

**BOARD OF TRUSTEES  
MIAMI UNIVERSITY  
Minutes of the Academic and Student Affairs Committee Meeting  
Marcum Conference Center Rm 180's, Oxford, Ohio  
Thursday, June 27, 2024**

Committee Chair Ryan Burgess called the meeting to order at 1:00 p.m., with sufficient members present to constitute a quorum. The meeting was held in the Marcum Conference Center on the Oxford campus. Roll was called; attending with Chair Burgess were committee members; Trustees Debbie Feldman, Zachary Haines, Beth McNellie, Lisa Peterson, and Mary Schell; and Student Trustees Jack Fazio and Nick McNeil. Also attending was National Trustee Mark Sullivan, and National Trustee nominee Rick McVey. Committee member, National Trustee Jeff Pegues was absent.

In addition to the Trustees, attending for all or part of the meeting were President Crawford; Provost Liz Mullenix; Senior Vice President Jayne Brownell; Vice Presidents Cristina Alcalde, Rachel Beech, Sue McDowell, Jessica Rivinius, David Seidl, Amy Shoemaker, and Randi Thomas; along with Dean of the Graduate School Mike Crowder, Associate Vice President for Institutional Research Padma Patil, and Ted Pickerill, Chief of Staff and Secretary to the Board of Trustees. Also present to present to the Committee were; Kim Vance, Director of the Center for Student Engagement, Activities, and Leadership (C-SEAL); Colton Johnson, Associate Director of C-SEAL; College of Arts and Science Dean Chris Makaroff; and the College of Education, Health and Society Interim Dean Amity Noltmeyer; along with many others in attendance to assist or observe.

**Public Business Session**

**Welcome and Approval of the Prior Meeting's Minutes**

Trustee Burgess welcomed everyone to the meeting, including Rick McVey who has been nominated to serve as a National Trustee. The full Board will consider his nomination at the meeting on Friday, June 28, 2024.

**Approval of the Prior Minutes**

Trustee Haines moved, Trustee McNellie seconded and by unanimous voice vote, with all voting in favor and none opposed, the minutes of the prior meeting were approved.

## Student Life

### Senior Vice President's Update

Senior Vice President Jayne Brownell relayed the following:

This morning we welcomed our 18th and final orientation session of this season, not counting the additional session we will hold in August. We welcomed 4,363 students and about an equal number of family members for these two-day sessions. It was a fantastic year. Our SOULs (Summer Orientation Undergraduate Leaders) were an especially dynamic group this year. These are always a special group of students, but to be honest, things with the group were not always as smooth as usual the past few years. With our orientation sessions being virtual in 2020 and 2021, we had a couple of years where our SOULs didn't know what to expect from an in person orientation and didn't all have the same energy, enthusiasm, or frankly, stamina for this marathon of events. We were still able to give our students a great experience, but the SOUL group struggled behind the scenes. We are over that hump this year, and it has been striking to see and feel the difference being back to a group that is so ready and excited to provide the kind of welcome that they themselves were able to experience.

Liz Walsh-Trevino and Andrea Howard in our Office of Orientation and Transition Programs invest a lot into helping prepare our SOULs for these events. There's a competitive application and interview process which includes exercises that allow us to see how these students interact in a group, and then those selected go through a class in the spring term where they learn about their responsibilities, but more importantly, developing as leaders. They understand their position as role models for new students and representatives of Miami, and they take that to heart. In the end, they walk away from the SOUL experience with a new level of self-confidence and self-understanding, along with public speaking, conflict management, and organizational skills. They've learned about the importance of servant leadership, and how to work as a team. They also have a lot of fun, bringing joy and enthusiasm to these sessions and to all of us lucky enough to work with them.

SOULs are just one example of the leadership opportunities that we provide for students on campus through Student Life. Being selected to be a SOUL, a HAWKS peer educator, an RA, an intern in one of our offices, or a Supplemental Instruction leader— or serving in ASG, as a fraternity or sorority leader, or a student organization leader—these are not just extracurricular activities, they are co-curricular, working alongside the curriculum they receive in the classroom to help students learn through hands on, experiential experiences in leadership, and we approach that work seriously as we prepare students for those, and as we advise them throughout these opportunities. Kim Vance and Colton Johnson from the Center for Student Engagement, Activities, and Leadership, or C-SEAL, will present in a few minutes telling you more about some of the ways that we do that.

As we think about who this current generation of students is, and the needs of those who will follow, a focus on leadership development is one of our central priorities in Student Life for the coming year, as is developing a sense of belonging for students and helping them learn to live in community with others. These are not three separate goals; they are interrelated. A student

who finds a community or organization where they feel a sense of belonging- where they have the opportunity to be their authentic selves and thrive- is a student who will be more likely to persist at Miami and grow into a leadership role in that community. As part of the membership in that organization, they will also learn skills that will help them interact with others more intentionally and effectively, making them better community members as well.

It is exciting to see students find their place here, from these first days of orientation where they are just starting to see themselves as Miamians, all the way through the process of watching them grow into leaders ready to leave here and take on the world. It is rewarding and an honor to be a part of that process. And with that, I'll take your questions and then turn it over to Kim.

### Leadership Initiatives

Director of C-SEAL Kim Vance, and Associate Director Colton Johnson, informed the Committee regarding student leadership initiatives. Examples include Living Learning Community opportunities, such as: Emerging Leaders; Sorority; and the Scholar Leader communities. They also relayed to the Committee information on the Miami Strengths Project, aspects of which include:

- CliftonStrengths Leadership Inventory
  - 500+ assessments distributed this academic year
- Partnerships with the Libraries, the Recreation Center, Champions 4 Life (ICA), Armstrong Student Center, and the Center for Career Exploration and Success
- Seven team members are certified Strengths Coaches
  - Facilitate team workshops and provide coaching for individuals
  - 50 workshops and 40 individual coaching sessions
- Strengths Week
  - Hosted each semester, five days of strengths-based events

They also told of leadership conferences, retreats and lectures, as well as community engagement and service initiatives. Aspects of community engagement and service opportunities include:

- 53,174 hours of service completed in 2023-24
- Service fairs
- Workshops
  - Translate your volunteer experience into a career
  - Find volunteer opportunities that align with your interests and passions
- Coordinated service events with Oxford community partners
  - Thread Up and fashion sustainability
  - Oxford Community Arts Center - Ox Chalks the Walks
- RedHawk Day of Service and MLK Week of Service
  - The Service Collective

Students are also active in civic engagement, including voter registration and get out the vote efforts. C-SEAL also meets weekly with the Sorority and Fraternity Quad Council leadership. Some philanthropy and service supported by Greek Life at Miami, includes:

- Community raised \$324,790 in 2023-24 for local and national organizations
- Panhellenic chapters alone raised \$251,353, (\$115,00 more than last year!)
- Nearly 50,000 hours of service, equaling roughly \$1.6 million of economic impact

## **University Communications and Marketing (UCM)**

### **UCM Vice President's Update**

Vice President Jessica Rivinius updated the Committee on recent communications and marketing initiatives. She discussed 'Brandscaping' with environmental graphics - 20 such large-scale projects have recently been completed, a few of which include the entire One Stop suite, the Admission Visit Center, a 40-foot mural on Western Campus in Young Hall, Miami baseball's Smokey Alston Room, and the Myaamia Classroom.

She also spoke of efforts to create more engaging content, including a testimonial project to authentically show outcomes and experiential learning (and excellence and community). 14 of these testimonial projects are ready for release on July 1.

She next reviewed a timeline of key marketing tactics, some of which take several years to show results, such as marketing to younger students. The results thus far show an increase in applications from 28,400 for the Fall 2020 cohort, to nearly 40,000 for the Fall 2024 cohort. The FY22-24 period included digital advertising in 19 states and 36 MSAs (Metropolitan Statistical Area); with traditional advertising in 6 states and 13 MSAs. The following results were achieved:

### **Applications**

- Increased in every state with advertising (except Colorado)
- Since 2022 (inflection point), applications are up more than 20% in 12 of 19 states
- 75% of MSAs immediately surrounding targeted MSAs also increased applications since 2021

### **Confirmations (by state)**

- Overall, confirms are up 6% in states with advertising and down -8% in states without advertising since 2022 (in states with advertising, confirms are up 7.5% since 2023)
- Up in confirms in every state with digital and out-of-home advertising and/or tv advertising (except Illinois)
- +300 net increase in confirms over last year in states Miami has advertised in (that increase represents 6% of confirms)
- Yield rate was 2 percentage points higher on average in states with advertising vs states without advertising

## **Confirmations (by MSA)**

- 66% of MSAs with advertising stayed steady or increased confirms over last year.
- 40% of MSAs with advertising increased by 10% or more.
- 8 of 9 MSAs with traditional advertising increased, including Detroit (71%), Columbus (25%), Minneapolis/St. Paul (24%); all except Chicago (-7%)
- All MSAs with 15+ confirms, had advertising in or nearby

VP Rivinius then reviewed some top performing ads, before providing a look forward. Upcoming initiatives include refreshing the “You Will” concept, refreshed creative, smart mailings to high school students and their parents/family, Meet Miami U blog, and Meet Miami U advertising.

## **Academic Affairs**

### **Provost’s Update**

Provost Mullenix provided an overview of the current faculty workload policy. She reviewed the categories of faculty, and current workload policy. This was a preliminary discussion, as this Fall the Provost will be developing and presenting, for Board approval, revisions to the current faculty workload policy.

### **Center for Civics Board Update**

College of Arts and Science Dean Chris Makaroff provided an update on the Center for Civics Board. He stated the Board has met and elected Brad Smith as the Chair, and Dennis Lieberman as the Vice Chair. At their first meeting, the Board received a presentation by OEEO on the hiring process. In early August the Board will visit campus to learn more about Miami’s Janus Forum, the Menards Center, the Government Relations Network, and to meet with President Crawford. The Board is currently preparing a position description in preparation for the search for a Center Director.

## **College of Education, Health and Society**

Interim Dean of the College of Education, Health, and Society Amity Noltmeyer provided an update on the College for the committee. She relayed the mission of the College which is to *prepare critically engaged and transformative leaders. The College prioritizes socially just outcomes, hands-on and applied learning, interdisciplinary thinking, rigorous research, and innovation. Through excellence in research, teaching, and service, EHS prepares graduates to generate knowledge, educate, serve, and promote health and well-being in diverse and global settings in order to respond to the complex problems societies face.*

She stated the seven priorities for the College are:

- Innovative and Impactful Programs

- Meaningful Experiential Learning
- Research & Grants
- Faculty & Staff Recruitment & Retention
- Fiscal Responsibility & Revenue Generation
- Student Recruitment, Retention, & Success
- Legislation & Accreditation: Science of Reading

She provided several examples for each of the priorities. For research, it has increased from \$1.1M in FY2019 to \$4.4M in FY2024. Student retention is increasing, and was up year-over-year from 88.5% to 91.5%. For fundraising, it has increased year-over-year from \$2.9M to \$8.3M. For the Science of Reading, she explained HB 33 and the state requirements. For Higher Education, coursework must include evidence-based strategies for literacy instruction aligned to the science of reading. Clinical preparation must occur in classrooms where the teachers have training in strategies aligned to the science of reading and use instructional materials from the approved list. Audits will begin in January 2025. She concluded by thanking the curricular alignment grant team.

## **Enrollment Management and Student Success**

### **EMSS Vice President's Update**

Vice President Rachel Beech reflected upon the Fall 2024 success, highlighting that we are only now beginning to see the results of a three-year-long multi-pronged approach. She also cited increased event attendance; a focus on showing Miami cares; and optimized financial aid and merit awards, as contributors to the successful recruitment of the Fall cohort.

Confirmations are up year-over-year by nearly 350 students, with confirmations up in all academic divisions, and all categories of applicant - domestic and international non-resident, and for Ohio residents. Yield is also up, improving from 14.4% to 14.9% year-over-year.

VP Beech also discussed Miami's personalized and proactive outreach for student retention. For Pell students the gap has narrowed year-over-year from 7% (84% vs. 91%) to 5% (87% vs. 92%). She next discussed the Center for Career Exploration and Success. The Center has many signature experiences (such as; Spring Speaker, Orientation, Mock Interviews, and Career Treks), and reported that 93% of the Fall 2023 cohort engaged in one or more activities. The Center also hosts Career Fairs with 487 unique organizations attending, compared to an average of 150 at peer institutions.

## **Adjourn**

With no other business to come before the Committee, following a motion by Trustee Haines, and a second by Trustee McNellie, by voice vote the Committee unanimously voted to adjourn, with all voting in favor and none opposed.

## Written Updates

- SL – [Student Life Newsletter](#)
- SL – [Leadership, Written Report](#)
- UCM – [UCM Newsletter](#)
- EMSS – [EMSS Newsletter](#)



Theodore O. Pickerill II  
Secretary to the Board of Trustees



Center for Student Engagement, Activities, and Leadership

# Student Leadership



# Meet the C-SEAL Team



**Kim  
Vance,**  
Director



**Colton  
Johnson,**  
Associate  
Director



**Ryan  
Kwapniowski,**  
Associate  
Director



**Alyssa  
Ciango,**  
Associate  
Director



**Elissa  
Christmas,**  
Administrative  
Assistant



**JS  
Bragg,**  
Assistant  
Director



**Mattea  
Carveiro,**  
Assistant  
Director



**Kailey  
Costabile,**  
Assistant  
Director



**Jasmine  
Hardy,**  
Assistant  
Director



**Lisa  
Sheard,**  
Assistant  
Director



**Hayley  
Stepek,**  
Assistant  
Director



# Living Learning Communities and Leadership

- Emerging Leaders LLC (160 students, Dodds Hall)
  - Priority for U-Lead
  - 30 students participate in EDL 290E
- Sorority LLC (800-900 students, central quad)
  - Sophomore members of Panhellenic Association chapters
  - Programming centered around women in leadership
- Scholar Leader LLC (78 students)
  - Required EDL 290W, 5 hours community service, participation in community clusters (niche topics of interest)
  - Catalyst LeaderShape welcome retreat



“

*I have loved my time in Scholar Leader as the cluster advisor for leadership development through my position as a Leadership SEAL Ambassador. Being a cluster advisor helped me grow as a leader and take on more responsibility in the program. Catalyst was specifically helpful in learning more about my cluster and what drives them to make positive change.”*

**Sofie Dwyer**



# Miami Strengths Project

- CliftonStrengths Leadership Inventory
  - 500+ assessments distributed this academic year
- Partnerships with the Libraries, the Recreation Center, Champions 4 Life (ICA), Armstrong Student Center, and the Center for Career Exploration and Success
- 7 team members are certified Strengths Coaches
  - Facilitate team workshops and provide coaching for individuals
  - 50 workshops and 40 individual coaching sessions
- Strengths Week
  - Hosted each semester, 5 days of strengths-based events



“

*Understanding my strengths has been very beneficial in defining who I am and who I want to be.”*

## **Perlmutter Leadership Conference Attendee**



# Leadership Conferences, Retreats, and Lectures

- Student attendance at regional and national leadership conferences
  - Leadership development
  - Networking/community building
- Conferences and retreats for student leaders
  - Perlmutter Leadership Conference
  - GeekCon
  - ACROP
  - Student organization training (expanded this year)
- Leadership lectures



“

*I had the privilege of attending ACROPOLIS during my sophomore year. I learned more about myself, the value in stepping up and being a leader amongst your peers, and how to have difficult conversations. The only reason that I am on the Panhellenic executive board is because a peer encouraged me to apply. It's an experience that I will speak highly of when I think of my experience at Miami.”*

**Kameryn James**, Panhellenic vice president of member development



# Community Engagement - Service Initiatives

- 53,174 hours of service completed in 2023-24
- Service fairs
- Workshops
  - Translate your volunteer experience into a career
  - Find volunteer opportunities that align with your interests and passions
- Coordinated service events with Oxford community partners
  - Thread Up and fashion sustainability
  - Oxford Community Arts Center - Ox Chalks the Walks
- RedHawk Day of Service and MLK Week of Service
  - The Service Collective





“

*I really enjoy being able to collaborate with my peers and create service events for Miami students!”*

**Taylor Greenaway, Service Ambassador**



# Civic Engagement

- Voter Engagement
  - Andrew Goodman Foundation
  - Campus Vote Project
  - Civic Influencers
- 56 hours of tabling for voter registration and get out the vote efforts
- 5 workshops spanning various topics
- **Highly Established Status** with ALL IN Campus Democracy Challenge
- Touchdown for Democracy tailgate
- Party at the Polls and the Democracy Bus



“

*Campus Vote Project has given me the opportunity to deepen my understanding of our ever-changing political system and reinforced my value of the importance of civic engagement. I've learned about the complexities of voter registration laws and Miami's action plan to help advocate for students voting rights while recognizing the barriers in place. I look forward to continuing to work with the University and advocate for student's voting rights.”*

**Benny Caruso**, Campus Vote Project fellow



# Fraternity and Sorority Life Leadership

- Quad Council leadership
  - Direction and guidance for a community of over 5,500 students and 57 member organizations
- Philanthropy and service
  - Community raised \$324,790 in 2023-24 for local and national organizations
    - Panhellenic chapters alone raised \$251,353, (\$115,00 more than last year!)
  - Nearly 50,000 hours of service, equaling roughly \$1.6 million of economic impact
  - Chapter leadership opportunities



“

*As a Miami graduate myself, it makes me even more proud to have students from the Miami greek community raise money for a good cause.”*

**Ellen M. Flannery '84**

Founder, CancerFree KIDS



“

*Advance was a great opportunity to meet with other leaders in the greek community to discover our strengths and how to best lead at Miami. Being able build on current leadership skills that I possessed such as communication and awareness allowed me to start my term off on a great note. The conversations held at Advance helped me to realize the importance of growing both recruitment and philanthropy opportunities within the Greek community, by growing these opportunities it is a chance to leave the council better than I found it.”*

**Ben Kawaja**

Current Interfraternity Council president





Center for Student Engagement, Activities, and Leadership

**Thank You!**



June 2024

# UCM Update

*Enhancing Marketing  
Effectiveness*







# Introduction | Topics

## UCM update

- Environmental Graphics, Content Gathering

## Advertising ROI: Undergraduate

- Context
- Applications, Confirms

## Looking Forward

- Undergraduate 'Smart Mailing,' Ad Campaign Concepts, Content Marketing Blog

# UCM Update



# 'Brandscaping' with Environmental Graphics

- Completed more than 20 large-scale environmental graphic projects
- Sample of upcoming projects
  - One Stop - entire suite
  - Admission Visit Center
  - Student Wellness S.I.V.E.O. suite
  - AccessMU wall graphics
  - Large CEC Display Case and First Year Lab graphics

# Western College/Young Hall Mural

40 ft vinyl graphic wall (with 10 acrylic standoff photos, 3D seal, 3D flag):

- Commemorates Herrick Black Young's impact on Western
- Displays a brief history of the college
- Highlights the role in Freedom Summer 1964



# The Spirit of Western



## The Western College for Women 1853-1974

Founded in 1853 as a women's college, Western was the first women's college in the Western United States.

The Western College for Women was founded in 1853 as a women's college in the Western United States. It was the first women's college in the Western United States.



### the Youngs' impact on Western



Dr. Horriek Black Young



Celebrating the contributions of our students and faculty



Dr. Horriek Black Young

DR. HORRIEK BLACK YOUNG



### the Youngs' impact on Western



# Myaamia Classroom

- Located in MacMillan Hall - Room 212
- What was created/replaced: Outside wall graphics, inside wall graphics, door wraps, carpeting, furniture, ceiling tiles, lighting, paint
- Wooden turtle - created by tribal artist Jody Gamble with wood sourced from Ohio and Oklahoma
- Myaamia language on inner walls

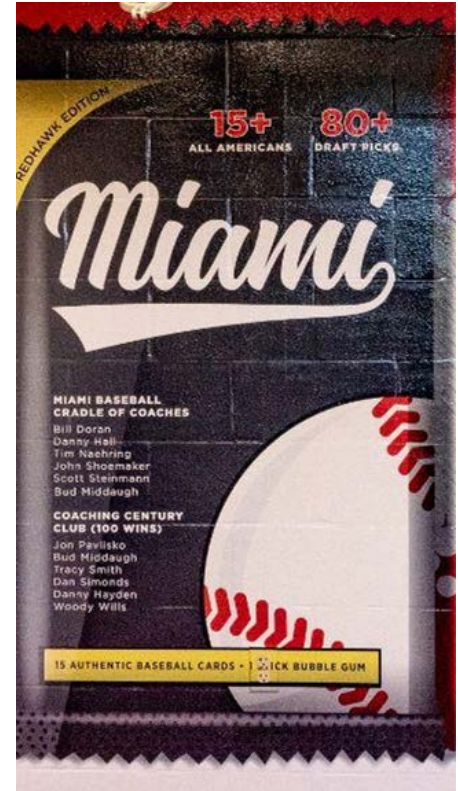




# Athletics: Smokey Alston Room

Vinyl graphic (23 ft x 7 ft) wall at Hayden Park commemorates:

- Miami baseball players who have played in the major leagues,
- Miami Hall of Fame inductees,
- Cradle of Coaches members, and
- Century Club coaches





# Athletics: Smokey Alston Room

BEFORE





# Athletics: Smokey Alston Room

AFTER



# Creating More (Engaging) Content

Testimonial project to authentically show outcomes and experiential learning (and excellence and community)

- Casting Book
  - 115+ inquiries, with 60+ interviews completed
  - Assets: interview transcripts, submitted photos, quotes
- Voices video project
  - Nationally competitive award winners
  - Graduating seniors
  - This summer: Internships (Ohio, Chicago, DC)
  - 14 complete for July 1 launch









# Miami Voices

**MIAMI UNIVERSITY**    APPLY    VISIT    GIVE    INFO FOR ▾    Q

## Miami Voices

Our students and recent graduates have amazing stories to tell about their Miami experiences.

**Peren Tiemann '24 >**

The thing that I'm most proud of would be I started our national students Demand Action Queer Students affinity group. For me, that was really important to emphasize the intersections of LGBTQ...

Political Science

**D.J. Henry '24 >**

From my professors to the friends that I've met since freshman year, they have helped me to keep pushing forward and continue to grow. Miami will always have a special place in my heart for th...

Marketing

**Eric Kronz '24 >**

I learned a lot from my internship — and it wasn't just technical experience. It's also the soft skills and little things that make a bigger difference in the world to communicate t...

Mechanical and Manufacturing Engineering

**Abbey Stoltzfus '24 >**

Double majoring was important to me because I felt that the four years here are so experience-worthy, and I didn't want to waste any time, so I took every opportunity that came my way.

Political Science • Sociology and Gerontology

**Jonathan Erwin '24 >**

When I first met all those new people who had already been here for one or two years, and I was touring the basement of the arts building, they totally dropped everything they were doing to say hi ...

Art • Theatre

**Marissa McClurg '25 >**

It's really important to build a great relationship with your professors because they can truly help you understand any questions or issues pertaining to particular projects or even your major...

Management

*Our students and recent graduates have amazing stories to tell about their Miami experiences.*

## Distribution:

- Miami's YouTube
- Social media
- Digital ad campaigns
- E-mails to prospective students
- Miami Matters newsletter and news site
- Divisional websites

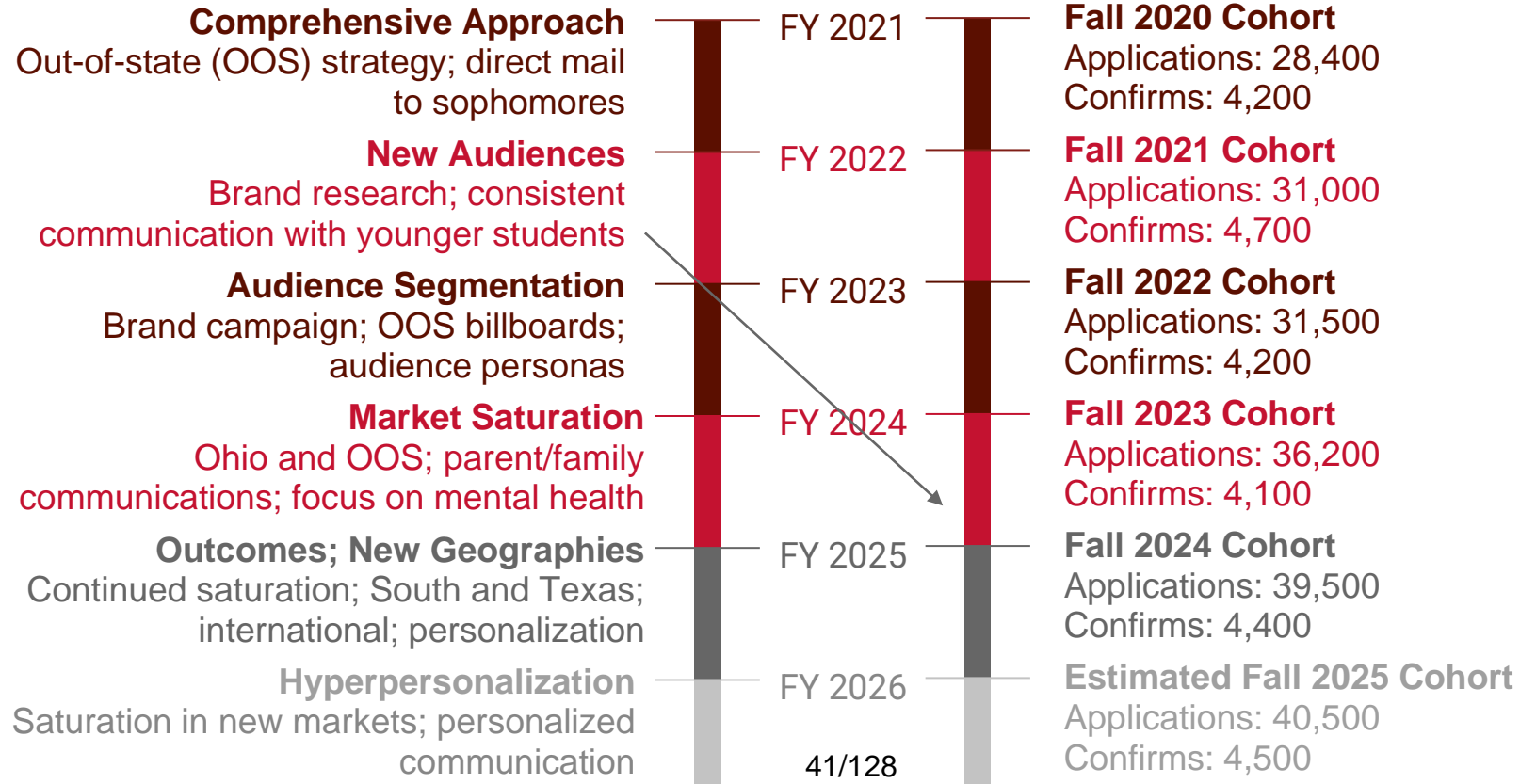
# Advertising ROI: Undergraduate Applications and Confirms







# Key Marketing Tactics



# Results

FY22-24: digital advertising in 19 states and 36 MSAs; traditional advertising in 6 states and 13 MSAs (metropolitan statistical area)

- **Applications:**

- Increased in every state with advertising (except CO)
- Since 2022 (inflection point), applications are up more than 20% in 12 of 19 states
- 75% of MSAs immediately surrounding targeted MSAs also increased applications since 2021

**Applications in States with Advertising** (comprehensive approach began in FY21)

State	2019	2020	2021	2022	2023	2024	% since 22
Indiana*	981	979	1121	1167	1444	1660	42.25%
Massachusetts*	503	450	480	417	464	563	35.01%
North Carolina*	173	173	201	222	269	299	34.68%
Kentucky*	496	490	589	517	659	684	32.30%
Connecticut**	512	595	515	409	493	536	31.05%
Tennessee**	256	192	240	185	196	241	30.27%
Pennsylvania**	617	655	657	668	747	844	26.35%
New Jersey*	612	474	480	401	437	503	25.44%
Illinois**	3228	3305	3562	3332	4007	4107	23.26%
Wisconsin*	208	227	262	227	234	277	22.03%
Michigan*	943	873	1090	1046	1175	1273	21.70%
New York*	717	691	723	725	781	880	21.38%
Georgia*	215	232	263	262	271	310	18.32%
Ohio**	12498	12624	14443	15273	16469	17846	16.85%
California*	670	668	552	511	545	541	5.87%
DC/Maryland/Virginia*	831	922	946	813	833	848	4.31%
Missouri*	428	463	469	456	469	475	4.17%
Colorado*	363	297	379	345	368	345	0.00%
Minnesota**	283	332	354	412	389	405	-1.70%



# Results

FY22-24: digital advertising in 19 states and 36 MSAs; traditional advertising in 6 states and 13 MSAs (metropolitan statistical area)

- **Confirms (by State):**

- Overall, confirms up 6% in states with advertising and down -8% in states without advertising since 2022 (in states with advertising, confirms up 7.5% since 2023)
- Up in confirms in every state with digital and out-of-home advertising and/or tv advertising, except Illinois
- +300 net increase in confirms over last year in states we've advertised in (that increase represents 6% of confirms)
- Yield rate was 2 percentage points higher on average in states with advertising vs states without advertising

**Confirms in States with Advertising (comprehensive approach began FY21)**

<b>State</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>% change</b>
Massachusetts*	67	66	63	57	39	59	51.28%
Michigan*	127	84	126	118	110	155	40.91%
New York*	84	66	77	72	65	88	35.38%
Wisconsin*	32	29	27	33	24	31	29.17%
Tennessee**	37	31	25	29	16	19	18.75%
Minnesota**	40	55	55	50	43	51	18.60%
Pennsylvania**	63	75	92	85	65	76	16.92%
New Jersey*	69	65	41	35	43	49	13.95%
Indiana*	86	90	142	123	130	145	11.54%
Ohio**	2599	2452	2961	2567	2531	2768	9.36%
Connecticut**	62	81	47	47	55	56	1.82%
DC/MD/VA*	109	113	104	93	74	70	-5.41%
Illinois**	454	449	410	386	443	407	-8.13%
Georgia*	30	29	33	28	23	21	-8.70%
Missouri*	73	62	71	58	60	52	-13.33%
Colorado*	52	45	59	57	45	38	-15.56%
North Carolina*	26	25	31	26	23	19	-17.39%
Kentucky*	72	65	81	80	91	75	-17.58%
California*	71	52	39	38	36	29	-19.44%



# Results

FY22-24: digital advertising in 19 states and 36 MSAs; traditional advertising in 6 states and 13 MSAs

- **Confirms (by MSA):**

- 66% of MSAs with advertising stayed steady or increased confirms over last year.
- 40% of MSAs with advertising increased by 10% or more.
- 8 of 9 MSAs with traditional advertising increased, including Detroit (71%), Columbus (25%), Minneapolis/St. Paul (24%); all except Chicago (-7%)
- All MSAs with 15+ confirms, had advertising in or nearby

**Confirms in MSAs with >14 confirms (comprehensive approach began FY21)**

MSA	State	2019	2020	2021	2022	2023	2024	% Change
Rochester	MN	6	3	5	7	9	19	111.11%
Detroit-Warren-Livonia**	MI	83	61	66	76	62	106	70.97%
Boston-Cambridge-Quincy*	MA	61	55	58	46	33	54	63.64%
Baltimore-Towson*	MD	20	24	14	14	14	21	50.00%
Milwaukee*	WI	20	22	18	21	13	17	30.77%
Columbus**	OH	524	452	557	448	390	488	25.13%
Minneapolis-St. Paul**	MN	41	53	54	49	41	51	24.39%
New York-Northern New Jersey-Long Island*	NY-NJ	139	96	77	67	62	77	24.19%
Buffalo-Niagara Falls*	NY	17	27	30	22	28	34	21.43%
Philadelphia*	PA	19	28	20	15	14	17	21.43%
Dayton**	OH	225	209	250	241	229	269	17.47%
Indianapolis-Carmel*	IN	57	59	79	78	75	86	14.67%
Cleveland-Elyria-Mentor**	OH	558	479	527	448	441	488	10.66%
Pittsburgh**	PA	43	45	67	71	49	54	10.20%
Canton-Massillon*	OH	52	30	35	40	35	38	8.57%

(Continued) Confirms in MSAs with >14 confirms (comprehensive approach began FY21)

MSA	State	2019	2020	2021	2022	2023	2024	% Change
Louisville/Jefferson County*	KY-IN	49	31	50	41	39	42	7.69%
Akron*	OH	118	111	153	113	123	130	5.69%
Cincinnati-Middletown**	OH	779	818	1,062	891	954	1,007	5.56%
Bridgeport-Stamford-Norwalk**	CT	54	69	33	39	46	48	4.35%
Youngstown*	OH	20	32	30	40	31	32	3.23%
Toledo*	OH	99	85	111	114	105	105	0.00%
Chicago-Naperville-Joliet**	IL-IN	443	432	400	374	429	401	-6.53%
Denver-Aurora*	CO	41	30	44	43	37	32	-13.51%
Washington-Arlington-Alexandria*	DC-VA-MD	89	93	78	69	49	42	-14.29%
St. Louis*	MO-IL	74	61	71	56	63	52	-17.46%
Atlanta-Sandy Springs-Marietta*	GA	28	30	32	25	24	19	-20.83%

Green\* = Digital only  
Blue\*\* = Digital + Traditional  
Orange = Halo effect

Data as of 6/16/2024





# Top Performing Ads (by click through rate)

**M**  
MIAMI  
UNIVERSITY

Four-year  
graduation rate  
**#15 PUBLIC  
IN THE U.S.**

[APPLY TODAY](#)

**M**  
MIAMI  
UNIVERSITY

Scholarships up to  
**FULL TUITION**

[APPLY TODAY](#)

**M**  
MIAMI  
UNIVERSITY

The Residential  
Honors College  
**FULLFILL YOUR  
POTENTIAL**

[APPLY TODAY](#)

**M**  
MIAMI  
UNIVERSITY

**#1 public school in Ohio  
FOR ROI**

[APPLY TODAY](#)

**M**  
MIAMI  
UNIVERSITY

Discover the nation's  
**NUMBER 3  
COLLEGE TOWN**  
Oxford, Ohio

[VISIT MIAMI >](#)

# Looking Forward





# Refreshed Creative

Last year's focus of our "Power of Will" brand concept was "You Will/At Miami You Will." This year will evolve to:

- Energize our communications by taking a slightly more action-oriented approach in our copy and visuals.
- Ensure that marketing efforts build awareness and convert interest into tangible results.
- Demonstrate our success in the teacher-scholar model and experiential learning.





# Refreshed Creative

**MAKE THIS  
VR STAGE YOUR  
REALITY**

At Miami,  
you will.

**LEARN MORE**

**MIAMI  
UNIVERSITY**

Academics  
160x600

**MAKE THIS  
STAGE  
YOUR FUTURE**

At Miami,  
you will.

**LEARN MORE**

**MIAMI  
UNIVERSITY**

Academics  
160x600

Thrive in  
the number  
**3**  
COLLEGE TOWN  
IN THE U.S.  
YAHOO!

**MIAMI  
UNIVERSITY**  
OXFORD, OH • EST. 1809

**LEARN MORE**

Darted: Campus revitalizer  
160x600

Strive,  
thrive,  
high five

**MIAMI  
UNIVERSITY**

**LEARN MORE**

Darted: Successful competitor  
160x600

Fall  
Open House  
**OCT. 25**

**VISIT**

**MIAMI  
UNIVERSITY**  
OXFORD, OH • EST. 1809

Undergraduate Ads – Seniors  
160x600

# Undergraduate Search - ‘Smart Mailing’

- Search campaign for high school sophomores/juniors, parents/family (300k addresses)
- Print and digital:
  - Targeted digital ads delivered to homes immediately before and after paper search mailing delivers.
  - USPS Informed Delivery - clickable Miami ad at the top of the family’s “here’s what’s in your mailbox today” email on the day the Miami paper mail delivers.
  - USPS Informed Delivery has 66%+ email open rate.



# Undergraduate Search - 'Smart Mailing'

- Extract greater value out of very expensive print/postage efforts (with digital ads that reinforce the print and vice versa)
- Measure the effectiveness of print (QR codes + complementary digital)
  - QR code scan for campus visits and ["Ultimate Guide to Oxford" web page](#)
- Appended head of household name/email - collect valuable parent contact information for early-funnel parent outreach
  - Head of household name and email address appended to Miami mailing list and returned to Miami to supplement student records



Get the most out of your campus visit by exploring all that Oxford, Ohio, has to offer! You can feel the sense of community in this historic, quaint college town and on the campus that Pulitzer Prize-winning poet Robert Frost called, "the most beautiful campus that ever there was." Enjoy all this and more within an hour's drive of Cincinnati.



#### Enjoy Good Eats and Sweet Treats >

Try all the local spots! Taste the flavors of the world without having to leave town. It's the best of both worlds - hometown favorites (that Miami grads long for when they leave Oxford) and national chains (that new Miamians won't have to miss when they arrive).



#### Experience Scenic Spots and Attractions >

There's never a dull moment here with beautiful nature trails, art classes, museums like Miami's [Richard and Carol Cooke Art Museum](#) or [Helder Museum of Natural History](#), and many entertainment options in and near Oxford!

#### Make Memories

From concerts to farmers markets and festivals, it's hard to get bored in a town that has so much to do! Take a peek at some on-campus events with athletics, theatre, ice skating in the Craggin Ice Center, and so much more. See recent events in town that you too can soon join in on the fun!

Oxford Events >

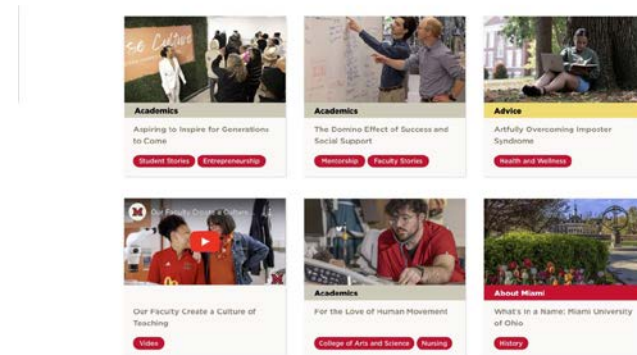
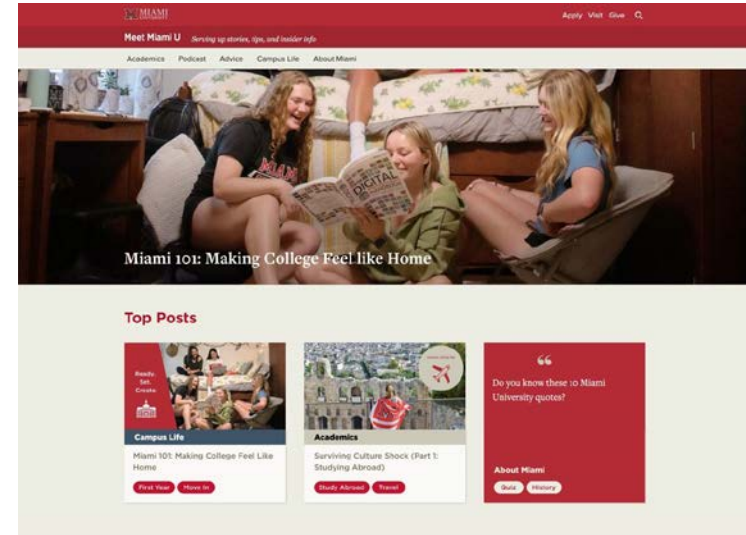
Miami Events >





# Meet Miami U Blog

- Blog Key Themes
  - **Learn** about and prepare for college (Top-funnel)
  - **Share** the college and Miami experience (Mid-funnel)
  - **Educate** on Miami University and college outcomes (Bottom-funnel)
- Launch August 2024
- Digital ad strategy focused on awareness and engagement to complement Undergrad Search Campaign





# Meet Miami U Advertising

Prospective students have questions.

They see web ads answering those questions.

We answer their questions.

## Content Topics

- Found through SEO research
- Found through feedback

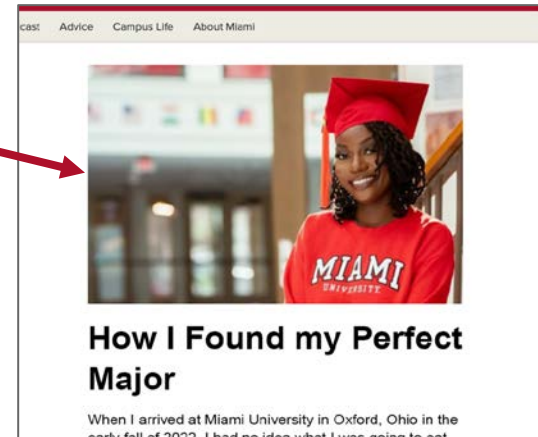
## Search Examples

- Where is Miami University?
- What is a Public Ivy?
- My study abroad experience
- Does Miami University require letters of recommendation?



## Search Example:

How do I find the right major?







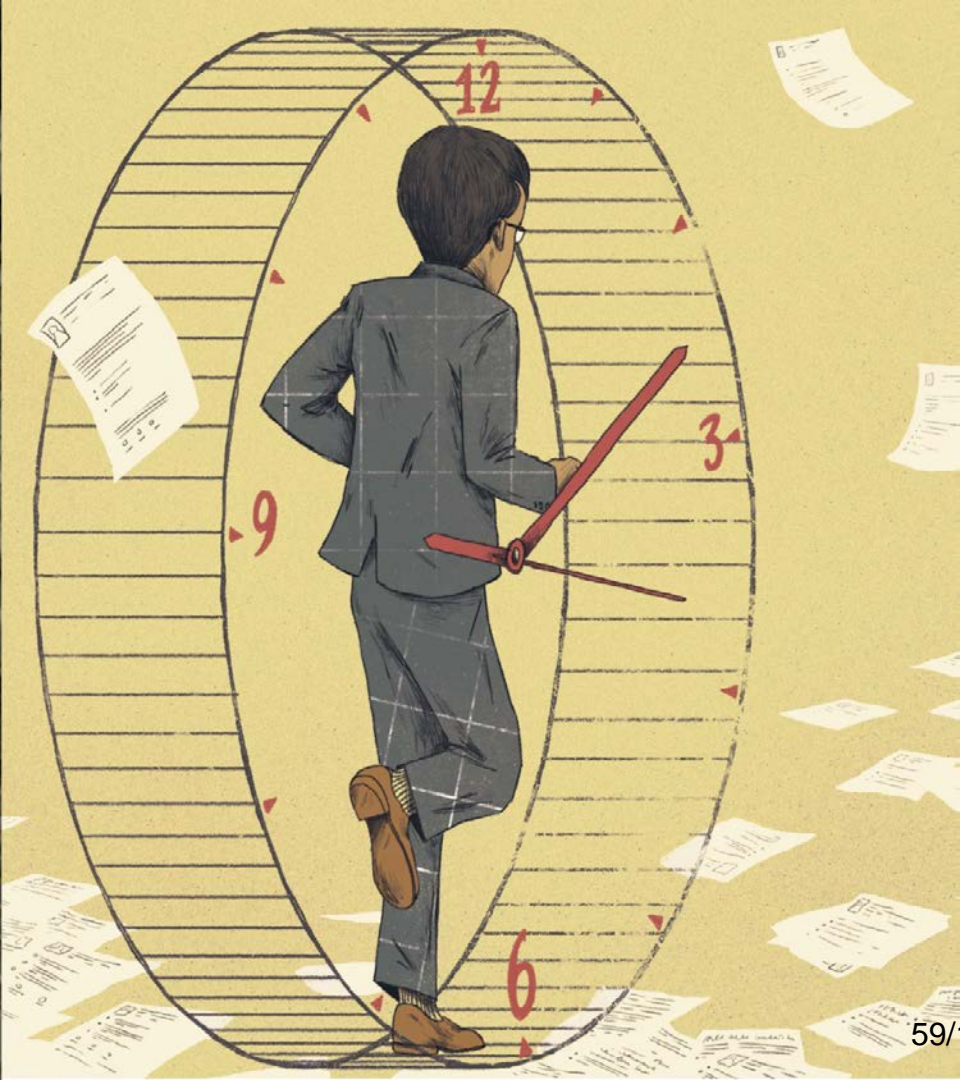
**M**  
MIAMI  
UNIVERSITY  
OXFORD, OH • EST. 1809

Thank you.  
[rivinius@miamioh.edu](mailto:rivinius@miamioh.edu)



June 2024

# Academic/Student Affairs Committee [ASA]: Provost's Updates



# Unpacking Faculty Workload

# Types of Faculty:

- **Permanent Faculty:**
  - Tenure Line [research expectations]
  - Teaching/Clinical/Professionally Licensed (TCPL) [no research expectations]
- **Temporary Faculty:**
  - Visiting Assistant Professors (VAPs)
  - Adjunct faculty or per-credit hour faculty

\*Workloads vary based on type of faculty and campus

# Current Workload Policies

- Tenure Line Faculty on the Oxford Campus



# Workload Requirements for Faculty

## Current Policy (for tenure line faculty on the Oxford Campus):

Faculty at Miami are currently expected to teach either a 3/3 or a 3/2.

1. The University norm for teaching load for **tenured and tenure-track faculty**--assuming research productivity, teaching and advising, and service that satisfy expectations--is either three and three or three and two (using the three credit hour course as the unit of account), depending on disciplinary standards and benchmarks and labor-intensive pedagogical practices. To the maximum extent possible, each faculty member is expected to teach across a range of courses.

# Pre-Tenure Workloads

## I. Teaching Load for Pre-Tenure Faculty [current policy]

A. Probationary faculty: course reductions.

Departments will provide a reduction in teaching load of one course per year in each of the first and second years of the probationary period.

B. Probationary faculty: leaves.

It is the University's intent to award all probationary faculty a research leave **or the equivalent in course reduction spread out over multiple semesters during their probationary period.**

# Differentiated Teaching Load

## II. Differentiated Teaching Load [current policy]

1. Departments should have written differential workload policies to recognize the varying strengths of faculty. These differentiated workload policies must be approved by the divisional dean and the Provost's office.
1. Deans, in conjunction with chairs and the Provost, will establish expectations regarding each department's total teaching contribution and some parameters with regard to distribution of teaching resources at various levels of instruction. Each chair should be made mindful of these targets when making individual teaching assignments.
2. The research activity of faculty should be judged by production and quality. That is, colleagues cannot simply opt to be "research active" but must show on a consistent basis that they are producing *above* departmental expectations.
1. The research activity of faculty should be re-evaluated on a regular basis (e.g., a rolling average over the last three years). It is not a one-time determination.
2. All faculty not on leave are expected to teach every semester.
3. A critical component of differential workload policies is the ability to tie excellence in teaching, research and service to significant salary gains. In particular, faculty who are excellent teachers and whose teaching loads exceed department norms should be compensated at levels that recognize their important contributions, just as our most productive researchers should be awarded for their contributions.





COLLEGE OF EDUCATION,  
HEALTH, AND SOCIETY

# College of Education, Health, & Society Updates

Amity Noltemeyer, PhD  
Interim Dean

# Agenda

EHS Overview

A light red arrow pointing downwards from the bottom right corner of the 'EHS Overview' box to the top right corner of the 'Priorities & Updates' box.

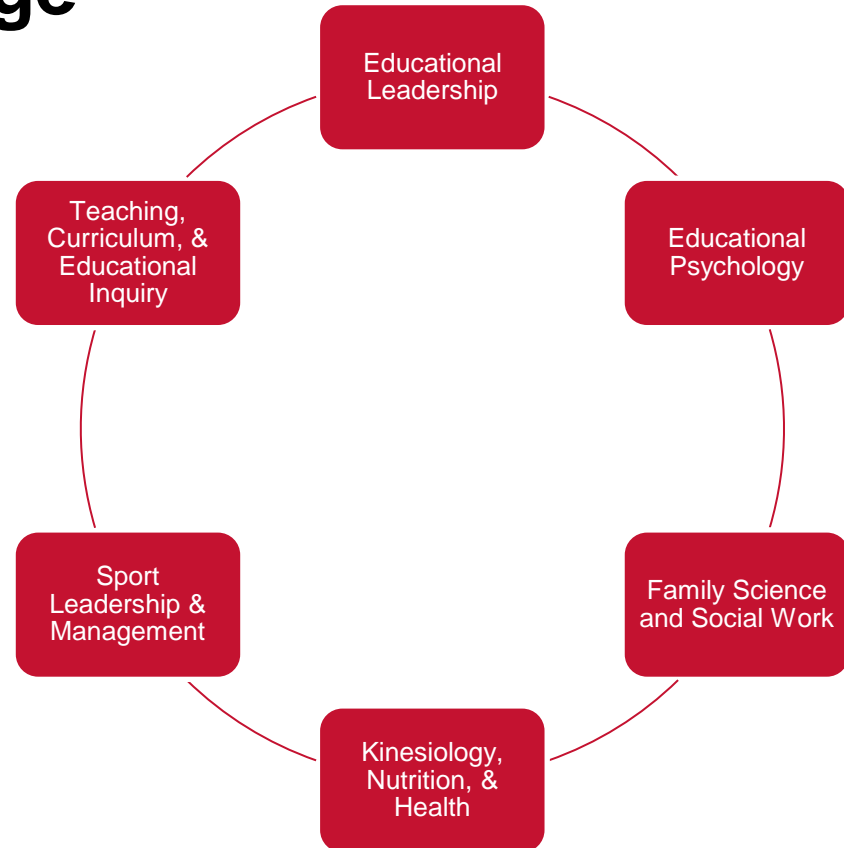
Priorities & Updates

A light red arrow pointing downwards from the bottom right corner of the 'Priorities & Updates' box to the top right corner of the 'Questions?' box.

Questions?

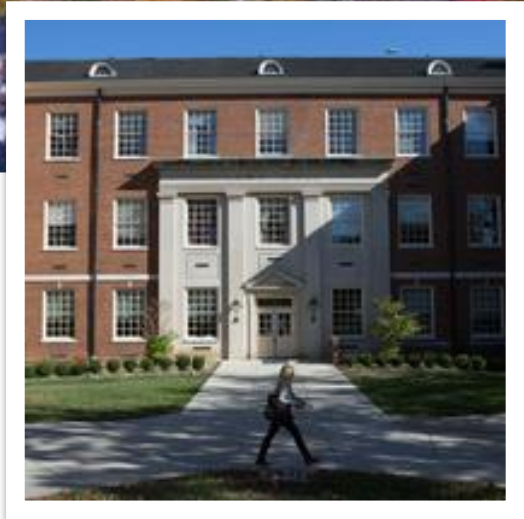
# Overview of the College

*The mission of the College of Education, Health, and Society is to prepare critically engaged and transformative leaders. The College prioritizes socially just outcomes, hands-on and applied learning, interdisciplinary thinking, rigorous research, and innovation. Through excellence in research, teaching, and service, EHS prepares graduates to generate knowledge, educate, serve, and promote health and well-being in diverse and global settings in order to respond to the complex problems societies face.*

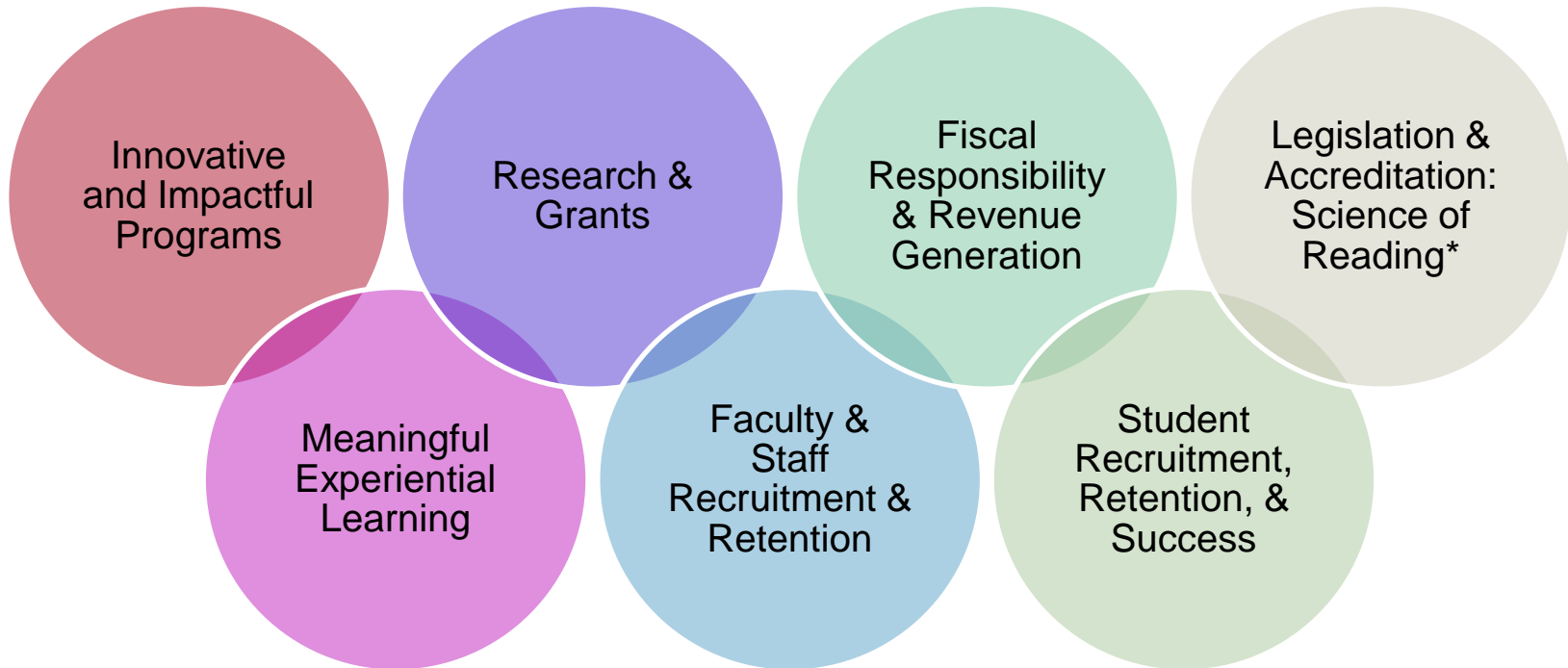




COLLEGE OF EDUCATION,  
HEALTH, AND SOCIETY



# Recent EHS Priorities





# Innovative & Impactful Academic Programs

## New Programs

- Counselor Education M.Ed.
- Self-designed graduate certificate in Sport
- Curriculum and Instruction M.Ed.

## Revised Programs

- World Language Education B.S.
- Literacy and Language M.Ed.
- Learning Technologies M.Ed
- Communities, Leadership, & Social Change Minor
- Child Life Certificate

## Discontinued Programs

- Educational Studies B.S.
- Inclusive Special Education B.S.
- Transformative Education M.Ed.
- Instructional Design and Technology M.A.
- Public Health B.S.
- Individual language education degrees

# Innovative & Impactful Academic Programs

- Graduated first class of dual pathway majors (qualify for licenses in both general and special education)
- Gained approval for fall 2025 launch of an MSW Dayton program (partnership with Dayton Children's Hospital)
- SLAM ranked as the No. 1 Sport Management program in Ohio and No. 6 in the country by College Factual



# Experiential Learning: KNH Examples



↑ **Wednesday Lunch & Learn in KNH**  
KNH students, faculty and staff learn how easy it is to prepare a healthy lunch and then enjoy eating a meal together

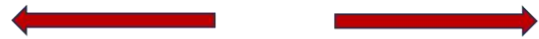


↑ **Monday meals at Oxford Senior Center prepared by KNH faculty, staff, and students** help to build community. Everyone in Oxford is invited to eat, socialize, enjoy live music, win door prizes, and receive free cook books.



**KNH Capstone students** worked on building an outdoor classroom / pavilion at Hueston Woods

**KNH Capstone students** created hiking/biking trails at Hueston Woods



Blood pressure screenings by **KNH students**





# Experiential Learning: More Examples

- Talawanda School District examples:
  - Student teaching & field experiences
  - School psychology practica
  - Sport psychology programming
  - After school language program
  - Transition planning
  - Nutrition programs
  - Math intervention
- [Urban Cohort](#)
- Study abroad examples:
  - SLAM in New Zealand, England, Luxembourg
  - KNH in Luxembourg
- Social work practicum students worked more than 40,000 hours this academic year at social service agencies in and around Butler County



# Research & Grants

- [Judy Alston](#) (Chair & Professor) – Book: *The Undivided Life: Faculty of Color Bringing Our Whole Selves to the Academy*
- [Kelli Rushek & Katherine Batchelor](#) (Asst./Assoc. Professors): VSCO Stickers Unpeeled: Engaging Critical and Multiliteracies Pedagogy with preservice English Teachers (*Journal of Language & Literacy Education*)
- [Adam Beissel & Ryan Chen](#) (Assoc./Asst. Professors): The Quest for Authenticity Amid Activism and Sportswashing: A Netnographical Student of Chinese Satellite Fans During the 2022 FIFA Men’s World Cup (*Soccer & Society*)



Judy Alston  
*Educational Leadership*



Kelli Rushek  
*Teaching, Curriculum,  
& Educational Inquiry*



Katherine Batchelor  
*Teaching, Curriculum,  
& Educational Inquiry*



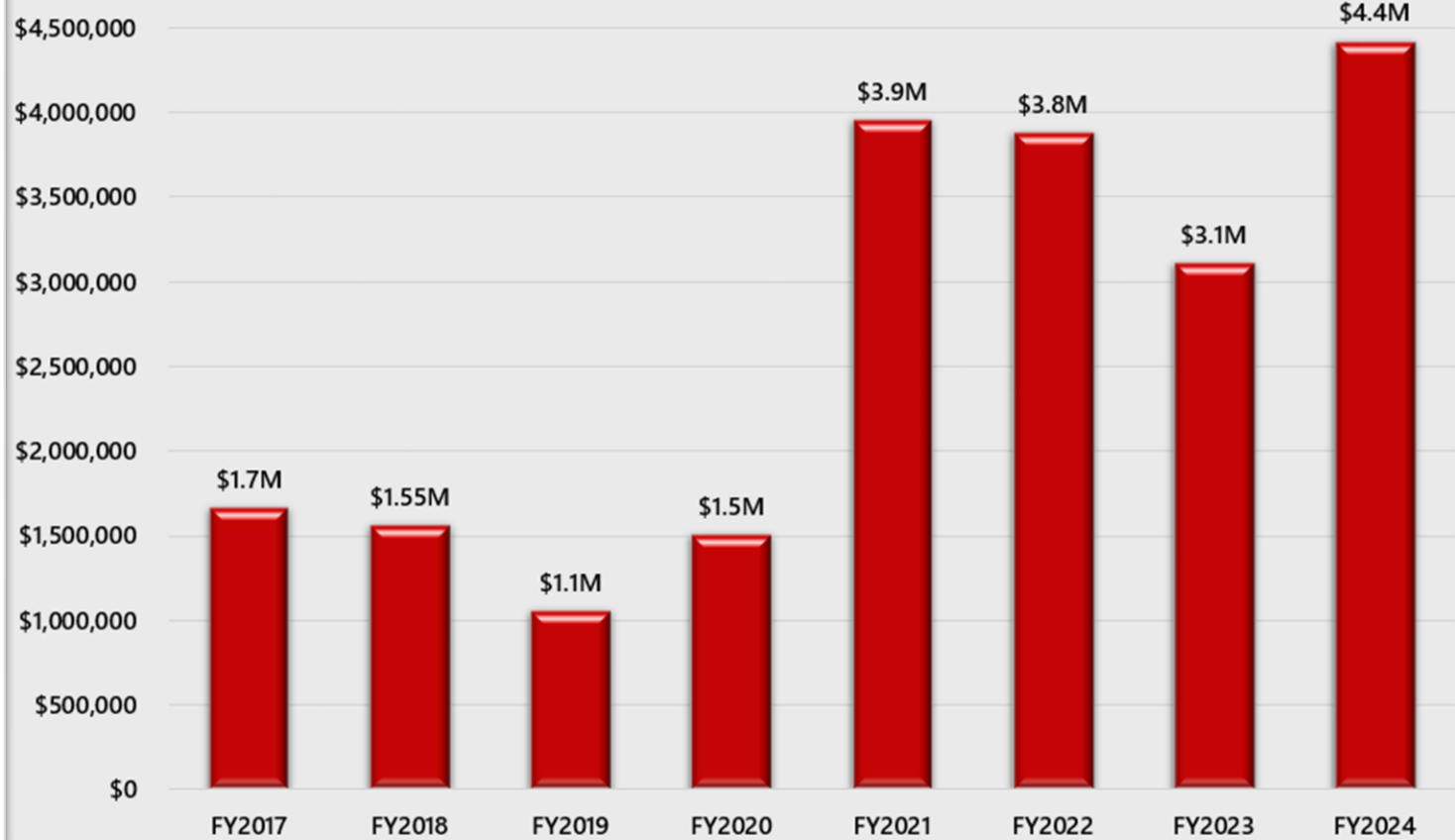
Adam Beissel  
*Sport Leadership  
& Management*



Ryan Chen  
*Sport Leadership  
& Management*



### EHS Research/External Funding By Fiscal Year



# Faculty/Staff Recruitment & Retention

- Faculty and leadership searches
  - Four new department chairs (\*indicates started role since January)



**Judy Alston**  
*Educational  
Leadership*



**Darrel Davis\***  
*Educational  
Psychology*



**Anthony James\***  
*Family Science  
& Social Work*



**Kyle Timmerman\***  
*Kinesiology,  
Nutrition, & Health*



**Ganiva Reyes\***  
*Teaching,  
Curriculum, &  
Educational  
Inquiry*



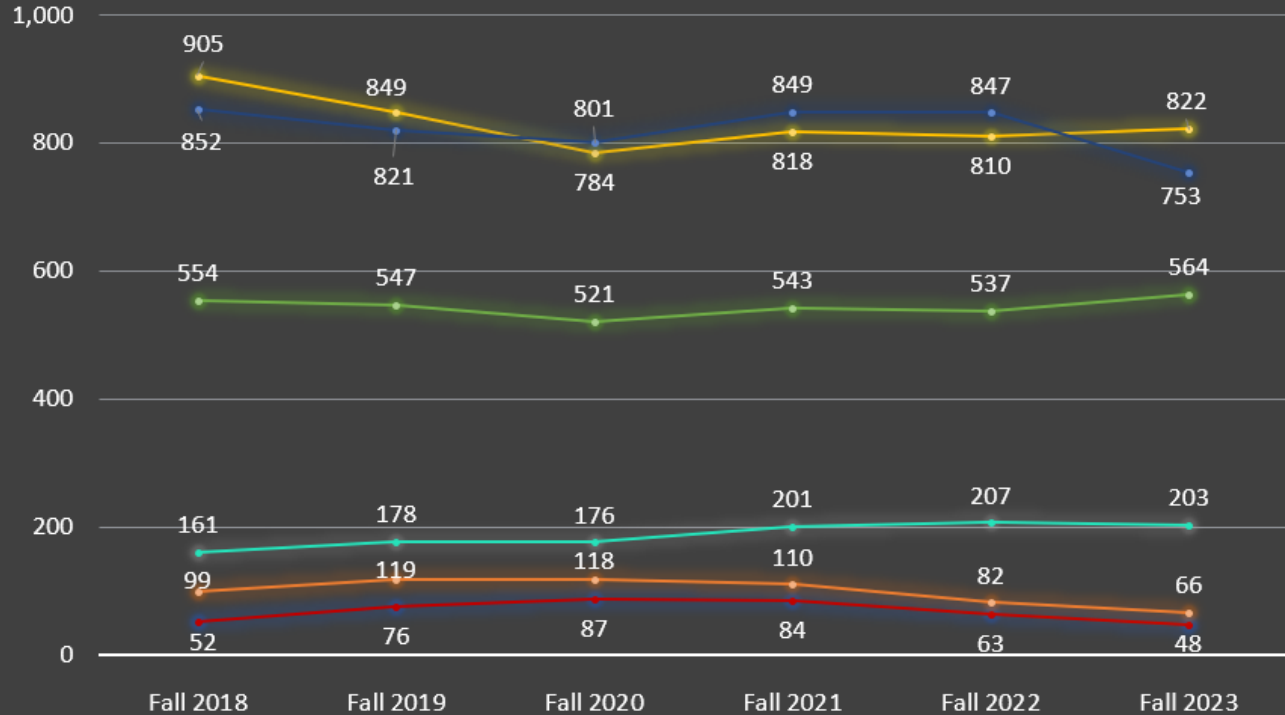
**Melissa Chase**  
*Sport Leadership  
& Management*

# Building Faculty/Staff Community





## EHS Undergraduate Enrollment by Department (Oxford Campus)

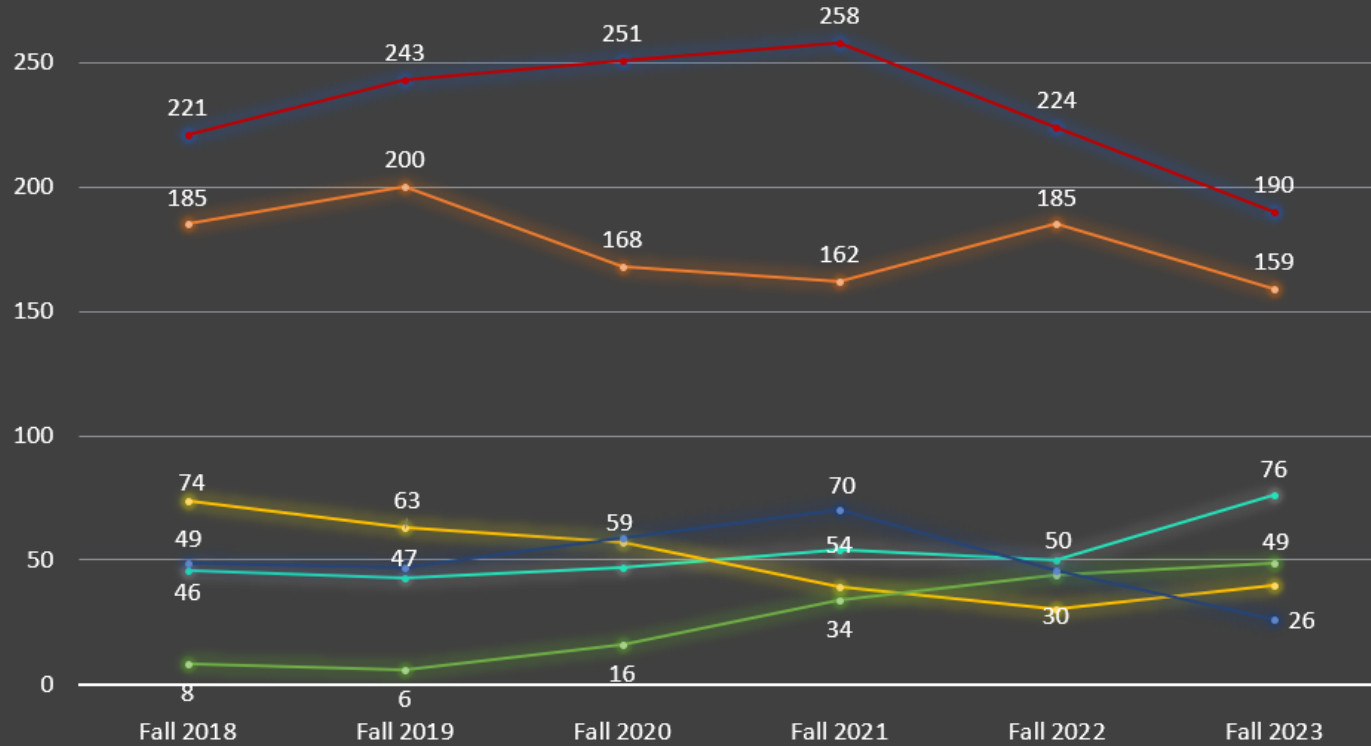


- Educational Leadership
- Family Science and Social Work
- Sport Leadership & Management

- Educational Psychology
- Kinesiology, Nutrition and Health
- Teaching, Curriculum, and Educational Inquiry



### EHS Graduate Enrollment by Department

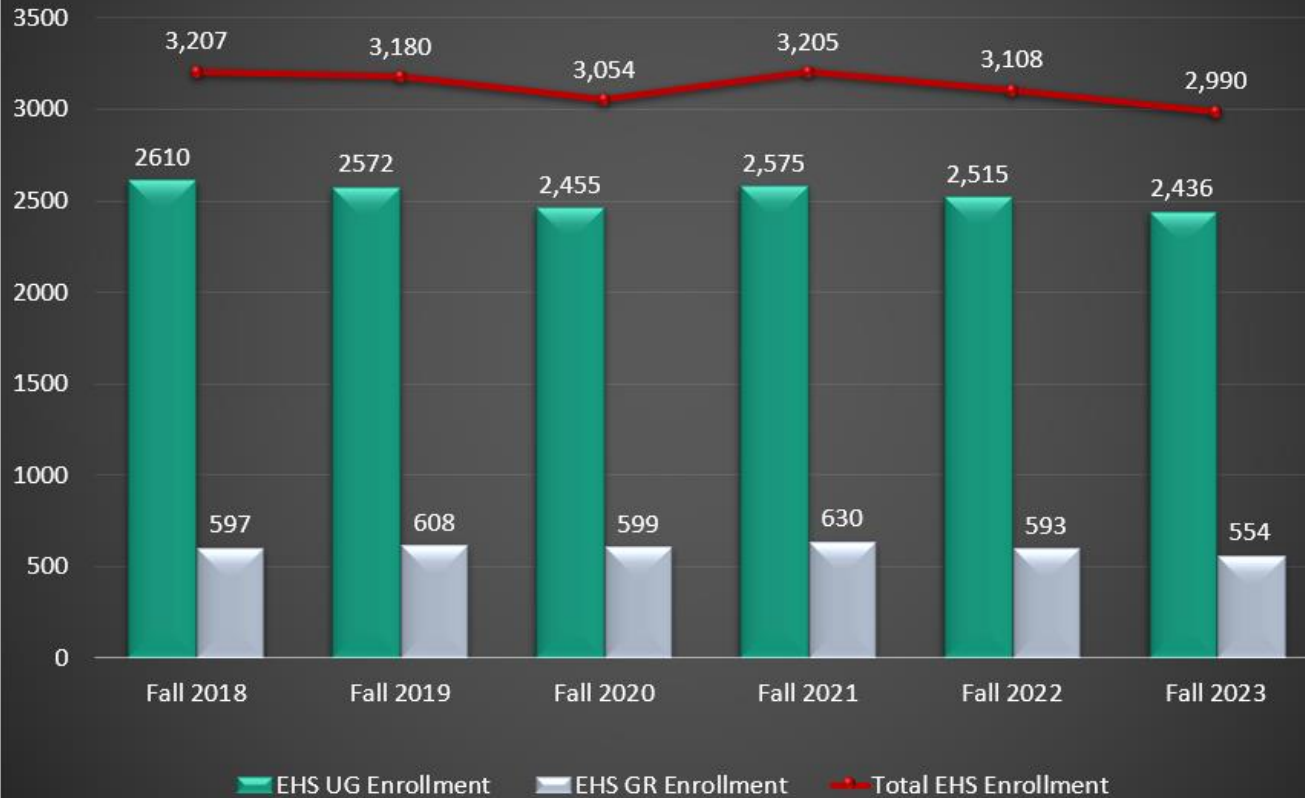


- Educational Leadership
- Educational Psychology
- Family Science and Social Work
- Sport Leadership & Management

- Kinesiology, Nutrition and Health
- Teaching, Curriculum, and Educational Inquiry



## EHS Total Enrollment (Oxford Campus)







# Student Recruitment, Retention, and Success

## EHS Retention

- Fall 20 Cohort 87.7%
- Fall 21 Cohort 88.5%
- Fall 22 Cohort 91.5%

## Advising Initiatives

- Streamline and improve processes
- Faculty advisor training

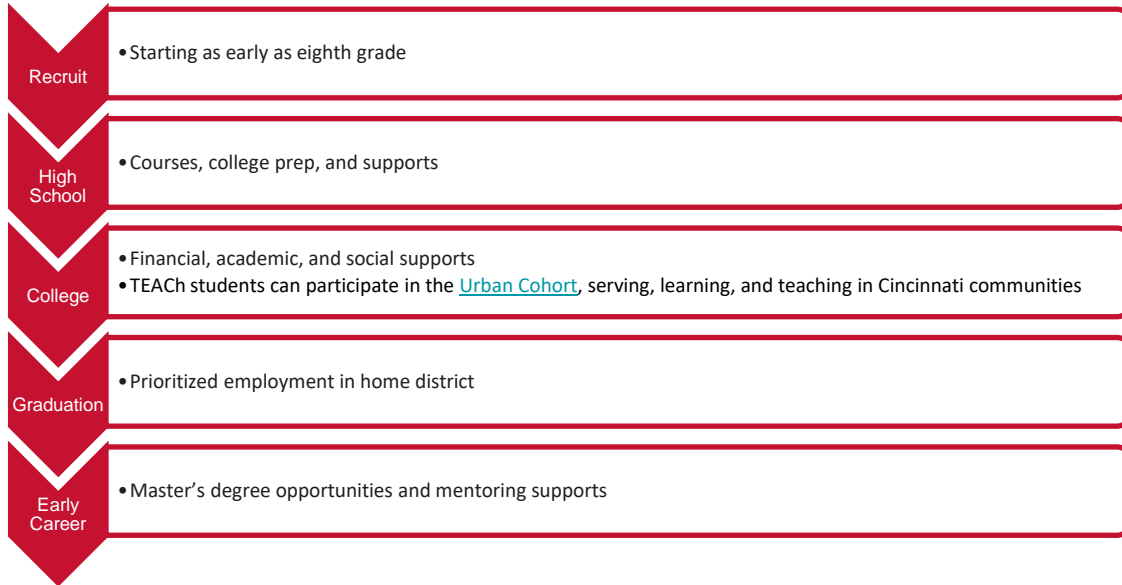


# TEACH Cincinnati Program



COLLEGE OF EDUCATION,  
HEALTH, AND SOCIETY

TEACH (Transformative Educators Advocating Change) Cincinnati aims to recruit, retain, and develop diverse educators and combat the teacher shortage, through a unique partnership with Cincinnati Public Schools. This innovative work is grabbing the attention of legislators, alumni and local foundations, but our current unmet need remains student scholarships.



<https://youtu.be/75886H> KeyY

# Recent EHS Student Accomplishments

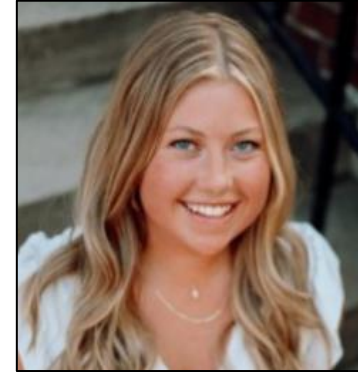
- [Ben Bracken](#), Sport Leadership & Management student, finishes in top 8 of National Sports Sales Competition
- [Asad Ikemba](#), Educational Leadership doctoral student, wins Global Essay Competition with 'The Sankofa Bird That Flew Home'
- [Madelyn Trefzger](#), Nutrition student, is the 2024 recipient of The Ohio Academy of Nutrition and Dietetics' Outstanding Dietetics Student Award in a Dietetic Internship



**Ben Bracken** (Left)



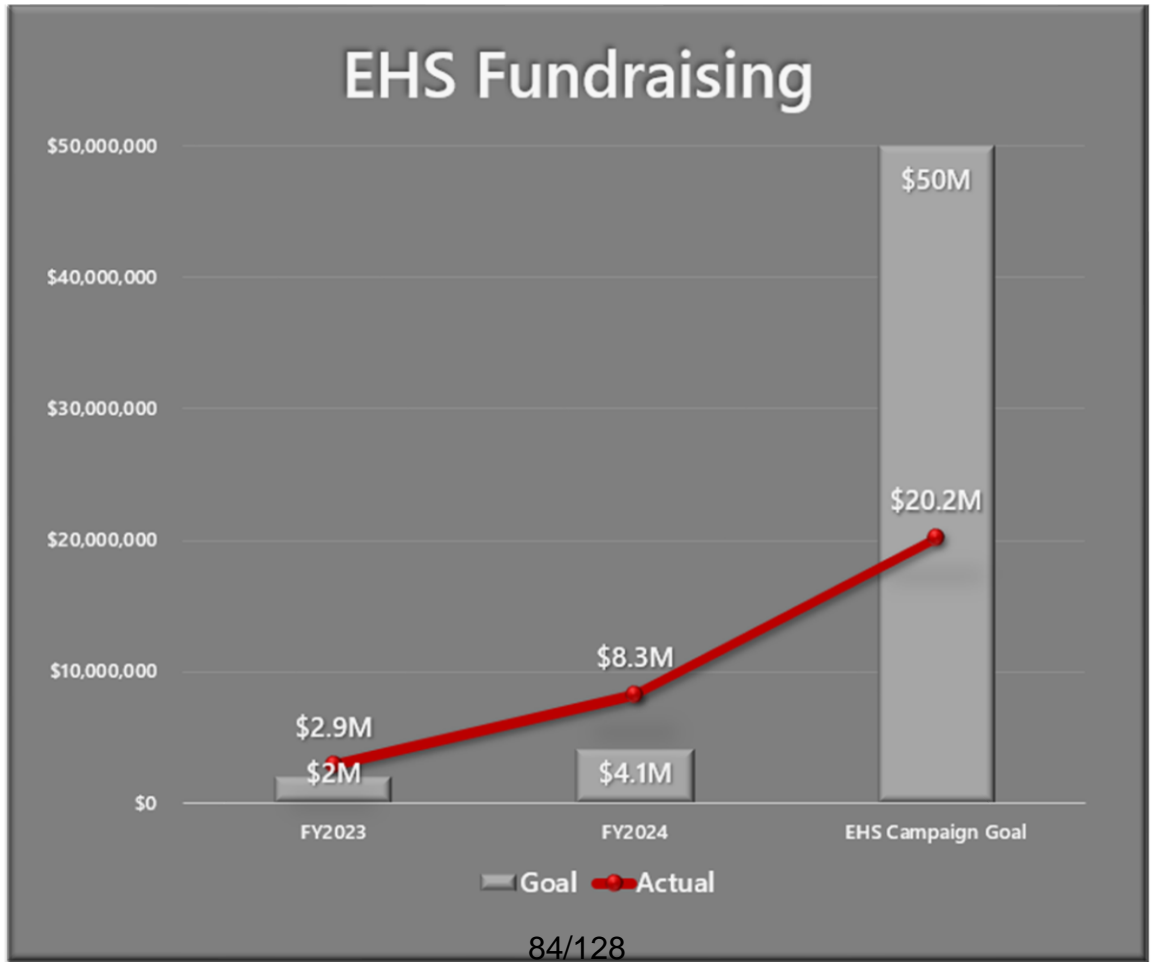
**Asad Ikemba**



**Madelyn Trefzger**



# EHS Fundraising



\*FY24 Figures are as of 5/31/24



# EHS RCM Revenues, Expenses and Ending Balance

	Total revenue sources	Total Expenses	Transfer and CR&R	RCM Ending balance before subvention
FY21	\$43,514,101	\$39,116,787	\$2,126,186	\$2,271,128
FY22	\$43,094,021	\$37,645,416	\$2,726,804	\$2,721,800
FY23	\$42,701,124	\$38,890,331	\$2,549,442	\$1,261,351
FY24 Projection (As of March 2024)	\$43,369,521	\$39,142,108	\$2,568,660	\$1,658,752



# EHS Margins- Goal 60% or Better

### EHS UG Margins by Department

Dept	FY2019	FY2020	FY2021	FY2022	FY2023
EDL	52.3%	35.9%	39.0%	26.5%	50.6%
EDP	61.1%	54.3%	55.2%	52.7%	46.8%
FSW	67.6%	68.7%	66.7%	61.4%	58.8%
KNH	79.1%	76.9%	78.6%	72.3%	72.9%
SLM				82.5%	82.9%
TCE	63.3%	63.0%	59.8%	56.7%	46.4%
<b>EHS Overall</b>	<b>71.1%</b>	<b>68.2%</b>	<b>65.7%</b>	<b>65.1%</b>	<b>64.5%</b>

### EHS GR Margins by Department

Dept	FY2019	FY2020	FY2021	FY2022	FY2023
EDL	-31.4%	0.1%	24.4%	17.8%	6.0%
EDP	41.0%	36.3%	39.0%	47.7%	46.5%
FSW	3.4%	6.9%	40.4%	40.1%	33.4%
KNH	-15.2%	-7.5%	43.1%	41.2%	2.1%
SLM				6.9%	12.4%
TCE	-5.1%	22.9%	30.3%	17.2%	14.9%
<b>EHS Overall</b>	<b>13.2%</b>	<b>23.5%</b>	<b>28.3%</b>	<b>31.7%</b>	<b>31.0%</b>

### EHS Overall Margins by Department

Dept	FY2019	FY2020	FY2021	FY2022	FY2023
EDL	21.3%	22.5%	32.6%	22.5%	32.9%
EDP	54.3%	48.0%	49.1%	50.9%	46.7%
FSW	60.8%	60.2%	60.9%	56.9%	52.9%
KNH	75.6%	73.9%	76.0%	69.9%	68.6%
SLM				79.7%	78.7%
TCE	58.4%	60.1%	57.4%	53.6%	43.6%
<b>EHS Overall</b>	<b>64.1%</b>	<b>66.1%</b>	<b>59.7%</b>	<b>59.9%</b>	<b>58.6%</b>

# Context of Contributions to the University Budget

- **Continuous Monitoring of divisional revenues, expense and margins**
  - Communication with Leadership Team and Chairs about what adjustments we can make in an increasingly tight margin
  - Since FY19, we have submitted \$1.5 million in total budget reductions
  - Centralizing departmental HR/personnel administrative staff to increase efficiencies (in progress)
  - Faculty sunset 2 undergraduate majors
  - TEAM Scholarship reduction (fully 25% now)

# Other Critical Highlights and/or Concerns



- **Competitive Recruitment Across Higher Education**

- Need for discounting vs need to reduce internal discount rate
- Reduced discount rate (w/out additional scholarships) disproportionately impacts many of our majors, putting more pressure on EHS to raise scholarships in a time when giving is slowing

- **Staffing: Turnover/Retention**

- Senior staff spending time on searches and hiring processes followed by training/internal on-boarding



# The Science of Reading

## The Basics

There are so many pieces to the Science of Reading that it can be difficult to know where to start. Here are a few highlights about what the Science of Reading IS and what it IS NOT. This knowledge will help you on your journey to teaching all children, including those with diverse needs and cultural backgrounds, to read.

### What it IS

#### A Collection of Research

Research, over time, from multiple fields of study using methods that confirm and disconfirm theories on how children best learn to read.



#### Teaching Based on the 5 Big Ideas

**Phonemic Awareness** - The ability to identify and play with individual sounds in spoken words.

**Phonics** - Reading instruction on understanding how letters and groups of letters link to sounds to form letter-sound relationships and spelling patterns.

**Fluency** - The ability to read words, phrases, sentences, and stories correctly, with enough speed, and expression.

**Vocabulary** - Knowing what words mean and how to say and use them correctly.

**Comprehension** - The ability to understand what you are reading.

#### Ever Evolving

There is new research and evidence all the time. As populations, communities, and approaches evolve, so should practice.



### What it IS NOT

A program, an intervention, or a product that you can buy.

The Science of Reading could be considered an approach to teaching reading that is based on decades of research and evidence. It is NOT a specific program.



Phonics-based programs that drill phonics skills.

Phonics is an integral part of teaching reading based on science, but it is just one of the five big ideas that should be taught so all children can learn to read.



Complete and no more study needs to be done.

As with any science, it is never complete. We can always know more. More study happens all the time and researchers, teachers, and families can work together to bring the best research into classrooms.



# Science of Reading (SOR)

# Ohio's House Bill 33 Updates to ORC 3333.048

- Coursework must include evidence-based strategies for literacy instruction aligned to the science of reading.
- Clinical preparation must occur in classrooms where the teachers have training in strategies aligned to the science of reading and use instructional materials from the approved list.
- Audits will begin in January 2025

## Higher Education



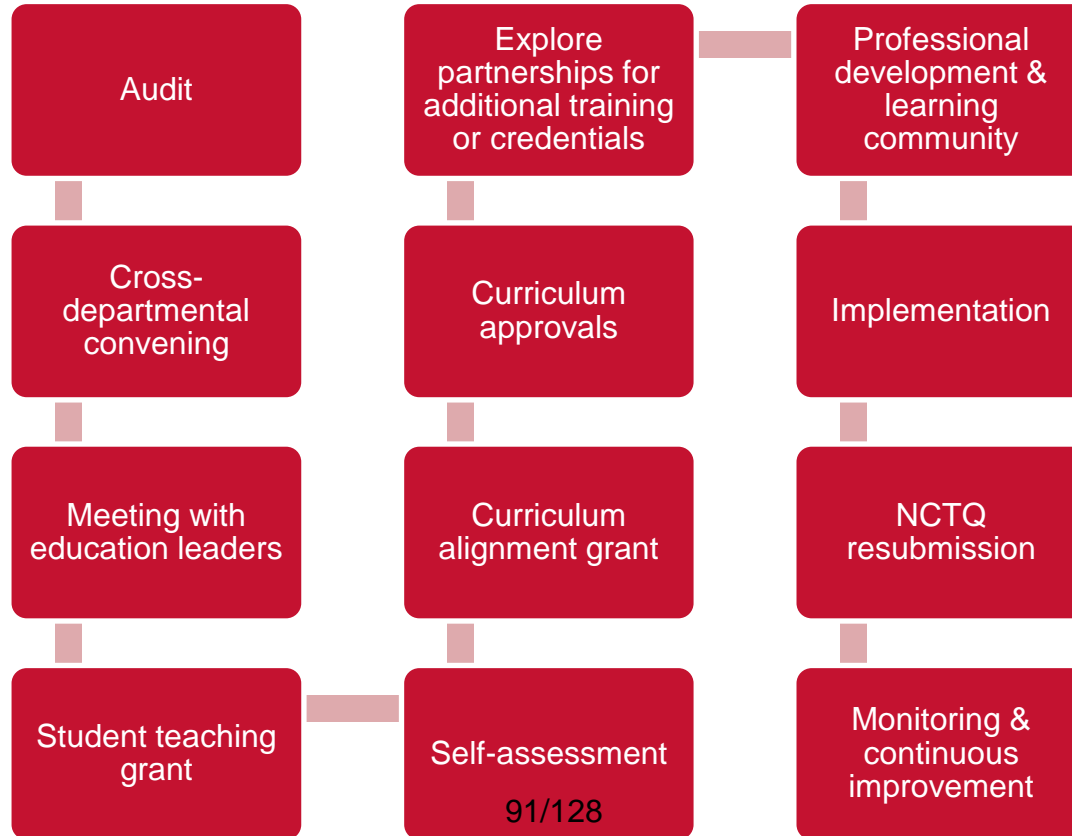
- All teachers in school districts and community schools must complete required science of reading professional development by June 30, 2025.
- Starting in the 2024-25 school year, districts will be required to use reading instructional materials only from an approved Department of Education and Workforce (DEW) list of approved materials aligned to the science of reading.

## K-12





# Science of Reading Progress



For more details,  
scan QR code and  
click on “Miami  
University  
Testimony”

# Curricular Alignment Grant Team Acknowledgement

Thank you to:



**Michelle Cosmah**  
*Teaching, Curriculum,  
& Educational Inquiry*



**Lena Lee**  
*Teaching, Curriculum,  
& Educational Inquiry*



**Sarah Watt**  
*Educational Psychology*



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HEALTH, AND SOCIETY

# Questions or Comments?

Amity Noltemeyer

[anoltemeyer@miamioh.edu](mailto:anoltemeyer@miamioh.edu)



June 2024

# Enrollment Management and Student Success Update



June 2024

# New Student Enrollment Update

# REFLECTIONS ON FALL 2024 SUCCESS



96/128



First results of a three-year-long, multi-pronged approach to search

---



Increased event attendance

---



Focused on showing Miami cares

---



Optimized financial aid  
and merit awards



# Fall 2024 Confirmations

## *Residency and Pathways*

	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>Δ since May 15</b>	<b>Δ 2023 to 2024</b>
Non-Resident - Oxford	1,640	1,549	1,666	20	7.6%
Domestic Non-Resident	1,532	1,468	1,544	-1	5.2%
International	108	81	122	21	50.6%
Ohio Resident - Oxford	2,576	2,536	2,767	56	9.1%
<b>Grand Total - Oxford</b>	<b>4,216</b>	<b>4,085</b>	<b>4,433</b>	<b>76</b>	<b>8.5%</b>
Pathways	95	107	234	21	118.7%
<b><i>Grand Total – Oxford &amp; Pathways</i></b>	<b>4,311</b>	<b>4,192</b>	<b>4,667</b>	<b>97</b>	<b>11.3%</b>

Data as of June 24



# Fall 2024 Confirmations

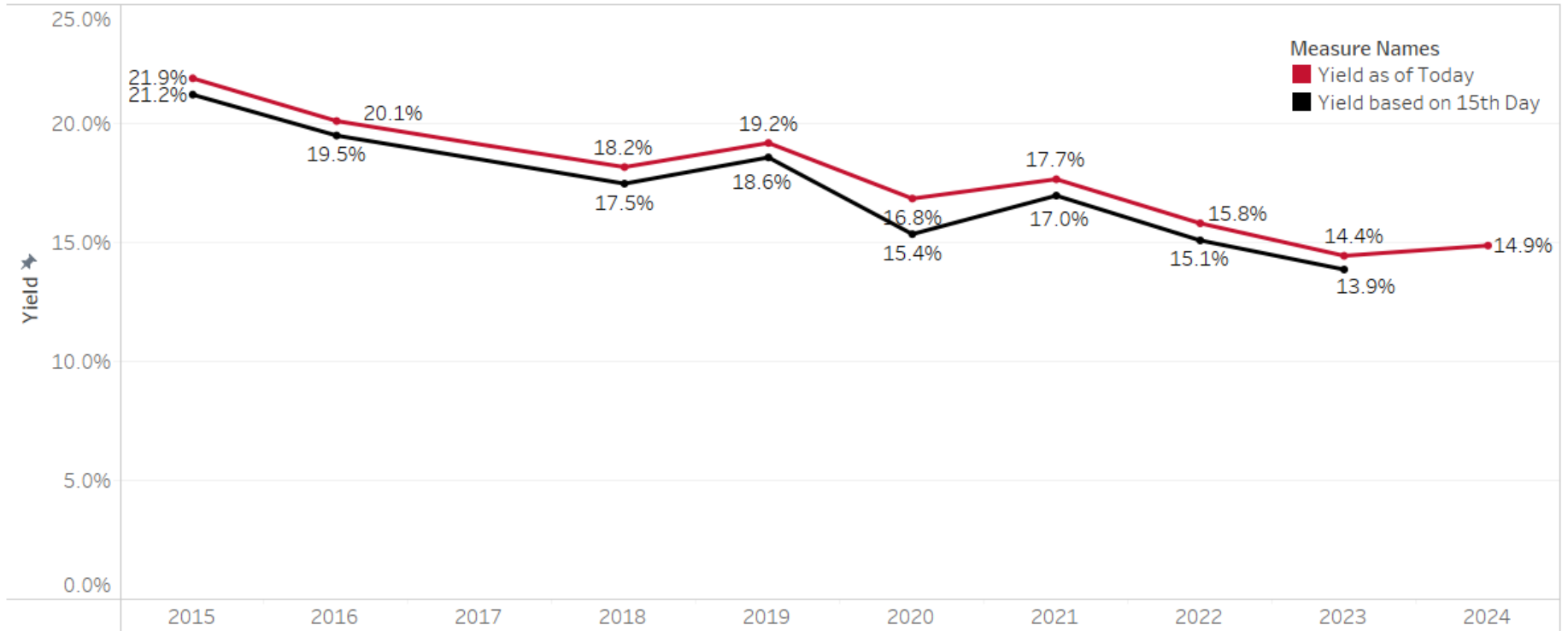
## *Academic Division*

	2022	2023	2024	Δ since May 15	Δ 2023 to 2024
College of Arts and Science	1,685	1,473	1,647	36	11.8%
Farmer School of Business	1,209	1,311	1,314	10	0.2%
College of Engineering and Computing	486	430	512	2	19.1%
College of Education, Health, and Society	407	451	496	22	10.0%
College of Creative Arts	301	261	273	7	4.6%
Nursing	128	159	191	-1	20.1%
<b>Grand Total</b>	<b>4,216</b>	<b>4,085</b>	<b>4,433</b>	<b>76</b>	<b>8.5%</b>

Data as of June 24



# Yield as of June 24<sup>th</sup> and 15th day



# PLANNING FOR FALL 2025



Show, don't tell, Miami's ROI



Enhance national reputation



Redesign campus experiences



Turn challenges into opportunities



June 2024

# Retention and Persistence Update

# Personalized and Proactive Outreach

## Student **HOLD** Outreach

Committee Initiation and Objectives (3/22)

Data Analysis Insights

Review and Actions

Progress and Results

Ongoing Work (Summer 2024)

March 2022

73 holds  
209,768 active holds

November 2023

Removed 134,386 holds

April 2024

43 holds  
20,377 holds removed



# Implementation and Expected Outcomes

Increased retention rates

---

Higher graduation rates

---

Enhanced student satisfaction

---

Data-driven success culture

---

**Narrow the gap between Pell students  
with non-Pell students**

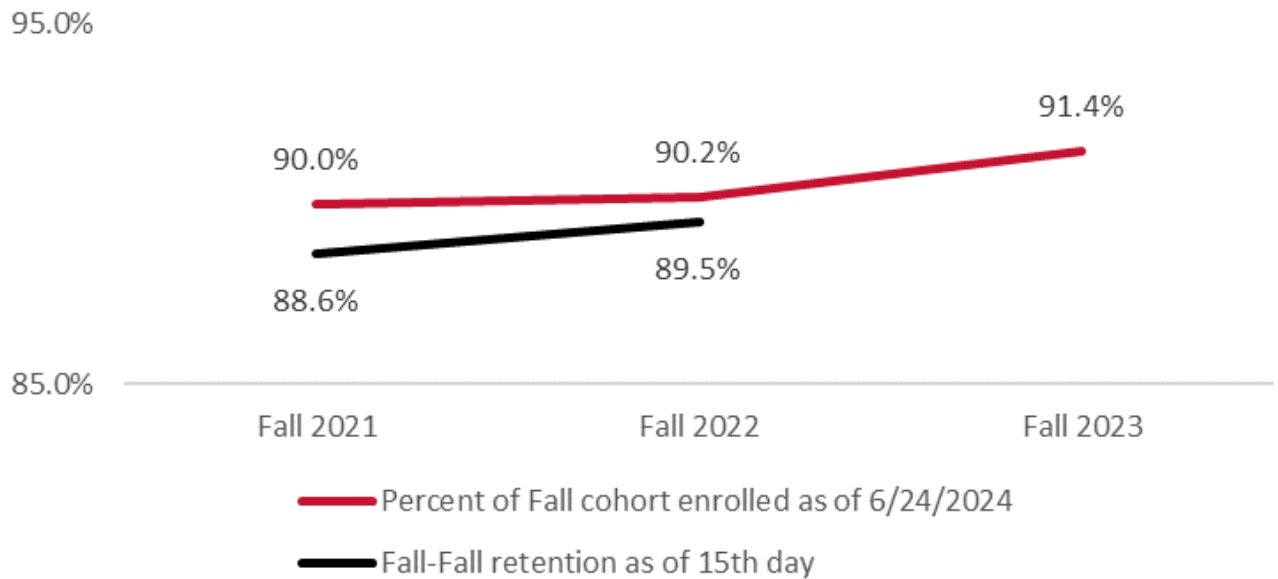
87% vs. 92% FALL 2023 COHORT

---

84% vs. 91% FALL 2022 COHORT

# Personalizing Student Success Brings Students Back

Retention and Current Day Enrollment - 3 Year Trend







June 2024

# Center for Career Exploration and Success Update

# Experiential Education and Growth Opportunities

A photograph of two men standing in a wooded area. The man on the left is wearing a blue t-shirt and khaki shorts, giving a thumbs up. The man on the right is wearing a brown t-shirt with a logo and khaki shorts, holding a hawk on a gloved hand. The background is a dense forest with tall trees and sunlight filtering through the leaves.

COOPERATIVE EDUCATION

MICRO-INTERNSHIPS

JOB SHADOWS

DIRECTOR OF EXPERIENTIAL EDUCATION

CAREER CHAMPIONS PROGRAM

IMPROVE INTERNSHIP  
**TRACKING**  
**+21%**  
OVER LAST YEAR

INTERNSHIP/RESEARCH  
**GRANTS**  
**\$1.4M**  
AWARDED SINCE 2020



SPRING SPEAKER

# Signature Experiences



ORIENTATION



93%  
FALL 2023 COHORT  
ENGAGEMENT



MOCK INTERVIEWS



CAREER TREKS

A man in a blue suit and red tie is talking to a woman with blonde hair at a career fair booth. The booth has a sign that says "CRIMINAL INVESTIGATION" and "This is e".

UNIQUE ORGANIZATIONS ATTENDING ONE OR MORE CAREER FAIRS

487

AVERAGE EMPLOYERS ATTENDING FAIRS AT PEER INSTITUTIONS

150

STUDENTS ATTENDING A CAREER FAIR

7,161

# Preparing for the Work World

CRITICAL THINKING

SELF-DEVELOPMENT

**COMMUNICATION** EQUITY

LEADERSHIP

**TEAMWORK**

INCLUSION

PROFESSIONALISM

TECHNOLOGY

Employer responses to “In which of these competency  
areas do your interns excel?”

# Opportunities for Growth

ASK QUESTIONS TAKE CONSTRUCTIVE CRITICISM  
**MOTIVATION/INTEREST** CONFIDENCE  
**BALANCE SCHOOL/INTERNSHIP**  
TIMELINESS AND PROFESSIONALISM BETTER SELF-CARE  
EXPECTATIONS IN WORK vs. COLLEGE

Employer responses to the question “In which areas do your interns need support?”

# Creating a Focused Response

---

Communication



Stress Management



Leadership



# Tools, Resources and Supports

---

- Create Resource Guides
- Conduct Virtual Check-Ins
- Pilot a Cohort
- Luncheon for Supervisors, Interns, and Faculty Members
- Create Videos and Social Media Posts



**Thank You**



# Division of Student Life

## NEWS AND UPDATES | June 2024

Community and belonging • Diversity and inclusion • Student transitions • Academic support • Health and wellness • Engagement and leadership

Our final report for the 2023-24 academic year highlights divisional projects, key performance indicators, and select points of pride.

### Celebrating 10 Years of the Armstrong Student Center

The **Armstrong Student Center** (ASC) celebrated its 10th anniversary throughout the spring semester. The celebrations kicked off with a birthday party on February 7, complete with an Armstrong-shaped cake, giveaways, and balloon installations. In April, they hosted a “decades party” for students, featuring tie-dye, roller skates, and games. The celebrations continued into Alumni Weekend in June, with a reception, open house, and a building tour for Associated Student Government and Armstrong Student Center board alumni.

### The Miami Family Connection

The **Office of Parent and Family Programs** recently launched the *Miami Family Connection*, a new platform powered by CampusESP. This innovative portal enhances communication with parents and families by allowing them to select specific content communities, save useful articles, and share posts easily. Parents can customize the frequency of email newsletters, choosing from weekly to quarterly updates. By creating an account, they can also access the portal anytime to browse, search, and save content. A soft launch has begun with orientation attendees; notifications to rising second, third, and fourth-year families is scheduled for later in June.

### Ohio Department of Higher Education Grant Updates

In fall 2023, Miami received grant funding of nearly \$980,000 from the Ohio Department of Higher Education to pursue student mental health initiatives. The grant has already made a substantial impact on campus. The inaugural mental health incubator funded 27 projects and is opening again in fall 2024 for new applications. The grant is also allowing us to expand the governor’s *Changing Campus Culture* initiative with programming and training that is unique to Miami’s student-athlete population. We have also purchased programming supplies to enhance how mental health is discussed during new student orientation, supplies for the Wellness Studio and for peer health educators, and more. Plans for the 2024-25 year include a crisis text line for Miami students, assessment initiatives, the launch of a new interactive mental health and well-being website, clinical staff, and a campus-wide wellness fair.

### Composting and AI Waste Stations

The **Armstrong Student Center**, with the Office for Sustainability, piloted a composting and AI sorting station program this year. An EPA grant for Litter Reduction and Recycling provided 80% of the project’s equipment and first year of software costs. Composting from the back of house, in conjunction with Miami Dining, diverted 12,583 pounds of organic material from the landfill this year. Five Intuitive AI waste stations in Armstrong educated students and guests about items that are compostable and recyclable, and provided data on waste habits to improve education and expand the program next year.



The Division of Student Life: Learning. Growth. Success.

# Committee Updates

Student Life has several divisional standing committees that include staff members from a variety of offices. This report offers an update on what was accomplished during the 2023-24 academic year.

## MOSAIC

The Miami Oxford substance use advisory and information committee (MOSAIC) met regularly to share data, identify trends, and discuss strategies to address high-risk substance use. Two major focus areas this year included the legalization of cannabis in Ohio and high-risk events such as Halloween, Greek recruitment, spring break, and green beer day.

9

years since MOSAIC began meeting.

## Student Life Communications Team

The Student Life communications team is composed of one member from each department in the division. The team aims to share best practices, pitch stories for upcoming content, and collaborate on communication-related projects. This year, the team wrote divisional news articles, discussed social media trends, published collaborative Instagram posts with the Student Life account, and transitioned all departmental websites into the new web template.

13

articles written and published by the Student Life Communication Team this year.

## Professional Development Committee

The Student Life professional development committee coordinated 12 opportunities for staff over the year, including:

- Two book clubs (*All We Can Save: Truth, Courage, and Solutions for the Climate Crisis* and *Fair Play*).
- Addressing conflict and harm through restorative practices.
- How to EXCEL at your job.
- Mental health and expectable vs. unmanageable discomfort.
- Hiring student workers ethically.
- Grant writing 101.

284

total staff attendance at professional development opportunities through the committee.

## Student Life Assessment Team

The Student Life assessment team works to increase accountability in the division and enhance the culture of assessment and evaluation. This year, the team:

- Simplified our collection of divisional key performance indicators.
- Expanded the spring assessment conference into a full mini conference for divisional staff (in collaboration with the professional development committee).
- Redesigned the templates and standards for departmental reviews.

18

large-scale surveys conducted by the Division of Student Life in 2023-24.

## Student Life Council

Student Life Council is a standing committee of University Senate composed of faculty, staff, and students. The council serves as an advisory board for the senior vice president for Student Life and provides legislative approval for changes to policies related to student life and student conduct. This year the group reviewed and approved changes to Miami's immunization policy and residence life policies and provided input on how to improve communication gaps for mental health services.

# Staff Recognition and Leadership

Many staff members in the Division of Student Life regularly contribute their skills and knowledge to the field of student affairs and/or their more specific area of expertise and are recognized for their work. Here is a sample of conference presentations, publications, and professional leadership positions from Student Life staff members this year.

## Leadership Positions

- Jayne Brownell, *APLU council on student affairs executive committee.*
- Saúl Rivera, *ACCCCS executive board member.*
- Sasha Masoomi, *ACUHO-I foundation trustee and vice chair, annual giving.*
- Dan Darkow, *Ohio AHEAD board member.*

## Publications

- Top 10 tips for improving student staff training. *GLACUHO Trends*, fall 2023. Jackie Weisenfelder.
- Review of A League of Their Own (2022). *Journal of Sport History*, vol. 50, no. 1, Spring 2023. Mattea Carveiro (with Callie Batts Maddox).
- Navigating New: Understanding the transition of first-year families. *Partnering with Parents and Family Members of Today's College Students: Innovations in Practice.* Ben Williams.

## Presentations

- Faculty engagement in the residence halls. *ACUHO-I.* Sarah Meaney.
- Current issues in leading health and well-being from the AVP/AVC position. *NASPA Strategies.* Steve Large.
- Organizing a collaborative inter-campus virtual student conference for your student staff. *NCLCA.* Gary Ritz.

## Awards

We are proud to celebrate our staff, events, and organizations for being recognized by various entities over the 2023-24 academic year. Here are just a few.

### National

- ACUHO-I's Outstanding Mid-level Professional Award, Sasha Masoomi.
- APA Division 39 Early Career Scholars Award, Nancy Roane.
- Outstanding Peer Education Program Award for "Students fight back: Stepping up against violence" from NASPA Peer Education Initiatives, HAWKS peer health educators.
- NASPA Excellence Award-Silver Level for the electric root festival program, Ryan Kwapniowski.

### Regional

- Outstanding Men of Color Initiative from Kent State University's male empowerment network, Brother 2 Brother.
- Great Lakes All Star Session for "Event production: Shouldn't I be good at this by now?," Sarah Meaney.

### Institutional

- Young Philanthropist of the Year, Ben Williams.
- Donald Nelson Award for Outstanding International Student Support, Leslie Haxby McNeill.
- Creativity and Innovation Award, Liz Walsh-Treviño.

## Student Life Summit

Building on the success of Student Life's assessment conference in 2023, the division coordinated a half-day conference-style event in January 2024 for divisional staff. In addition to a keynote speaker, nine breakout sessions allowed staff members to learn from each other, share insights, and build community. More than 60 staff members participated in the event, planned by a subcommittee with representation from the division's professional development committee and assessment team. Plans for the 2025 summit include potentially expanding the event to include staff from outside the division.



# Divisional Priorities

Our mission is to create transformational opportunities, inclusive environments, and meaningful connections that maximize student **learning, growth, and success**. We organize our work around six divisional priorities - these are the categories for our reports to the Board of Trustees and they also represent the division's approach to fulfilling our mission in a practical way.

## ACADEMIC SUPPORT

The division helps students develop goals and access resources in their pursuit of academic excellence.

### 2023-24 Highlights

- Distributed disability graduation cords for the first time to more than 125 graduating seniors.
- Expanded the Rinella Academy to include more than 50 short videos on topics often covered in tutoring.
- Hosted more than 70 faculty programs in the residence halls to facilitate student-faculty interaction outside the classroom.

17%

of Miami students were affiliated with the Miller Center for Student Disability Services this year (9% increase over last year).

4,200

students attended a supplemental instruction session (23% increase over last year).



▲ Faculty member Andy Rice and filmmaker Howard Clay joined Dennison Hall residents in the Film and Video Making LLC for dinner and conversation.

## COMMUNITY AND BELONGING

The division aims for every student to feel a sense of belonging and to create meaningful connections in the Miami and Oxford communities.

### 2023-24 Highlights

- Created and published Miami's *Voting Navigator*, an interactive tool to help students identify when, where, and how to vote given their unique circumstances.
- Co-hosted 10 large-scale events that targeted both students and community members. Examples include Red Brick Friday, Holiday Fest, and the Electric Root Festival.



▲ 100 students participated in the inaugural RedHawk Day of Service in September.

51,133

hours of community service logged into Community Connect in 2023-24, equal to a value of **\$1.7 million**.

\$324,790

philanthropy dollars raised for local and national organizations by the fraternity and sorority community.

## DIVERSITY AND INCLUSION

The division strives for all students to experience a welcoming and inclusive environment to learn, grow, and become engaged global citizens.

### 2023-24 Highlights

- Assisted students in reviving the Diversity Affairs Council (DAC), which supports diverse student organizations and serves in an advisory capacity to the Center for Student Diversity and Inclusion.
- Held the Intercultural Student Leadership Conference, a one-day immersive experience of learning and leadership.
- Hosted an alternative spring break trip to Atlanta and Nashville. Students completed service projects, visited historical landmarks, and toured university cultural centers.

115

events related to diversity and inclusion (outside of the residence halls).

108

graduates participated in the Horizon Graduation event celebrating diverse graduates.



▲ Lavender Graduation in May celebrated LGBTQ+ graduates and allies.

# Divisional Priorities, cont.

## ENGAGEMENT AND LEADERSHIP

We help students pursue campus opportunities to extend their learning environment, build the skills and capacity to be leaders, and graduate career ready.

### 2023-24 Highlights

- Facilitated 30 strengths sessions for 570 participants across the university.
- Created new peer education teams in wellness for sexual assault and suicide prevention, and in student activities for civic engagement, leadership, and service.
- Expanded student organization presidents and treasurers training to include more members and updated the curricula to include skill building and resources beyond financial transactions and purchasing processes.

# 5,200

events held this year by 670 student organizations, including 41 new groups that formed this year.

# 31%

of the undergraduate population is affiliated with a fraternity or sorority (about 5,600 members).



▲ 3,500 students attended the annual springfest event, held this year on April 27.

## HEALTH AND WELLNESS

We support and educate students to make decisions and seek resources to optimize their holistic health and well-being, developing lifelong self-care and self-advocacy strategies.

### 2023-24 Highlights

- Hosted Fresh Check Day, a mental health promotion event in October, featuring student organization booths and depression and anxiety screenings.
- Piloted a new Animal-Assisted Therapy (AAT) program, a therapeutic intervention where a certified therapy dog is present during a counseling session.
- Launched Welltrack Boost, a digital resource that provides students with free self-help tools to manage their mental health and well-being.



▲ The new Wellness Studio saw more than 5,000 visitors this year.

# 11,509

student health appointments, up 6.4% over last year.

# 1,534

students received therapy amounting to 9,462 individual and group therapy sessions.

## STUDENT TRANSITIONS

We help students successfully navigate the social and academic transitions into Miami and become independent and engaged members of the local community and beyond.

### 2023-24 Highlights

- Repurposed student involvement journeys used in orientation for social media throughout the fall (TikTok and Instagram stories). The stories followed five students from 2019 to 2023 and how they made friends, found belonging, and navigated the ups and downs of the college experience.
- Received more than 600 questions through the “How Can We Help” Instagram story series, primarily geared to new students. The series far outperformed all other story content on the Student Life account.

# 3,758

students completed a first-year experience course in fall 2023.

# ~700

incoming students participated in one of 18 Miami Bound pre-semester programs in August 2023.



▲ Students took “first day” photos on the first day of class in August.

# Student Leadership

## Center for Student Engagement, Activities, and Leadership

*June 2024*

The Center for Student Engagement, Activities, and Leadership (C-SEAL) brings together the Cliff Alexander Office of Fraternity and Sorority Life, the Office of Student Activities, and the Harry T. Wilks Institute for Leadership and Service. This report highlights a few examples of the many ways we help Miami students experience the journey of learning, leading, and engaging by providing a transformative experience that equips them to become effective leaders and advocates for positive change in society.

### Student Leadership Opportunities

We scaffold leadership development to meet students wherever they are in their journeys and help them grow in deeper and stronger ways.

Before classes start, we host a program focused specifically for first-year students. U-Lead is a pre-semester program that jumpstarts participants' leadership journey through workshops, service, and peer-to-peer mentorship. Utilizing the CliftonStrengths assessment to explore their leadership values, participants also learn how to be inclusive leaders and build their leadership confidence. U-Lead provides a space to develop meaningful connections and build support networks with other incoming first-year students, current student leaders, and staff at Miami. The program hosted 61 participants and 15 peer mentors in August 2023.



From U-Lead, students can springboard into several other leadership opportunities through registered student organizations, living learning communities, fraternities and sororities, and more.

**C-SEAL Ambassadors.** One deeper leadership opportunity through our office is our peer education program. The C-SEAL Ambassadors are peer mentors who are passionate about their communities and believe in ethical and transformational experiences. 35 total ambassadors engage fellow students across a variety of engagement areas such as leadership programming and development, community engagement and service, and involvement with student organizations. C-SEAL Ambassadors gain personal foundational development, including social responsibility; experience in small and large scale event management; and professional and peer mentorship that will allow them to engage in self-exploration and continuous improvement and growth.

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"Being involved as a Civic Engagement Ambassador and Campus Vote Project has provided me with the resources to create a bigger sense of civic responsibility at Miami University as well as bringing awareness to the importance of voting."

*-Valeri Hernandez Godínez, Civic Engagement Ambassador and CVP Fellow*

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**MAP.** Miami Activities and Programming (MAP) has a total of 72 members. An executive board of 11 members lead general members in planning and executing all of their events on campus. As the new MAP executive board began their term this winter, they held a three-day retreat focused on team building, leadership development, and training. The students engaged with campus partners, learned about their CliftonStrengths, and began to understand each other as a team. As they progress through their term, they receive dedicated coaching and professional development opportunities to facilitate their growth and understanding of themselves as leaders.



This year the MAP team implemented a new process for goal setting and benchmarking student leadership development. The National Association of Campus Activities (NACA) worked with the National Association of Colleges and Employers (NACE) to create an assessment tool that aligned with the eight career readiness competencies that employers are looking for in their top candidates. Students evaluate themselves on the Employability Skills Assessment and receive insight and resources on how to grow in each area. This tool has been critical for facilitating constructive conversations about growth and development, as well as teaching students how to leverage their involvement as leadership experience for their career field.

### Leadership Programming and Learning

The C-SEAL creates and facilitates regular educational workshops, programs, and projects related to leadership, service, and civic engagement. These activities aim to holistically develop ethical and transformational leadership in students and ensure graduates are prepared and inspired to serve and lead beyond the university. We want every student to see their leadership potential and offer real ways for them to practice leadership.

**Leadership and Service Certificate.** The Wilks Institute Leadership and Service Certificate (LSC) program challenges students to examine leadership and service from diverse perspectives and encourages reflection on their own leadership skills, values, and beliefs. The Wilks LSC is a self-paced, year-long experience. Requirements include:

- Attending three leadership workshops facilitated by SEAL Ambassadors for Leadership.



- Attending two Clifton Strengths coaching sessions.
- Completing five hours of service.
- Attending three book club sessions on topics related to leadership, service, and community
  - *How We Show Up* by Mia Birdsong
  - *Leading with Heart* by John Baird and Edward Sullivan
  - *Rethinking Positive Thinking* by Gabrielle Oettingen
  - *Year of the Tiger* by Alice Wong
  - *The Care Manifesto* by the Care Collective
- Submitting a leadership and service philosophy statement and reflections after each session and one final, two-page statement that summarizes their experience – what they have learned and how they hope to implement new skills in their future work.

This program has grown from a few interested students over the past few years to over 35 active participants. We attribute this growth to partnerships with the Scholar Leaders LLC and HASS Scholars program. Participants in the LSC have engaged in over 50 leadership workshops, 60 book club sessions, 40 CliftonStrengths coaching sessions, and over 80 service hours this year.

**Acropolis.** Acropolis is an emerging leaders retreat for recently initiated members within the fraternity and sorority life community. Participants engage in activities and conversations that help develop personal growth and leadership skills. The curriculum includes topics such as exploring their Top 5 CliftonStrengths, working as a team, leading difficult conversations, and practicing vulnerability. By equipping the students with these tools, they leave Acropolis with knowledge and skills to better serve their chapters and the greater Miami and Oxford communities. Over 80 participants and 30 peer mentors were selected. Survey responses after the retreat were very positive.



- 98% know their *why* when it comes to leading in this community.
- 98% understand how personal identities and actions influence organizational culture.
- 96% know how to communicate their experiences at Acropolis back to their chapter.
- 96% know how to engage in positive change in the fraternity and sorority community.

## Looking Forward

The Center for Student Engagement, Activities, and Leadership is committed to providing Miami students the opportunity to understand, develop, and practice leadership skills. We plan to scale the current leadership programming and learning opportunities for all students. We will continue to facilitate additional opportunities to put what is learned into practice through co-curricular practices.

# University Communications and Marketing

## ONGOING PROJECTS



▲ The Great Room, located in MacMillan Hall.

### UCM DESIGNS MYAAMIA CLASSROOM

In 2022 — as part of the 50th anniversary commemorating the unique relationship between the Miami Tribe of Oklahoma and Miami University — the university gifted a classroom to the Tribe. Following the gift, UCM and Physical Facilities were charged with working with the Myaamia Center to transform a classroom in MacMillan Hall into a Myaamia space.

UCM designer, Kenzie Bryant, traveled to Miami, Oklahoma, to learn about the Tribe and gain inspiration for the project. Each element of the design was intentionally curated to highlight the Tribe’s culture — from Myaamia phrases and imagery to a hand-crafted, wood turtle created by Tribal artist Jody Gamble.

The ribbon cutting for the renovated space took place on May 3, 2024.

### WEB UPGRADES HELP PROSPECTIVE FAMILIES

UCM’s web team completed two major improvements for website visitors. First, the admission sites for Oxford undergraduate, Regionals, and graduate programs were translated into Chinese, Simplified Chinese, and Spanish to boost international recruitment and accessibility for first-generation citizens. The translation accounts for language structures, cultural norms, and idioms. It will be refreshed regularly to ensure accuracy. Second, a much-improved Program Finder launched in April. It still helps users find their perfect majors, but can now display program highlight videos, request-for-information forms, and future-major maps. The search feature is also vastly improved thanks to feedback from academic divisions.

▼ Admission page, translated into Spanish.



### MIAMI RECOGNIZED FOR SOCIAL MEDIA EXCELLENCE

In an official industry report, Miami’s social media platforms were recognized for outperforming its higher education peers. Over the past year, Miami:

- Posted over 8,000 times compared to the higher education average of 998 (802% above average).
- Earned 150,500 new followers compared to the average of 1,500 (9,933% above).
- Had posts viewed 193 million times versus the average 2.8 million (6,792% above).
- Earned 5.5 million post engagements. The industry average is 151,500 (3,530% above).

Miami’s 101,600 TikTok followers outrank University of Michigan, University of Alabama, Penn State University, University of Georgia, and almost all other universities.

### “JUST ASK”



UCM is becoming more direct in head-to-head comparisons between Miami and other institutions, such as in this “Just Ask” email from the fall 2024 undergraduate yield campaign. Full email can be read on Page 3.

Gavin,

If you're still weighing your options, considering the pros and cons of the semi-finalists on your college-decision list, I have a challenge for you.

**Just ask.**

When you're comparing Miami to other top choices, just ask:

**How well does their four-year graduation rate compare to Miami's?**

Miami's four-year graduation rate ranks No. 1 in Ohio and No. 12 in the U.S. among public universities. The estimated lifetime value for Miamians who graduate and start their career a year before their peers is **more than \$200,000.**

**Can you study abroad and still graduate in four years?**

In addition to graduating students on time, Miami is ranked among the **top 10 public universities in the country for study abroad.** We also have our own campus in Luxembourg!

**What's the internship situation like? Are alumni successful?**

Miami ranks among the nation's **top 15 institutions in the U.S. for internships**, and our young alumni enjoy a **99% post-graduation success rate.** Why? Because our Center for Career Exploration and Success (CCES) attracts employers from around the world, and our amazing students and alumni keep them coming back. (Check out CCES Director Jen Benz's video on our [Your Miami People](#) webpage.)

**UCM'S GOAL** To establish and grow Miami University's influence, reputation, and ranking as a leading public university that prepares students for lifelong success in a vibrant campus community that values academic rigor, character, intellect, and serving the public good. Miami University's success depends upon messaging and visual identity strategies that are compelling and consistent across all communication outlets in order to grow enrollment and increase brand awareness.



# Marketing by the numbers

April 1 - June 1, 2024

## SOCIAL MEDIA

# 31.9M

Total social media impressions on the university's primary accounts

X 77.7K Instagram 4M TikTok 20.8M

Facebook 6.5M LinkedIn 558K

# 657K

Total social media engagements

X 1.9K Instagram 110K TikTok 387K

Facebook 50.6K LinkedIn 106K

# 606K

Total social media followers

X 78K Instagram 96K TikTok 101K

Facebook 121K LinkedIn 255K

## WEBSITE

# 2M

Total website users

# 1.3M

New website users

# 12M

Website page views

# 975K

Clicks

Organic (Google) search

# 36.3M

Impressions

## CONVERSION TRACKING

# 39.4K

Applications EO/EMSS

# 26.3K

Requests for information EO/EMSS

# Social Media top highlights

April 1 - June 1, 2024

14K Total engagements



615 Total engagements



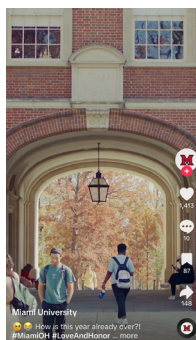
10.9K Total engagements



48.9K Total engagements



1.5K Total engagements



# News by the numbers

April 1 - June 1, 2024

# 143

News media pitches

# 59.9M

News reach

# 2.4K

News mentions

# \$15.2M

PR value

# 166

National news media mentions

## The Conversation

# 41

Articles  
6 articles  
April 1 - June 1

# 21

Authors  
5 authors  
April 1 - June 1

# 170

Publishers  
92 publishers  
April 1 - June 1

# 1.1M

Reads

105K reads  
April 1 - June 1

## Merit

# 36

Personalized student stories

# 144

Student achievement press releases sent via Merit

# 52.1K

Merit-generated impressions on social





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Miami ranks among the nation's **top 15 institutions in the U.S. for internships,** and our young alumni enjoy a **99% post-graduation success rate.** Why? Because our Center for Career Exploration and Success (CCES) attracts employers from around the world, and our amazing students and alumni keep them coming back. (Check out CCES Director Jen Benz's video on our [Your Miami People webpage.](#))

**How well can you project your four-year college costs?**



[Miami's Tuition Promise](#) freezes most costs (tuition, housing, food, most fees) for the four years of an undergraduate education. This, combined with a high four-year graduation rate, means your family can make reliable plans for your college investment.

Of course I'm a little partial to Miami, but the factors I mention above matter. You want a university you can count on to help you achieve your goals on your schedule. That's exactly what you'll get at Miami.

Love and Honor,

Bethany Perkins  
Director of Admission

P.S. If you want to just ask us, don't hesitate to reach out to your [Admission representative.](#) When you're ready to accept your Miami offer of admission, use your [Applicant Status Page.](#)



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# NEWS AND UPDATES

Board of Trustees Report | June 2024

## SUMMER SCHOLARS EXPERIENCE MIAMI

The Office of Admission's [Summer Scholars Program](#) is a summer experience for high-achieving high school students who will be juniors or seniors the following fall. This year, a record 465 students will experience life at Miami University through one of its two July sessions.



As part of a curriculum built for active learners, students will participate in discussions, hands-on projects, and real-world experiences with Miami faculty. Examples of the learning modules include:

- Engineering: Design and Build an Interactive Robot
- Entrepreneurial Experience: Building Your Dreams and Passions into Fun and Profitable Ventures
- Exploring the Helping Professions
- Health and How to Change the World
- Jumping into Kinesiology
- Unpacking Your Business Briefcase: Integrated Workplace Skills Development

## MIAMI CARES PROGRAM GROWS

The Miami Cares Food Pantry continues its expansion. In April of 2024, the **Student Success Center** partnered with Shared Harvest, a food bank that serves Butler, Darke, Miami, Preble, and Warren counties. Through Miami University's student-run Food Recovery Network, the campus Panera Bread donates bread and produce each week.

Surveys of students who have used the food pantry indicated access to personal hygiene products is often an area of concern. Next year, a grant from the Mental Health Incubator Fund will allow the Student Success Center to house a robust "Personal Hygiene Hub" in its food pantry to meet such needs.

In addition, the Student Success Center funds the Department of Kinesiology, Nutrition, and Health's "Pick List" program that provides students access to groceries on campus.

## BY THE NUMBERS

9,339 

meal swipes were donated to Oxford students facing food insecurity by their peers in 2023-24. The **Student Success Center** administers the distribution of these meal swipes.

## 2024 FALL CAREER FAIR CALENDAR

All-Majors Career and Internship Fair  
September 18 | 1 – 5 p.m. | Millett Hall



Diversity and Inclusion Networking Event  
September 18 | 6 – 8 p.m. | Armstrong Student Center

STEM Career and Internship Fair  
September 19 | 1 – 5 p.m. | Millett Hall

Sport Career Exploration and Networking Expo  
October 24 | 2 – 4:30 p.m. | Shriver Center





## EMSS OFFICES WELCOME CLASS OF 2028 TO CAMPUS

The **One Stop** and the **Center for Career Exploration and Success** are presenting at Miami University's orientation this summer to showcase how they support student success to the class of 2028.

**Jerrad Harrison** '00, director of One Stop Services, introduces incoming students and their families to the areas his office supports: billing/payment, financial aid, registration, and student records. An [Orientation Guide](#) was recently added to the One Stop's website to offer orientation participants access to the valuable information he presents at any time. One Stop staff members also offer two breakout sessions for parents that provide an in-depth overview of their billing/payment options.

The Center for Career Exploration and Success offers two distinct presentations, one for incoming students and one for their family members. A career advisor introduces students to the nine career clusters, which are groupings of common occupations across broad industry categories. Students explore how they can launch their professional journey by defining their interests, leveraging their skills, and understanding their work preferences. Family members learn how the Center for Career Exploration and Success supports students from their first year to graduation, sharing employer and alumni engagement opportunities, career exploration events, and data on student success rates.

Behind the scenes, the **Office of the University Registrar** plays a pivotal role by creating registration time tickets for each group of incoming first years, lifting "first-time student" holds so they can register for classes, and assisting divisional advising offices by manually adding students who have additional barriers. In addition, the **Bursar** has a presence at orientation's resource fair. Staff members are on hand to answer questions about the billing/payment process and to promote Miami's payment plan options.

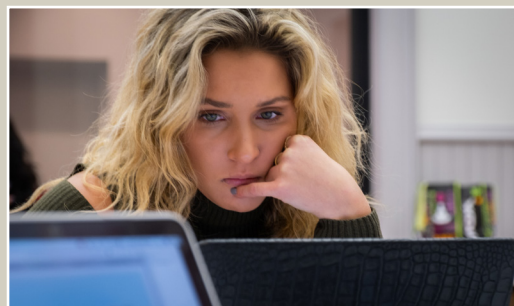
Later this summer, the Center for Career Exploration and Success will co-host a pre-semester program for students exploring their academic and career plans. Students in Exploratory Studies, the College of Arts and Science, and the Pre-Health Studies program can attend this optional three-day session to explore campus resources and build relationships with faculty, staff, and employer partners.

### PROSPECTIVE STUDENTS EXPLORE BUSINESS PATHWAYS

In 2023-24, the **Center for Career Exploration and Success** collaborated with the **Office of Admission** to proactively connect with students who were admitted to Miami University but not the Farmer School of Business. The goal of this new initiative was to show these prospective students they can achieve their career ambitions by taking advantage of the many resources Miami offers even if they were not admitted to their first-choice major.

Through virtual webinars, Center for Career Exploration and Success staff members introduced students and their families to academic offerings, co-curricular activities, and experiential learning opportunities tailored to an individualized career path in business.

Support of students who chose to enroll at Miami will continue once they arrive on campus. The Center for Career Exploration and Success has planned an event to help them explore the process of gaining entrance to the Farmer School of Business as a current student while also highlighting alternative academic plans that can support their future goals if they are not admitted.



**EMSS OFFICES BUILD BRIDGES**

The Office of Admission’s [Bridges Program](#) invites high-achieving high school seniors from historically underrepresented populations, as well as those who have a commitment to promoting a deeper understanding of and appreciation for diversity, to engage with current students, faculty, and staff.

Students who complete the Bridges Program, are accepted to Miami University, and enroll on the Oxford campus are eligible to receive a scholarship. They are also invited to participate in the [Bridges Scholars Program](#), which is run by the **Student Success Center** and aims to provide these students with the support they need to make a successful transition to college life.



This year’s Bridges Program yielded 216 students to the Oxford campus, representing the same total as last year. The percentage of participants who enrolled stands at 42.7%.

**GRADU8 PROGRAM SUPPORTS SUCCESS**

Miami University’s [GradU8 Program](#) provides select Ohio-resident students with support to ensure their seamless transition from high school to college. The “8” in GradU8 symbolizes the program’s mission to help these students graduate in as little time as possible, namely eight semesters (four years).



From day one to graduation, GradU8 Scholars work with a Success Advocate from the **Student Success Center**. The Success Advocate connects these students with campus resources, organizations, tutoring, internships, study abroad, and research that can enhance their University experience.

Among rising second-year GradU8 Scholars, 60 different majors were represented. The top-five majors were Psychology, Nursing, Biology, Computer Science, and Undeclared-Business. Each semester, students are awarded a \$300 book scholarship if they meet grade point average and credit hour goals.

**During the 2024 Spring Semester:**

- 90% of Scholars earned 12 or more credit hours
- 65% of Scholars achieved a term GPA of at least 3.00
- 27% of Scholars earned a term GPA between 2.00 and 2.99

**Following the 2024 Spring Semester:**

- 65% of Scholars had a cumulative GPA of 3.00 or higher
- 27% of Scholars had a cumulative GPA between 2.00 and 2.99

This data showcases the academic achievements and progress of the current GradU8 Scholars, underscoring the program’s impact and the dedication of its participants.



**BY THE NUMBERS**

**2024 Spring Commencement**

- 3,122** Bachelor’s degrees awarded
- 381** Master’s degrees awarded
- 11** Doctoral degrees awarded
- 45** Associate’s degrees awarded
- 116** Certificate degrees awarded

Totals as of May 24, 2024 for the class of 2024



**BY THE NUMBERS**

**2024 Fiscal Year**

This fiscal year, the **Office of Student Financial Assistance** worked with departments across campus to award

**2,700** scholarships totaling **\$5,118,382**

**Departmental Nomination Totals**

- 3,102 Nominations Received
- 2,710 Nominations Approved

**Departmental Expenditure Plan Totals**

- 296 Expenditure Plans Received
- 267 Expenditure Plans Approved

**Awarding Totals**

- \$2,479,535 Scholarships Replaced with Donor Funds
- Buying Down E&G Funds (352 Different Funds)
- \$706,106 DONM Awarded (81 Different Funds)

## 12/TWENTY PLATFORM PROVIDES NEW INSIGHTS ABOUT ALUMNI CAREER PATHS

The **Office of Data Research and Analytics** has collaborated with the **Center for Career Exploration and Success** and other campus partners to enhance Miami University's collection of data surrounding students' post-graduation plans. After a comprehensive review of platforms, the [12/twenty system](#) was selected to be implemented beginning with alumni who graduated in the summer of 2023.

12/twenty is a data-driven platform that helps universities and employers connect college talent to career opportunities. From capturing outcomes to running reports, its institutional research tools offer data that can be seamlessly turned into compelling student success stories.

## ONE STOP TEAMS WITH LIBRARIES TO ENGAGE MILITARY-AFFILIATED STUDENTS

Miami University Libraries' hosted their third-annual Military-Affiliated Student Appreciation Day in King Library on Tuesday, May 7, 2024. Due to its connection to the veteran and military-affiliated student population, the **One Stop** supported this initiative through dedicated promotion.

To encourage these students to take a study break and de-stress during the busy week before finals, the Libraries' Makerspace offered button- and sticker-making. Quiet study space was reserved for attendees to utilize. The event featured

## PROFESSIONAL PRESENTATIONS

**Alexis Andrews (Center for Career Exploration and Success) and Ali Edington (International Student and Scholar Services):** "Employer Education through International Student Empowerment" at the Interstride Symposium

**Margaret Bennett-Swihart and Ashley Lomax (Office of Admission):** Planning committee for the Ohio Association of College Admission Counseling Guiding the Way to Inclusion Conference

**Jon Cherry (EMSS Operations):** Interactive Query Challenge leader at the Slate Summit

**Jon Cherry (EMSS Operations):** "1 QR Code to Rule Your Travel," "Getting Started with Student Success," "Special Population Advising and Registration Workflows," "A Tour Guide Portal," and "Design a Dynamic Mobile Event Schedule" at the Ohio Slate Conference

**Erin Dunn (Center for Career Exploration and Success):** "You've Got a Great Opportunity... Now What?: A Pilot Program to Help Students and Employers Bridge Expectation Gaps in the Workplace" at the Orange County Employees Association Conference

**Dr. Danielle Hart-Westbay (Center for Career Exploration and Success):** "Graduate Student Career Development: Strategies and Resiliency" at the Graduate Student Experience Conference

**Valarie Jacobsen (Center for Career Exploration and Success):** "Efficient and Effective Strategies for Meaningful Employer Engagement" at the National Association of Colleges and Employers Conference

giveaways of Miami swag and grab-and-go refreshments to fuel future study sessions. Two attendees also won a \$25 gas card.

## PAYMENT PLANS OFFER FAMILIES FLEXIBILITY

Miami University's payment plans give families the option to budget each semester's bill into monthly installments with zero interest and no credit check. Payments can be automatically deducted from a checking/savings account or automatically charged to a credit card.

The **Bursar** administers the payment plans and promotes them to incoming and current students. Enrollment for the 2024 Fall Semester opened on June 5, 2024. The [Payment Plans](#) landing page was recently redesigned to provide more detailed information about these plans so students and their families can make informed decisions.

## TABLEAU ADOPTION SUPPORTS DATA NEEDS

Miami University's Tableau User Group formed as a collaborative community dedicated to mastering and leveraging [Tableau](#), a data visualization and business intelligence tool. The group fosters a learning environment where members can share knowledge, best practices, and innovative techniques in data analytics. **Daryl Wright** from the **Office of Data Research and Analytics** hosts the monthly meetings, conducts regular presentations about how to enhance productivity and facilitate effective data visualizations, and manages the membership list. New members are always welcome.

**Ashley Lomax (Office of Admission):** Panelist for "Diversity Leadership in Higher Education" at the Ohio Association of College Admission Counseling Guiding the Way to Inclusion Conference

**April Robles and Erin Dunn (Center for Career Exploration and Success):** "Reimagining the Internship Experience" at the Midwest Association of Colleges and Employers Conference

**Shayna Smith (Center for Career Exploration and Success):** "Are You Doing the Work? Learn How to Strategically Embed Equity and Access Throughout Career Development" and "Career Academy Beyond Borders" at the Career Leadership Collective Conference

**Katie Southwood (Center for Career Exploration and Success) and Dr. Jordan Goffena (Department of Sport Leadership and Management):** "Using Sport Psychology Techniques in Career Development to Support Student Mental Health" at the National Career Development Association Conference

**Nella Sutyniec and Jocelyn Wimberly (Center for Career Exploration and Success):** "Group Huddle: Guide to Progressing and Elevating Peer Career Coaches" at the National Career Development Association Conference

**Dauri Torres (Office of Admission):** "Pro Tips and Tricks to Tackling Travel" and "Planning a College Fair? Strategies on Streamlining Your Events" at the New England Association of College Admission Counselors Conference