

WICHITA STATE UNIVERSITY

ANNUAL REPORT

2020-21



VISION To be one of the nation's premier urban public research universities, known for providing impactful applied learning experiences and driving prosperity for the people and communities we serve.

MISSION To be an essential educational, cultural and economic driver for Kansas and the greater public good.

STRATEGIC GOALS

- **STUDENT CENTEREDNESS**
Promote holistic student success through a supportive learning environment in which all of our students – past, present and future – continually thrive and grow.
- **RESEARCH AND SCHOLARSHIP**
Accelerate the discovery, creation and transfer of new knowledge.
- **CAMPUS CULTURE**
Empower students, faculty, staff and the greater Wichita community to create a culture and experience that meets their ever-changing needs.
- **INCLUSIVE EXCELLENCE**
Be a campus that reflects and promotes – in all community members – the evolving diversity of society.
- **PARTNERSHIPS AND ENGAGEMENT**
Advance industry and community partnerships to provide quality educational opportunities and collaborations to satisfy rapidly evolving community and workforce needs.



2021 PRIORITIES

Wichita State University endeavors to build a stronger Kansas and a brighter tomorrow through our relentless commitment to the people, businesses and economy of our state. As such, the university has adopted a strategic plan and vision to be one of the nation's most innovative urban public research universities, known for providing impactful student experiences and driving prosperity for the people and communities we serve.

HELPING FAMILIES THROUGH ACCESS AND AFFORDABILITY

- Provide an accessible, affordable and impactful higher education for all Kansans with increased community connections.
- Proposed enhancements: Marcus Welcome Center, Clinton Hall, Hubbard Hall and Rhatigan Student Center.
- Diversify and develop our faculty and staff to better reflect our student body and region.
- Shocker Promise: Full tuition and fees for Pell-eligible families.
- Increase need-based aid.

SUPPORTING KANSAS BUSINESSES WITH A TALENT PIPELINE THAT MEETS EMPLOYER NEEDS

- Provide relevant applied learning experiences that match the needs of industry, agency and community partners.
- Become a nationally recognized leader in digital transformation and SMART manufacturing.
- Explore establishing a Wichita State location in Chihuahua City, Chihuahua, Mexico.

INCREASING ECONOMIC PROSPERITY WITH HIGHER EDUCATION THAT BENEFITS THE KANSAS ECONOMY

- Support faculty-led interdisciplinary research initiatives (2020-2023).
- Support the needs of the region through the newly formed Strategic Engagement and Planning office.
- Continue the development of the Innovation Campus by attracting new partners and establish the Maintenance, Repairing and Overhaul (MRO) initiative.
- Continue developing and supporting innovation and new ventures.
- National Center for Aviation Training expansion.
- University Village: Enter into financially prudent public-private partnerships on university-owned property that provide services.
- Support Wichita downtown development via hospitality, culinary arts, and health sciences.
- Enhance professional development opportunities for faculty and staff.

CORE VALUES

Integrity • Transparency • Personal responsibility
Collaboration • Access and equity

DISTINCTIVE VALUES

Seizing opportunities • Adaptive approaches • Positive risk-taking • Innovation and creativity
Knowledge creation and dynamic educational opportunities

STUDENT-CENTEREDNESS

Promote holistic student success through a supportive learning environment in which all of our students – past, present and future – continually thrive and grow.

STRATEGIC PLAN OBJECTIVES	PERFORMANCE DRIVERS	BASELINE	CURRENT
Fall semester headcount	Enrollment – SEM Plan	16,058 (2019)	15,500 (2020)
Credit-hour production	Enrollment – SEM Plan	165,903 (2019)	160,198 (2020)
I-35 corridor headcount	Enrollment – SEM Plan	933 (2019)	979 (2020)
Time to completion	Enrollment – SEM Plan	3.78 years	3.84 years
Fall-to-fall retention rate	Enrollment – SEM Plan	75.7% (2019)	71.9% (2020) COVID impact
Six-year graduation rate	Enrollment – SEM Plan	50.2% (2013)	48.4% (2014)
Degree production	Enrollment – SEM Plan	2,993 (2019)	3,179 (2020)
Expand scholarship opportunities and strategically align scholarships with access, achievement, equity, and completion goals.	Scholarship Awards	\$18,085,318 (2019)	\$19,178,289 (2020)
Expand scholarship opportunities and strategically align scholarships with access, achievement, equity, and completion goals.	Percentage of living alumni donating	5.80% (2019)	5.10% (2020)
	\$ donated by alumni	\$17.8 M in alumni giving (2019)	\$7.8 million in alumni giving (2020)
	The Toast and Shockers After Dark Participation	1,848 students (2019)	935 students (2020)
Provide high-quality academic programs that are responsive to student and societal needs, recognized nationally and internationally for excellence, and which effectively utilize traditional and distance education delivery modalities.	New academic programs	<ul style="list-style-type: none"> • BAS Applied Linguistics • BS Biomedical Engineering • MS Business Analytics • MS Data Science • MS Mathematical Foundations of Data Analysis 	
	Recognized nationally and Internationally for excellence	<p>US News & World Report</p> <ul style="list-style-type: none"> • 2022 Best Graduate School – Engineering (77/221) • 2022 Best Graduate School – Public Affairs (111/285) • 2022 Best Undergraduate Business (212/277) • 2022 Best Undergraduate Computer Science (178/273) • 2022 Best Undergraduate Nursing (183/694) <p>Abound</p> <ul style="list-style-type: none"> • 2021 Top Grad School <p>EduMed.org</p> <ul style="list-style-type: none"> • Most Affordable Online DNP Programs (11/50) • Best Online RN to BSN Programs (24/50) • Most Affordable Online Nurse Practitioner Programs (26/50) • WSJ/Times Higher Education • US College Rankings (>600; out of 800) 	
	High-enrollment academic programs	40 (2019)	36 (2020)

STORIES

- [Wichita State engineering, PT students create bike for boy with cerebral palsy](#)
- [Upward Bound program boosts veterans' academic, career success](#)

RESEARCH AND SCHOLARSHIP

Accelerate the discovery, creation and transfer of knowledge.

STRATEGIC PLAN OBJECTIVES	PERFORMANCE DRIVERS	BASELINE	CURRENT
Support and enhance research and creative activity.	Funded research (sponsored, research, finance and administration fees, NIH/NSF)	\$128.8 M (2019)	\$153.4 M (2020)
	Post docs	5	5
	Graduate student stipends	\$10,519,166	\$10,552,932
	UG Student research participation	75	65
	GRASP student participation	152	126 (2020, COVID Impact)
Increase diversity	Faculty	NA	36
	Women in STEM	NA	26
Economic engagement that involves senior leadership, industry that aligns with regional growth initiatives.	Economic engagement included partnerships with the federal delegation to help solve national priorities (Departments of Defense and Commerce, NASA); partnerships with state and local government to help grow the Kansas and regional economy and create jobs (KDHE, DCF, KDADS, commerce, transportation, governor's office, Kansas House of Representatives and Senate, Wichita City Council and Sedgwick County Commission). Additionally, industry partnerships were formed for applied learning and research with the Wichita Regional Chamber, the Greater Wichita Partnership and the Regional Economic Area Partnership of South Central Kansas. These efforts align with regional growth initiatives like the Kansas Framework for Growth, the GWVP Regional Growth Plan, the WSU BREG Study, the Downtown Master Plan, and the future of work.		

STORIES

- [Wichita State chemist partners with area universities on \\$3.7M COVID-19 research](#)
- [NASA awards \\$2 million for Wichita State professor to study the sun](#)
- [Wichita State rises in NSF R&D expenditures lists](#)
- [Wichita State's Rémi Chou wins top NSF early career researcher award](#)
- [Game-based learning platform will make education accessible to refugees](#)
- [Wichita State joins prestigious national research institute to boost AI](#)
- [Meeting needs of industry leads to new patents for university](#)
- [WSU researcher awarded \\$1.1 million grant to create adaptive wayfinding system](#)

\$164.7M

Amount of research awards in 2019, a Wichita State record



CAMPUS CULTURE

Empower students, faculty, staff and the greater Wichita community to create a culture and experience that meets their ever-changing needs.

STRATEGIC PLAN OBJECTIVES	CURRENT PERFORMANCE
Provide opportunities and resources that facilitate work-life balance.	Wichita State has long supported remote work opportunities and increased access to this work option this year to support COVID-19 responses. Additionally, campaigns were run to remind campus community members of mental health resources.
Provide structural resources, policies, practices, and oversight that foster transparency among campus groups and ensure diverse and inclusive participation.	Transparency and inclusion remained priorities that were fostered by continued inclusion of constituency heads (faculty, staff and student senates) in monthly executive team meetings. The university president and provost hosted regular town halls to keep the university community updated through leadership transition, pandemic planning and operations and remote learning. The Shocker Circle Keepers, a group of trained university stakeholders, hosted a series of feedback meetings to learn how the university faculty and staff were experiencing the return to campus. The feedback was shared with university administrators to shape discussions and actions.
Create and promote the use of inclusive campus spaces aligned with the Facilities Master Plan.	Plans to update the university master plan were delayed due to leadership transitions. The Facilities Department completed a space utilization study to better understand those spaces to be promoted. Additionally several new spaces were planned as a part of the future Student Success Center.
Support and recognize contributions from campus community members and partners.	The university celebrates its faculty, staff and students in myriad ways. The following list is a representative sample the recognition activities: President's Distinguished Service Awards, University Faculty Awards (creative activity, community research, research), Shocker Leadership Awards, Student Government Association Annual Awards, Senior Awards, college-specific awards. Campus-wide celebrations include the Shocker Pride Celebration, University Convocation, and the University Alumni Awards.
Develop an intentional plan to increase student engagement on campus and in the greater Wichita community.	The pandemic required most student engagement to pivot to the virtual realm. Remote programs and activities were planned. The office of Student Involvement (Community Service Board) and the Office of Engagement partnered to elevate student engagement opportunities in the community.

STORIES

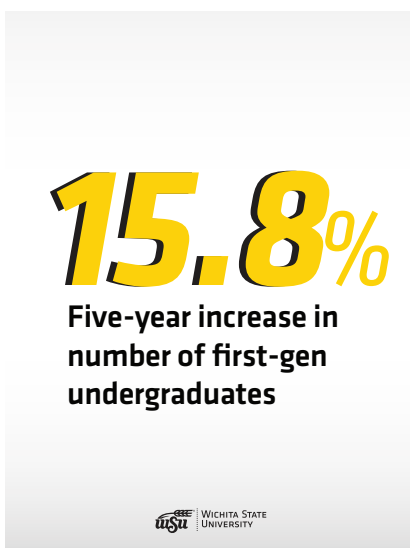
- [Art exhibition uses clothing as a catalyst for storytelling](#)
- [Engineering students' projects keep shoes out of landfills](#)
- [First-generation student overcomes hurdles to succeed](#)
- [First-generation student seized grad school opportunity](#)
- [Animation students build portfolios with real-world clients](#)



INCLUSIVE EXCELLENCE

Be a campus that reflects and promotes – in all community members – the evolving diversity of society.

STRATEGIC PLAN OBJECTIVES	PERFORMANCE DRIVERS	BASELINE	CURRENT
URM students as a percentage of UG enrollment (degree-seeking, <30 hours)	Enrollment – SEM Plan	24.4% (2019)	24.7% (2020)
URM students as a percentage of UG enrollment (degree-seeking, <30 hours)	Enrollment – SEM Plan	44.6% (2019)	44.5% (2020)
Continuously evaluate and enhance the curriculum with diversity-related content.	Courses with diverse content	412	412
Seek and develop opportunities to engage with diverse population.	Activities this year focused on free expression and included creation of a dedicated webpage, a video podcast with Drs. Muma and Hall, a new presentation series launched by the Fairmount College of Liberal Arts and Sciences titled “Perspectives: Reestablishing Reality” from April 7 to May 5, 2021.		



STORIES

- [Panel discussed universities' responsibilities with Freedom of Expression](#)
- [Launch of WSU Belonging Plaza will include tribute to LGBTQ trailblazer Kristi Parker](#)
- [Faculty members show commitment to diversity education at Wichita State](#)
- [Wichita State, USD 259 partner to help children with Tenacious Men program](#)
- [BAASE program helps high school students learn and explore Wichita State](#)
- [Wichita State earns near-perfect score in national Pride Index](#)
- [TRIO programs connect first-gen, limited-income students with vital education support systems](#)
- [Wichita State staffer breathes power into social justice](#)

PARTNERSHIPS AND ENGAGEMENT

Advance industry and community partnerships to provide quality educational opportunities and collaboration to satisfy rapidly evolving community and workforce needs.

STRATEGIC PLAN OBJECTIVES	PERFORMANCE DRIVERS	BASELINE	CURRENT
Number of intellectual property disclosures, patents	Disclosures	47 (2020)	40 (2021)
Licensing revenues	Revenues in U.S. dollars	\$81,247 (2020)	\$233,451 (2021)
Start up supports	Startups supported	30 (2019)	347 (2021)
Employed students	Work-based applied learning	2,736 (2019)	2,515 (2020)
Employed student salaries	Work-based applied learning	\$27.5 million (2019)	\$26.6 M (2020) COVID impact
Applied learning internships	Internships in field of study	1,801 (2019)	1,995 (2020)
Embrace a mission of service by enhancing community and regional engagement.	Strategic Engagement and Planning and the Office of Engagement were created to strengthen the university's community engagement efforts. The university community engagement model was approved by faculty and staff involved in engagement activities. Focus was placed on supporting initiatives in Shocker Neighborhood including the Shocker Neighborhood Promise Scholars, mobile food markets, Trunk or Treat, WU Reads, and several community health initiatives.		
Deepen partnerships with P-12 educational providers such as USD 259.	BAASE, CTE Pathways, Teachers of Tomorrow		
Collaborate with other higher education institutions on initiatives enhancing student educational opportunities and supporting the economic, health and cultural needs of our communities.	Number of articulation agreements	Agreements signed (2019): 25 Total agreements in force (2019): 72	Agreements signed (2020): 10 Total agreements in force (2020): 82
	WSU Tech new to WSU	324	373
Grow relationships with business partners to generate new applied learning and research opportunities.	Student experiences – Shocker Career Accelerator	5,138	4,634
	Employers Engaged – Shocker Career Accelerator	500	416
Small business clients supported	Kansas Small Business Development Center clients, workshops and attendees	2019 640 clients 109 workshops 1,077 attendees	2021 489 clients 74 workshops 1,863 attendees
Advance alumni and donor relationships to secure their engagement with students and financial support.	WSU Alumni Association License Plate Scholarship program: <ul style="list-style-type: none"> Awarded \$71,000 in scholarship funding to seven License Plate Scholarship recipients and 44 Legacy Scholarship recipients. 51 scholarship recipients cover 30 different declared majors plus one undecided. Raised over \$1 million for student scholarships since 2002. More than 3,600 WSU tags on the road today. 		
Increase the quality of the students' undergrad and grad experience.	<ul style="list-style-type: none"> 32 community organizations served by 78 students. 209 students provided 1,568 hours of community service. 		

STORIES

- [Wichita State director earns Kansas Human Rights Commission appointment](#)
- [Wichita State's cybersecurity program helps Novacoast locate office in Wichita](#)
- [FAA awards Wichita State \\$684K to study unmanned aerial systems](#)
- [Shocker Neighborhood Commitment offers scholarships and support to Wichita State's neighbors](#)

FOUNDATION AND ALUMNI

Couple's \$3.5 million estate gift to provide scholarships for students with financial need

A Kansas couple has pledged an estate gift of \$3.5 million to the WSU Foundation to endow a general scholarship fund for Wichita State University students who demonstrate financial need.

[Read more](#)

Shock the World Campaign donors raise \$307.8 million for Wichita State

The results are in for the WSU Foundation's Shock the World Campaign, a seven-year undertaking that ended earlier this year. Alumni and friends of Wichita State University contributed \$307.8 million, surpassing the goal of \$250 million to help position the university for a successful, innovation-focused future.

[Read more](#)

WSU graduate Peri Widener's gift will help develop global leaders, build Woolsey Hall

Saying she wants to help build a new generation of business leaders with a world view, Wichita State alumna Peri Widener has pledged \$275,000 to her alma mater. A portion of the gift will launch a program to help develop students into global business leaders.

[Read more](#)

With \$1 million gift, Gene and Yolanda Camarena will help students of color succeed at WSU

Gene and Yolanda Camarena are well known for helping underserved Kansas youth improve their lives through education and other causes. Now the Wichita couple is enhancing that legacy with a \$1 million gift to Wichita State University to give students of color opportunities they otherwise might not have.

[Read more](#)

New \$2.2 million estate gift is dedicated to Wichita State students

Nearly 70 years after John and Colleen Wooley first met as students at the University of Wichita, they have established a legacy that will touch the lives of Wichita State University students for generations to come. The couple's \$2.2 million estate gift will provide more than \$100,000 in scholarships each year for students with financial need.

[Read more](#)

\$42.2M

in gifts and pledges
to the WSU
Foundation

 WICHITA STATE
UNIVERSITY

\$10.4M

in scholarships
and fellowships
awarded

 WICHITA STATE
UNIVERSITY

ELSEWHERE IN SHOCKER NATION

Regents watched as Muma led WSU through difficult times

In a true testament to his love for Wichita State University, Rick Muma didn't hesitate when he was asked to lead the university through a pandemic and an overall trying seven months as interim president.

On May 6, the Kansas Board of Regents showed its appreciation and confidence in his leadership, giving Muma its nod of approval and making him the official 15th president of the university.

[Read more](#)

Wichita State top transfer destination in Kansas for 10th straight year

For the 10th year straight, Wichita State University has been named as the top transfer destination for Kansas community college students.

[Read more](#)

Panel discussed universities' responsibilities with Freedom of Expression

Public universities play an essential role in freedom of expression and should act as a promoter and protector, especially during contentious times that produce challenging and complex discussions. Wichita State University presented "Speaking Freely on Freedom of Expression," a virtual panel discussion that emphasized that point, among many others.

[Read more](#)

No. 1

**transfer destination
in the state of
Kansas**

 WICHITA STATE
UNIVERSITY



WICHITA STATE
UNIVERSITY

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