

**Essential Engagement  
Sesquicentennial Plan 2011-2017  
Progress Report as of July 31, 2014**

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 green.

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

**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.

**2013 – 2014 Progress Report**

**Summary of activities completed:**

- **The Institute for Community Engagement (ICE) coordinated the selection of an international experience vendor and worked with faculty to conduct two international experiences that were integrated into existing courses. Seventeen students participated with the support of \$20,500 of scholarships funded by the student fee approved in the prior year. The ICE Student Advisory Board provided input on travel planning and scholarship award decisions.**
- **A “PeruQuest Program Assistant” was created as an advanced student leadership opportunity to involve additional students in international trip planning and coordination in exchange for travelsupport.**
- **ICE partnered with the Nemaha County Development Foundation to offer grant application workshops to Peru State students, faculty, and staff as well as community members. Eighteen members of the campus community and 40 other regional leaders participated.**
- **ICE worked with a student leader, funded by a Harding Scholarship, and volunteers to create “Feeding 44,” a program designed to help alleviate food insecurity in the county. Grants secured for this initiative**

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

were: \$500 in 2013 from the Youth Service America Sodexo Childhood Hunger Grant; \$1,000 in 2013 from Evangelical Lutheran Church of America World Hunger Grant; \$1,500 in 2013 from DuPont Pioneer U.S. Community Investment Gift Program (co-writer); and \$2,500 in 2014 from the Evangelical Lutheran Church of America Domestic Hunger Grant.

- The ICE Director accepted responsibility for student internships and began by developing more internship opportunities focused on community projects and streamlining associated administrative processes.
- The ICE Director developed and modelled a COLL 101 section for undecided students and began planning for integration of the undecided section with counseling and retention services.

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

### **Strategy One: Enhance the student experience through distinctive engagement.**

#### **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)**

#### 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.

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

- 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.
- NeSIS Student and Faculty “Dashboards” were implemented to improve advising support for students and staff.
- A comprehensive academic advising assessment program was implemented.

### **2013 – 2014 Progress Report**

#### **Summary of Activities completed:**

- **Eighteen Student Engagement Enhancement (SEE) grants were submitted and 10 were funded for the 2014/15 academic year. Seven of the proposals involved significant field experiences/travel. Many submissions had strong multicultural education components, the most significant of which in terms of broad campus impact is the Exploring Belief Speaker Series, which was funded to support five speakers to come to campus to speak on key threads of belief in our society: Christianity, Judaism, Islam, Buddhism and Secularism.**
- **In addition to COLL 101 experiences, engagement funding supported travel for 172 students to compete in contests in their discipline, present individual research and to learn in the field.**
- **The Honors Program held its first “Poster Session” to showcase participating students’ independent research in conjunction with a Distinguished Speaker event.**
- **Establishment of a new Psychology club was supported.**

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

### **Strategy One: Enhance the student experience through distinctive engagement.**

- c. Develop a comprehensive Rural Health Opportunities Program (RHOP) by:**
- i. Cultivating relationships with area healthcare providers and the University of Nebraska Medical Center.**
  - ii. Implementing a facilities improvement plan.**
  - iii. Hiring faculty to support program growth.**
  - iv. 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.
- A faculty member was hired beginning fall of 2012 to strengthen the sciences and the pre-health professions courses and respond to program growth.
- Allied Health
  - The President 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 with the Dean of the College of Medicine and the head of the Physician Assistant program at a UNMC alumni gathering in Auburn.
  - The President met UNMC's Dean, Dr. Greg Karst, to discuss an implementation plan for RHOP seats in Allied Health.

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

### **2013-14 Progress Report**

#### **Summary of activities completed:**

- **Pharmacy**
  - Three students were selected to participate in the pharmacy Rural Health Opportunities Program (RHOP) for the fall of 2014 and will join one pharmacy RHOP student who will be a sophomore and two pharmacy RHOP students who will be juniors.
- **Public Health Early Admissions Student Track (PHEAST)**
  - One student entering her junior year was selected to participate in the PHEAST program. She joins a PHEAST student who will be a senior.
- **Nursing**
  - Four University of Nebraska Medical Center (UNMC) nursing RHOP seats were approved and announced late in the recruiting season.
  - One entering freshman has been selected to participate in the nursing RHOP program.
- **Allied Health**
  - In September of 2013 ten members of the Allied Health program at UNMC spent a day on the Peru State College campus. They included representatives of the Physician Assistant, Physical Therapy, Clinical Labs Science, Radiography, Sonography and Cytotechnology programs. The day included tours and meetings with faculty, administration and students.
  - The President and area hospital administrators from Auburn and Falls City traveled to UNMC to meet with members of the School of Allied Health in February of 2014. The purpose of the visit was to continue the discussion about ways to work together and to continue to discuss an RHOP partnership. Meetings were held with nine different individuals representing all aspects of the School of Allied Health.
  - In May of 2014, Dr. Kyle Meyer, senior associate dean for Allied Health at UNMC, visited Peru State to meet with faculty, students and administrators.
  - At the end of May 2014, Dr. Meyer indicated his intent to develop a comprehensive plan in Allied Health with the goal of offering RHOP slots to students at all the state colleges.



## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

**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.

### **2013 – 2014 Progress Report**

Summary of activities completed:

- **Budget constraints resulting from flat enrollments (increase on campus but decrease online) led to the postponement of the faculty expansion plan. Resuming the plan will be reassessed each year.**

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

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

#### **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, 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.

#### **2013 – 2014 Progress Report**

##### **Summary of activities completed:**

- **Due to budget constraints the Distance Education Director position remained unfilled.**
- **An instructional technology and design position classification was created and an existing staff member moved into this position.**
- **The Blackboard server was upgraded to the latest April 2014 release. Notable new features include complete integration of Blackboard's plagiarism detection service within Blackboard assignments and a new student preview that allows instructors to view and experience courses exactly as a student would. Documentation was created to support the new release and training was provided at the annual conference that Distance Education provides for faculty.**

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

- **Distance Education worked with Computer Services to implement a new process for integrating PeopleSoft enrollments in Blackboard. Students used to be enrolled manually from reports that had to be generated by staff daily. Starting in the fall of 2014, enrollments are now processed automatically from feed files that are sent directly to Blackboard from PeopleSoft.**

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

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

- c. Formulate a co-curricular educational plan focused on leadership development and global experiences that integrates with the academic experience of students by:**
- i. Creating a leadership development program.**
  - ii. Enhancing the Distinguished Speaker Series.**
  - iii. Creating social integration programs such as learning communities, diversity awareness programs and alternative spring break experiences.**
  - iv. 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:
  - o Developed a definition of diversity.
  - o Developed commissions to focus on three areas across campus: classroom inclusion, welcoming campus, and welcoming work environment.
  - o 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.
- 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 Arab culture. New this year, in conjunction with the Distinguished Speaker Series:

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

- o Fusion Program integrated a required reading of Dr. Ebadi's book into their programming.
- o 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:
  - o Hosting speakers Rudy Smith and Brandon Thornton
  - o Presenting Hands Across Campus for Martin Luther King Day
  - o Identifying three projects: safe space program, employee mentoring program and overall inclusion awareness.

### **2013- 2014 Progress Report**

#### **Summary of activities completed:**

- **Black Student Union and People Respecting Individual Differences and Equality (PRIDE) hosted an annual Diversity Conference in March, inviting students from Chadron and Wayne State College to participate.**
- **Peru State hosted the Student Senate and Campus Activities Board Nebraska State College System (NSCS) Leadership Conference in Fall 2013 to share ideas and leadership development strategies between the campuses within the NSCS.**
- **Sponsored six students attending National Center for Student Leadership Annual Conference, each of which earned a Certified Student Leader credential.**
- **Hosted two social entrepreneur speakers as part of the Distinguished Speaker Series, Kohl Crecilius and Jessica Jackley. Events included classroom presentations, dinner with students, Fusion discussion and a keynote address.**
- **Hosted speakers, including politician Hal Daub, businessman Lee Sapp and educator Ilma Gottula.**
- **Student Programs and the Resident Hall Association, along with Club Council, hosted Nemaha County Gives Back. More than \$9,000 was raised to donate to area families in need through SENCA during Christmas.**
- **Athletics hosted many service projects, including Make a Difference Day (collecting items for donation to local charities), visiting the Omaha Children's Hospital and reading to youth in area schools.**
- **Residence Life continued three learning communities: Fusion Program, Wellness Community and Neighbors Community. Two additional learning communities will be in place in Fall 2014 – Outdoor Adventure Community and Leadership Community.**
- **An alternative spring break experience was implemented for Fusion Program participants involving a trip to South Dakota to explore historical landmarks, attending a Lakota language class at a tribal college and learning about the Native American culture.**
- **A new residence life programming model was implemented built around relationship development between resident assistants and residents. This year Peru State out performed peer groups in student satisfaction with overall programming within the residence halls - the first time in three years of assessing Residence Life.**
- **A new Family Weekend was implemented in fall 2014.**
- **Two Branching Out programs designed to connect students with regional metropolitan areas to enhance weekend programming were hosted.**

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

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

#### **d. Improve service to students and their families in all areas by:**

- i. Utilizing a campus climate survey.**
- ii. Setting benchmarks for service, e.g. length of time to process student paperwork, etc.**
- iii. Reducing barriers for both online and on-campus students through a student-centered, full-service support program with extended hours.**
- iv. Providing cross-training opportunities.**
- v. Instituting a continuous model of training for staff and faculty focused on serving students.**
- vi. 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.
- 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.

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

- 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.

### **2013- 2014 Progress Report**

#### **Summary of activities completed:**

- **Implemented new questions into the Campus Climate Survey to measure perceptions of college leadership.**
- **Developed the new Open Door program, which focuses on creating an inclusive environment and provides trained professionals to assist students with challenges they experience at college or in life.**
  - **Conducted training for 20 employees from across campus as Open Door participants based on results of 2012-13 Campus Climate Survey results.**
  - **Promoted program across campus and hosted mini-training sessions monthly throughout the year.**
- **Maintained 24-hour processing time for all admission materials throughout the year.**
- **The Council for Inclusion efforts include:**
  - **Launched Open Door Program involving training of 20 faculty and staff from across campus.**
  - **Presented Hands Across Campus for Martin Luther King Day.**
  - **Hosted Poet Brandon Thorton along with the Black Student Union.**

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

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

- a. Encourage growth & leadership development through professional engagement by: (NSCS Emphasis)**
  - i. Encouraging and supporting ongoing professional development focused on leadership for the campus community.**
  - ii. Offering additional research and creative funding for all faculty members.**
  - iii. Setting clear standards for research and creative work through the promotion and tenure process.**
  - iv. Rewarding professional development and leadership for the campus community through the evaluation process.**
  - v. 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 for 51 requests.
- 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.
- 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.



## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

- All news releases are circulated to the campus community via email.
- A retirement reception was held to recognize retirees for the campus community.

### **2013 – 2014 Progress Report**

#### **Summary of activities completed:**

- **Twenty-nine faculty members received professional development funding for 52 requests.**
- **A Coordinator of Admissions Services served as Nebraska Association of College Registrars and Admissions Officers (NACRAO) president for 2013-14, leading a regional association.**
- **Student Life Staff: The Dean of Students attended Region V meeting focused on drug and alcohol abuse on college campuses, Appreciative Advising webinar; the Student Programs Director attended National Association for Campus Activities Annual Conference; several Residence Life professional and student staff attended RAppin (a leadership conference for residence hall assistants) Conference, Heartland Summit, Nebraska Residence Assistance (NERA) Conference and Training for Intervention Procedures (TIPS) alcohol education training (received certification in TIPS); and the Dean of Students served as Nemaha Against Drug and Alcohol Chair for 2013-14.**
- **Admissions staff: A Coordinator of Admissions Services attended the American Association of Collegiate Registrars and Admission Officers and Nebraska Association of College Registrars and Admissions Officers annual conferences; the Director of Admissions attended an ACT Enrollment Planners Conference, Noel Levitz conference on Recruitment, Marketing and Retention, and the Spectrum Annual Conference.**
- **Athletics staff: The Athletic Director and trainer attended the National Association of Intercollegiate Athletics National Conference; the Associate Athletic Director attended a national conference focused on sports information.**
- **Campus Security: The Security Supervisor became certified in pressure point control tactics as a trainer and attended several workshops focused on emergency management and campus safety this spring.**
- **Seventeen staff members took classes at the College and five others were pursuing additional educational credentials elsewhere.**
- **The Institute for Community Engagement (ICE) Director participated in Spanish language training.**
- **Campus-wide harassment training was provided to all employees, with advanced sessions provided to those with supervisory responsibilities.**

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL**

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

- b. Improve campus technology so students experience a contemporary technological environment by:**
- i. Developing an instructional technology strategic plan that addresses:**
    - 1. Classroom technology.**
    - 2. Online infrastructure.**
    - 3. Campus infrastructure.**
    - 4. Faculty support and education.**
  - ii. 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:
  - o 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.
  - o In CMIS 101, 40 instructional videos using recently acquired software were created to supplement instruction.
  - o 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.

## **TRANSFORMATIONAL GOAL: EXCELLENCE THROUGH ESSENTIAL ENGAGEMENT**

- o FACES (Facial Recognition Drawing software) and CLUES (Crime Scene and Forensic Investigation software) were added to supplement lesson plans for the criminalistics course.
- o 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.

### **2013 – 2014 Progress Report**

#### **Summary of activities completed:**

- **The School of Education began its conversion to an iPad-based curriculum with the acquisition of IMacs and iPads and associated equipment and software supported by the instructional technology fund. Six classrooms will be converted to AppleTV technology in time to begin the 2014-15 academic year. This multi-year project is supported by a collaborative effort between Computer Services, the Instructional Technology position and a newly established School of Education Technology Director stipend.**
- **Six computers were replaced in the Graphic Arts Lab with the replacement cycle to continue over three years.**
- **An additional \$15,000 was allocated to develop technology-based Open Educational Resource courses and 12 courses were converted. Outside grants were received to support conversion of two of the courses (ENG 100 and MATH 100) as the College participated in the Kaleidoscope Project with the other state colleges.**
- **All computers in the School of Education Lab had hard drive upgrades to SSD technology to improve system speed.**
- **The School of Professional Studies lab was converted to Windows 8 and MS Office 2013 to enhance the relevance of the CMIS 101 course.**
- **The School of Professional Studies acquired a license for a more cost-effective statistical analysis software product and it began the lab and curriculum conversion processes.**
- **Campus internet capacity was doubled from 150 mbps to 300 mbps.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

#### **a. 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**

### **2013- 2014 Progress Report**

#### **Summary of activities completed:**

- **A Sesquicentennial Committee was established to plan activities for the college’s 150<sup>th</sup> anniversary in 2017.**
  - **Marketing/Communications is working closely with the Omaha World Herald on a strategic, multi-year marketing/advertising initiative that will conclude with a coffee table book detailing the college’s 150-year history.**
- **Expanded use of social media, including You Tube, Twitter and Facebook to distribute brand messaging and news continues. Twitter has grown to 821 followers with near daily posts. Facebook “likes” are currently around 4,850. More than 7,300 people saw and/or interacted with the College’s Facebook page/posts since January.**
- **Several groups were hosted on campus, including Nebraska P.E.O. and Leadership Nebraska.**
- **Marketing/Communications let the design and installation of new signage for the Oak Bowl to ensure brand consistency.**
- **A Commemorative Program for the Oak Bowl ribbon cutting and rededication event was developed and published.**
- **Marketing/Communications redesigned and contracted for the installation of new highway billboards to compliment branding strategy.**
- **Marketing/Communications continued to educate campus constituencies, especially new employees during their orientation, regarding the Communication Guide and Visual Identity Manual.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

**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.

### 2013- 2014 Progress Report

Summary of activities completed:

- **The first course free incentive for graduate cohorts was continued for summer 2014 enrollment.**
- **Programs were promoted in the Kansas City area emphasizing the "One Rate, Any State" opportunity.**
- **Pandora ads were pilot tested.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

- Redesign work of [www.peru.edu](http://www.peru.edu) was begun with the Omaha web development firm GoodTwin leading the project following an extensive discovery process.
  - A content management system to improve website consistency, accuracy and ease of use is being implemented.
  - Professional photographers from Malone & Co. were hired to provide a new digital photo library for use on the new website, as well as in advertisements, recruitment publications, etc.
  - An aerial photographer was hired to provide updated photos of the campus infrastructure.

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

**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 additional GA positions were funded through existing dollars.
- 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.

### 2013- 2014 Progress Report

Summary of activities completed:

- **The Peru State football program ranked in the top 25 nationally throughout the season. Their record improved from 2-8 in 2011 to 7-4 in 2013.**
- **A new Head Women's Volleyball Coach, Head Women's Cross Country Coach and Head Men's Basketball Coach were hired.**
- **Athletic room waivers were increased to complete a three-year plan to double room waiver allocations.**
- **The Sports Facility Cash Fund was utilized to complete renovation of the baseball field.**
- **Numerous athletic honors, awards and successes were achieved:**
  - **The baseball team was recognized with the national Buffalo Funds Five Star Champions of Character Team Award for 2013-14.**
  - **Capital One All-American honors were awarded to nine athletes.**



## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

- **Two student athletes were honored as All-Americans for the 2013-14 season.**
- **A student-athlete was honored with the national Heart of America Athletic Conference (HAAC) Champions of Character Award for 2013-14, two student-athletes (male and female) were honored with award for 2014-15.**
- **A baseball player was drafted by the Atlanta Braves following his 2014 season.**
- **The Omaha World-Herald All-Nebraska NAIA Team honors went to 18 students.**
- **Daktronics Scholar Athlete honors were received by 17 student athletes.**
- **Four sports teams were named NAIA Scholar Teams for 2013-14 season.**
- **Peru State was named in the top third of NAIA Champions of Character Five Star Institutions.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

- d. 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 Admission 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.

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

### **2013- 2014 Progress Report**

#### **Summary of activities completed:**

- **Spectrum Creative Solutions was implemented as the new Customer Retention Management (CRM) software to increase personalization of the recruitment process. This included Personalized Uniform Resource Location (PURL) technology, text messaging and personalized content.**
  - **Marketing/Communications worked with the Department of Admissions on Spectrum implementation and assisted in the redesign of student recruitment materials that better represent the Peru State brand.**
- **Student contact was increased through utilization of CRM software and telephone calls.**
- **Student call nights were redesigned to better utilize current students in the recruitment process.**
- **New mailings were developed to target test score senders and scholarship-eligible students. Search name purchasing was continued.**
- **An out-of-state recruitment staff member was hired to focus on building relationships with key markets in Kansas, Missouri and Iowa.**
- **Paraprofessionals within the Omaha Public Schools were targeted for the Educational Studies program through presentations, booth sponsorship and mailings.**
- **Two luncheons at community colleges, targeting faculty and staff who work with transfer students on the transition to a four-year college, were hosted.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

- a. 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
  - o The Peru Stater alumni newsletter continues to be mailed each semester to all on the database.
  - o Direct mail appeals have increased to two or three per year (at least one to the entire database including non-donors).
  - o The telemarketing effort was moved to fall and the population to be called has increased.
  - o The Foundation and NAA social media sites and Web pages were regularly updated.
- Events
  - o 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
  - o Approximately 600 individual donor cultivation contacts in 2011-12, including more than 200 personal visits.

### 2012-2013 Progress Report

Summary of activities completed:

- Communication
  - o The Peru Stater alumni newsletter continues to mail each semester to all on the database.
  - o One fall appeal (Back to School) was mailed to 3,500 previous donors.
  - o 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.
  - o The Foundation and NAA social media sites and web page were regularly updated.
  - o The Foundation's communication activities were conducted at no expense to the Foundation or College.
- Events
  - o 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.

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

### **2013-2014 Progress Report**

#### **Summary of activities completed:**

- **Communications**
  - The Peru Stater Alumni Newsletter continues to mail twice per year to the entire database of around 11,000 records. In 2013-14 the Stater mail dates were pushed back to December and June/July to allow for more timely reporting of Homecoming (in the fall issue) and Commencement (in the spring issue.) Stater story concepts were realigned to better reflect College and student successes. The fall 2013 issue received a number of compliments for the many student successes recognized. In addition, the spring 2014 Stater sported a new look, including full color throughout and a heavier paper with a more magazine-like look and feel.
  - The 2013 fall back-to-school appeal was bypassed in favor of the Oak Bowl appeal mailing. The Oak Bowl mailing was sent to approximately 9,000. As is common, the fall 2013 telemarketing effort put us in touch with about 30 percent of our constituents on file (about 3,300) and provided database updates.
  - The spring 2014 appeal was mailed to around 10,500 donors and constituents.
  - The Foundation and National Alumni Association (NAA) social media sites and web page were regularly updated, and the NAA Facebook page enjoyed a number of new regular posts, including: Throw Back Thursday (pictures from Peru State's past); Way to Go Wednesday (alumni stories); Trivia Tuesday (trivia questions); and Memory Monday (post favorite memories).
- **Events**
  - The Peru State Foundation sponsored nine alumni events or receptions in 2013-14 in Nebraska and Massachusetts.
  - More than 400 alumni attended various receptions, not including the Alumni Chili Feed.
  - Included in the 2013-14 line-up of events was a first-ever Brownville Peru State Alumni Day, which concluded with a dinner cruise on the Missouri River.
- **Individual cultivation**
  - There were more than 800 donor cultivation contacts in 2013-14, about 230 of which were personal visits.
  - The addition of an Advancement Officer helped donor contacts soar in 2013-14.

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

### **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.

#### 2013-2014 Progress Report

Summary of activities completed:

- **Donor cultivation activities increased due primarily to continuing major and lead gift prospecting for the Oak Bowl and Campus Entrance capital campaign efforts.**
  - Individual donor cultivation efforts took place in eight states, including Utah, Nevada and California.
  - Although capital campaign lead and major gifts were the primary focus of donor cultivation, additional significant cultivation efforts took place for international travel and what will eventually be the largest single scholarship fund at the Foundation.
- Major and lead gift cultivation for the Oak Bowl Fieldhouse and Campus Entrance will continue throughout the 2014-15 school year.
- The Foundation has seen a tremendous increase in local foundation cultivation, thanks to the addition of staff with extensive grant writing backgrounds.

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

**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.
  - o 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 Nebraska State College System 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.

### 2013-2014 Progress Report

Summary of activities completed:

- **The Foundation’s six-year fundraising strategy is based on Peru State College’s strategic plan with additional direction from the College’s funding priorities plan as conceived by the President and Foundation CEO. This strategy includes both major gift initiatives and capital campaign initiatives, including:**
  - o **Oak Bowl (renovation and updating)**
  - o **Campus Entrance (renovation)**
  - o **Delzell Hall (renovation)**
  - o **Student Center (renovation and expansion)**
  - o **Rural Health Opportunities Program (RHOP support and further develop)**
  - o **Distinguished Speaker Series (support and further develop)**
  - o **Advanced Field Experience for Students and Faculty (encourage and support)**
  - o **Endowed Faculty Chairs (establish)**
  - o **Public Relations/Marketing (enhancement and support)**
  - o **Merit Scholarships (explore possibility)**
- **The Foundation staff is considering the development of a comprehensive campaign model for Peru State which would take into account multiple areas of significant investment need such as Delzell Hall and the Student Center. Under the guidance of the Senior Advancement Officer, the initial concepts of the**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

comprehensive campaign were created and discussed in 2013-14 and will be further researched in 2014-15.

- Faculty and staff giving, which was a prominent part of the six-year fundraising strategy in the 2012-13 report, continues to perform well.
  - In 2013-14 the Foundation saw faculty and staff giving nearly double from 24 participants to 40, and overall revenue from faculty and staff increased.



## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

**d. 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 nondonors.
  - o The Back to School appeal was mailed to special contacts and anyone with a previous gift on file (about 3,600).
  - o The spring appeal was sent to all constituents on file (about 9,700).
  - o 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
  - o 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).
  - o 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.
  - o 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
  - o 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.
  - o 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.
- 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

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

- 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.

### **2013-2014 Progress Report**

#### **Summary of activities completed:**

- **The Foundation continued to increase advancement efforts with annual, planned and major gift efforts in mind.**
- **Annual gifts**
  - **Direct mail appeals were sent to both donor and non-donor audiences.**
  - **The Back-to-School appeal was bypassed due to the proximity of the Oak Bowl special appeal.**
  - **The spring appeal was mailed to approximately 10,500 friends and donors and generated 288 gifts for more than \$22,000.**
  - **Total gifts decreased by five while total giving increased by nearly \$3,000.**
- **The annual phone-a-thon took place in the fall using Peru State College students as communicators. Approximately 3,300 contacts were made and income of about \$53,000 was generated from the effort.**
  - **The Foundation improved the content and style of the planned gift articles in the Peru Stater.**
  - **The Foundation's redesigned gift planning web page was launched and has received positive feedback.**
  - **The 1867 (legacy) Society was rejuvenated and the 1867 Society Donor Wall was unveiled just outside of the President's Office suite during the 2014 Homecoming festivities.**
- **Major gifts**
  - **The majority of major gift efforts during the year were focused on the Oak Bowl and Campus Entrance projects. As indicated, this focus will continue for the next two to three years.**
  - **Foundation staff and the College President worked with several donors to establish and/or increase several special funds with the Foundation, including the cultivation efforts for graduate studies scholarships, international travel funding and general need-based scholarships.**
  - **The Sapp Family Scholarship was established in 2013-14 and will likely, once fully funded, be the most significant scholarship award offered by Peru State.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

**e. 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)
- 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.

### 2013-2014 Progress Report

Summary of activities completed:

- **Current capital campaign priorities are:**
  - **Oak Bowl (renovation and updating)**
  - **Campus Entrance (renovation)**
  - **Delzell Hall (renovation)**
  - **Student Center (renovation and expansion)**
- **Phase one and two of the Oak Bowl renovation are complete. Phase three (the Fieldhouse/locker room complex) is within striking distance. Efforts will be focused on generating about \$1.5 million for locker room facilities, which will fully complete the Oak Bowl effort.**
- **The Campus Entrance, while a guaranteed effort, but still will require as much effective lead and major gift fund raising as possible. Construction on the new entrance will begin in earnest in late spring 2015.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

- **Delzell Hall and the Student Center are currently on the board, with approved program statements and a combined price of about \$23 million. Creative financing, plus State appropriations and extensive fundraising will be required to effectively move forward with these two projects.**
- **The comprehensive campaign concept discussed in this document (Strategy Five; c) begins to outline an overall capital campaign strategy. This effort is a first step toward one likely capital improvements strategy for Peru State. The more traditional strategy is based on case statements and phased-in capital campaigns which are wholly appropriate, but may require too much time to be effective for the College's current critical needs.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

**f. 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 and College President 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.

### 2013-2014 Progress Report

Summary of activities completed:

- **The Foundation took advantage of initial groundwork laid by Dr. Gene Crume as part of the Oak Bowl project to engage in an extensive grant writing exploration and submission effort. Efforts of the Advancement Officer targeted 26 individual foundations for proposals. Six proposals were submitted in 2013-14 with four being funded and two still pending.**
- **Casey's General Stores: \$2,500**
- **Nelson Family Foundation: \$7,500**
- **Struve Foundation: \$5,000**
- **Sunderland Foundation: \$50,000**
- **Grants associated with the Campus Entrance will be submitted in 2014-15.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

### **Strategy Six: Improve campus facilities.**

- a. **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:**
  - i. **Completing a program statement with funding strategies for Delzell Hall.**
  - ii. **Conducting a capital campaign feasibility study in cooperation with the PSC Foundation to determine donor capacity and interest.**
  - iii. **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.

#### 2013- 2014 Progress Report

##### Summary of activities completed:

- **The Vice President for Enrollment Management and Student Affairs and the Vice President for Administration and Finance reviewed and created a more efficient revenue bond budget. This combined with an increased number of students using the revenue bond facilities has provided funding to begin**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

some upgrade work in revenue bond facilities. This includes funding for new windows in Delzell, which are targeted for installation in the spring of 2015.

- In June of 2014, the President, Vice President for Enrollment Management and Student Affairs, and Vice President for Administration and Finance met with NSCS staff to see if there are strategies that can be used to upgrade portions of Delzell Hall and the Student Center prior to our ability to bond for the complete renovation of the facilities.
- The Park Avenue project continues to have strong momentum. The Peru State Foundation is committed to funding the project design, including in the design of a curve to replace the stop sign. The City of Peru is reapplying for a Community Development Block Grant for the project.
- Oak Bowl phases one and two are complete and a ribbon cutting was held for the facility on Sept. 6, 2014. Fundraising continues for phase three renovations to the Field House, scheduled for winter 2015-16.
- TJ Majors renovation, using \$2.8 million of state LB309 funding, is underway and is scheduled to conclude by the start of classes in fall 2015. The renovation will include new HVAC, electrical and restrooms, new ceilings, lighting, flooring, window shades and paint.

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

### **Strategy Six: Improve campus facilities.**

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

##### 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.

##### 2013-2014 Progress Report

###### Summary of activities completed:

- **Task Force on Building Renewal (LB309) funded the following projects:**
  - **\$25,000 for an ADA Sidewalk Study which will help guide replacement and enhancements to sidewalks, parking, etc. on campus.**
  - **\$200,000 for campus utility metering, which will allow for monitoring of energy usage through central reporting for energy conservation.**
  - **\$1.4 million per year for two years for TJ Majors HVAC upgrades.**
  - **\$15,000 for lockset replacement in TJ Majors and \$12,000 in Hoyt for ADA compliance and safety.**
  - **\$5,000 for replacement of stair treads in the Administration Building.**
  - **\$40,000 for repairs to the Theater Roof.**
  - **\$10,000 for replacement of the east portion of the ceiling on the third floor of the Theater. The west portion of the ceiling fell, pulling down the sprinkler system and causing flooding. This was covered by an insurance claim. The east portion was replaced to prevent a similar occurrence.**



## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

### **Strategy Six: Improve campus facilities.**

- c. Work with the City of Peru to create a College/community integrated development strategy that includes:**
- i. Developing a plan to revitalize Park Avenue, Neal Park, the campus entrance, 5th Avenue and select businesses.**
  - ii. 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.
- Led by Campaign Chair Rod Vandenberg, 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.

#### **2013- 2014 Progress Report**

##### **Summary of activities completed:**

- **Progress was made this year on the Park Avenue Project.**
  - **Ongoing meetings with the City of Peru and Southeast Nebraska Development District were held in preparation to reapply for a Community Development Block Grant to support the project. The City will submit the grant on July 1, 2014.**
  - **The Peru State Foundation continued its strong support of the Park Avenue project and authorized funding the design phase to include replacement of the stop sign and right angle turn at Park Avenue and 5<sup>th</sup> St. with a curve and a campus entrance.**
  - **On May 15, 2014, a town hall meeting was held to review progress on the City's strategic plan and its commitment to the Park Avenue project.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

- At the June 6, 2014, Peru City Council meeting the City increased its financial commitment to the Park Avenue project from \$10,000 to \$70,000. They also approved a form that each council member will use to gather signatures in support of the project.
- On June 12, 2014, City officials and the President met with CDGB grant administrators to learn more about how the grant process works.
- Following a bid process, The Clark Enersen Partners were selected to complete the design phase of the Park Avenue project.
- Initial conversations with city officials about having murals painted on buildings in downtown Peru began. Follow-up included visiting with the Peru State Foundation about possible grant funding and contacting the artist doing the Nebraska City murals.
- The Peru State Foundation purchased four homes a block away from campus. The lots have potential for parking and future building projects. The homes will be removed.

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

**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.

### **2013- 2014 Progress Report**

Summary of activities completed:

- **Student loan debt has become an issue of national concern. Our marketing and admissions efforts have been designed to clearly communicate that Peru State College is an affordable choice for students who want a quality, small college experience while reducing the amount of money borrowed to attend college.**
- **The Noel-Levitz Special Report on 2014-24 Projections of High School Graduates by State and Race/Ethnicity, projects a five-year, 7.7 percent increase and a 10-year, 15.2 percent increase in Nebraska high school graduates. Most of this growth will occur in the eastern portion of the state. The College is positioning to meet this need by ensuring that more students are aware of and consider Peru State College as an option for their education. This effort to increase prominence includes increased name purchases and follow-up mailings, a personalized recruitment effort and marketing directed at the major population centers of the state.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

- 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.

### **2012-2013 Progress Report**

Summary of activities completed:

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

### **2013-2014 Progress Report**

**Summary of activities completed:**

- **According to The Noel-Levitz Special Report on 2014-24 Projections of High School Graduates by State and Race/Ethnicity, the number of Nebraska Hispanic high school graduates is predicted to grow 37.4 percent in five years and 73.4 percent in 10 years. Serving this population will be important for Nebraska to reach its goal of college-going rates.**
  - **Outreach has begun with the Nebraska Latino American Commission. Executive officers of the commission visited Peru State in early February 2014 and the Commission Board met on campus June 14. The intent of these interactions is to develop connections with the Latino community and to learn ways to work best with Latino students.**
- **The Marketing Department and the Admissions Department continue to develop strategies to make sure more Nebraskans are aware of the quality small college education available at an affordable price.**
- **Continued participation in KnowHow2Go Middle School Ambassador program with current Peru State students presenting to area middleschool audiences about the importance of attending college and the steps to make college a reality in partnership with EducationQuest Foundation.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

- 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.

### **2013- 2014 Progress Report**

Summary of activities completed:

- Efforts will begin upon hiring a Distance Education Director next year.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

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

### **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.

### **2013- 2014 Progress Report**

Summary of activities completed:

- **As a result of back-to-back freshman classes that are the largest in more than 30 years, efforts have been refocused on growth planning.**
- **The Vice President for Enrollment Management and Student Affairs developed a model that simulates potential growth scenarios for the college. It considers incoming freshmen classes, incoming transfer students and retention rates. This model is used to determine potential on-campus enrollments guiding decisions about faculty, staff and facility needs. As a result, an interim housing plan was implemented to that provided 44 additional beds for fall 2014. Additional parking was also added in summer 2014 to prepare for the larger on-campus enrollment.**
- **The College is using the growth model to evaluate long-term housing, classroom and faculty needs.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

#### **a. 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 college students.
- 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.

### **2013- 2014 Progress Report**

#### **Summary of activities completed:**

- **The Foundation and President hosted new Kiewit Foundation Executive Director Jeff Kutash for a southeast Nebraska visit. Representatives of Southeast Nebraska Partners for Progress, area superintendents and community leaders met with Director Kutash.**
- **The Vice President for Academic Affairs is a regular participant in the Southeast Nebraska Partners for Progress economic development group.**
- **The Vice President for Enrollment Management and Student Affairs and the Director of Admissions serve on the City of Auburn Planning Commission.**
- **The Director of Admissions Services and the Director of the Institute for Community Engagement participated and graduated from the first class of Leadership Nemaha County.**
- **The Director of Marketing and Communications attended the ribbon cutting for radio station B103 in Nebraska City where she visited with a number of community leaders including former Speaker of the Nebraska Legislature and B103 owner Mike Flood.**
- **The Dean of Students serves as chair of Nemaha County Against Drug and Alcohol Abuse.**
- **Distance Education worked with Bellevue public schools to support a technology training initiative.**
- **The President presented at:**
  - Falls City Annual Economic Development Dinner
  - Auburn Rotary
  - Nebraska City Rotary
  - Peru Kiwanis
- **This past fall the President, First Lady and Foundation hosted the Stella Garden Club for a campus visit.**
- **For the first time in recent years the President and First Lady held a holiday open house for citizens of the City of Peru and service clubs from surrounding communities.**
- **College students and Student Activities personnel led and hosted Nemaha County Gives Back raising funds for needy families over the holidays. Many southeast Nebraska leaders attended the event.**



## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

- **The First Lady is involved in significant outreach in the area and often includes students in these efforts. She is involved in the following.**
  - **Board Member for the American Red Cross – Midwest Division where she also introduced a Peru State student member.**
  - **Member of the Board of Directors for the Auburn Chamber of Commerce. In this role she engages Peru State students in a variety of Chamber activities as volunteers.**
  - **Committee member for the Auburn District #29 Backpack Program. As the Peru State contact for the program, she involves student athletes in unloading trucks of food.**
  - **Member of the Brownville Fine Arts Association Board. She engages students in fundraising activities and clean-up activities with the group.**
  - **Member of the Peru Literary Club. Hosted a meeting at the president’s home.**
  - **Member of the Southeast Nebraska Torch Club and sponsors two student members.**
  - **Serves as a Nemaha County Relay for Life committee member.**
  - **Rotary District 5650 Assistant District Governor. In this role the First Lady has founded and co-advised the Peru State Rotaract Club, which is sponsored by five southeast Nebraska Rotary Clubs. She is also assisting with starting an Auburn High School Interact club, which is Rotary for 12-18 year olds.**
  - **The First Lady is active in the TeamMates mentoring program at the state and local level. She serves on the TeamMates Scholarship selection committee at the state level and is on the District #29 TeamMates Advisory Council. She is also a TeamMates mentor. She has instituted and coordinated training, support and communication with Peru State TeamMates Mentors. Three Peru State TeamMates mentors started the program three years ago. There are more than 20 this year.**
- **Beyond southeast Nebraska, the President and the Foundation hosted former U.S. Congressman and Omaha Mayor Hal Daub. Mr. Daub spoke with a group of students and toured campus.**
- **The President and First Lady host many individuals and groups in their home each year. A summary of the year’s activities are below:**
  - **Hosted 1,370 guests, 704 students, 666 community members, faculty and staff**
  - **Hosted a reception for each freshman student (College 101) in groups throughout the fall semester**
  - **Hosted dinners for speakers Joe Staritta, Teri Hanson and Anita Patel, as well as donors and alumni**
  - **Hosted receptions for new faculty and staff, a Welcome Back reception for faculty and staff, Homecoming 50-year class alumni, Board of Trustees, faculty/staff holiday gatherings, a community holiday gathering, Peru State Foundation, Distinguished Speakers Series guests, commencement dignitaries and the Stella Garden Club.**
  - **Student Groups hosted included: College 101, Rotaract, Red Cross Club, Morgan 2<sup>nd</sup> floor holiday party, TeamMates support/training.**
  - **Community events hosted included Boo Bash, a Halloween celebration for area families on campus that includes a visit to the President’s House for a picture with the BOBCAT mascot.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

#### **b. 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:
  - o Park to Park/downtown revitalization
  - o Housing – grants, home ownership incentives, code enforcement.
    - i. A group of citizens asked the Peru City Council to be more aggressive in code enforcement.
    - ii. The city is pursuing a housing grant that would provide eight homeowners with \$20,000 each for paint and windows.
  - o 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.
- 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.

##### 2013- 2014 Progress Report

###### Summary of activities completed:

- **The President regularly attends Peru City Council meetings and is a member of the Peru Chamber of Commerce.**
- **As noted previously under Strategy Six, Item C, the College and the Foundation continue to collaborate with the City of Peru on the Park Avenue project.**
- **The President and First Lady are members of the Peru Kiwanis Club and the Peru Community Church, which provides then opportunities to work with and know the residents of the City. Students and college personnel are often invited to serve as speakers for the Peru Kiwanis.**
- **The annual Peru Clean-Up day included more than 100 college volunteers working with the City of Peru with more than 80 pickup loads of garbage, appliances and furniture removed from the city.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

- The Student Senate worked with the Peru City Council to get permission to create a Frisbee golf course in Neal Park, which has been installed.
- The college and the city collaborated throughout the year on solving issues related to the Oak Bowl project.

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

**c. 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.

### 2013-2014 Progress Report

Summary of activities completed:

- **The Institute for Community Engagement (ICE) coordinated or inspired two class projects with the community of Auburn.**
- **The ICE supported the Feeding 44 Program and served nearly 2,000 clients during the year.**
- **After working to establish Peru State as a charter member of the Nebraska Campus Compact, the Children’s Health, Activity and Nutrition Community Engagement (CHANCE) Initiative, utilizing AmeriCorps volunteers and other students to make an impact on juvenile health in the local communities, was fully implemented. The program won the Outstanding Community and Campus Collaboration Award for the State of Nebraska, as well as several other awards. In each of the past three years a Peru State student has been recognized as Newman Civic Fellow for their work in the program. Students have been involved in presenting research related to the program at two academic conferences.**
- **Distance Education worked with Bellevue Public Schools to support a technology training initiative.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

- **The Campus Activities Board and the Club Council partnered with SENCA to hold the Nemaha County Gives Back event to raise funds and items for those in need in Nemaha County.**
- **Athletic teams developed and implemented 10 community impact service projects.**
- **The College hosted the annual Southeast Nebraska Career Fair in the spring.**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

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

### **d. 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 Task Force.

#### **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.

#### **2013-2014 Progress Report**

Summary of activities completed:

- **Several elected officials or candidates were hosted on campus this year.**
  - **Student Senate leaders hosted State Senator and State Auditor Candidate Amanda McGill for a day visit and presentation.**
  - **Student Senate leaders hosted Third District Congress Candidate Tom Brewer.**
  - **Third District Congressman Adrian Smith and his entire staff spent half a day on the Peru State campus where they met with faculty, staff and students and got a tour of campus.**
  - **The Chancellor and President hosted District 2 State Senator Bill Kintner for a tour of campus and lunch.**
- **Local elected officials were invited to and attended the NSCS Board meeting held on the Peru State campus:**

## **TRANSFORMATIONAL GOAL: INCREASED PROMINENCE**

- Lieutenant Governor Lavon and Robin Heidemann
- District One State Senator Dan Watermeier
- Nebraska City Mayor Jack Hobbie
- Peru Mayor Jay Moran
- The President visited Lieutenant Governor Lavon Heidemann several times to discuss the Oak Bowl project progress and to give a College update.
- The Director of Marketing and Communications hosted the President and First Lady at the annual legislative St. Patrick's Day party. They were introduced to many state senators, Attorney General Jon Bruning, Appropriations Committee Chair Heath Mello, Education Committee Chair Kate Sullivan and many other elected officials, legislative staff and lobbyists. They also had the opportunity to visit with Lieutenant Governor Lavon Heidemann.
- The President and Student Trustees attended the annual NSCS Senators reception and had the opportunity to interact with 25 senators.