BHSU
STATE OF THE UNIVERSITY
ADDRESS
OUTLINE

DREAMS

IMPRESSIONS

ACCOMPLISHMENTS

TRENDS

CAMPUS PRIDE & MOVING FORWARD
DREAMS

Howie Mandel
Impact of our work.

Helping dreams come true.
IMPRESSIONS
We must take every chance to tell the BHSU story and get our name out there.

New ways to ask for $$.

International presence.

Impressions
We must recruit students at every age – and first impressions are important.
Athletics is important.

BHSU and Spearfish go together.

Impressions
Fun!

History Matters!

Faculty at their best!

Impressions
ACCOMPLISHMENTS
GROWTH IN MUSIC PROGRAM

* PEP BAND AND DRUM LINE
* STEINWAY PIANO (DONOR)
* HOSTED RUSHMORE MUSIC FESTIVAL
* SUMMER CAMPS FOR CHILDREN
SANFORD SCIENCE EDUCATION CENTER

UNDERGROUND CLASSROOM REMODELING AT JONAS HALL
EDUCATION AND OUTREACH VISITOR CENTER IN LEAD

Academic Affairs - Accomplishments
BH UNDERGROUND CLASSROOM

Academic Affairs - Accomplishments
INTERNATIONAL STUDIES

INCREASED NUMBER OF MOUS YEARLY STUDY/TEACHING ABROAD SERVICE LEARNING PROGRAMS EXCHANGE PROGRAMS DUAL DEGREES
FACILITIES

Admissions Welcome Center
Crow Peak Hall
Jonas Science Renovation/Sanford Math & Science Education Center
Young Center/Athletics
Banners – on and off campus
Einstein’s Bagels – coming soon

Finance and Administration - Accomplishments
JACKET ZONE STORES

New store in Spearfish
New store in Rapid City
with SDSU – Jackets and Jacks
Young Center store

Finance and Administration - Accomplishments
CAMPUS BEAUTIFICATION

TREES

200 new planted; 300 total
Tree care plan, tree inventory
Donor opportunity
Honor retirees
Tree web locator

Finance and Administration - Accomplishments
CHAMPIONS ROOM AND SUITES

Basketball, softball, and football
Great donor opportunities

Finance and Administration - Accomplishments
SUSTAINABILITY

* Saved $15,000 utilities (light bulbs)
* Raised $73,500 in grants for local food program
* Recycled 41 tons this year, (35 tons last year) $2,000 in recycling revenue

Finance and Administration - Accomplishments
NEW SCHOLARSHIPS

* PRESIDENT’S MEDALLION
* YELLOW JACKET INCENTIVE
* HUMBERT HALL ROOM SCHOLARSHIP
* EARLY SCHOLAR (DUAL CREDIT) SCHOLARSHIP
Mikkayla from Sheridan, Wyo., 2015 Scholarship Recipient

“This scholarship moved BHSU to the top of my list. Now I can attend BHSU this fall.”

Holly from Norfolk, Neb., 2015 Scholarship Recipient

“These scholarships truly will make a difference. Thank you for the gift of education!”
FUNDRAISING - $7.65 MILLION
7.7% INCREASE IN SCHOLARSHIPS
PRESIDENT’S HOME
TECHNOLOGY ADVANCES

*Added 172 instructor videos to D2L
*Expanded Office 365 for students
*Improved internet speeds

[For students during peak times in evenings]
ADDITION OF TWO SPORTS - WOMEN'S SOCCER & TRIATHLON

RECOGNIZED NATIONALLY FOR HIGH GPAS
WOMEN'S BB TEAM = 3.559
MARKETING - HIGH SCHOOL NEWSPAPERS AND SIGNAGE

WEBSITE – MARKETING FOCUS, RESPONSIVE FOR MOBILE

University and Community Relations - Accomplishments
BHSU-RAPID CITY

9 NEW BACHELOR DEGREES
11 NEW ASSOCIATE DEGREES
5 NEW MINORS
5 NEW CERTIFICATES
2 NEW BUSINESS & INDUSTRY NON-CREDIT PROGRAMS

50 PROGRAMS START TO FINISH IN RAPID CITY
HOSTED:

TOWN MEETING WITH CONGRESSWOMAN NOEM

U.S. HOUSE OF REPRESENTATIVES DEBATE

SD TRIBAL DIABETES PREVENTION WORK GROUP
TRENDS
NUMBER OF HIGH SCHOOL GRADUATES IN SOUTH DAKOTA

1996-2020
## Headcount 2014 All Regental

<table>
<thead>
<tr>
<th>Year</th>
<th>BHSU</th>
<th>DSU</th>
<th>NSU</th>
<th>SDSMT</th>
<th>SDSU</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>4,489</td>
<td>3,047</td>
<td>3,580</td>
<td>2,798</td>
<td>12,557</td>
<td>10,532</td>
</tr>
</tbody>
</table>
STUDENTS ENROLLED IN ANY POSTSECONDARY

Rule of Thirds

The University system captures about 1/3 of the state’s high school graduates
Students not enrolling in any institution

<table>
<thead>
<tr>
<th>Region</th>
<th>All Students</th>
<th>High ACT</th>
<th>Low Income Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Dakota</td>
<td>33.4</td>
<td>11.9</td>
<td>54.1</td>
</tr>
<tr>
<td>Sioux Falls Area</td>
<td>29.6</td>
<td>10.5</td>
<td>56.4</td>
</tr>
<tr>
<td>Rapid City Area</td>
<td>41.9</td>
<td>16.3</td>
<td>65.4</td>
</tr>
<tr>
<td>Pierre Area</td>
<td>25.4</td>
<td>6.6</td>
<td>51.9</td>
</tr>
</tbody>
</table>
TOP UNIVERSITY CHOICES BY REGION

Rapid City Region

<table>
<thead>
<tr>
<th>University</th>
<th>Students</th>
<th>Percent of Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Hills State Univ</td>
<td>211</td>
<td>16.2%</td>
</tr>
<tr>
<td>South Dakota State Univ</td>
<td>91</td>
<td>7%</td>
</tr>
<tr>
<td>South Dakota School of Mines</td>
<td>73</td>
<td>5.6%</td>
</tr>
</tbody>
</table>
### TOP UNIVERSITY CHOICES BY REGION

<table>
<thead>
<tr>
<th>University</th>
<th>Students</th>
<th>Percent of Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Dakota State</td>
<td>468</td>
<td>17.1%</td>
</tr>
<tr>
<td>Univ of South Dakota</td>
<td>319</td>
<td>11.7%</td>
</tr>
<tr>
<td>Southeast Technical</td>
<td>198</td>
<td>7.3%</td>
</tr>
<tr>
<td>*BHSU – not in top ten</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*BHSU – not in top ten*
## TOP UNIVERSITY CHOICES BY REGION

<table>
<thead>
<tr>
<th>University</th>
<th>Students</th>
<th>Percent of Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Dakota State</td>
<td>44</td>
<td>18.1%</td>
</tr>
<tr>
<td>Univ of South Dakota</td>
<td>32</td>
<td>13.2%</td>
</tr>
<tr>
<td>Northern State Univ</td>
<td>17</td>
<td>7%</td>
</tr>
<tr>
<td><em>BHSU – 10&lt;sup&gt;th&lt;/sup&gt;</em></td>
<td>7</td>
<td>2.9%</td>
</tr>
</tbody>
</table>
Perceptions of an Aspiring University Student

– Academic Quality
– Contact with Faculty
– Student Involvement
– Affordability

Research vs. State University vs. Technical Institutes

SDSU    BHSU    WDTI
USD     DSU     SETI
SDSM&T NSU     MTI

LATI
15+ -- UP
Freshmen – UP
Local – UP
## Enrollment Goals

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>2014</th>
<th>2015 To Date</th>
<th>2015 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Freshmen</td>
<td>507</td>
<td>511</td>
<td>535</td>
</tr>
</tbody>
</table>
## Enrollment Goals

<table>
<thead>
<tr>
<th>Location</th>
<th>2014</th>
<th>2015 To Date</th>
<th>2015 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Dakota</td>
<td>307</td>
<td>316</td>
<td>327</td>
</tr>
<tr>
<td>Wyoming</td>
<td>58</td>
<td>60</td>
<td>66</td>
</tr>
<tr>
<td>Montana</td>
<td>8</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Nebraska</td>
<td>12</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>
## Enrollment Goals — Feeder HS

<table>
<thead>
<tr>
<th>Feeder High Schools</th>
<th>2014</th>
<th>2015 To Date</th>
<th>2015 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belle Fourche</td>
<td>12</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Gillette, Wyo.</td>
<td>4</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Lead/Deadwood</td>
<td>8</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Rapid City (Stevens &amp; Central)</td>
<td>93</td>
<td>99</td>
<td>97</td>
</tr>
<tr>
<td>Sturgis</td>
<td>23</td>
<td>22</td>
<td>25</td>
</tr>
<tr>
<td>Spearfish</td>
<td>22</td>
<td>28</td>
<td>24</td>
</tr>
</tbody>
</table>
## UNIVERSITY CENTER ENROLLMENT

<table>
<thead>
<tr>
<th></th>
<th>UC – Sioux Falls</th>
<th>BH- Rapid City</th>
<th>UC – Pierre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2011</td>
<td>2,086</td>
<td>1,324</td>
<td>128</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>1,976</td>
<td>1,313</td>
<td>78</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>1,859</td>
<td>1,364</td>
<td>81</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>1,618</td>
<td>1,254</td>
<td>69</td>
</tr>
<tr>
<td>Change Last Year</td>
<td>-13%</td>
<td>-8%</td>
<td>-15%</td>
</tr>
<tr>
<td>Change since 08</td>
<td>-27%</td>
<td>22%</td>
<td>-43%</td>
</tr>
</tbody>
</table>
MOVING FORWARD
2015-16 – Critical Year of Commitment

1. East River Re-Introduction
2. Address Retention, Math
3. Invest in Marketing
4. Align Resources to Expenditures
5. Cultivate Corporate Donors (Pumpkin Pie)
1. Recommit to serving students the best way we know how.
2. Maintain a contagious positive attitude.
3. Focus on what we have and not what we do not.
4. Get out of your comfort zone. Find a new one.
5. Enjoy your colleagues and students.
VIDEO
“Like many of you I wake up every day and remember what a gift I have been given. To have the opportunity to inspire others. Your work does make a positive difference in the world. Please never forget that.

Dr. Tom Jackson, Jr.  
President