

CASA Dean's MMU (Monday Morning Update)

Monday, October 19, 2015

Dear Colleagues,

It was a bad week for University of Phoenix. According to [The Wall Street Journal](#), the Justice Department and the Department of Education are coordinating an ongoing investigation of the University of Phoenix, a day after the Defense Department barred the for-profit school giant from recruiting on military bases and placed it on probation for alleged recruiting violations. The University of Phoenix has more than 200,000 enrolled civilian and military students spread across 29 locations in 17 states. The country's largest for-profit university derives about 1% of its income from tuition assistance from Defense Department students. This is another big loss for Phoenix after a significant enrollment drop in the last few years, from 600,000 in 2010 to 215,000 in 2012.

As indicated in the following table from the NSLDS (National Student Loan Data System), in 2000, only 1 of the top 25 schools whose students owed the most federal debt was a for-profit institution, whereas in 2014, there were 13 (highlighted in the table). Borrowers from those 13 schools owed about \$109 billion, which is almost 10% of all federal student loans. The University of Phoenix has more than a \$35 billion share of student loans.

The Department of Defense said the University of Phoenix will be prohibited from recruiting students on military bases and placed it on probation for alleged recruiting violations. The probation means the school will not be allowed to enroll new students who use the department's tuition assistance program that provides financial aid to troops that are currently serving.

One lesson from the University of Phoenix story is that academic quality is of critical importance to a higher education institution. One cannot discuss quality and value in higher education without discussing the cost to consumers. On the one hand, we need to lower various costs to make college affordable and accessible; on the other hand, we should never forget quality comes first, and quality enhancement is a continuous effort. It is our collective responsibility, as faculty and staff, to support, improve, and innovate teaching practices, and commit to technology-enhanced advising to increase student performance and success.

Where Student Loans are Going:

Colleges whose students owe the most, 2000 vs. 2014

For-Profit Non-Profit or Public

2000

	Institution	Total Debt (Billions)
1	New York University	\$2.2
2	University of Phoenix-Phoenix Campus	\$2.1
3	Nova Southeastern University	\$1.7
4	Pennsylvania State University	\$1.7
5	University of Southern California	\$1.6
6	Ohio State University-Main Campus	\$1.5
7	Temple University	\$1.5
8	Arizona State University	\$1.4
9	Michigan State University	\$1.3
10	University of Minnesota-Twin Cities	\$1.3
11	Boston University	\$1.3
12	The University of Texas at Austin	\$1.3
13	University of Florida	\$1.2
14	University of California-Los Angeles	\$1.2
15	University of Michigan-Ann Arbor	\$1.1
16	Columbia University in the City of New York	\$1.1
17	University of Pittsburgh-Pittsburgh Campus	\$1.1
18	Indiana University-Bloomington	\$1.1
19	Rutgers University-New Brunswick	\$1.1
20	University of Pennsylvania	\$1.0
21	University of Arizona	\$1.0
22	University of Wisconsin-Madison	\$1.0
23	Florida State University	\$1.0
24	Virginia Commonwealth University	\$1.0
25	University of Washington-Seattle Campus	\$1.0

2014

	Institution	Total Debt (Billions)
1	University of Phoenix-Phoenix Campus	\$35.5
2	Walden University	\$9.8
3	Nova Southeastern University	\$8.7
4	DeVry University-Illinois	\$8.2
5	Capella University	\$8.0
6	Strayer University-Global Region	\$6.7
7	Kaplan University-Davenport Campus	\$6.7
8	New York University	\$6.3
9	Argosy University-Chicago	\$6.2
10	Ashford University	\$5.9
11	Grand Canyon University	\$5.9
12	Liberty University	\$5.7
13	University of Southern California	\$5.3
14	Pennsylvania State University	\$5.3
15	Arizona State University	\$4.9
16	ITT Educational Services Inc System Office	\$4.6
17	Ohio State University-Main Campus	\$4.4
18	Temple University	\$4.3
19	DeVry University's Keller Graduate School	\$3.9
20	American InterContinental University-Online	\$3.7
21	University of Minnesota-Twin Cities	\$3.7
22	Michigan State University	\$3.6
23	Rutgers University-New Brunswick	\$3.4
24	Colorado Technical University-Colorado Springs	\$3.3
25	Indiana University-Purdue U.-Indianapolis	\$3.1

CONGRATULATIONS

- Dr. **Siwon Cho**, Associate Professor of Fashion Design & Merchandising, has a paper entitled "Brand perception and brand repurchase intent in online apparel shopping: An examination of brand experience, image congruence, brand affect, and brand trust," co-authored with Jessie Chen-Yu and Doris Kincade at Virginia Tech, accepted for publication in the *Journal of Global Fashion Marketing*. Congratulations!

- Please join me in congratulating the **Automotive Technology** team on winning again the King of College! This past weekend, the SIU Automotive student RSO competed in the King of College races at Coles County Dragway. The race attracts schools from across the Midwest with automotive student racing teams. Mac Morehead, a senior in the Automotive Technology program, drove the 1966 Chevy Nova to victory. This marks the team's 4th King of College title in 6 years. Congratulations!



- GM brought in a new Chevrolet Colorado midsize truck and the yet to be released all new 2016 Cadillac CTS-V. Valued at over \$100,000 and not yet released to dealers, this vehicle sure got the attention of everyone at the TEC. Pictured below are some of the GM executives with the CTS-V in the foreground. Congratulations!



- Students enrolled in the nation's premier automotive program here at SIU continue to be highly courted by industry for numerous paid corporate internships and full-time opportunities. Executives from Fiat Chrysler Automobiles (FCA) and General Motors (GM) were at the TEC recently, spending several days each interviewing SIU automotive students. During these visits, corporations hold a variety of events to engage with the students such as corporate information dinner sessions, new product feature sessions, and ride-along events. During FCA's visit, they brought in a new 707 horsepower Dodge Hellcat and the redesigned Jeep Renegade. Congratulations!



- As reported in the last MMU, the **Flying Salukis** took first place in the Region VIII intercollegiate flying competition again this year, which is a fifth-straight regional title. The win

enables the Flying Salukis, who finished with 326 points, to qualify for nationals for the 46th time in 47 years. Host Lewis University was second with 176 points, followed by Parkland College, 86 points, Purdue University, 42 points, Quincy University, 19 points, and Indiana State University, 12 points. The Flying Salukis won both ground and flight event categories, including placing the top three in navigation and top two in aircraft inspection. Ground events include computer accuracy, aircraft preflight inspection, simulator ground trainer, aircraft recognition and SCAN (Simulated Comprehensive Aircraft Navigation). Flight events are short field approach and landing, power-off precision landing, navigation, and message drop. Congratulations!

- **OPEN HOUSE** - Please join me in congratulating Chief Academic Advisor **Elaine Atwood** and the **CASA Team** for a successful Open House event! Over 400 prospective students, parents and siblings spent a beautiful fall Saturday in Southern Illinois exploring the SIU campus. As always, CASA had strong representation with over 20 faculty, staff and student ambassadors ready to answer questions and showcase our programs. Even some of our Chicago folks stayed around to experience Open House—thanks Glenn Edwards, Cathy Resman, and Nora Mena! Michelle Parker-Clark, and Rachel Lee were joined by AVT Ambassador Thomas Swehla. Shannon Gwaltney and ISAT Ambassador Jori Krasner manned a table, while Mike Behrmann, Tracey Logeman and AUT Ambassador Dennis Moiceanu represented Automotive Technology. Walter Wendler, Jasmine Winters, Melinda LaGarce, and Seung-Hee Lee spoke with many students about ARC (Architectural Studies), ID (Interior Design) and FDM (Fashion Design and Merchandising). Scott Collins, Faith Miller, Rosanne Szekely, Cydney Griffith and Tim Davis also greeted many folks with questions about Allied Health majors. Thanks to all for helping to make the Open House a huge success! Congratulations!



- Please join me in congratulating **John Voges**, Interim Chair of the Department of Aviation Management and Flight (AVMAF), for being elected as the Search Committee Chair for the AVMAF chair position. A public presentation and open interview sessions will be scheduled soon. Congratulations!
- Please join me in congratulating **Chad Waters**, Administrative Aid for the School of Allied Health, for being elected as the Search Committee Chair for the Recruitment and Communication Specialist position in the College. Congratulations!
- The New Student Programs conducted a survey through Qultrics of our new students about the Academic College Welcome sessions: Was the College Welcome helpful? The data shows that 85% of CASA new students have an 85% agreement rate across the board. This information is helpful to us as we plan for the 2016 NSO season. It also shows that CASA advisors, faculty, and staff members have done a great job in new student orientation events. Congratulations!

AD STAFF MEETING

The Administrative (AD) Staff will meet on Wednesday, October 21, 2015, 9:00am - 11:30am in the Dean's Conference Room. The tentative agenda of the meeting is below:

1. Welcome, open forum, and Dean's briefing
2. Program review, budget, and quality discussion
3. Policy and procedure manual draft review
4. Round Table Discussion and Other Business

If you have any specific items that you feel the Administrative Staff should consider at the meeting, please send me your suggestions before 1:00pm Tuesday, 10/20/2015. All faculty and staff are invited to the open forum section of the Administrative Staff meeting from 9:00am - 9:30am.

UNIVERSITY INNOVATION FELLOWS

The University Innovation Fellows (UIF) program at Southern Illinois University Carbondale is looking for up to five (5) new Fellows to help continuously improve and expand the innovation and entrepreneurship ecosystem at SIU. The UIF program is run by the National Center for Engineering Pathways to Innovation ([Epicenter](#)), which is funded by the National Science Foundation ([NSF](#)) as a partnership between [Stanford University](#) and VentureWell. SIU has had three Fellows to date (Katie Dzugan, Alex Hutchinson, and Brandon Nolte) and two students are currently candidates (Dan Bach and Thomas Birch).

University Innovation Fellows are student leaders trained to expand innovation and entrepreneurship opportunities on their campuses with an eye toward lasting institutional change. To date, Fellows have developed innovation spaces, workshops, courses and clubs. Supported by a national network of peers, Fellows are facilitating partnerships between faculty, administration and regional partners to create new offerings and foster a culture of innovation. The program is part of a national movement to ensure today's students have the necessary attitudes, skills, and knowledge required for them to compete in the economy

of the future. More information is available at <http://epicenter.stanford.edu/page/university-innovation-fellows>.

TEACHING TIPS

If you choose to conduct your online course synchronously, you will be in for a lively and invigorating experience! Real-time chat can be an enjoyable feature because the live format provides you with an opportunity to bond with your students. You may even have the chance to “see” their faces (as they will see yours) if your LMS [Learning Management System] allows participants to upload images and avatars. You will have the opportunity to “hear” their voices, and in turn, they get to “hear” yours. For more info, please visit: <https://tomprof.stanford.edu/posting/1436>.

BOEING STEM FAIR

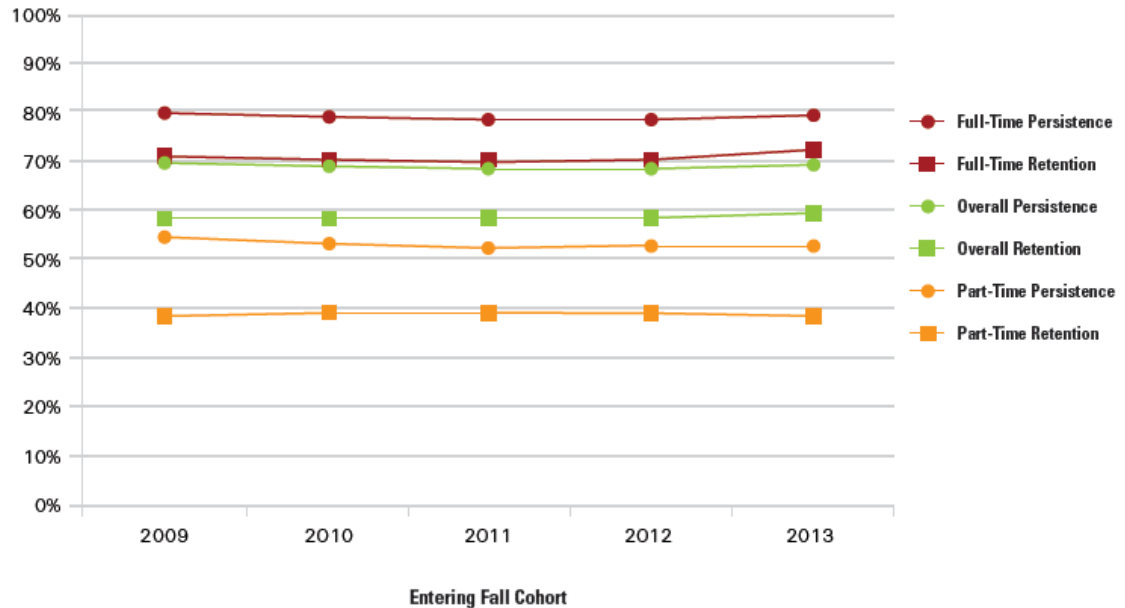
Many Information Technology (IT) positions are open at Boeing. Internships and entry-level positions are available for undergraduate and graduate students with the following majors: IST (Information Systems Technologies), TRM (Technical Resource Management), EST (Electronic Systems Technologies), etc. Boeing is looking for students with exceptional organizational and collaboration skills demonstrated in team leadership positions and/or civic organizations. A Boeing information session is on Monday, October 19, 2015, from 5:00pm to 6:00pm in ASA C0111. It is open to all ISAT (EST, IST, and TRM) students. They also have a general session open to all majors on Tuesday, October 20, 2015, from 5:00pm to 6:00pm in the Engineering Alumni Lounge, Engineering A131.

RETENTION TREND NATION-WIDE

The overall persistence rate for students who entered college in fall 2013 was 1.0 percentage point higher than that of students who entered college in fall 2012, while the retention rate increased by 1.1 percentage points. The persistence rate is the percentage of students who return to college at any institution for their second year, while the retention rate is the percentage of students who return to the same institution for their second year. Of all students who started college in fall 2013, 69.6% returned to college at any U.S. institution in fall 2014, and 59.3% returned to the same institution. On average, the overall persistence rate is about 11 percentage points higher than the retention rate. Thus, about one in nine students who start college in any fall term transfer to a different institution by the following fall.

With data current through February 2015

First-Year Persistence and Retention Rates by Starting Enrollment Intensity (all institutional sectors)



Note: Refer to the last page of this report for additional definitions and notes on cohort selection. Retention is defined as continued enrollment (or degree completion) within the same institution for the fall semesters of a student's first and second year. Persistence is defined as continued enrollment (or degree completion) at any institution. Data tables can be downloaded at http://nscresearchcenter.org/wp-content/uploads/Snapshot_18_Persistence-Retention_Data_Tables_20150325.xlsx.

RESEARCH CHALLENGES

The follow table is from: <https://nscresearchcenter.org/hsbenchmarks2015/>, which reminds us of the graduation rate for STEM students. One of the challenges we are facing is unprepared students, especially in STEM areas. A report shows that one-third of undergraduates feel unprepared to concentrate in STEM fields. Another two challenges are stereotyping and unsupportive learning environments. Dr. Sam Chung is working on a research proposal to build a seamless pipeline of CS/IT/Computing workforce for our nation starting from high schools, community colleges, universities, all the way to graduate schools.

Table 10. College Completion Rates Six Years after High School Graduation, STEM Field of Study by Discipline, for Class of 2008

GROUP	Low Income Schools						Higher Income Schools					
	Urban Schools		Suburban Schools		Rural Schools		Urban Schools		Suburban Schools		Rural Schools	
	High Minority Schools	Low Minority Schools	High Minority Schools	Low Minority Schools	High Minority Schools	Low Minority Schools	High Minority Schools	Low Minority Schools	High Minority Schools	Low Minority Schools	High Minority Schools	Low Minority Schools
Total N	71,175	9,833	21,147	2,838	*	*	46,778	126,356	44,425	200,168	8,225	110,275
Social Sciences	33%	32%	32%	40%	*	*	33%	30%	33%	29%	32%	26%
Psychology	23%	18%	23%	14%	*	*	19%	16%	18%	18%	20%	16%
Biological and Agricultural Sciences	18%	24%	21%	22%	*	*	22%	24%	21%	22%	23%	26%
Engineering	12%	12%	11%	9%	*	*	13%	16%	13%	16%	14%	16%
Computer Sciences	7%	6%	6%	7%	*	*	6%	5%	7%	6%	5%	7%
Mathematics	3%	4%	4%	5%	*	*	3%	3%	4%	4%	3%	4%
Physical Sciences	3%	3%	3%	2%	*	*	3%	4%	4%	4%	3%	4%
Earth Atmospheric and Ocean Sciences	1%	0%	1%	0%	*	*	1%	1%	1%	1%	1%	1%

ON THIS WEEK'S CALENDAR

- Monday, October 19, 2015: 3:00pm-4:30pm, Reception to welcome Interim Chancellor Colwell, Student Center Corker Lounge.
- Tuesday, October 20, 2015: 10:00am, Deans Council Meeting, Anthony Hall BCR; 8:00am - 4:30pm, IST Advisory Board Meeting, AM - Alumni Lounge, PM - ASA-009.
- Wednesday, October 21, 2015: 9:00am - 11:30am, Ad Staff Meeting, Dean's Conference Room.
- Thursday, October 22, 2015: 2:00pm - 3:00pm, CASA New TT Faculty Meeting, Dean's Conference Room.
- Friday, October 23, 2015: 12:00pm - 1:30pm, SIU Alumni Association / SIU Foundation joint luncheon, Student Center Ballroom D.
- Saturday, October 24, 2015: 9:00am, SIU Alumni Board Meeting; 3:00pm-6:00pm, Football Pre-Game Tailgating, please visit CASA tent from 4:00pm-5:30pm.

AND FINALLY ...

If you see something in this update that you want to comment on, please send me an email at my SIU email awang@siu.edu or call me at 618-536-6682. Also, if you know of somebody who might be 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. On the other hand, 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