facilities Master Plan for Peru State was accepted by the NSCS Board of Trustees in April 2012.
- The Oak Bowl program statement has been approved. The state appropriated \$7.5 million. Additional funding sources are being pursued. The project begins in October 2012.
- DLR architectural firm was selected to prepare the program statement for the renovation of Delzell Hall.
- BVH and Clark Enersen firms were selected to prepare the program statement for renovation of the Student Center.
- The revamping of the HVAC system in the Student Center was completed in spring 2012.
- The HVAC system in the College Theatre was redone in spring 2012.

2012-2013 Progress Report

Summary of activities completed:

- **The NSCS Board of Trustees approved the Student Center Program Statement in March 2013. The Program Statement for Delzell Hall was approved by the Board in June 2013.**
- **Sapp Plaza construction was completed and dedicated in September 2012.**
- **Kiewit Builders Group was selected as construction manager at risk for the Oak Bowl renovation project.**
- **Construction began on the Oak Bowl renovation in October 2012, with an anticipated completion in November 2013. The matching fund raising requirement was met, qualifying the project for**
- **\$7.5 million in state funding.**
- **A fire alarm system upgrade at Centennial Complex was completed.**
- **The Board of Trustees allocated funding through the Sports Facility Cash Fund to upgrade the baseball field, fund fitness center equipment and begin planning fitness trails for campus.**

- Identify other potential projects to support academic initiatives that could qualify for state funding. (NSCS Emphasis)**

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

2011- 2012 Progress Report

Summary of activities completed:

- The College was notified that the Task Force on Building Renewal (LB309) intends to fund \$2.5 million of upgrades to T.J. Majors building over the next two years.

2012-2013 Progress Report

Summary of activities completed:

- **Funding for code upgrade for TJ Majors was approved through LB 309 with planning slated to begin in summer 2013.**
- **The College will begin planning this summer for the Task Force on Building Renewal (LB309) upgrades to the T.J. Majors building over the next two years.**
- **The Task Force on Building Renewal (LB309) intends to fund \$60,000 of upgrades to the Hoyt Science building to replace fume hood equipment.**
- **Work with the City of Peru to create a College/community integrated development strategy that includes:**
 - **Developing a plan to revitalize Park Avenue, Neal Park, the campus entrance, 5th Avenue and select businesses.**
 - **Creating more green space around the campus.**

2011- 2012 Progress Report

Summary of activities completed:

- The College is working with the City of Peru on a Park Avenue improvement project that would include widening the road, adding curbs and gutters, installing better lighting, and improving the walkway with landscaping. The Peru City Council voted to pursue two grants to support this project.
- The Foundation has identified a campaign chair and begun the fundraising process to support the Park Avenue project.
- The Foundation purchased and demolished a house in disrepair on the corner of 5th and Hoyt Streets.

2012-2013 Progress Report

Summary of activities completed:

- **The Peru City Council voted to take ownership from the Nebraska Department of Roads of Park Avenue so that grants can be pursued to improve the entrance to the City and the College.**
- **The City of Peru is applying for a Community Development Block Grant to support the Park Avenue improvements.**
- **The Peru State Foundation Board has pledged almost \$280,000 of their personal funds to the Park Avenue project.**

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

- **Led by Campaign Chair Rod Vandeberg, 18 banks have been visited and \$47,500 in funds pledged to the Park Avenue project.**
- **The Nemaha County Commissioners have agreed to provide in-kind support for the Park Avenue project.**
- **The Peru State Foundation purchased the Majors home along Park Avenue and is in negotiations for another home and lot.**

Strategy Seven: Create a sustainable long-term growth strategy.

- a Evaluate higher education needs in light of national higher education goals in Nebraska and surrounding states.**

2011- 2012 Progress Report

Summary of activities completed:

- Initiatives for this strategy will occur in years three through six of the plan.

2012-2013 Progress Report

Summary of activities completed:

- **Initiatives for this strategy will occur in years three through six of the plan.**

- b Develop a growth plan to support the stated Nebraska P-16 goal to be in the top 10 tier nationally in college-going rates.**

2011- 2012 Progress Report

Summary of activities completed:

- Initiatives for this strategy will occur in years three through six of the plan.

2012-013 Progress Report

Summary of activities completed:

- **Initiatives for this strategy will occur in years three through six of the plan.**

- c Evaluate online student demand in the region and create a plan to build online infrastructure to accommodate growth.**

2011- 2012 Progress Report

Summary of activities completed:

- Initiatives for this strategy will occur in years three through six of the plan.

2012-2013 Progress Report

- **Initiatives for this strategy will occur in years three through six of the plan.**

- d Assess demand for on-campus growth and develop a long-term plan to accommodate more on-campus students.**

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

2011- 2012 Progress Report

Summary of activities completed:

- Initiatives for this strategy will occur in years three through six of the plan.

2012-2013 Progress Report

Summary of activities completed:

- **Most initiatives for this strategy will occur in years three through six of the plan.**
- **The Board of Trustees approved Student Center Program Statement in March 2013 and Delzell Hall Program Statement in June 2013.**
- **A budget management plan for Revenue Bonds to build funding for Delzell Hall and Student Center renovation projects was developed.**

Strategy Eight: Improve the quality of life in Peru and the surrounding area.

 Build partnerships across southeast Nebraska.

2011- 2012 Progress Report

Summary of activities completed:

- A Rotaract Chapter was formed for PSC students. This was sponsored by five Rotary Clubs in southeast Nebraska including Auburn, Falls City, Humboldt, Nebraska City and Pawnee City.
- Four students served on the Brownville Fine Arts Association Board.
- Students served as interns for the Auburn Teammates chapter and for Nemaha Against Drug and Alcohol Abuse Coalition.
- The College provides its facilities to a variety of southeast Nebraska organizations each year.
- Athletics began outreach programs to area schools focused on leadership development.
- A group of PSC students scraped and painted the Brownville School Art Gallery.

2012- 2013 Progress Report

Summary of activities completed:

- **The College Rotaract Club continues to partner with the five southeast Nebraska Rotary clubs in Auburn, Falls City, Humboldt, Nebraska City and Pawnee City.**
- **Peru State students served as counselors for a Rotary Youth Leadership program for the Rotary District.**
- **One student served as an intern to support Teammates activities on the Peru State campus.**
- **Seven college students served as Teammates mentors in Auburn and Nebraska City public schools. The College hosted Boo-Bash, a safe trick-or-treating Halloween experience for several hundred area children.**
- **The college is collaborating with healthcare providers from across southeast Nebraska and UNMC to bring RHOP programs to Peru State and southeast Nebraska.**
- **The College of Education is collaborating with ESU #4 to develop an Education Academy for area high school students.**
- **The College participates in the southeast Nebraska economic develop group Partners for Progress (P4).**
- **The College hosts for a day and provides programming for the Nebraska LEAD program, which is focused on developing agriculture leaders for the state.**
- **The college continued to work with school districts across the region to host a wide variety of middle school and high school events, including the Business Contest, History Day, Math Contest and Show Choir Festival.**
- **Four student groups at the College collaborated with the American Red Cross to host successful blood drives on campus.**
- **The college's Dean of Student Life serves on the Nemaha County Against Drugs and Alcohol (NADAA) Board, which focuses on providing programming for high school and collegestudents.**
- **Sophomore Rachel Henry established Feeding 44, an outreach effort to serve Nemaha County in partnership with the Lincoln Food Bank through a mobile food distribution center held on campus each month.**

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

- Students participated with Auburn schools in implementing a Backpack program to provide weekend food for students in need.
- As a member of the Nebraska Campus Compact, the College works with other institutions to develop service learning experiences for students. A Peru State student, Jamie Theye, was the only student in Nebraska to be selected for the prestigious Newman Civic Fellow Award.
- A Fun Run was established with the community of Auburn through the PEAKS student organization to raise awareness for healthy lifestyles.
- A steering committee involving community members, students and staff was established for Bobcat Bash, a day of service and community building. The project is led by student leaders, who intend it to be an annual event each spring.
- Student Life received a Nebraska Collegiate Consortium grant to fund speaker Alan Berkowitz at Peru State in collaboration with the NCC.
- Peru State partnered with the EducationQuest Foundation through the Know How 2 Go Ambassador Program, which involves students promoting college attendance to middle grade students in southeast Nebraska through presentations at area middle schools.
- Business program faculty provided free training in the basics of Microsoft Office in the SPS computer facility to 12 employees of Carson National Bank. The bank made a donation to the Peru State Foundation as a result of this training.
- The College continues to make its facilities available for area nonprofit groups to meet.

Collaborate with the City of Peru.

2011- 2012 Progress Report

Summary of activities completed:

- The College and the City of Peru participated in a strategic planning meeting facilitated by an economic development professional from OPPD. The priorities identified were as follows:
 - Park to Park/downtown revitalization
 - Housing – grants, home ownership incentives, code enforcement.
 - A group of citizens asked the Peru City Council to be more aggressive in code enforcement.
 - The city is pursuing a housing grant that would provide eight homeowners with \$20,000 each for paint and windows.
 - City of Peru Web site improvement
- The College is working with the city to develop water supply alternatives.
- The College and the city partnered on a comprehensive city-wide clean up. More than 130 students, College employees and Peru citizens worked to collect and dispose of more than 120 pickup loads of refuse.

2012-2013 Progress Report

Summary of activities completed:

- The College and the City of Peru are collaborating on improving the Park Avenue entrance.
- The President attended periodic meetings with the Mayor of Peru and the Peru Chamber of Commerce President to coordinate initiatives.

TRANSFORMATIONAL GOAL: INCREASED PROMINENCE

- **The Oak Bowl project, as it impacts 5th street, was vetted with the Mayor and City Council. A meeting was held to update and review progress of the 2011 City/Community Strategic Plan. Progress has been made related to improving Park Avenue, housing code enforcement and the camp site with shelters on the Steamboat Trace Trailhead.**
- **The College and City of Peru partnered on the second city-wide clean up with more than 110 students and Peru citizens volunteering their time for the effort.**

☛ Engage students in educational opportunities and service throughout the region.

2011- 2012 Progress Report

Summary of activities completed:

- Criminal Justice students have participated in the “Inside Out” program at Tecumseh State Prison where students take a class with inmates.
- Health, Physical Education and Recreation, and Marketing students supported the CHANCE health education initiative, focused on eliminating childhood obesity. This initiative was conducted in the Auburn Elementary School.
- The College was awarded three AmeriCorps Service Scholar slots.
- PSC became one of the founding members of the Nebraska Campus Compact.
- The School of Education began working with Educational Service Unit 4 to create an Education Career Academy.
- Athletics achieved Champion of Character Five-Star Institution recognition.

2012-2013 Progress Report

Summary of activities completed:

- **For the first time in the college’s history, a student athlete was recognized with the national AO Duer Award and HAAC Champions of Character Award for service and leadership efforts.**
- **The College partnered with EducationQuest Foundation for the Know How 2 Go Ambassador Program, which involves students promoting college attendance to middle grade students in southeast Nebraska through presentations at area middle schools.**
- **The College partnered with the Lincoln Food Bank to establish Feeding 44, an outreach effort to serve Nemaha County with a mobile food distribution center held on campus each month.**
- **A Fun Run was organized with the community of Auburn through the PEAKS student organization to raise awareness of healthy lifestyles.**

☛ Establish relationships with community and state political leaders (NSCS Emphasis).

2011- 2012 Progress Report

Summary of activities completed:

- The college hosted several state senators during the past year, including Senator Lavon Heidemann, Senator Chris Langemeier, and Speaker Mike Flood.
- In summer 2012 Senator Tom Hansen came to campus with the LB 309 Building Renewal TaskForce.

2012-2013 Progress Report

Summary of activities completed:

- **The College hosted District 1 State Senator Dan Watermeier for a campus tour and visit. The College continues to work with former State Senator and current Lieutenant Governor Lavon Heidemann.**
- **The College hosted former Speaker of the Legislature Mike Flood for a tour and classroom discussion.**
- **U.S. Senator Deb Fischer spent a few hours on campus meeting with college leaders and touring with students.**
- **Cory Reiman, Peru State graduate and candidate for U.S. Congress, spoke to a political science class and toured campus.**
- **The college hosted the Nebraska Court of Appeals, which held session in the College Theatre. Several large groups of people came to campus for events, including the Nebraska Press Women's Association's Spring Convention, Oak Bowl Groundbreaking, Distinguished Speaker Series, music and theatre events, NSCS Board of Trustees meeting, Florida Georgia Line concert, etc.**
- **The annual Homecoming Tailgate festivities drew more than 2,000 guests to campus. The creation of the Institute for Community Engagement was publicized with a variety of local, state and regional constituencies.**
- **The Distinguished Speaker Series, including the visit of Nobel Peace Prize Laureate Dr. Shirin Ebadi, was publicized.**