

CASA Dean's MMU (Monday Morning Update)

A Tradition of Excellence; A Standard of Success

Monday, October 9, 2017

Dear Colleagues,

Academic programs at SIU Carbondale will be re-organized into 16 schools based on disciplinary synergy and opportunities for innovation. I encourage everyone to become actively involved in this re-organization process, thinking outside of the box, exploring the best structure for our University, and contributing to the re-birth of a 21st century university with sustainable growth and a bright future.

It is not surprising that SIU Carbondale needs dramatic change. In seven years from 2010 to 2017, the total enrollment of SIUC has fallen down more than 27 percent from 20,037 to 14,554, and undergraduate first-time Freshmen enrollment is down more than 41 percent from 2,257 to 1,319. Recall that our on-campus budget is primarily influenced by our on-campus tuition/fee revenue; which means, the enrollment numbers that really matter is on-campus undergraduate enrollment, since most graduate students do not pay tuition. The on-campus undergraduate enrollment in fall 2010 was 13,450, and it was 9,300 in fall 2017. Therefore, our on-campus undergraduate enrollment has declined by 4,150 students, or 31.86 percent in seven years.

SIU Carbondale was ranked #153 in the 2015 annual U.S. News & World Report “Best Colleges Rankings,” but the U.S. News 2016 ranking report listed SIUC as #214 among National Universities, a significant drop from the previous year. The latest U.S. News report, the 2017 edition, just published on September 12, 2017, shows SIUC ranked #216 among 311 National Universities, 2 spots down from last year. SIUC used to be the “second jewel on the HIED crown” in Illinois. Clearly, it is not the case anymore, as you can see from the recent NICHE ranking discussed shortly in this newsletter. We do need serious changes and actions to reinvigorate SIUC, to reaffirm our core mission and values, to move SIUC up in Carnegie classification as an R1 institution, and to lift our academic reputation and our spot in national rankings!

U.S. NEWS BEST COLLEGES RANKING

U.S. News & World Report announced the “2018 Best Colleges” rankings on September 12, 2017 for more than 1,800 U.S.-based universities. Schools are ranked according to their performance across a set

of widely accepted indicators of excellence, such as first-year student retention and graduation rates and the strength of the faculty. To calculate the rankings, U.S. News gathers data from each college on up to 15 indicators of academic excellence. U.S. News categorizes colleges into National Universities, National Liberal Arts Colleges, and Regional Universities. National Universities offer a full range of undergraduate majors, plus master's and doctoral programs, and emphasize faculty research. SIUC is classified as a National University. Among 311 National Universities, SIU Carbondale is ranked #216.

You may be wondering how the ranking was conducted. Based on my research, the overall ranking formula used by the U.S. News & World Report this year (2017) is the following:

The Final Ranking Score =

(Graduation & Retention, 22.5%) +
(Undergraduate Academic Reputation - Peer and HS Evaluation, 22.5%) +
(Faculty Resources, 20%) + (Student Selectivity, 12.5%) +
(Financial Resources, 10%) + (Graduation Rate Performance, 7.5%) +
(Alumni Giving Rate, 5%)

The first indicator, “Graduation & Retention,” measures six-year graduation rates (80% of the score) and first-year retention rates (20%). It is interesting to note that the second indicator, “Undergraduate Academic Reputation,” reflects the opinions of peer institutions and high school counselors. “Faculty Resources” includes class size (40% of the score), faculty salary (35%), terminal degrees in their fields (15%), student-faculty ratio (5%), and the proportion of full-time faculty (5%). “Student Selectivity” measures SAT/ACT scores (65% of the selectivity score), top 10% of high school classes (25%), and acceptance rate (10%). The rest of the indicators are self-explanatory.

Based on this ranking formula and ranking indicators, SIU Carbondale received an overall score of 28, and ranking of #216 in National Universities. Below is a list of scored indicators with detailed performance information:

U.S. News Overall Score of SIU Carbondale = 28

Graduation Rate Performance Rank (7.5):

- Predicted graduation rate: 55%
- Overperformance (+) / Underperformance (-): -10

Alumni Giving (5%):

- Alumni giving rank: 198
- Average alumni giving rate: 5%

Graduation and Retention Rates (22.5%)

- 6-year graduation rate: 45%
- Graduation and retention rank: 264

- Average freshman retention rate: 66%

Undergraduate Academic Reputation (22.5%):

- High school counselor score (out of 5): 3
- Peer assessment score (out of 5): 2.3

Faculty Resources (20%):

- Classes with fewer than 20 students: 59.8%
- Classes with 50 or more students: 6%
- Student-faculty ratio: 15:1
- Faculty resources rank: 94
- Percent of faculty who are full-time: 96.3%
- Full-time faculty with Ph.D. or terminal degree: 80%

Student Selectivity (12.5%):

- Fall 2016 acceptance rate: 77%
- Student selectivity rank: 199
- SAT / ACT 25th- 75th percentile: 19-25
- Freshmen in top 10 percent of high school class: 11%
- Freshmen in top 25 percent of high school class: 31%

Financial Resources (10%):

- Financial resources rank: 61

As a reference, the following table compares SIUC with four other Illinois public universities in the same category of “National Universities.”

	SIUC	ISU	NIU	UIC	UIUC
Rank in National Universities	#216	#159	RNP	#145	#52
High School Counselor Rankings	#248	#177	#228	#128	#62
Top Public Schools	#122	#83	NA	#73	#14
Business Programs	#183	#216	NA	NA	#2 (actg)
Engineering Programs	#177	NA	#74	#70	#6

UNDERGRADUATE INFORMATION

The median starting salaries by major for SIU Carbondale alumni is listed below:

Major	Median Starting Salary
Agriculture and Related Sciences	\$43,600

Architecture and Related Services	\$39,900
Basic Skills and Developmental or Remedial Education	\$56,700
Biological and Biomedical Sciences	\$44,700
Business, Management, Marketing and Related	\$43,700
Communication, Journalism and Related Programs	\$43,400
Computer and Information Sciences	\$52,700
Education	\$40,100
Engineering	\$57,800
Engineering Technologies and Engineering Related Fields	\$57,700

2018 BEST COLLEGES IN ILLINOIS - FROM NICHE

According to NICHE (<https://www.niche.com>), their 2018 Top Public Universities ranking is based on rigorous analysis of academic, admissions, financial, and student life data from the U.S. Department of Education, along with millions of reviews from students and alumni. The ranking grade is a weighted sum of the nine factors as described in the formula below:

**Grade = Academics (35%) + Value (25%) + Professors (10%) + Student Life (7.5%) +
Student Experience (7.5%) + Campus (5%) + Diversity (5%)**

Below is the ranking list of NICHE 2018 Top Public Universities in Illinois:

Rank	University	Grade	Acceptance Rate	Net Price	SAT / ACT Range
#1	U of I at Urbana-Champaign	A+	66%	\$16,841	1270 - 1470
#2	U of I at Chicago	A-	77%	\$11,494	990 - 1260
#3	ISU - Illinois State	B+	88%	\$17,509	ACT 21 - 26
#4	EIU - Eastern Illinois	B+	50%	\$15,549	ACT 19 - 24
#5	U of I at Springfield	B	63%	\$12,308	940 - 1130
#6	WIU - Western Illinois	B	60%	\$16,412	ACT 18 - 23

#7	SIUE - SIU Edwardsville	B	88%	\$15,859	900 - 1173
#8	NIU - Northern Illinois	B	50%	\$19,205	900 - 1080
#9	SIUC - SIU Carbondale	B	81%	\$15,595	930 - 1210
#10	NEIU - Northeastern	B-	67%	\$15,413	725 - 920
#11	CSU - Chicago State	C+	21%	\$10,793	928 - 1078
NG	GSU - Governors State	NG	39%	\$15,146	855 - 1070

If we include all public and private 4-year universities in Illinois, the above public universities have the following ranks: UIUC - #3; UIC - #11; ISU - #13; EIU - #16; UIS - #19; WIU - #21; SIUE - #25; NIU - #29; **SIUC - #36.**

NEW EDUCATION MODELS

Cathy Davidson, director of the Futures Initiative at the Graduate Center of the City University of New York, wrote an essay “A Newer Education for Our Era” for *The Chronicle of Higher Education* published last week, where she described an interesting idea and some innovative models. “The prescriptive, disciplinary, and specialized training worked well for most of the 20th century. But it makes a lot less sense for our post-industrial, post-internet world, in which the boundaries between work and home are far less distinct, work itself is more precarious, income inequality is rampant, middle-class wages are largely stagnant, automation is expanding, democratic institutions are failing, professions are disappearing, and the next shock to the economy is on the horizon, even if we can’t see it yet.”

Dr. Davidson proposed to redesign higher education systematically from the classroom to the board of trustees, from the fundamentals of how we teach and learn to how we measure results, award credentials, and accredit in this hyper-connected, precarious time. Students today need a new education that emphasizes creativity, collaboration, and adaptability over expertise in a single, often abstract discipline. She gathered a few examples of such new education, including the following:

1. Arizona State University, School of Arts, Media, and Engineering: Train student synthesis with an aim of having “palpable impact” in the world beyond school.
2. Borough of Manhattan Community College, English as a Second Language.
3. Kansas State University, “The Anthropology of Aging: Digital Anthropology.”

CONGRATULATIONS

- **Faith Y. Miller**, RDH, MSED, Associate Professor and Program Director of Dental Hygiene (DH) program, and **Jennifer S. Sherry**, RDH, MSEd, Associate Professor of Dental Hygiene (DH) program, have been awarded \$46,757 for their “Oral Health Workforce Grant” from September 1, 2017 to August 31, 2018, funded by the Illinois Department of Public Health. Congratulations!
- Mr. **Steven Goetz**, Assistant Professor of Aviation Flight (AF), has been accredited for a 4th consecutive time as a Master Instructor by the National Association of Flight Instructors (NAFI).

As stated in the NAFI news release, “Goetz says he has been interested in flying since he was a kid. In his decade as a CFI, he’s earned an ATP, Remote Pilot - SUAS, gold seal CFI, CFII, MEI, AGI, IGI, and A&P. In 2008, he began flight instructing for Southern Illinois University Carbondale (SIUC), where he is currently an Assistant Professor and Assistant Chief Flight Instructor under its part 141 certificate, providing both flight training and student evaluation for the university. In addition to his work for SIUC, Goetz is a designated pilot examiner (DPE) for the FAA, as well as an FAA Safety Team Representative. Goetz also serves with the Civil Air Patrol (CAP) as a check pilot, mission pilot, and deputy commander for his local unit.”



The NAFI Master Flight Instructor Accreditation is earned by aviation educators based upon a system of advanced professional standards and peer review. The accreditation identifies and publicly recognizes those teachers of flight who demonstrate an ongoing commitment to excellence,

professional growth, and service to the aviation community. The NAFI Master Instructor accreditation is for two years and may be used to renew an FAA flight instructor certificate.

Congratulations!

- The Aviation Technologies Ambassadors RSO organized a “Wings over Southern Illinois” event during the SIU Family Weekend with great success. Over 300 guests were in attendance, and 40 Young Eagle rides and numerous discovery and sightseeing flights took place. Alumni and locals flew in for the event, enjoying the flying and outstanding weather. Below are a few pictures provided by **Keven R. Mitchell**, Associate Professor of Aviation Technologies. Congratulations!





- The International Association of Fire Chiefs, the Illinois Fire Chiefs, and the National Fire Academy are recommending that all public safety personnel complete, at minimum, a bachelor's

degree to succeed within the public safety sector. Southern Illinois University Carbondale is prepared to meet these needs in public safety education. There are currently approximately 10-12 Paramedic programs at community colleges within IL and WI that offer associate degrees. There are numerous other sites, such as hospitals, ambulance companies, and community colleges that offer the paramedic training but no degree. SIU Carbondale currently offers the Public Safety Management program at three off-campus locations to help meet the needs of professional firefighters. We will be offering a Paramedicine program at one site to help meet the needs of the professional emergency responder. The photo below shows the first seven students received their first set of certificates for the paramedic class from the training program at Kankakee. The photo below was provided by **Gary Kistner**, Program Coordinator and Director of Graduate Studies for the Public Safety Management program. Congratulations!



- Ms. Rita McGhee, Emmy-nominated costume designer for the Fox television series “Empire,” will speak at 6:00 pm Thursday, October 12, 2017, in Quigley 119. She is spending the day with Fashion Design and Merchandising (FDM) students. The School of Architecture is hosting a reception for Ms. McGhee at 5:00 pm that day in the Quigley Hall Gallery. Ms. McGhee has also worked on “In Living Color,” “Jungle Fever,” “Moesha,” and “What’s Love Got to Do With It,” as well as the Spike Lee movie “Chi-Raq.”



SUPPORT STAFF MEETING

The Budgeting, Planning, and Support Staff will meet on Wednesday, October 11, 2017, 10:00am - 12:00pm in the Dean's Conference Room. The tentative agenda of the meeting is below:

1. Welcome and Update
2. Ad Staff Meeting Report
3. Research Symposium & Open House on Nov. 4th
4. CASA Winter Potluck on Dec. 14
5. Honors Day & Alumni Reunion on April 14, 2018
6. Important Deadlines and Due Dates
7. Round Table Information Sharing & Discussion
8. Other Business

If you have any specific items that you feel the Budgeting, Planning, and Support Staff should consider at the meeting, please send Mary Nemetsky (mnemet@siu.edu) your suggestions before 1:00pm Tuesday, 10/10/2017.

ON THIS WEEK'S CALENDAR

- Monday, October 9, 2017: 8:00am - 4:30pm, The Old Campus: an Historical Exploration, Morris Library Hall of Presidents Exhibit Space.
- Tuesday, October 10, 2017: 11:00am - 12:00pm, Deans' Council Meeting, Anthony Hall Balcony Conference Room.
- Wednesday, October 11, 2017: 10:00am - 11:00am, Support Staff Meeting, Dean's Conference Room.
- Thursday, October 12, 2017: 8:00am - 4:30pm, Salute to Illinois Scholars College Fair, Mt. Vernon, IL; 2:30pm - 4:00pm, Forever SIU National Committee meeting, Transportation Education Center Multipurpose Room.
- Friday, October 13, 2017: 3:00pm - 4:00pm, Alumni Adjunct Initiative meeting, Dean's Conference Room.
- Saturday, October 14, 2017: 11:00am - 2:00pm, SIU Tailgate Tent on the Practice Field, south of Saluki Stadium; 3:00pm - 7:00pm, Saluki Football Game.

AND FINALLY ...

If you see something in this update that you want to comment on, please send an email to awang@siu.edu; or call me at 618-536-6682. Also, if you know of anyone interested in receiving the CASA Dean's MMU, please ask them to send me an email and we will gladly add them to our mailing list. If you prefer not to receive the CASA Dean's MMU, please let me know, as well. Thank you.

Andy Ju An Wang, Ph.D.

Dean, College of Applied Sciences and Arts