



Access and
Affordability



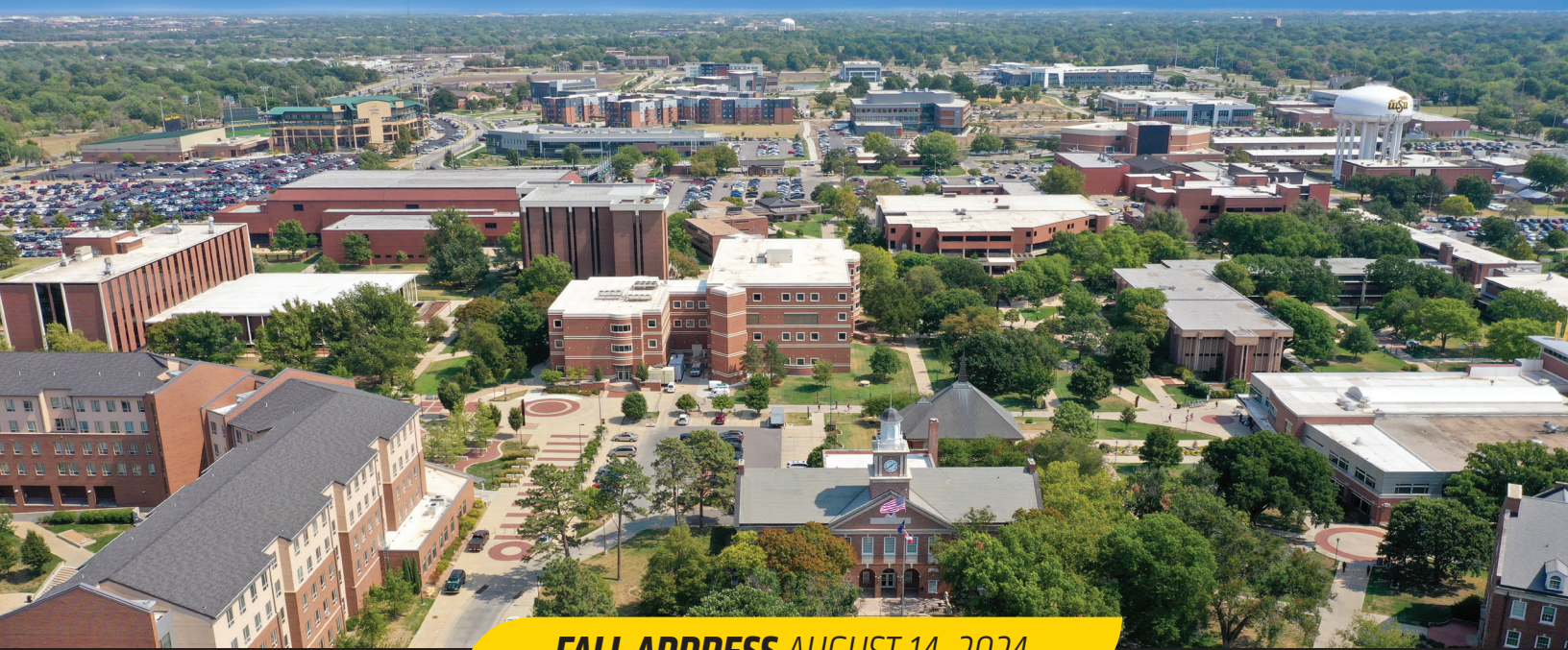
Supporting Kansas
Businesses



Increasing Economic
Prosperity



WICHITA STATE
UNIVERSITY



FALL ADDRESS AUGUST 14, 2024



Kennedy Rogers **President, Staff Senate**

Kennedy Rogers serves as the director of strengths, assessment and staff experiences for the Division of Student Affairs.

Additionally, she is a certified CliftonStrengths coach and facilitator with Gallup Inc. Rogers serves on multiple campus committees, including the Staff Senate, where she served as a senator, secretary and is currently its president.



Mathew Muether **President, Faculty Senate**

Dr. Mathew Muether is a professor and graduate coordinator in the Fairmount College of Liberal Arts and Sciences in the Department

of Mathematics, Statistics and Physics. Dr. Muether's research is focused on experimental high-energy particle physics and nuclear physics.



Ashlie Jack **Senior AVP of institutional effectiveness and strategic enrollment management**

Dr. Ashlie Jack began her career at Wichita State in 2012 as an assistant professor of literacy and linguistics in the School of Education. In 2015, she advanced to an administrative role in the College of Applied Studies, serving first as assistant dean and accreditation officer and then later as associate dean and accreditation officer. In 2022, she began her current

role as associate vice president for institutional effectiveness by providing strategic direction and leadership in the coordination, planning, development, execution and management of the university's Strategic Enrollment Management plan.



Shirley Lefever **Executive VP and provost**

Dr. Shirley Lefever has been a member of Shocker Nation for 20 years, first serving as chair of the Department of Curriculum

and Instruction. She then moved on to become dean of the College of Education and guided the college through its transition to the College of Applied Studies. In 2022, she was named provost and executive vice president, focusing on student success, expanding applied learning opportunities, and growing faculty research.



Bobby Gandu **AVP for strategic enrollment management, applied learning, and director of admissions**

Bobby Gandu began his professional career at the WSU Alumni Association as the director of the alumni and student programs. He later moved to the Office of Admissions, first serving as assistant director before his current role as assistant vice president for strategic enrollment management and undergraduate admissions with strategic oversight of the Shocker Career Accelerator – Career Development Center and the Shocker Transfer Accelerator.



John Tomblin **Executive VP for research, industry & defense programs**

Dr. John Tomblin came to Wichita State in 1994 as an assistant professor in the College of

Engineering. In 2000, he was named director of the National Institute for Aviation Research. He currently serves as executive vice president for research and Industry and Defense Programs. He is also a Sam Bloomfield Distinguished Professor of Aerospace Engineering.



Rick Muma **President, WSU**

Dr. Rick Muma was named the 15th president of Wichita State University on May 6, 2021, after serving as the interim president on

two separate occasions. Under Dr. Muma's leadership, Wichita State has expanded the breadth and depth of its influence through several significant initiatives and achievements, all guided by the three priorities he set to guide the university every day: providing an affordable and accessible education, developing the talent pipeline, and increasing economic prosperity for the community and state.

Please see reverse side for the Wichita State University strategic plan and priorities.



STRATEGIC PLAN



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.



2024-25 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 premier urban public research universities, known for providing impactful applied learning 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.
- Continue implementation of Strategic Enrollment Management plan.
- Allocate university funds toward student aid and retention efforts.
- Continue implementation of Shocker Promise: full tuition and fees for Pell-eligible incoming high school students.
- Increase need-based aid.

SUPPORTING KANSAS BUSINESSES WITH A TALENT PIPELINE THAT MEETS EMPLOYER NEEDS

- Increase relevant applied learning experiences that match the needs of industry, agency and community partners.
- Continue the development of the Innovation Campus by attracting potential partners. Complete the Hub for Advanced Manufacturing (HAMR) facility and Partnership Building 11, which will house new Innovation Campus partners.

INCREASING ECONOMIC PROSPERITY WITH HIGHER EDUCATION THAT BENEFITS THE KANSAS ECONOMY

- Elevate Wichita State as a premier, urban public research university in the United States.
- Seek and capitalize on opportunities for innovation and research for the Innovation Campus and beyond.
- Increase faculty research and innovation infrastructure.
- Continue to improve support of applied research efforts for industry and defense.
- Enter into financially prudent private-public partnerships (P3s) on university-owned property that provide services.
- Develop, enhance and maintain exceptional campus facilities.
- Support Wichita downtown development with a health corridor.

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.

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