



**Welcome back,
Gorillas!**

PITTSTATE

A portrait of Andra Stefanoni, a woman with short blonde hair, smiling and standing outdoors with her arms crossed. She is wearing a light blue button-down shirt. The background is a blurred outdoor setting with greenery and a building.

ANDRA STEFANONI
Director of Media Relations



2024-25 NEW EMPLOYEES

Abby Aushman
Alexander Beach
Megan Besecker
Jeremy Brand
Tarynn Brenner
Joanie Brilliant
Stephen Buckingham
Khadija Ceesay
Senthil Chenrayan
Jamie Cook
Dennis Cornell
Gabriel Cozart
Anthony Crespino
Joshua Curran
Leslie Damian
Narsimulu Daulatabad
Chandler Davidson
Kayla Day
Eric Deatherage
Thomas Dey
Daniel Duling
Michelle Grimes

Drake Guymon
Wyatt Hall
Derek Hellwig
Jamario Higgins
Wyntr Jacobs
Helen Johns
Megan Johnson
Glenda Jones
Kamryn Kelley
Bethany Kendrick
Garrett Kindred
Jennifer Lawrence
Dakota Lawrence
Quoc Bao Le
John Leigh
Amelia Loew
Kaylee Long
Ricardo Lopez-Orozco
Brent McDowell
Brian Melies
Mitchell Moon
Sarah Moon

Sara Moon-Holder
Angelia Murphy
Raegan Neufeld
Matthew Oglesby
Max Olsan
Malia Orender
Aubrey Owens
Rutu Patel
Erin Pavlin
Brandon Perkins
Ethan Pope
Melissa Prier
Jeremy Proffitt
Austin Rayburn
Lisa Riedle
Michael Riggs
Deserae Roark
Rachel Schnelle
Parker Schrater
Aimee Senecaut
Aaron Shockley
Juliana Shortt

Peyton Simpson
Morgan Singletary
Faith Smilkos
Thomas Smith
Andrew Smith
Koby Smith-McCallister
Marcella Spann
Kirby Strong
Nicole Stumo
Jane Talkington
Madelyn Wahl
Charles Watson
Lolita Watson
Rebekah Wilkinson
Stephanie Winter
Ann Wolfe
Trenda Yanez
Savanna Yost
Bryan Yungeberg-Vann
Hope Zafuta
Ryan Zafuta

OUTSTANDING FACULTY

PITTSTATE



ANURADHA GHOSH

Biology



SHANNON NICKLAUS

Construction



AMBER TANKERSLEY

Teaching & Leadership

OUTSTANDING STAFF

PITTSTATE



BRENDA HAWKINS
Int'l Programs & Services



JAMIE RINK
Financial Assistance



CAROL YOUNG
Police & Public Safety

FACULTY & STAFF ORGANIZATIONS

PITTSTATE



DAVID WEAVER

Faculty Senate



MICHELLE HENSLEY

Staff Senate



EVA SAGER

Staff Senate



ANANDA JAYAWARDHANA

KNEA



DOUG BALL
CFO & Interim President



CONSTRUCTION PROJECTS



BIG WINS

\$10 million

Regional funding added over
the past four years

\$19 million

Foundation fundraising results
over the past year

3 years

of new student enrollment
growth

**Carnegie
Classifications**

Opportunity: Access & Earnings
Research Activity

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KARL STUMO

VP Student Affairs &
Enrollment Management



SUSAN BON

EVP & Provost



SHAWN NACCARATO

VP Research & Economic
Development

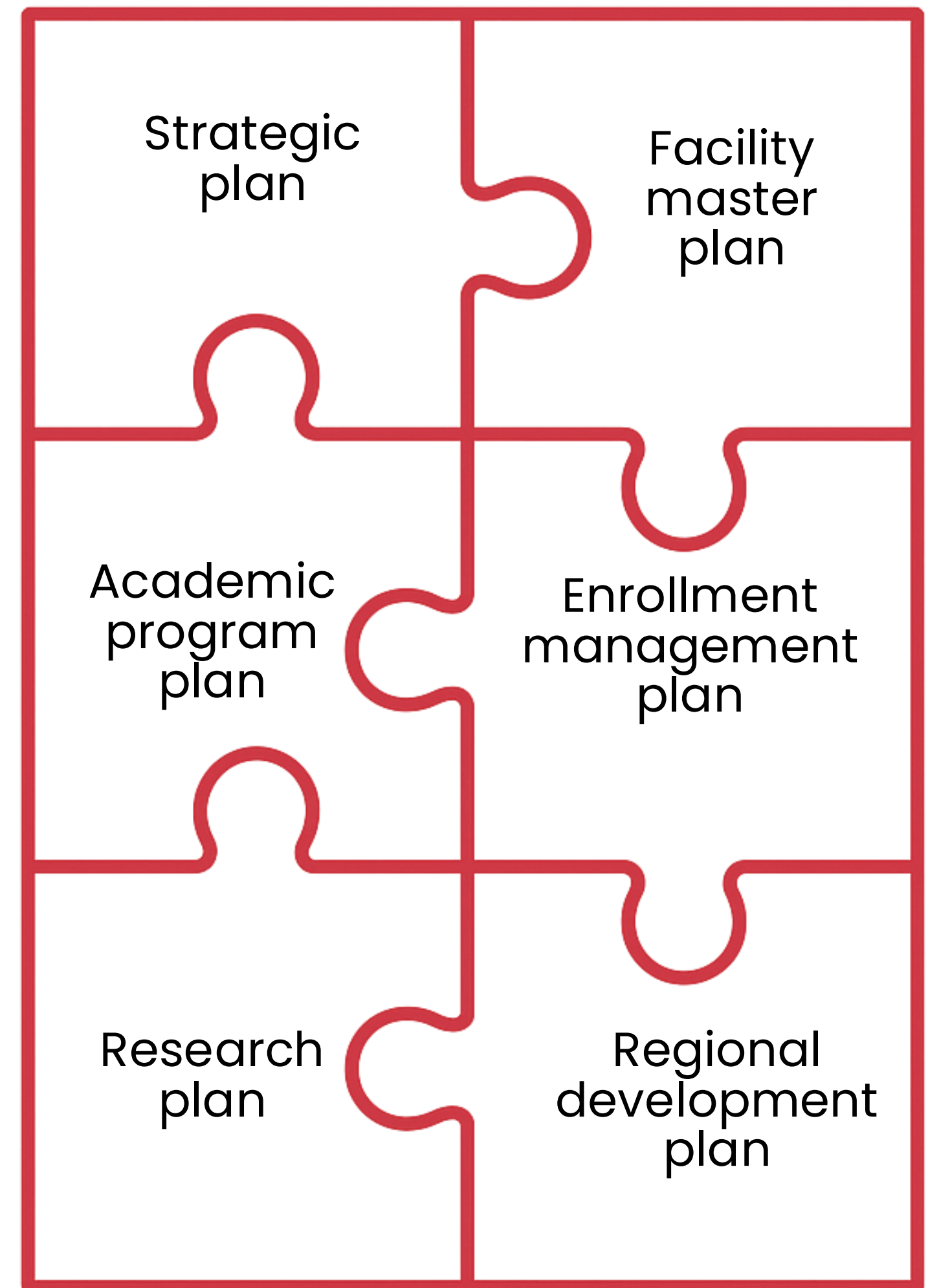
MISSION

Make life better
through education

We must provide **access** to higher education and grow **excellence** in teaching and learning.

Financial stability is necessary to ensure resources and adapt to changing conditions.

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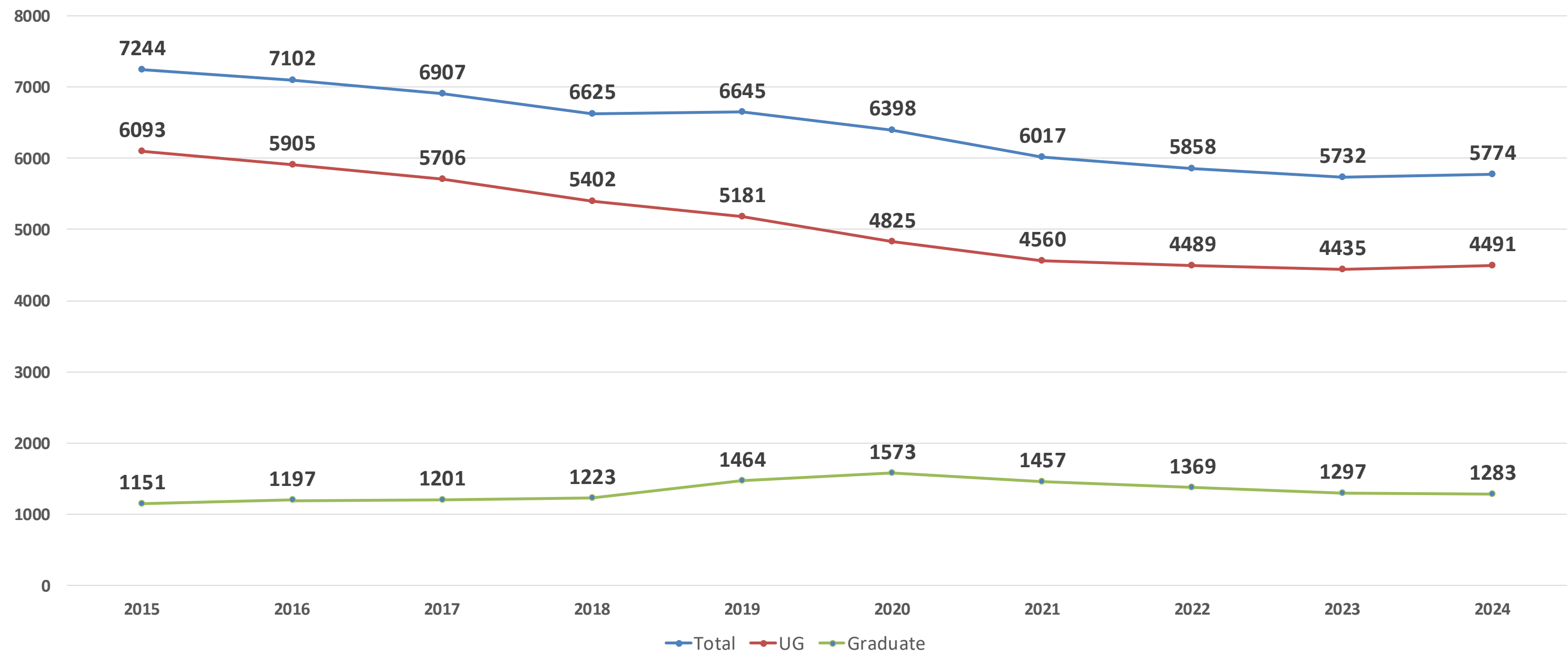
LOOKING

BACK



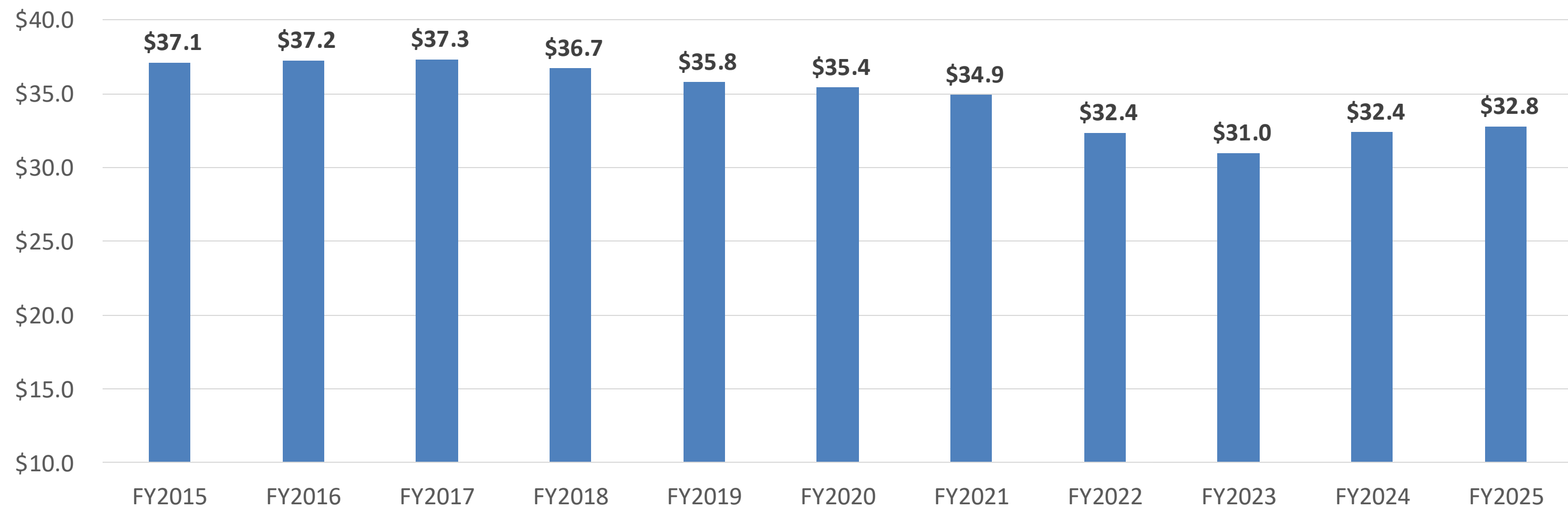
10-YEAR ENROLLMENT TREND

-20.3%



10-YEAR IMPACT ON TUITION REVENUE

-11.6%



LOOKING

FORWARD



PRIORITIES TO SUSTAIN EXCELLENCE

Continue growing
**salaries at least
2–3% annually**

Meet the challenge
of **rising costs**

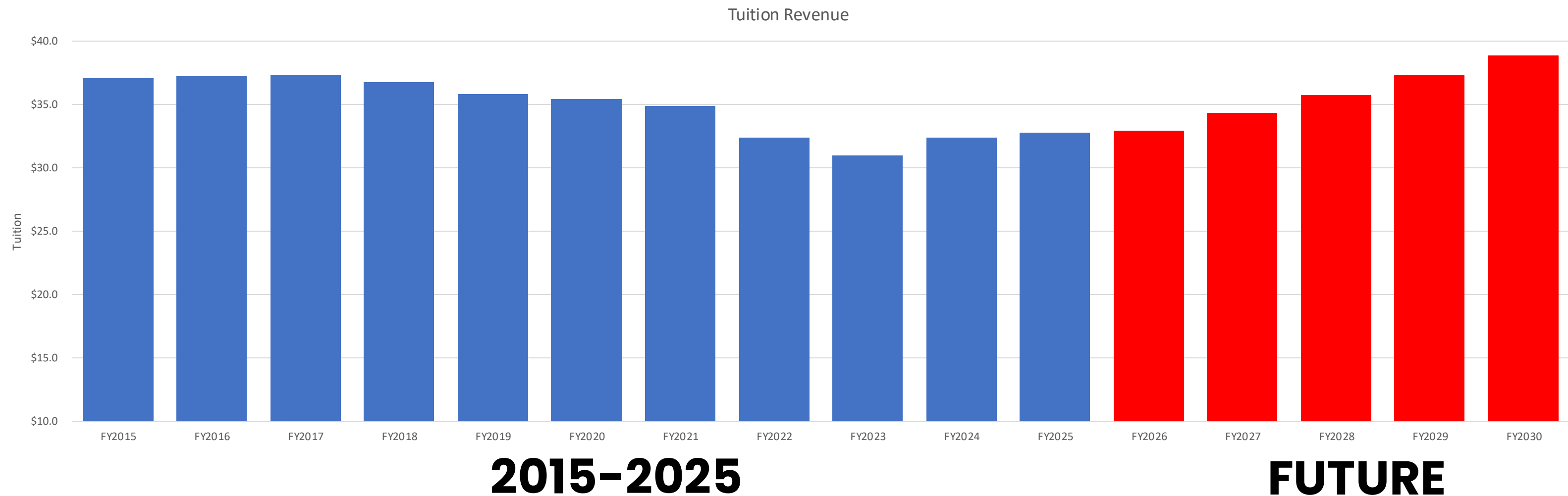
We must manage these while also achieving our mission



5-YEAR GOAL

GROW TUITION REVENUE BY \$6 MILLION

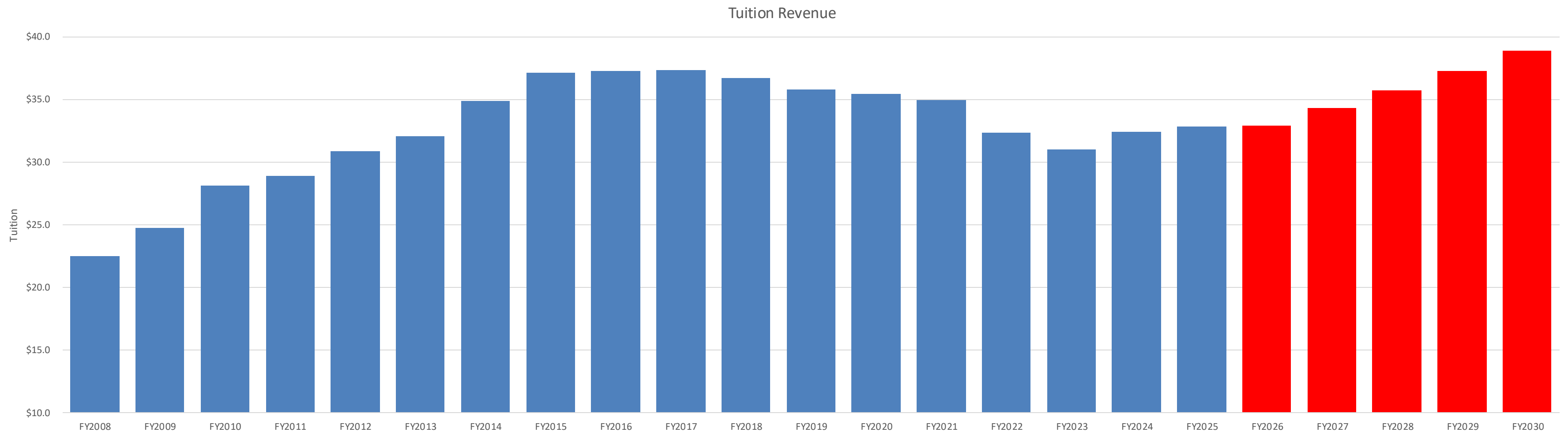
We have positive momentum, but this looks challenging compared to the last ten years



5-YEAR GOAL

GROW TUITION REVENUE BY \$6 MILLION

Zooming out shows that we've been here before and we can get there again



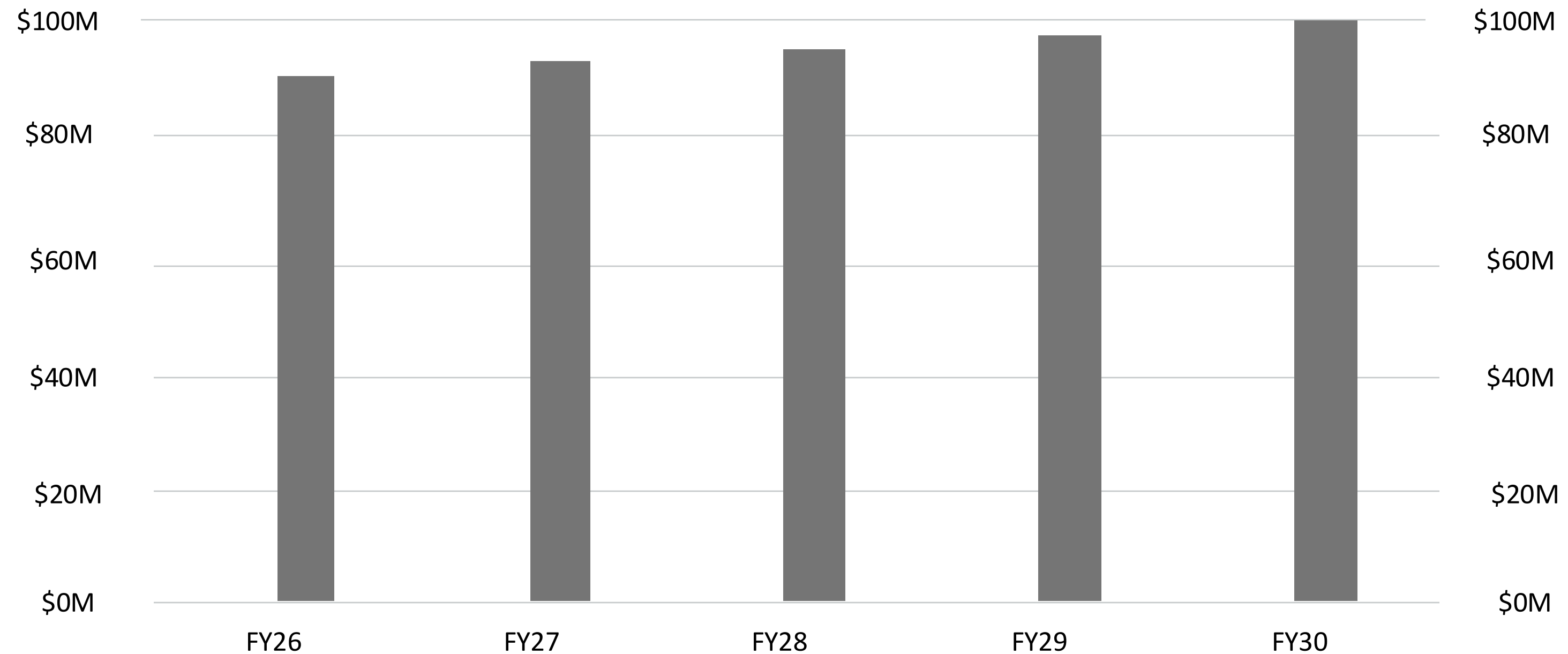
2008-2025

FUTURE



PLANNING: EXPENSES

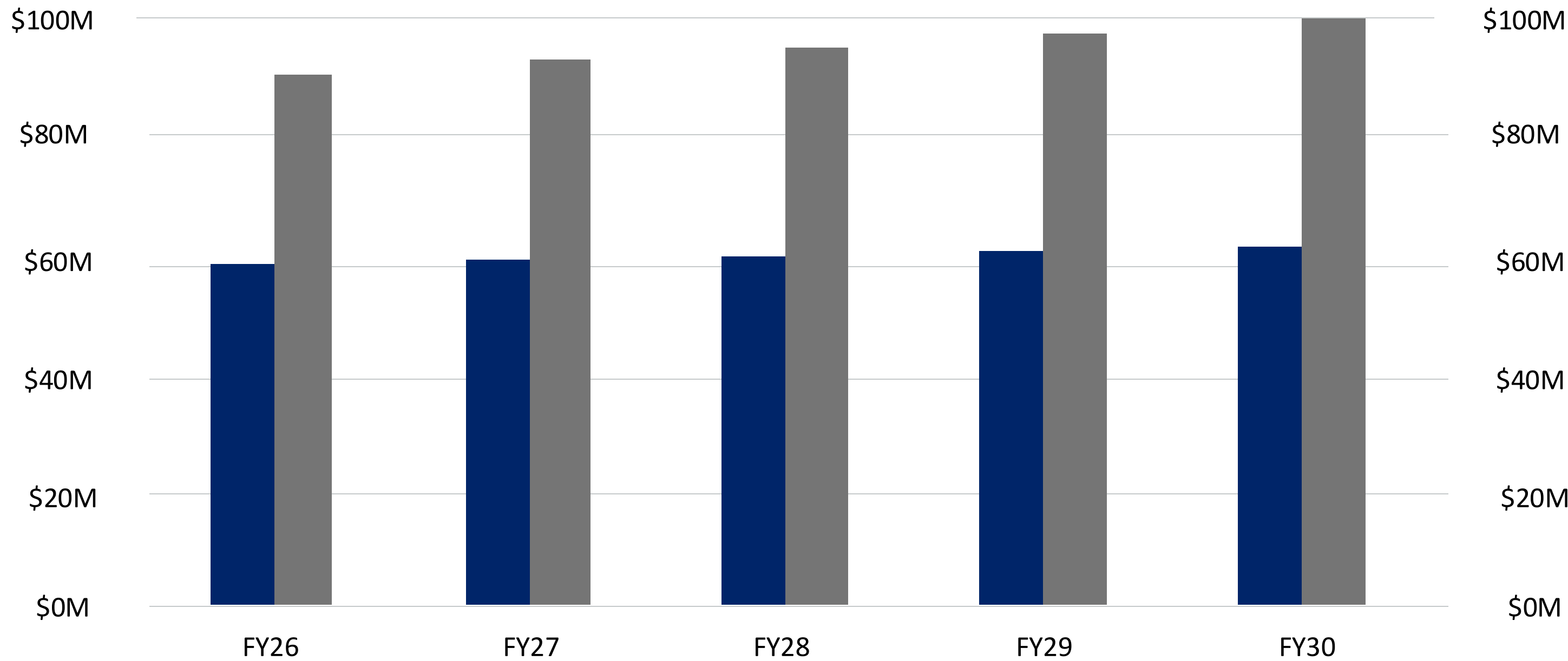
Expecting a 10% expense increase over the next five years



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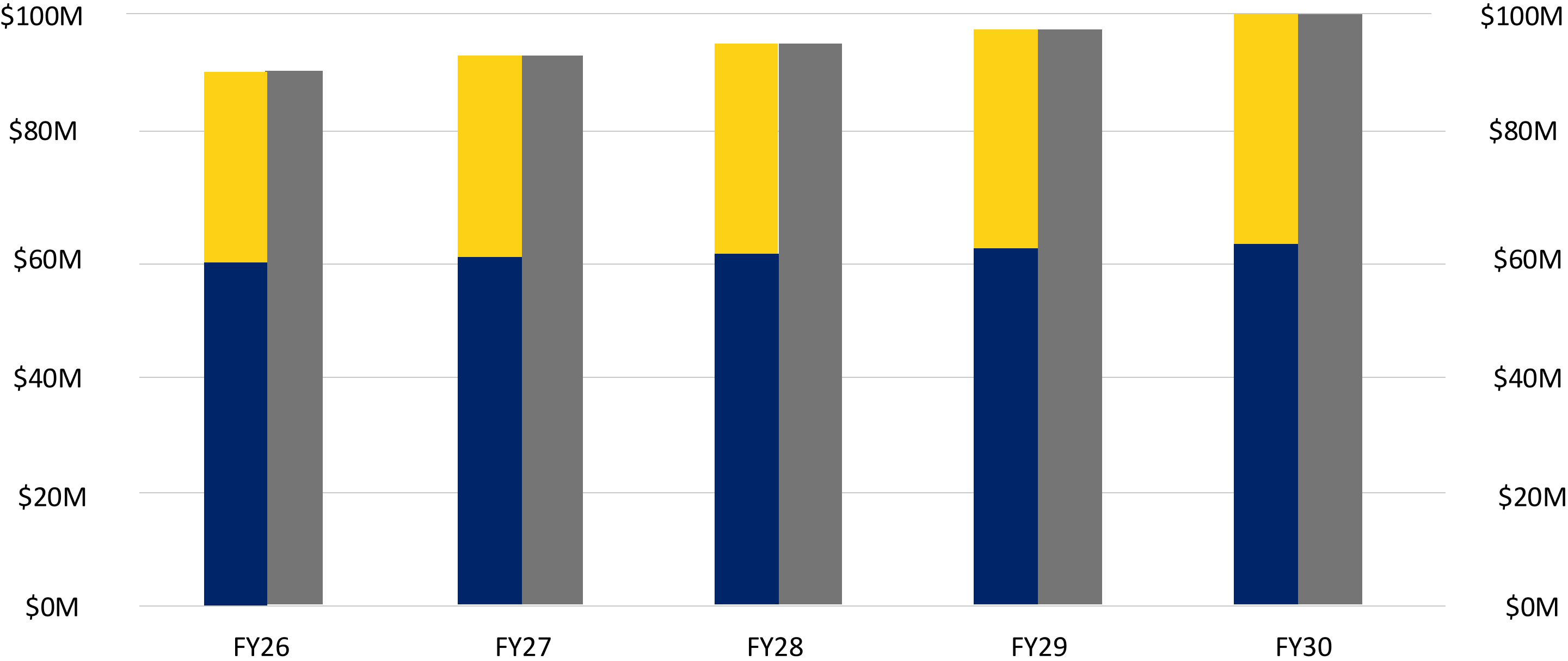
PLANNING: STATE REVENUE

Expecting limited support growth apart from salary allocations



PLANNING: TUITION REVENUE

This is the lever we pull to meet the expense challenge and mitigate the likely plateau of state support



ARE THERE ALTERNATIVES?

ADDITIONAL STATE FUNDING

It is unlikely we will experience a growth in state funding over the next five years given the historic investments made recently.

DONORS & GRANTS

Of course we enjoy excellent support from donors and are growing research revenue, but those are usually very targeted.

ALWAYS

We must remain strategic and proactive in managing expenses and positions.

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5-YEAR GOAL

GROW TUITION REVENUE BY \$6 MILLION

WHAT HAPPENS IF WE DON'T ACHIEVE THIS?

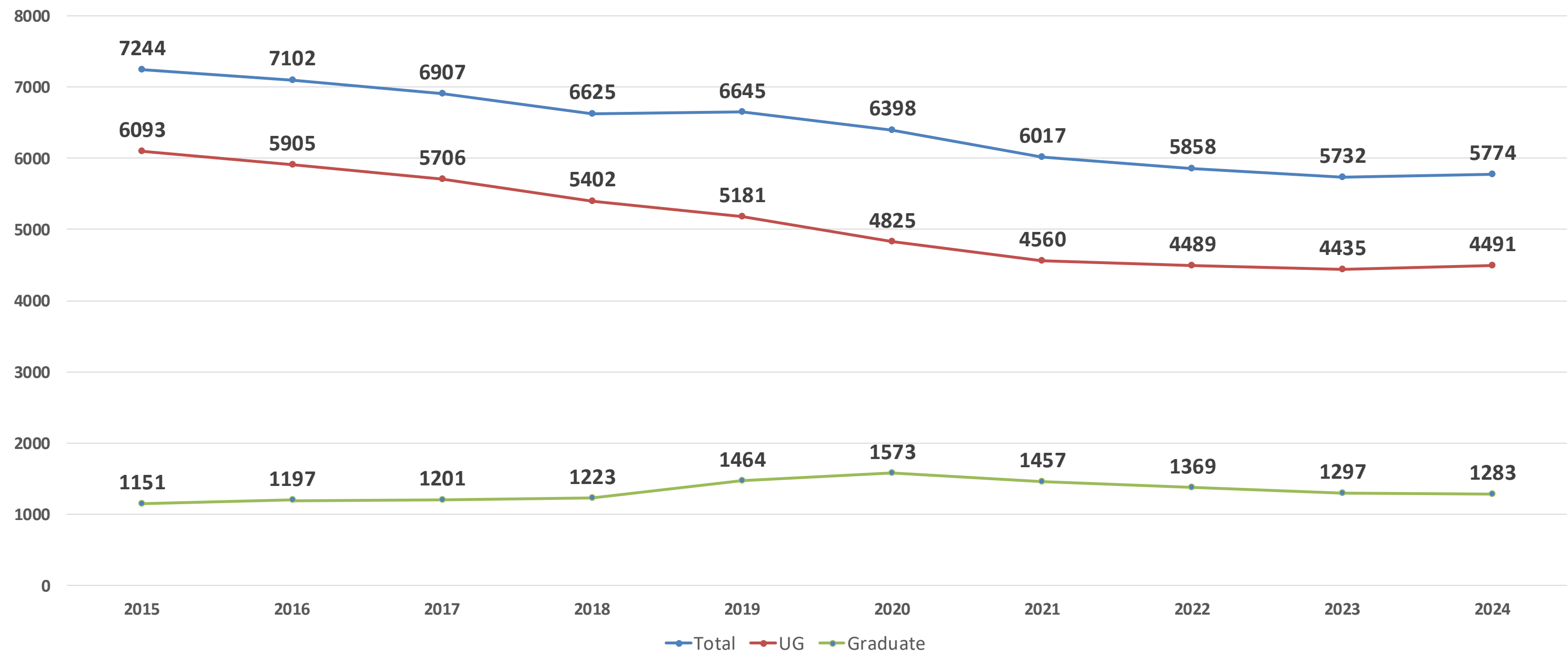
**Limited or no
salary increases**

**Substantial
expense cuts**



10-YEAR ENROLLMENT TREND

-20.3%



ENROLLMENT PLANNING FROM A POSITION OF STRENGTH

Total enrollment is tracking ahead of last year

New student recruitment

Largest freshman class
since 2017

Largest transfer class
since 2022

Graduate: ahead

International: ahead

Retention & persistence

Freshman retention
continues to improve

Transfer retention
stable

SO-to-JR persistence
significantly improved

Housing & residence life

**Over 1,000 students in
housing** – first time
since 2019

THANK YOU

to all of you for
contributing to
this momentum



ENROLLMENT

TOTAL ENROLLMENT

New student
recruitment

+

Retention,
persistence,
completion

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5-YEAR GOAL

GROW ENROLLMENT BY 700 STUDENTS

\$6 MILLION = 700 STUDENTS

Assumptions + Baseline

2%

annual tuition increases

78%

undergraduates

22%

graduates

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5-YEAR GOAL

GROW ENROLLMENT BY 700 STUDENTS

Retention

+100

New

undergraduate

+450

New

graduate

+150



5-YEAR GOAL

WHAT'S THIS MEAN TO TOTAL ENROLLMENT?

$$5,774 + 700 =$$

~6,500

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POSITIVES

Retention
indicators are
improving

Investments in our
enrollment
management
structure are netting
results

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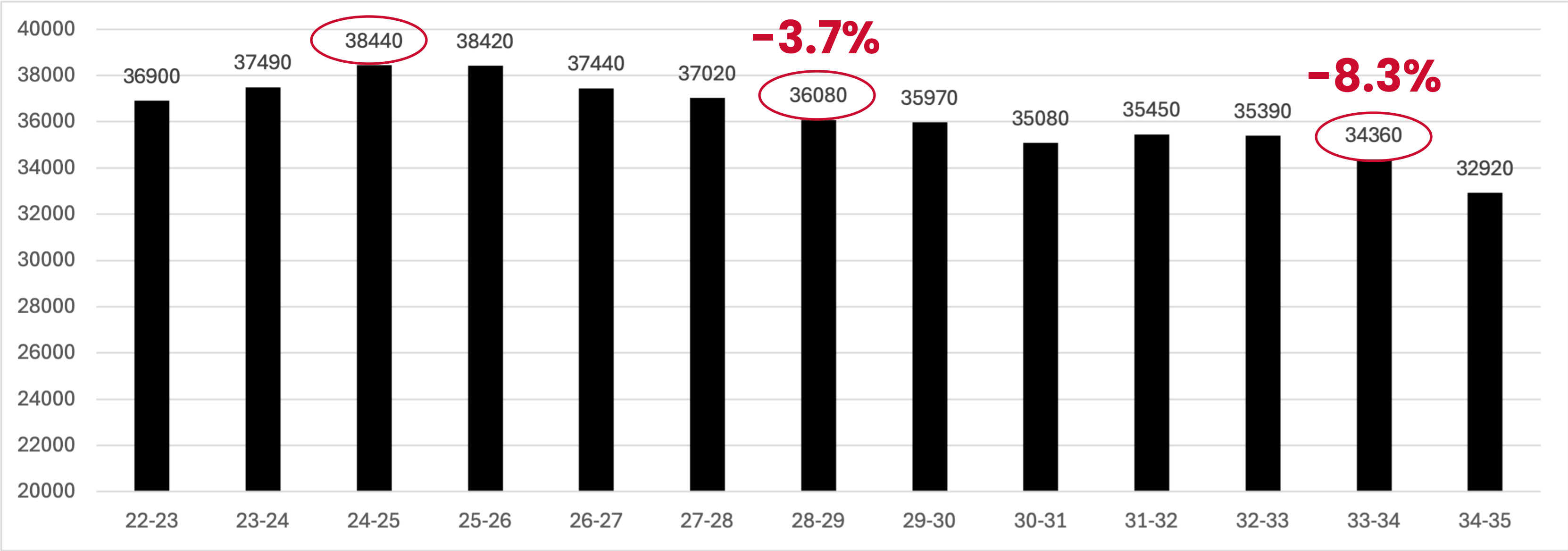
CHALLENGES

**Large publics are
lowering admission
standards and
taking market share**

**High school
graduation rates are
dropping in Kansas
and Missouri**

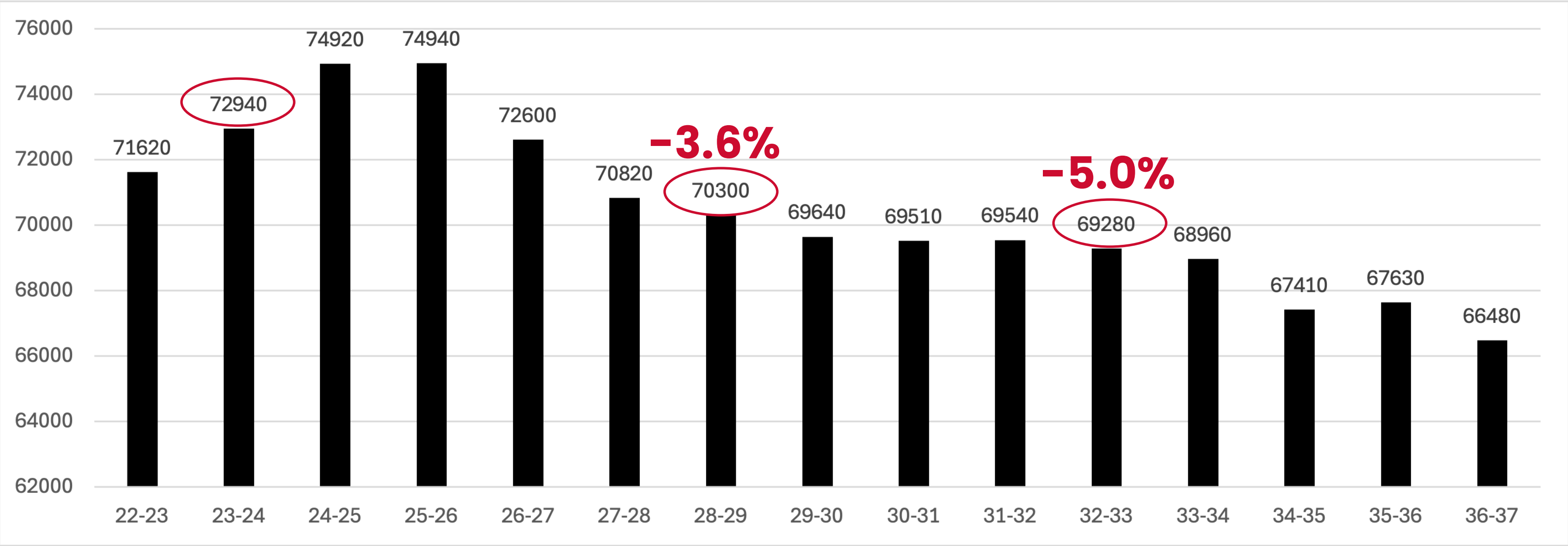
HIGH SCHOOL GRADUATION RATES

KANSAS



HIGH SCHOOL GRADUATION RATES

MISSOURI



ENROLLMENT

Retaining students is just as important as
recruiting new students

The interactions each of you have
with our students contributes to
student success – **every employee
matters when it comes to enrollment**

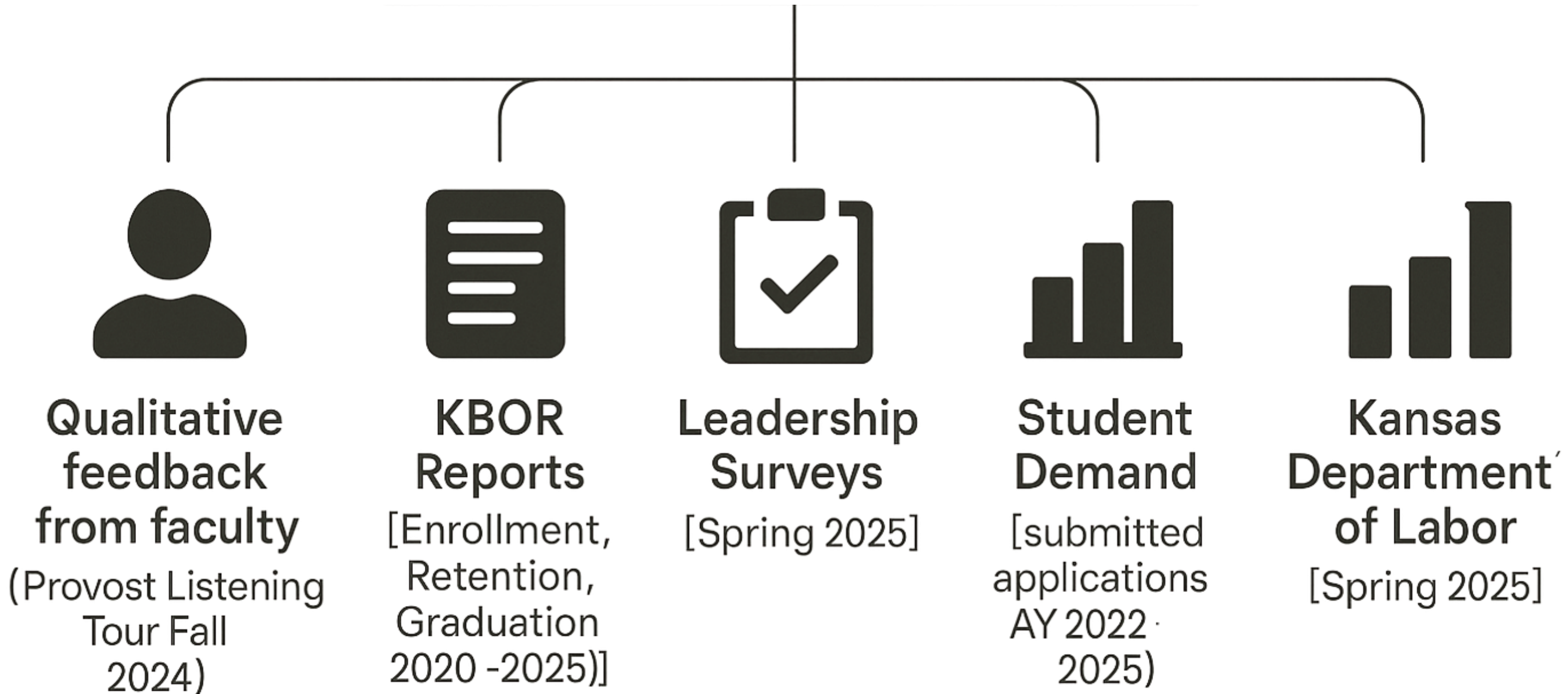
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ACADEMIC PROGRAM PLAN

Matching our fields of study with student
and industry demand



METHODOLOGY & DATA COLLECTION



ENVIRONMENTAL SCAN AND RUBRIC DEVELOPMENT

STUDENT DEMAND

Does the program attract students and keep them through to graduation? Are they finding jobs with competitive salaries?

INDUSTRY DEMAND

Does the program meet the needs of employers in our region?

GROWTH CAPACITY

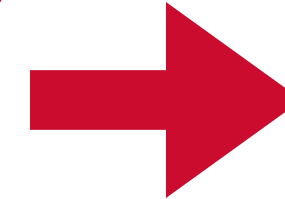
Does the program have the facilities, faculty, and resources to grow?

INSTITUTIONAL INVESTMENT

Does the program have existing and stable infrastructure or funding investment?

PROGRAM CATEGORIES

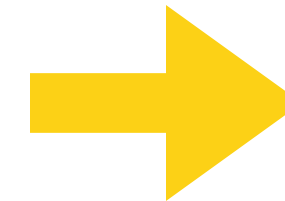
Foundational



Most programs

Critical to our success by holding current enrollment levels, providing support + targeted growth

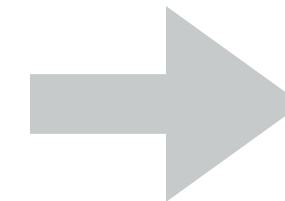
Enrollment drivers



~20 programs

Slated to provide the growth we need over the next five years to achieve \$6 million in additional tuition revenue

Reposition?



~10 programs

Programs to reimagine or combine to create demand, or sunset to provide resources for enrollment drivers

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ENVIRONMENTAL SCAN AND RUBRIC DEVELOPMENT

STUDENT DEMAND

Does the program attract students and keep them through to graduation? Are they finding jobs with competitive salaries?

INDUSTRY DEMAND

Does the program meet the needs of employers in our region?

GROWTH CAPACITY

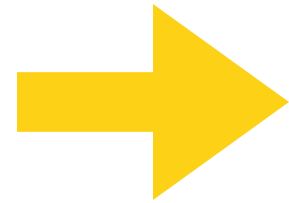
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EMERGING RESULTS

Enrollment drivers



Slated to provide the growth we need over the next five years to achieve \$6 million in additional tuition revenue

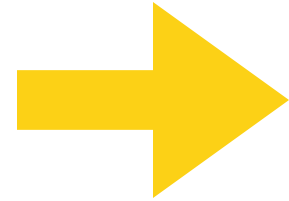
Undergraduate

- Auto Technology
- Biology
- Business – Finance, Marketing, Management, HRD
- Computer Science/AI
- Construction
- Criminal Justice
- Education – Elementary/Secondary
- Engineering Technology
- Exercise Science/Strength & Conditioning
- Psychology
- Social Work



EMERGING RESULTS

Enrollment drivers



Slated to provide the growth we need over the next five years to achieve \$6 million in additional tuition revenue

Graduate

- Education
- Engineering Technology
- Health, Human Performance, Recreation
- History
- Materials Science
- MBA
- Nursing
- Psychology
- Social Work



CARNEGIE CLASSIFICATIONS

Professions-focused undergraduate/graduate

1 **Student Access and Earnings**

Opportunity Colleges and University: Higher Access, Higher Earnings

2 **Research Activity**

One of only 33 universities in the nation to receive both designations

RESEARCH & ECONOMIC DEVELOPMENT

Supporting and advancing regional connectivity, research, sponsored programs, student experiences, and feedback loops to help maintain academic program relevance.

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SUPPORT & ADVANCE

Three areas of work

**RESEARCH &
SPONSORED
PROGRAMS**

**ECONOMIC &
COMMUNITY
DEVELOPMENT**

**PUBLIC
AFFAIRS**

Bringing opportunities to Pitt State and our region,
along with the resources, infrastructure, and
support to achieve them.

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SUPPORT & ADVANCE

The work we do is in direct service to the university,
faculty, students, and the community.

**Advocacy &
engagement**

**Regional
prosperity**

**Student
experience**

**Faculty
support**

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SUPPORT & ADVANCE

\$6 MILLION / 700 / 6,500

Our work is in pursuit of the tuition revenue target, enrollment goals, and academic program priorities **for Pitt State.**

Attracting and keeping more students with **experiences they can't get anywhere else**

Supporting colleges in **program growth** with funding, new partnerships, program support, and creative endeavor support

Advocating for Pitt State, our employees, our students, and our region at all levels of government and industry.

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MARKETING & RECRUITMENT

Finding, attracting, and graduating Gorillas



BROAD **RECRUITMENT** STRATEGIES

FUNNEL DEVELOPMENT

Name buys
Campaigns
Organic search
Paid search
Website
Social media
Alumni

MESSAGING

Resonating with
and exciting
prospective
students and
their parents,
leading to
action

VISIT EVENTS

1:1 campus visits
Group events
Camps
Topical days
Virtual visits

1:1 RECRUITING

Outreach from
admissions
staff, deans,
directors, chairs,
and select
faculty



EAB

slate



PITTSTATE

HOW WE COMPARE IN KANSAS

RETENTION

Fall 2022–Fall 2023
First-to-second year retention

Regionals

Pitt State	78%
Emporia State	67%
Fort Hays State	77%

Large publics

Kansas	85%
Kansas State	87%
Wichita State	68%



GRADUATION

Last available data: 2017

Regionals

	4-year	6-year
Pitt State	34%	54%
Emporia State	39%	54%
Fort Hays State	33%	48%

Large publics

Kansas	54%	69%
Kansas State	47%	70%
Wichita State	31%	51%

BROAD RETENTION & PERSISTENCE STRATEGIES

STUDENT SUCCESS

Personalized guidance for every student from Day 1 until graduation

GREAT GORILLA

Four-year academic awards that lower the cost of attendance

COMMUNITY CULTURE & MENTORSHIP

Forming meaningful connections on campus and with faculty

CAMPUS FOMO

Creating an environment where students want to be



EAB



EDSIGHTS

PITTSTATE

5-YEAR GOAL

\$ **6** million

700 additional students

6,500 total students

PITTSTATE

MISSION

Make life better
through education



THOMAS NEWSOM
President





PITTSTATE