





# MISSION

Make life better  
through education

**PITTSTATE**

# LIVING OUR MISSION



# AMERICAN DREAM

The sense of community and entrepreneurial spirit sparked the confidence to launch his business in Pittsburgh – **Marathon Graphics.**

## Renato Pinto

Founder/Owner

BST '16

*“There are so many resources and people here who genuinely want to help you be successful. As long as you know who to reach out to and where to start, the support is incredible.”*

*Renato Pinto*

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# FALL 2025 RECAP

A very short highlight list of the many impactful things happening on campus and in our community, **thanks to our students and employees**

Celebrated with 450 new Pitt State **graduates** – Launched **new enrollment driver partnerships** with Bentonville Public Schools and KCU in Joplin – Conference or regular season **champs** for football, soccer, and women’s cross country – 7th place finish in the NCAA Division II **Learfield Cup** standings – Began construction of a **new outdoor track and field facility**, entirely funded by donor contributions – Launched **new academic programs** in Supply Chain Management and Industrial Distribution, as well as an online Technology Management degree in partnership with Kansas community colleges – Several thousand audience members were treated to **nearly 40 concerts, recitals, festivals, parades, and halftime shows** performed by 150 student musicians and 50 visiting professional musicians – 230 students **served the community** through the Student Government Association’s month-long “Fall into Service” initiative – Students in social work, exercise science, biology, construction, business, computer science, and more completed **community-based projects**, partnered with agencies to make life better, and started their own businesses – **Broke ground** on new buildings in our research park, and watched as Kelce and Besse developed downtown

And so much more – **THANK YOU**

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**ENROLLMENT**

**RECRUITMENT & RETENTION**

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# 5-YEAR GOAL

~6,500  
STUDENTS

## Assumptions

**2%**

annual tuition increases

**78%**

undergraduates

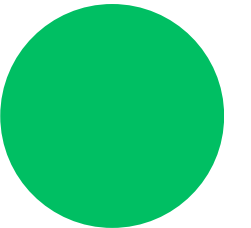
**22%**

graduates

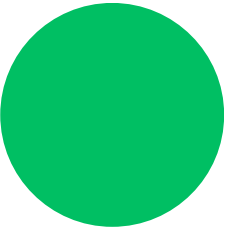
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# FALL 2025 RECAP

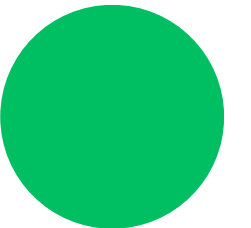
**Total enrollment** ..... Second year of growth .....



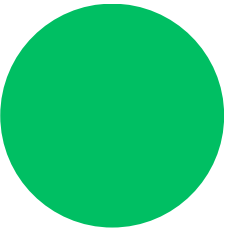
**New first-years** ..... Fifth year of growth .....



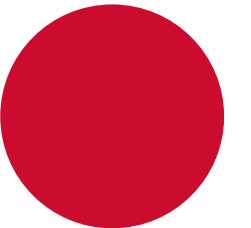
**New transfers** ..... Second year of growth .....



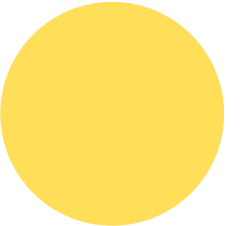
**New grad students** ..... Growth .....



**International students** ..... Substantial decrease .....



**Freshman retention** ..... Holding steady .....

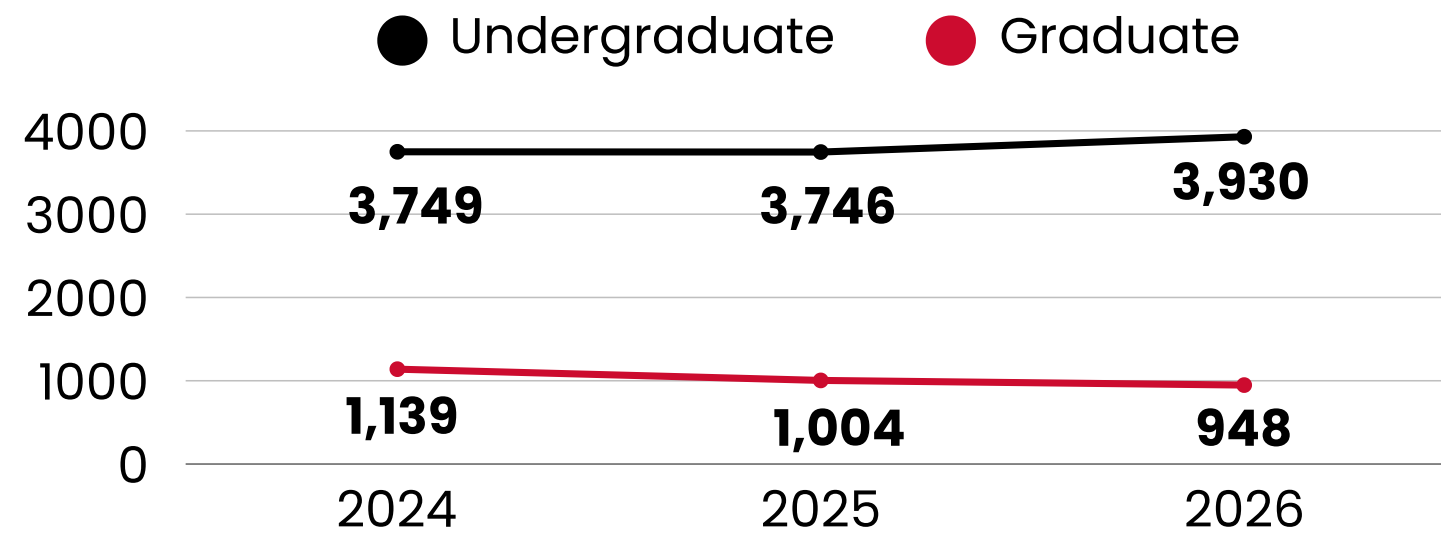




# SPRING 2026 OUTLOOK

**Total enrollment: 4,878**

2.7% increase over last spring



## Fall-spring retention

Largest increase in the last three years

Spring  
**2024**

Spring  
**2025**

Spring  
**2026**

**90.8%**

**88.8%**

**91.1%**

## Key early takeaways

**20th Day:** February 16

Fall-to-spring retention improved

Graduate and international enrollment continue to be challenging



# SPRING RETENTION

With investments in tools and a full team of academic advisors, we are now able to carefully track **each individual student's** progress.

**Fall 2025**

**980**

first-time  
undergrads

**Spring 2026**

**891**

are now  
enrolled

**But wait...there's more**

**30**

advised but have not yet enrolled

**31**

advised and withdrew

**22**

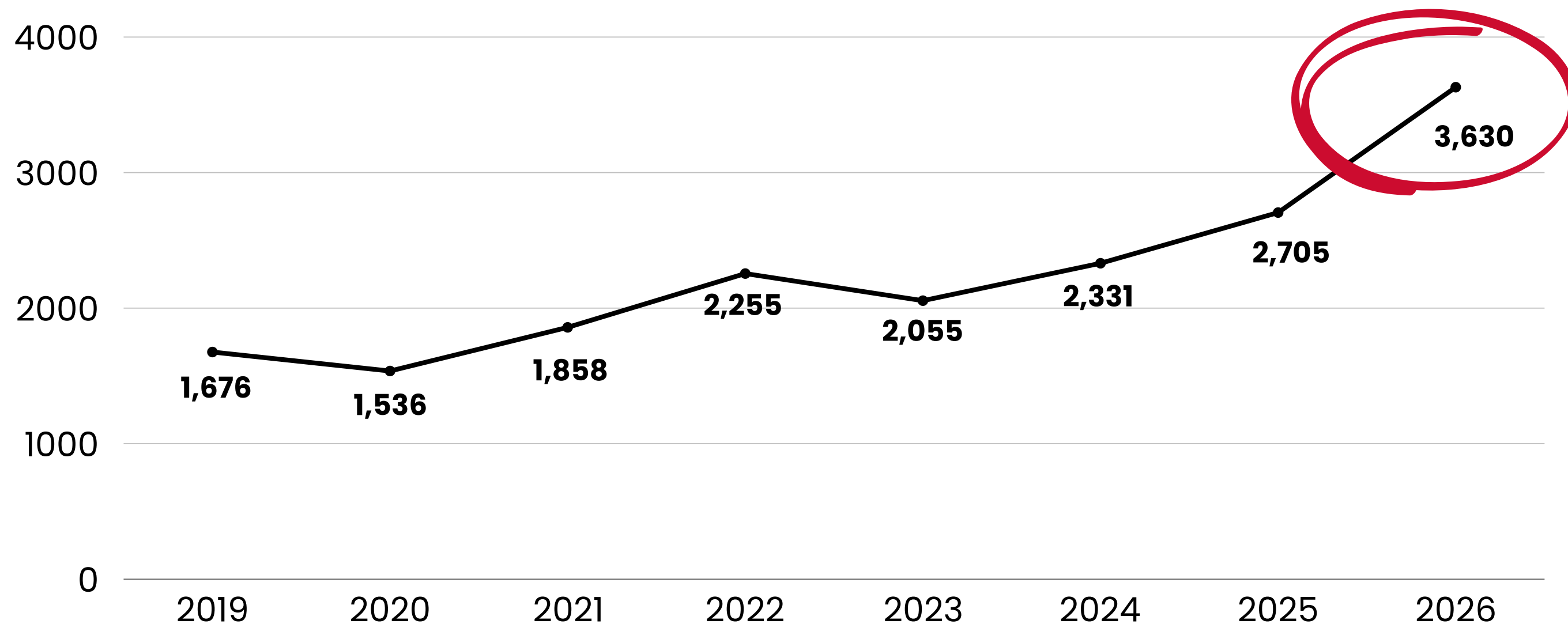
advised with continuing holds

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There are only 49 students  
unaccounted for from fall 2025

# FALL 2026 FRESHMEN

The investments we've made in tools, people, scholarships, and processes are driving **increases in applications for Fall 2026**





A professional portrait of Lisa Allen, a woman with shoulder-length blonde hair, smiling. She is wearing a dark red, ribbed cardigan over a black top. She is standing in a well-lit interior space with a white marble wall featuring decorative, dark metal grilles. A yellow text box is overlaid on the left side of the image.

**LISA ALLEN**  
Director, Graduate &  
Continuing Programs

# 700 STUDENTS: GOALS BY COLLEGE

	<b>ARTS &amp; SCIENCES</b>	<b>TECHNOLOGY</b>	<b>EDUCATION</b>	<b>BUSINESS</b>
<b>Fall 2025 enrollment</b>	1,854	1,285	1,181	1,072
<b>Percentage of total enrollment</b>	32%	22%	20%	18%
<b>Growth goal through enrollment and retention</b>	224 students	154 students	140 students	126 students



# ACADEMIC INVESTMENTS

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# ENROLLMENT DRIVERS

Programs slated to provide the growth we need over the next five years

## STUDENT DEMAND

The program attracts and retains students. Graduates find jobs with competitive salaries.

## INDUSTRY DEMAND

The program meets the needs of employers in our region.

## GROWTH CAPACITY

The program has the facilities, faculty, and resources to grow.

## INSTITUTIONAL INVESTMENT

The program has existing and stable infrastructure or funding investment



# UNDERGRADUATE

## Enrollment drivers

**Foundational**

**Enrollment  
drivers**

**Reposition**

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

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# UNDERGRAD PROGRESS

<b>Automotive Technology</b>	\$20M heavy equipment and hybrid/electric vehicle facility currently in fundraising stage
<b>Biology</b>	AMP UP: accelerated pre-medicine and pre-dental program with Kansas City University in Joplin
<b>Finance   Management   Marketing   HR</b>	New downtown facility expected to drive interest, enrollment, new industry connections, and state-of-the-industry coursework
<b>Computer Science/AI</b>	Promising pathway to funding for cybersecurity program
<b>Construction Management</b>	Additional faculty, new resources with Crossland partnership, Enterprise program driving enrollment
<b>Criminal Justice</b>	New KBI facility includes classroom space, access to experts, and internship opportunities
<b>Education</b>	ConnectEd group creates an active feedback loop and student pipeline, Center for Reading = expertise
<b>Engineering Technology</b>	New resources with Crossland partnership, Enterprise program driving enrollment
<b>Exercise Science: Strength/Conditioning, Psychology, Social Work</b>	Added faculty to increase capacity and broaden expertise

# GRADUATE

## Enrollment drivers

**Foundational**

**Enrollment  
drivers**

**Reposition**

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



# GRADUATE PROGRESS

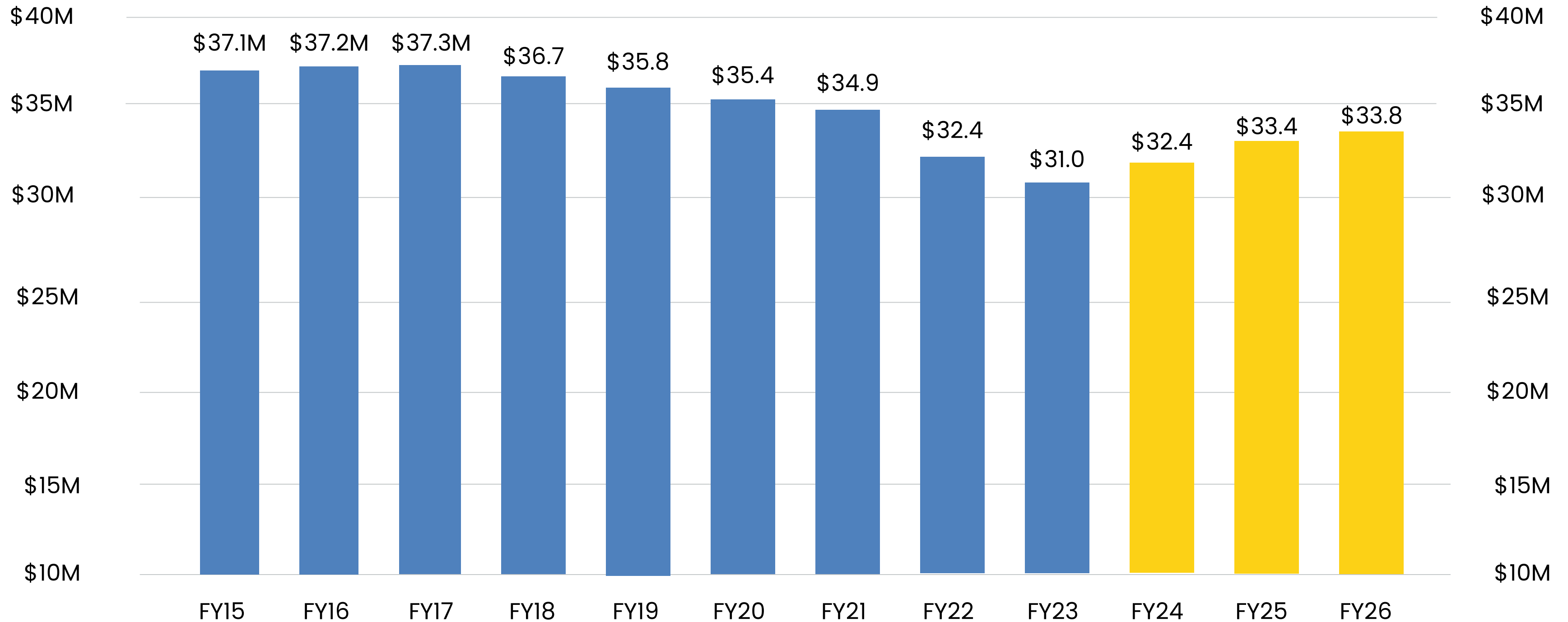
<b>Growing enrollment</b>	<b>Supporting programs</b>	<b>Centralizing support</b>	<b>Investing in faculty</b>	<b>Cultivating research and grant funding</b>
<ul style="list-style-type: none"><li>•EAB Partnership</li><li>•Investment in recruitment</li><li>•Office of Graduate and Continuing Programs</li></ul>	<ul style="list-style-type: none"><li>•Hiring Graduate Program Director</li><li>•Staffing support</li><li>•Unified recruiting strategy</li></ul>	<ul style="list-style-type: none"><li>•Office of Graduate and Continuing Programs</li><li>•Graduate recruiter</li><li>•SLATE training and support to enhance graduate enrollment efforts</li></ul>	<ul style="list-style-type: none"><li>•Graduate faculty meetings</li><li>•Faculty hiring initiatives</li><li>•Faculty professional development support</li></ul>	<ul style="list-style-type: none"><li>•Academic Affairs supporting Research Innovation Hub</li><li>•Enhancing and supporting faculty research grant initiatives</li></ul>

# **FINANCIAL INVESTMENTS**

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# 5-YEAR GOAL: \$6M TUITION REVENUE GROWTH

FY26 is the **third year of growth** – slow but steady





# FY2027 OUTLOOK

## STATE FUNDING

**Unlikely to increase**  
given recent investments  
in regional support,  
salaries, and student  
success funds

Legislative outlook is  
challenging, with  
**discussion of reductions**  
to state funding

## TUITION REVENUE

This can include rate  
increases, but must also  
include **accelerated**  
**enrollment growth** to  
stay on track

We've done this before,  
and **we can do it again**

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# BALANCE COSTS & REVENUE

## BUDGET PRIORITIES

Compensation increases

Great Gorilla scholarships

Gorilla Rising operations



## REVENUE QUESTIONS

Will state funding decline?

How much can we increase tuition revenue?

Will enrollment continue growing?

## ALWAYS

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

# MULTIPLYING STATE INVESTMENTS

We've strategically leveraged state funding to seed and fuel local public and private support for **\$200 million** in critical infrastructure and student support initiatives.

## Gorilla Rising



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# MULTIPLYING STATE INVESTMENTS

We've strategically leveraged state funding to seed and fuel local public and private support for **\$200 million** in critical infrastructure and student support initiatives.

## Prove-Out Facility



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# MULTIPLYING STATE INVESTMENTS

We've strategically leveraged state funding to seed and fuel local public and private support for **\$200 million** in critical infrastructure and student support initiatives.

## Utility Tunnels



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# MULTIPLYING STATE INVESTMENTS

We've strategically leveraged state funding to seed and fuel local public and private support for **\$200 million** in critical infrastructure and student support initiatives.

## KBI Crime Lab



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# MULTIPLYING STATE INVESTMENTS

We've strategically leveraged state funding to seed and fuel local public and private support for **\$200 million** in critical infrastructure and student support initiatives.

## STEM Facilities



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# STRATEGIC PLANNING

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# BACKGROUND



**2016**

Launched new strategic plan, *Pathway to Prominence*

**2022**

Campus-wide effort to coalesce around who we are now, and what's ahead

**2023**

Launched new strategic plan, along with new mission, vision, charter, design principles, goals, and strategies

**2023-25**

Teams across campus developed hundreds of initiatives in support of the new plan

*Tracked and managed in GorillaPlan*

**2025**

Introduced a new academic program plan paired with a strategic enrollment plan that will drive growth

# CLARIFYING FOCUS



## A **streamlined** way forward

A bold initiative to connect people, ideas, and traditions - opening doors to opportunity and transforming our future to **make lives better through education**

# STRATEGIC GOALS

The foundation of our plan comprises

**four evergreen strategic goals.**

Student  
**success**  
and **access**

Community  
and  
economic  
**impact**

**Innovation**  
and  
scholarship

**Culture** and  
sustainability





# ACCESS PEOPLE

## Unlocking potential in all

We open doors for prospective students, ensuring that Pitt State remains accessible, affordable, and welcoming. Through targeted outreach, streamlined admissions, and personalized support, we create pathways for all students to achieve their academic and career goals.





# ACCESS INNOVATION

Driving regional prosperity

We catalyze research, economic development, and community engagement. By fostering partnerships with governing bodies, industry leaders, and local organizations, we drive innovation that benefits the region and beyond. Our commitment to discovery and collaboration positions us as a leader in turning ideas into practical solutions.







# ACCESS TALENT

## Solving real-world problems

We connect employers, faculty, staff, and students to a dynamic ecosystem of professional development and training. Through internships, workforce partnerships, and state of the industry programs, Pitt State cultivates talent that meets the evolving needs of the global economy while empowering individuals to thrive in their careers.





# ACCESS TRADITION

Living a legacy of excellence

We honor our legacy of excellence inside and outside the classroom, while strengthening relationships with donors, alumni, and friends. By celebrating our tradition of excellence and investing in the future, we ensure that Pitt State remains a source of pride and inspiration for generations to come.







**NEXT STEPS**

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# TRANSPARENCY

This only works if there is two-way communication and plenty of opportunity to stay on the same page

Starting today, **each academic year will include:**

**2**

**4**

**4**

**10**

**2X**

Opening meetings

Town halls

Lunch chats

Monthly messages

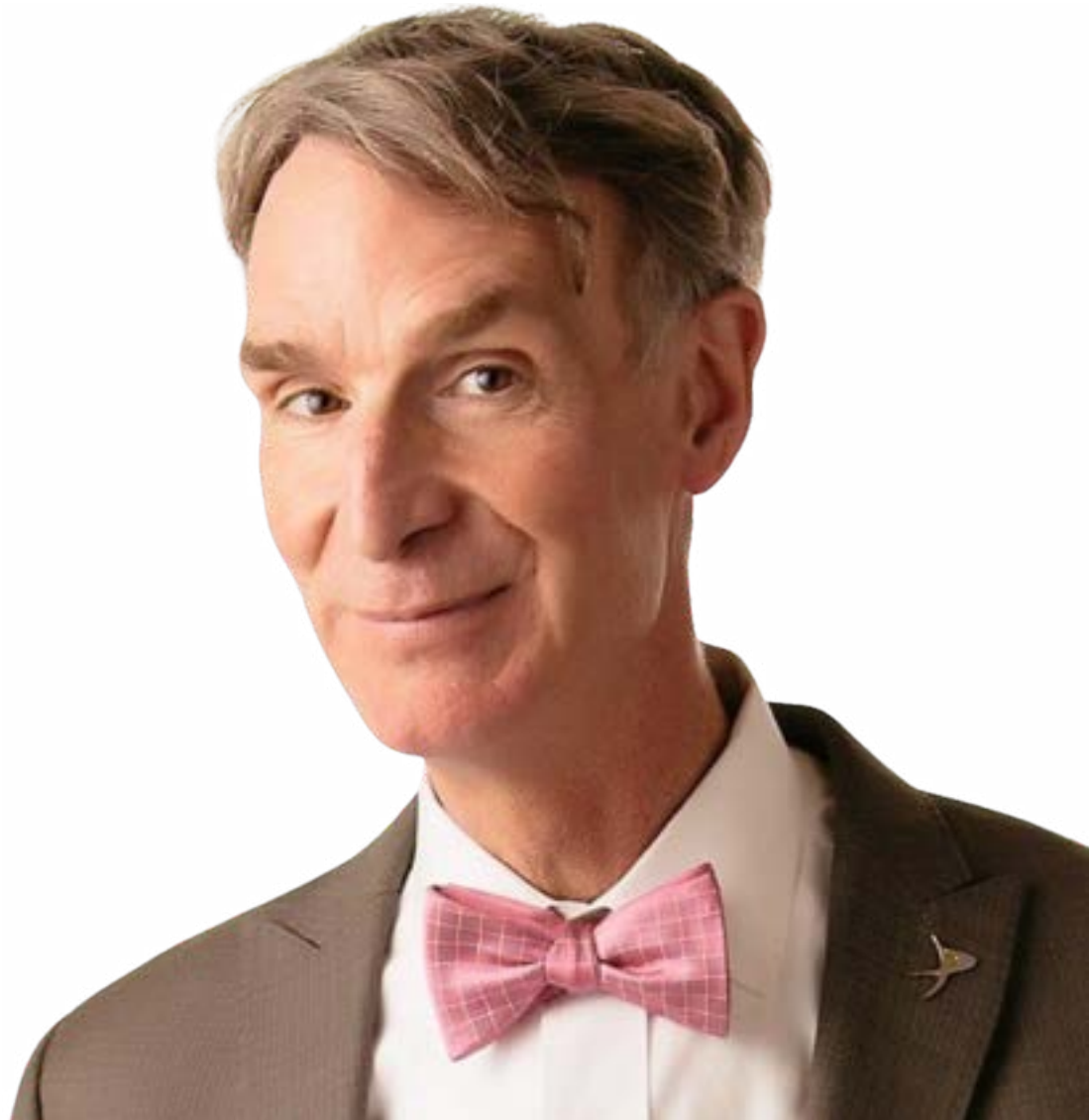
Weekly emails

# QUESTIONS

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# WHAT'S AHEAD

Exciting things ahead in the spring 2025 semester



[events.pittstate.edu](https://events.pittstate.edu)

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# TRANSFORMATIVE TREATMENT

A speciality practice in perinatal psychiatry focuses on **early intervention, education, and access**, especially for people who have faced barriers to research and treatment.

**Dr. Kalee Woody**

Founder

BS '16

*"Hearing that it's not normal to suffer, but it is common—and treatable—changes everything."*

*Dr. Kalee Woody*

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**THANK YOU**

**Go do great  
things!**

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