



Academic and Student Affairs Committee Meeting

April 9, 2025 | 11 a.m.

Student Resource Center, Memorial Student Center



April 2025 Academic and Student Affairs Committee Meeting

AGENDA

11 a.m.

Academic and Student Affairs Committee

Kathy D'Antoni, Chair

Action Items

Approval of Degree Addition: Bachelor of Science in Data Science <i>Avi Mukherjee, Provost and Senior Vice President for Academic Affairs</i>	4
Approval of Degree Addition: Bachelor of Arts in Biological Sciences <i>Avi Mukherjee, Provost and Senior Vice President for Academic Affairs</i>	6
Approval of Degree Addition: Master of Science in Library Science <i>Avi Mukherjee, Provost and Senior Vice President for Academic Affairs</i>	8
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Approval of 2024-2025 Academic Program Review Recommendations <i>Avi Mukherjee, Provost and Senior Vice President for Academic Affairs</i>	10

Information Items

Committee Annual Activity Calendar <i>Avi Mukherjee, Provost and Senior Vice President for Academic Affairs</i>	13
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Academic Affairs Update <i>Avi Mukherjee, Provost and Senior Vice President for Academic Affairs</i>	
Intercultural and Student Affairs Update <i>Marcie Simms, Vice President for Intercultural and Student Affairs</i>	
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Maria Gindhart, Dean of the College of Arts and Media

Growth of Career Education

Cris McDavid, Director, Office of Career Education

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Economic and Workforce Development

Brandon Dennison, Vice President for Economic and Workforce Development

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Lunch

**Marshall University Board of Governors
Meeting of April 9, 2025**

ITEM: Approval of Degree Addition: Bachelor of Science in Data Science

COMMITTEE: Academic and Student Affairs Committee

RECOMMENDED ACTION: *Resolved*, that the Academic and Student Affairs Committee does hereby recommend that the Marshall University Board of Governors approve the Degree Addition: Bachelor of Science in Data Science

STAFF MEMBER: Avi Mukherjee
Provost and Senior Vice President, Academic Affairs

BACKGROUND:

Demand for Data Science Professionals

Studies of top global companies show a rising demand for graduates with expertise in data analytics. The fields of data science and analytics are rapidly growing and will remain in high demand for the next decade and beyond. The National Science Foundation (NSF) highlights data science as an inherently interdisciplinary field, requiring knowledge in statistics, computer science, and mathematics.

What is Data Science?

Data science is an evolving discipline that combines scientific methods, analytical techniques, algorithms, and computational systems to extract insights from raw data. It integrates statistics, computer science, and mathematics to analyze information and provide meaningful solutions in various fields, including business, healthcare, and industry.

Data scientists (often referred to as data analysts in professional settings) play a crucial role in:

- Defining key business or research questions.
- Applying techniques such as data mining, machine learning, and predictive modeling to generate insights.
- Enhancing operational efficiency and decision-making across industries by optimizing processes and reducing costs.

The BSDS Degree Program at Marshall University

The Bachelor of Science in Data Science (BSDS) program equips students with essential analytical and computational skills to tackle data-driven challenges in business, healthcare, government, and industry. This program complements the recently launched Master of Science in

Data Science (MSDS) within the College of Engineering and Computer Sciences, providing a seamless pathway for advanced study.

Benefits of Marshall's BSDS Program?

- Strong Interdisciplinary Foundation – The program leverages expertise from the Department of Computer Sciences and Electrical Engineering and the Department of Mathematics, which offer specialized courses in mathematics and statistics.
- Comprehensive Curriculum – The BSDS curriculum includes:
 - Core courses in data science, statistics, and computer science.
 - General education courses to develop critical and analytical thinking skills.
- Career Readiness – The program prepares graduates for professional careers in the rapidly expanding data science industry, helping drive technological advancements and research innovations at local and national levels.

Conclusion

The BSDS program at Marshall University provides students with a holistic education in data science, preparing them to meet industry demands and excel in an evolving digital economy. As data science continues to transform businesses and institutions, this program ensures that graduates are well-equipped for impactful careers in this dynamic field.

**Marshall University Board of Governors
Meeting of April 9, 2025**

ITEM: Approval of Degree Addition: Bachelor of Arts in
Biological Sciences

COMMITTEE: Academic and Student Affairs Committee

RECOMMENDED ACTION: *Resolved*, that the Academic and Student Affairs Committee does hereby recommend that the Marshall University Board of Governors approve the degree addition of Bachelor of Arts in Biological Sciences

STAFF MEMBER: Avi Mukherjee
Provost and Senior Vice President, Academic Affairs

BACKGROUND:

Currently, the Department of Biological Sciences in the College of Science offers a B.S. in Biological Sciences, with three areas of emphasis (Cell, Molecular and Medical Biology; Ecology, Evolution, and Organismal Biology; Forensic Biology). The degree currently requires our core biology classes along with calculus, organic chemistry, and physics. This degree is constructed for and primarily targets students who intend to pursue careers in scientific research, technical work, or doctoral level professional degrees (e.g., medical, dental, etc.). The BS ensures that students get the rigorous coursework and other preparation needed to succeed in those paths.

The proposed B.A. in Biological Sciences will be differentiated from the B.S. in that fewer non-biology STEM courses will be required and the number of free elective hours will increase. These changes will appeal to students who have interest in biology-related careers but do not need all of the math, upper-level chemistry, or physics required for the B.S. degree. This subtle shift opens up possibilities to attract students who are interested in fields such as science law/policy; primary, secondary, or college education; scientific writing or journalism; business; and professional schools or biology-related jobs that require fewer STEM courses. Such students will be able to broaden their experience via free electives and/or have far more flexibility to pursue double majors with the proposed B.A. degree.

The department can accommodate the proposed B.A. degree within the existing curriculum. It would not require new courses, and at least for the first years, would not require increased teaching loads for faculty. The B.A. degree is likely to increase enrollment in existing courses. A significant demand for the program will necessitate additional faculty or graduate assistant lines in the future.

We believe the new degree will provide science education for more students and will enhance degree and career pathways (for instance, students double majoring in education and biology or political science and biology). The mission of the BA in Biological Sciences is to:

1. Provide students with a sturdy foundation in biological information, reasoning, and technique.
2. Prepare students for careers in fields that require, or can benefit from, a strong understanding of biology.
3. Encourage rigorous critical thinking, and evaluation of scientific data, information, or marketing.
4. Contribute to the mission of the university and the College of Science by encouraging students to use the skills and knowledge developed in this program to become active and thoughtful members of their community.

If approved, the degree can be offered as early as the fall of 2025.

**Marshall University Board of Governors
Meeting of April 9, 2025**

ITEM: Approval of Degree Addition: Master of Science in
Library Science

COMMITTEE: Academic and Student Affairs Committee

RECOMMENDED ACTION: *Resolved*, that the Academic and Student Affairs Committee does hereby recommend that the Marshall University Board of Governors approve the degree addition of the Master of Science in Library Science

STAFF MEMBER: Avi Mukherjee
Provost and Senior Vice President for Academic Affairs

BACKGROUND:

The Master of Science in Library Science degree will be the first and only master's degree in library and information science offered in the State of West Virginia and will be a strategic addition to Marshall's graduate degree portfolio.

The external demand study for this degree from Hanover Research indicates there is a strong combination of student interest, demand from employers, and industry demand for this program. Their benchmarking shows most competitors award 50 or more degrees per year and have positive and increasing enrollment trends. The labor market growth rate in the field was 3.8% from 2017-2021, exceeding the 2.9% average for all occupations. The degree completion growth rate in that period was 8.2%, exceeding the 1.4% average over all programs.

This program will be offered as an online/distance program. As the program grows, some classes may also be offered in-person based on demand and teaching capacity. All of the benchmarked comparison programs are offered online, as well. Marshall will repurpose an existing position to hire a director for the program, while existing library faculty will be able to teach a number of the courses. The program will not require significant capital or startup investments.

This program will also strengthen Marshall's partnership to support libraries throughout the state by providing a source of highly qualified librarians.

**Marshall University Board of Governors
Meeting of April 9, 2025**

ITEM: Approval of Degree Addition: Master of Science in Health and Movement Sciences

COMMITTEE: Academic and Student Affairs Committee

RECOMMENDED ACTION: *Resolved*, that the Academic and Student Affairs Committee does hereby recommend that the Marshall University Board of Governors approve the degree addition of the Master of Science in Health and Movement Sciences

STAFF MEMBER: Avinandan Mukherjee
Provost and Senior Vice President for Academic Affairs

BACKGROUND:

This is a reorganization of two existing master's programs, the MS in Biomechanics and the MS in Exercise Science. For the purposes of university approval, the reorganization appears as a creation of a new combined program. Because the new program is a combination of existing programs, no other resources are required to offer the new program.

The School of Health and Movement Sciences, formerly the School of Kinesiology, is housed within the College of Health Professions and currently has master's degree programs in Athletic Training, Biomechanics, and Exercise Science. Each of these programs has a common core stemming from the study of kinesiology. This proposal will create a STEM-designated master's degree combining the current Biomechanics and Exercise Science MS degree programs. The MS Athletic Training will remain a standalone degree program due to external accreditation requirements.

The new Health and Movement Sciences degree will offer four majors: Biomechanics, Exercise Physiology, Sport Science, and Strength & Conditioning. The degree will require 36-39 credit hours depending on the major. The new degree program will streamline the current structure of the School of Health and Movement Sciences as well as making it easier for students to move between majors within the degree program while remaining in the same catalog year from when they entered Marshall University.

Enrollment in the combined programs (Biomechanics and Exercise Science) has been modest but steady. The combined program will have a STEM designation (CIP code 26.0908) that will provide additional opportunities for students and increase marketability of the program. The STEM designation will also provide additional opportunities for faculty to apply for external funding, supporting Marshall's R2 designation.

**Marshall University Board of Governors
Meeting of April 9, 2025**

ITEM: Approval of 2024-2025 Academic Program Review Recommendations

COMMITTEE: Academic and Student Affairs Committee

RECOMMENDED ACTION: *Resolved*, that the Academic and Student Affairs Committee does hereby recommend that the Marshall University Board of Governors approve the 2024-2025 Academic Program Review Recommendations

STAFF MEMBER: Avi Mukherjee
Provost and Senior Vice President for Academic Affairs

BACKGROUND:

The Office of Academic Affairs recommends the following actions based upon the Academic Program Review of scheduled programs for 2024-2025.

Undergraduate Degree Programs: Associate Degree Level	Recommendations
Nursing-ASN	Continue at current level
Medical Laboratory Technology-AAS	Develop or expand the program due to demand <ul style="list-style-type: none"> Add one new faculty member to the Clinical Laboratory Science Department due to expected enrollment growth and curriculum and program development.

Undergraduate Degree Programs: Baccalaureate Degree Level	Recommendations
Biomedical Engineering-BSBME	Continue at current level
Civil Engineering-BSCE	Continue at current level
Communication Disorders-BS	Continue at current level
Communication Studies-BA	Continue at current level
Dietetics-BS	Continue at current level
Electrical and Computer Engineering-BSEE	Develop or expand the program due to demand <ul style="list-style-type: none"> Due to increasing demand for graduates in WV, we recommend additional faculty resources and increased marketing for the program.
Engineering-BSE	Continue at current level
Mechanical Engineering-BSME	Continue at current level
Medical Imaging-BS	Continue at current level

Medical Laboratory Science-BS	Develop or expand the program due to demand <ul style="list-style-type: none"> Add one new faculty member to the Clinical Laboratory Science Department due to expected enrollment growth and curriculum and program development.
Nursing-BSN	Continue at current level
Respiratory Care-BS	Continue at current level
Social Work-BSW	Continue at current level

Graduate Degree Programs: Master's Degree Level	Recommendations
Biomedical Research-MS	Consolidate this program with the MS in Clinical and Translational Science. We recommend that the consolidated program retain the name "MS in Biomedical Research" and consist of three areas of emphasis to include 1) Biomedical Sciences; 2) Data and Clinical Informatics; and 3) Clinical Trials.
Clinical and Translational Science-MS	Consolidate this program with the MS in Biomedical Research. We recommend that consolidated program use the name "MS in Biomedical Research" and consist of three areas of emphasis to include 1) Biomedical Sciences; 2) Data and Clinical Informatics; and 3) Clinical Trials.
Communication Disorders-MS	Continue at current level
Communication Studies-MA	Continue at current level
Dietetics-MS	Continue at current level
Electrical and Computer Engineering-MSEE	Consolidate the Electrical and Computer Engineering-MSEE program with the Engineering-MSE program by adding ELECTRICAL AND COMPUTER ENGINEERING as a MAJOR with the Engineering-MSE program.
Engineering-MSE	Consolidate this program by adding two low enrolled degree programs as majors within this program. This will result in the following configuration for the Engineering-MSE: <ul style="list-style-type: none"> Major 1 = Environmental/Civil Engineering Major 2 = Engineering Management Major 3 = Electrical and Computer Engineering Major 4 = Mechanical Engineering
Mechanical Engineering-MSME	Consolidate the Mechanical Engineering-MSME program with the Engineering-MSE program by adding MECHANICAL ENGINEERING as a MAJOR with the Engineering-MSE program.

Nursing-MSN	Continue at current level
Physician Assistant-MMS	<p>Improve the program through advancements in efficiency, quality, productivity, and focus.</p> <ul style="list-style-type: none"> • Achieve full accreditation from the program's accreditor – the Accreditation Review Commission on Education for the Physician Assistant, Inc, (ARC-PA) • Maintain the necessary cadre of faculty, as well as learning and clinical experiences, to maintain full accreditation • Maintain student pass rates on the Physician Assistant National Certifying Examination (PANCE) at or above the national average • Finalize the program director search
Public Health-MPH	Continue at current level
Social Work-MSW	Continue at current level

Graduate Degree Programs: Doctoral Degree Level	Recommendations
Biomedical Research-PhD	Continue at current level

Graduate Degree Programs: Doctoral Degree Level	Recommendations
Medicine-MD	Continue at current level
Nursing-DNP	Continue at current level

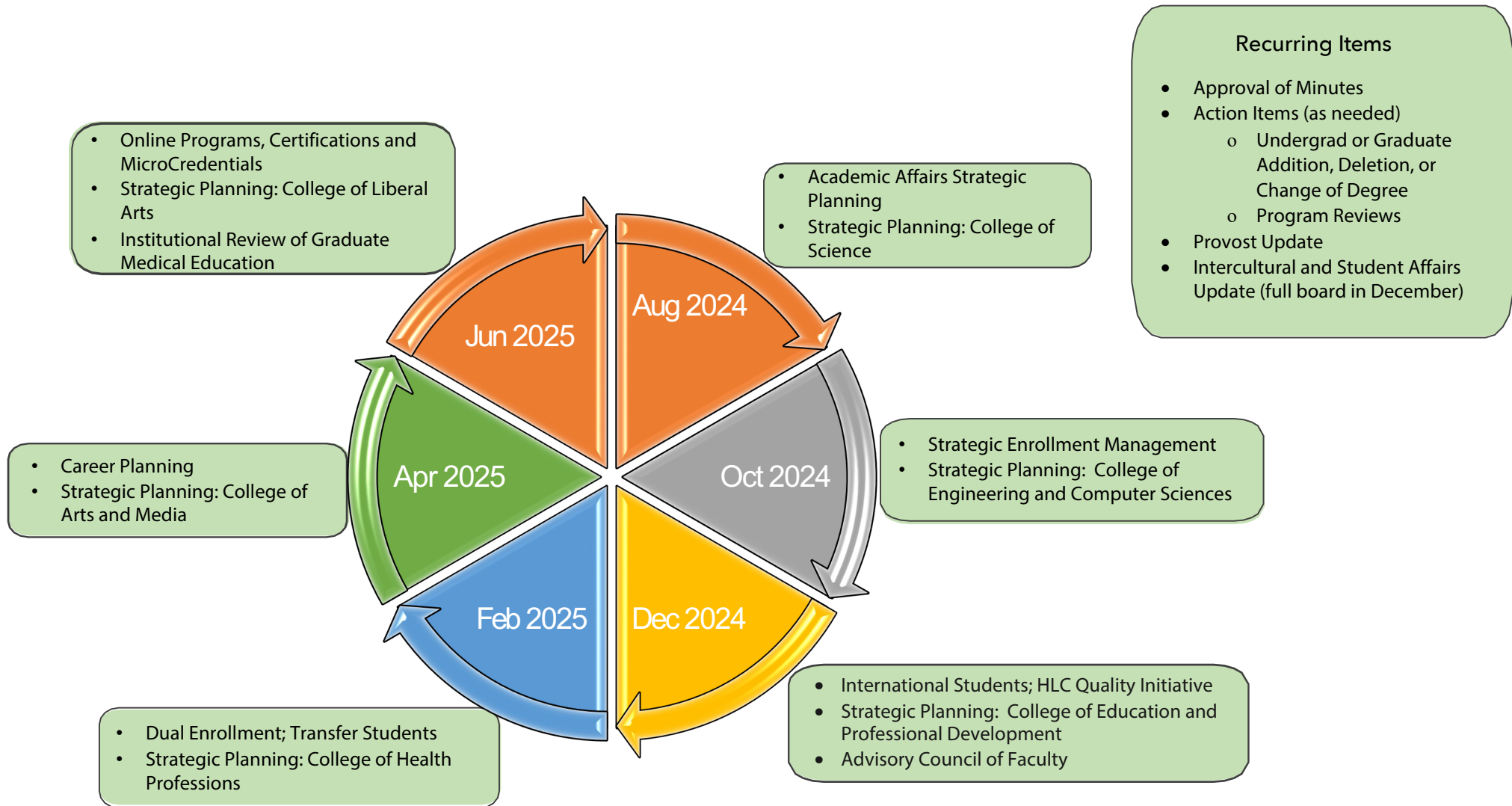
Post-Master's Certificate Programs	Recommendations
Family Nurse Practitioner	Continue at current level
Nursing Administration	Discontinue the program, which currently has no enrollment
Nursing Education	Discontinue the program, which currently has no enrollment

Additional Recommendation for the College of Engineering and Computer Sciences

Due to the growth of its academic programs, including the PhD in Engineering in fall 2024, and research in the College of Engineering and Computer Sciences (CECS), we recommend that the university re-evaluate the space allocation for the CECS. Special consideration should be given to the Power Lab in Gullickson Hall, which is currently subject to flooding.

Annual Activity Calendar

Academic and Student Affairs Committee



The College of Arts & Media:
Vital to the University, *Crucial* for the City & Region

Presentation to the Academic & Student Affairs Committee of the Marshall University Board of Governors
9 April 2025

Dr. Maria P. Gindhart
Dean

Overview

- Schools, Majors, Minors, Activities for All Marshall Students
- Marshall Artists Series & Masters at Marshall
- Some Statistics
- Student Accomplishments & R2 Faculty
- Opportunities & Challenges



COLLEGE OF ARTS & MEDIA

College of Arts & Media

Four Schools in the College

College of Arts & Media
SCHOOL OF ART & DESIGN



College of Arts & Media
**W. PAGE PITT SCHOOL OF JOURNALISM
& MASS COMMUNICATIONS**



College of Arts & Media
SCHOOL OF MUSIC



College of Arts & Media
SCHOOL OF THEATRE & DANCE



College of Arts & Media

School of Art & Design



SCHOOL OF ART & DESIGN

Our interdisciplinary curriculum includes traditional and online courses that are rigorous and relevant, with small class sizes to support the development of each student's creative voice. Art & Design faculty, celebrated for their individual accomplishments, are committed to teaching excellence and maintaining high standards in an engaging, supportive environment.

BACHELOR OF ARTS

- Art Education
- Art History
- Visual Art & Design

MINORS

- Art History
- Studio Art

BACHELOR OF FINE ARTS

- Ceramics
- Fibers
- Filmmaking
- Graphic Design
- Painting
- Photography
- Printmaking
- Sculpture
- Studio Art



MARSHALL UNIVERSITY
art@marshall.edu
304-696-6760




COLLEGE OF
ARTS & MEDIA

PURSUE YOUR *Passion*
with a minor in

- Art History
- Dance
- Media Studies
- Music
- Studio Art
- Theatre Performance
- Theatre Production

MARSHALL UNIVERSITY
cam@marshall.edu
304-696-6433




COLLEGE OF
ARTS & MEDIA

EARN A *Credential*
with a minor in

- Advertising
- Graphic Design
- Journalism
- Music Entrepreneurship
- Public Relations
- Studio Art: Film
- Studio Art: Photography

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cam@marshall.edu
304-696-6433




College of Arts & Media

W. Page Pitt School of Journalism & Mass Communications

W. PAGE PITT SCHOOL OF JOURNALISM & MASS COMMUNICATIONS

Marshall's Journalism and Mass Communications programs are dedicated to learning through hands-on experience. That makes our students powerful communicators who know how to tell the story.

BACHELOR OF ARTS

- Advertising & Public Relations
- Journalism
 - Broadcast
 - Multimedia
 - Sports
- Media Production
 - Radio/TV Production & Management
 - TV & Video Production

MINORS

- Advertising
- Journalism
- Media Studies
- Public Relations



MARSHALL UNIVERSITY
sojmc@marshall.edu
304-696-2360



COLLEGE OF ARTS & MEDIA

PURSUE YOUR *Passion* with a minor in

- Art History
- Dance
- Media Studies
- Music
- Studio Art
- Theatre Performance
- Theatre Production

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cam@marshall.edu
304-696-6433



COLLEGE OF ARTS & MEDIA

EARN A *Credential* with a minor in

- Advertising
- Graphic Design
- Journalism
- Music Entrepreneurship
- Public Relations
- Studio Art: Film
- Studio Art: Photography

MARSHALL UNIVERSITY
cam@marshall.edu
304-696-6433



College of Arts & Media

School of Music

SCHOOL OF MUSIC

The School of Music at Marshall University offers comprehensive academic programs that provide for varied musical interests and aspirations while preparing students for an evolving and diverse future as music professionals. Our world-class music faculty are exceptional performers, teachers, composers, and scholars who promote academic and artistic excellence in our students.

BACHELOR OF ARTS

- Commercial Music
- General Music Studies
- Music Education
- Music History
- Pedagogy

MINORS

- Music
- Music Entrepreneurship

BACHELOR OF FINE ARTS

- Jazz Studies
- Multidisciplinary Studies
- Music Performance
- Musical Theatre
- Theory/Composition



MARSHALL UNIVERSITY
music@marshall.edu
304-696-3117





COLLEGE OF
ARTS & MEDIA

PURSUE YOUR *Passion*
with a minor in

- Art History
- Dance
- Media Studies
- **Music**
- Studio Art
- Theatre Performance
- Theatre Production

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EARN A *Credential*
with a minor in

- Advertising
- Graphic Design
- Journalism
- **Music Entrepreneurship**
- Public Relations
- Studio Art: Film
- Studio Art: Photography

MARSHALL UNIVERSITY
cam@marshall.edu
304-696-6433





College of Arts & Media

School of Theatre & Dance



SCHOOL OF THEATRE & DANCE

Marshall's School of Theatre & Dance trains students for professional careers in front of the curtain and behind it through offerings in performance, musical theatre, and production. Alternatively, our BA in Theatre prepares students for myriad careers by combining coursework in theatre with other disciplines.

BACHELOR OF ARTS

- Theatre

MINORS

- Dance
- Theatre Performance
- Theatre Production

BACHELOR OF FINE ARTS

- Theatre Performance
- Theatre Production
- Musical Theatre



MARSHALL UNIVERSITY
theatre@marshall.edu
 304-696-7184



COLLEGE OF
ARTS & MEDIA

PURSUE YOUR *Passion*
with a minor in

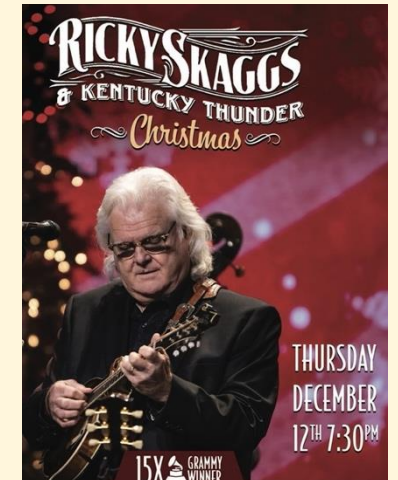
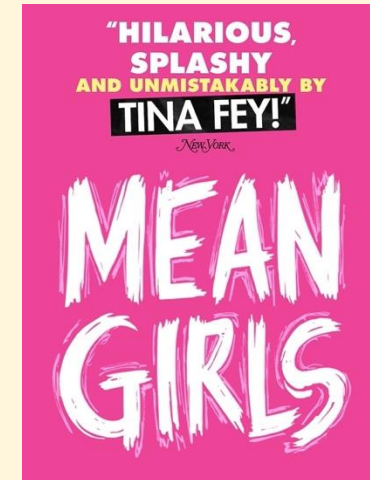
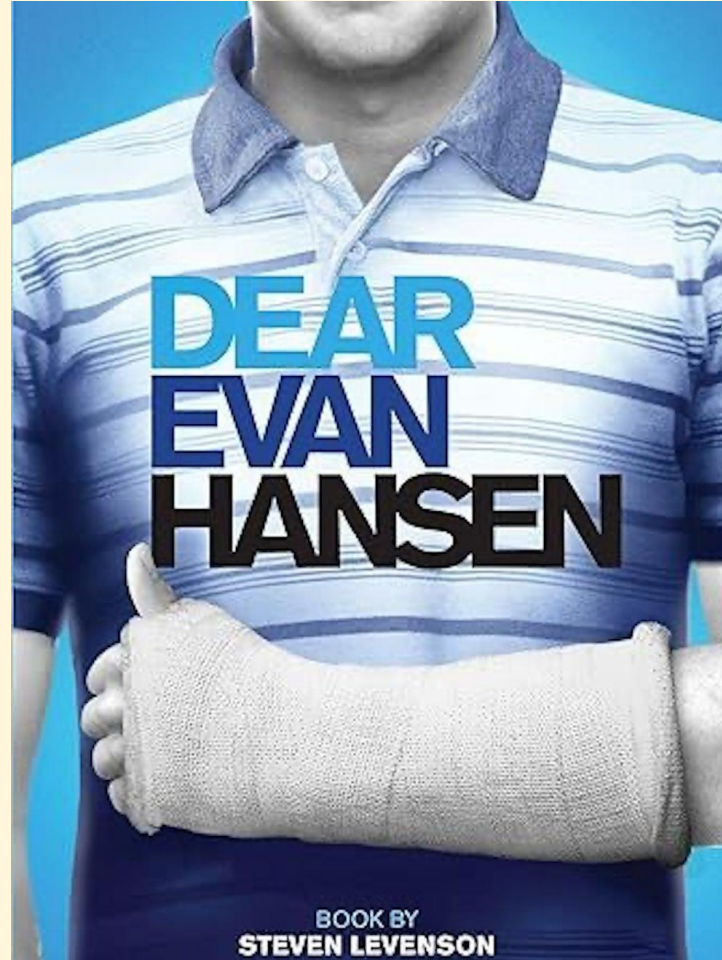
- Art History
- Dance
- Media Studies
- Music
- Studio Art
- Theatre Performance
- Theatre Production

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cam@marshall.edu
 304-696-6433



College of Arts & Media

Marshall Artists Series




College of Arts & Media

Masters at Marshall

Happy Birthday Henry Louis Gates, Jr.!

1st MARSHALL
ARTISTS SERIES
CREATED IN 1938



A portrait of Henry Louis Gates, Jr. He is an older man with glasses, wearing a black suit jacket over a black t-shirt. He has a patterned pocket square in his jacket. The background is a plain, light color.

MASTERS ^AT MARSHALL

The West Virginia native makes his way to
the Marshall Artists Series on Friday, November 15
at the Joan C. Edwards Playhouse!



**MASTERS
OF MARSHALL**
Distinguished Speaker Series
**AN EVENING WITH
JON
MEACHAM**
PULITZER PRIZE-WINNING
PRESIDENTIAL HISTORIAN

THE DISCUSSION:

HOPE THOUGHT HISTORY;
HOW TO ENDURE
AND PREVAIL WHEN
EVERYTHING APPEARS
HOPELESS

**LIMITED TICKETS
AVAILABLE**

**2 WEEKS AWAY
FRIDAY, NOV 10TH**

JOAN C. EDWARDS PERFORMING ARTS CENTER



Beth Macy
February 22 7:30 PM
 Joan C. Edward
 Performing Arts Center
Tickets call
304-696-6656

















Some Statistics:
From Fall 2021 to Fall 2024

ENROLLMENT & RETENTION TRENDS

- Total Enrollment: +7%
- New Student Enrollment: +34%
- Student Credit Hours: +18%
- Degrees Awarded: +9.8%

DEMAND FOR CAM MAJORS

- Applications: +72%
- Completed Applications: +57%
- Admitted Students: +63%

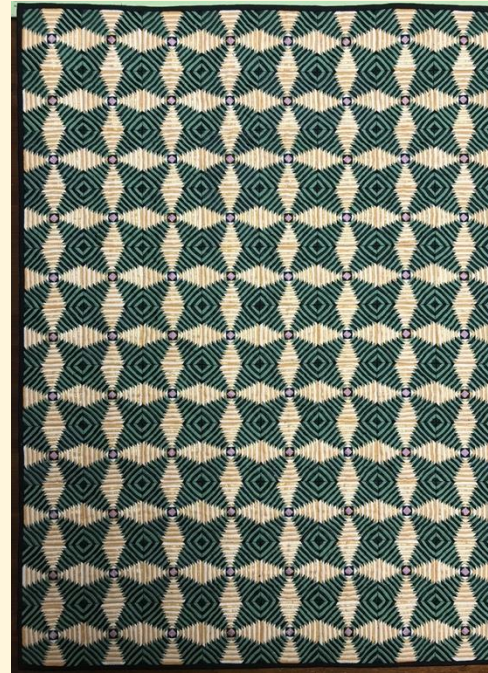
CHALLENGES



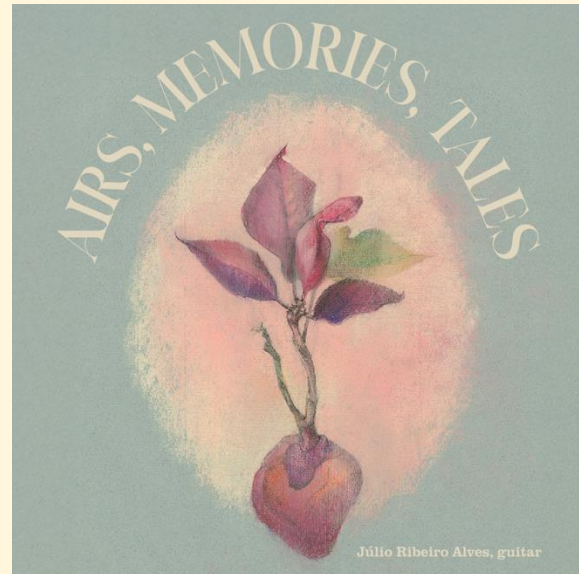
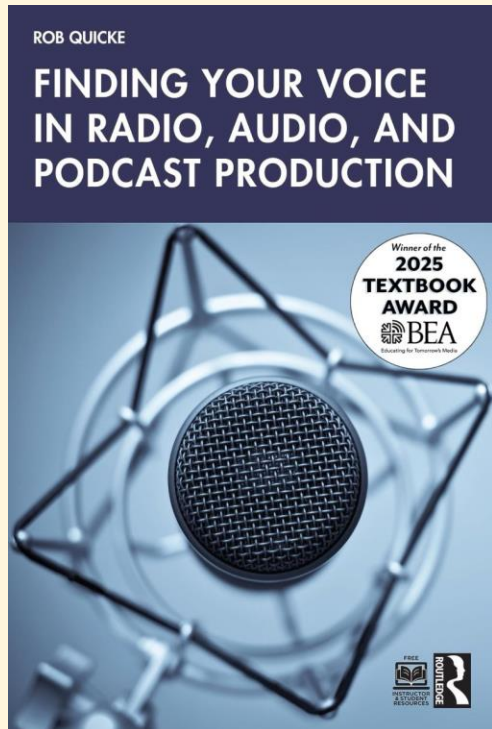
- ❖ Converting Admitted to Enrolled Students
- ❖ Increasing Enrollment in the School of Journalism & Mass Communications



Student Accomplishments



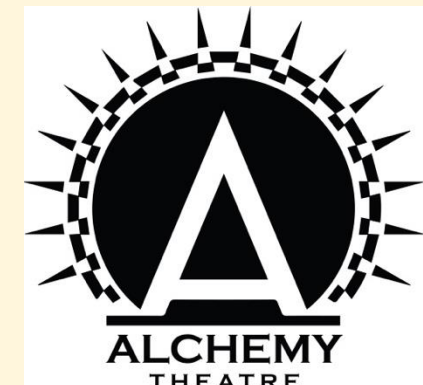
R2 Faculty



Quality of Life in Huntington



COLLEGE OF ARTS & MEDIA



College of Arts & Media

Opportunities

THE WALL STREET JOURNAL.

LIFESTYLE | CAREERS | ON THE CLOCK

Parents in Tech Want Their Kids to Go Into the Arts Instead

Hands-on jobs that demand creativity are seen as less vulnerable to artificial intelligence



By Callum Borchers [Follow](#)

March 5, 2025 8:00 pm ET



264



Gift unlocked article



Listen (6 min)



ILLUSTRATION: JOANNE JOO

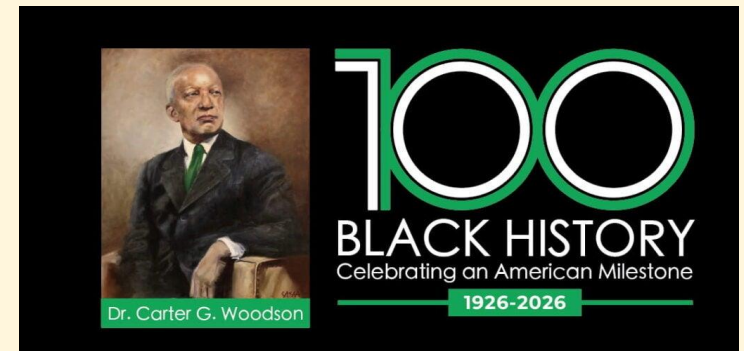
Parents have been steering their children into science and technology fields for so long that some of those kids are grown with little ones of their own. Their advice? Careers in the humanities, arts or skilled trades might be safer bets for the next generation.



College of Arts & Media

Opportunities

- Cross-School Collaboration
- Filmmaking ⇔ West Virginia Film Office
- School of Journalism & Mass Communications
⇔ West Virginia Public Broadcasting
- Center for Wellness in the Arts with the College of Health Professions
- The Dr. Carter G. Woodson Lyceum & The Negro History Week/Black History Month Centennial, 1926-2026
- Marco Records & Sounds of Marshall
- Industrial Design with the Marshall Advanced Manufacturing Center
- CAMmunity



College of Arts & Media

Challenges



Marshall Artists Series

- ❖ declining funding from state & city
- ❖ aligning interests of donors & students



Marching Thunder & 6th Man Band

- ❖ fundraising



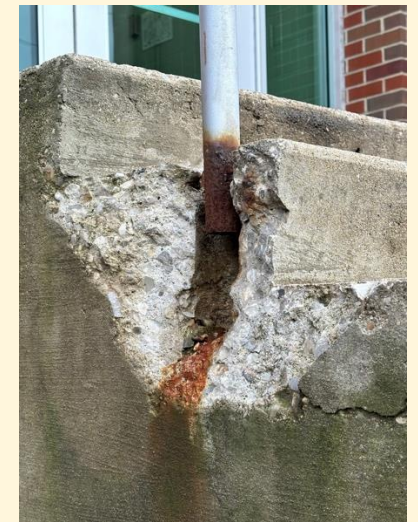
Facilities Issues

- ❖ maintenance
- ❖ updating/renovating
- ❖ accreditation in Schools of Music and Journalism & Mass Communication
- ❖ recruitment/retention/morale




Equipment and Technology

- ❖ maintenance
- ❖ updating/replacing/expanding



Thank You

The School of Music presents




HOLIDAY CELEBRATION
A MUSICAL GIFT TO THE MARSHALL COMMUNITY
MONDAY, NOV. 27, 2023
JOAN C. EDWARDS PLAYHOUSE

7:00 PM
FEATURING
MARSHALL UNIVERSITY
MUSIC ENSEMBLES

TICKET - \$25
\$5 FOR CHILDREN 12 AND UNDER OR
MU STUDENTS WITH A VALID ID.

CALL THE MARSHALL BOX OFFICE AT 304-696-2787 FOR TICKETS.
BOX OFFICE HOURS ARE 1-4 PM, MONDAY-FRIDAY.

Sponsored by the School of Music in the College of Arts and Media
www.marshall.edu



PRESENTED BY THE CENTER FOR
WELLNESS IN THE ARTS

VIDEO STROBOSCOPY
Workshop

May 2, 2025

Come have fun and learn more about your voice from certified clinicians at no cost to you! Time slots are limited, so scan the QR code to sign up today!

For more information, contact
kirk173@marshall.edu!



College of Arts & Media



Marshall University

Growth of Career Education

Cris McDavid, Director
Office of Career Education
April 9, 2025

Staff



Cris McDavid
Director



Jennifer Brown
Assistant Director for
Student Engagement
and Marketing



Erin LaFon
Assistant Director
Employer and
Student Relations



Kristin Sims
Coordinator, Career
Planning and
Development



Otesha McGhee
Coordinator, Virtual
Career Development



Robin Taylor
Coordinator,
Student
Employment



Cindy Xu
Career Education
Specialist



Hannah Bird
Senior Career
Development
Specialist



Erin King
Student
Employment
Specialist



Christine Risch
Career Education
Assessment and
Data Analyst



John Bruce
Administrative
Assistant



Office of
**CAREER
EDUCATION**

Staff Professional Credentials

National Association of Employer Relations

- Cris McDavid, Member, Inaugural Board of Directors

National Career Development Association

- Certified Global Career Development Facilitator
 - Otesha McGhee
 - Cindy Xu
 - Kristin Sims
- Certified Career Services Provider
 - Otesha McGhee
 - Cindy Xu
 - Hannah Bird
 - Kristin Sims
- Certified Master of Career Services
 - Kristin Sims

National Association of College & Employers

- Management Leadership Institute
 - Cris McDavid
 - Jennifer Brown
 - Erin LaFon

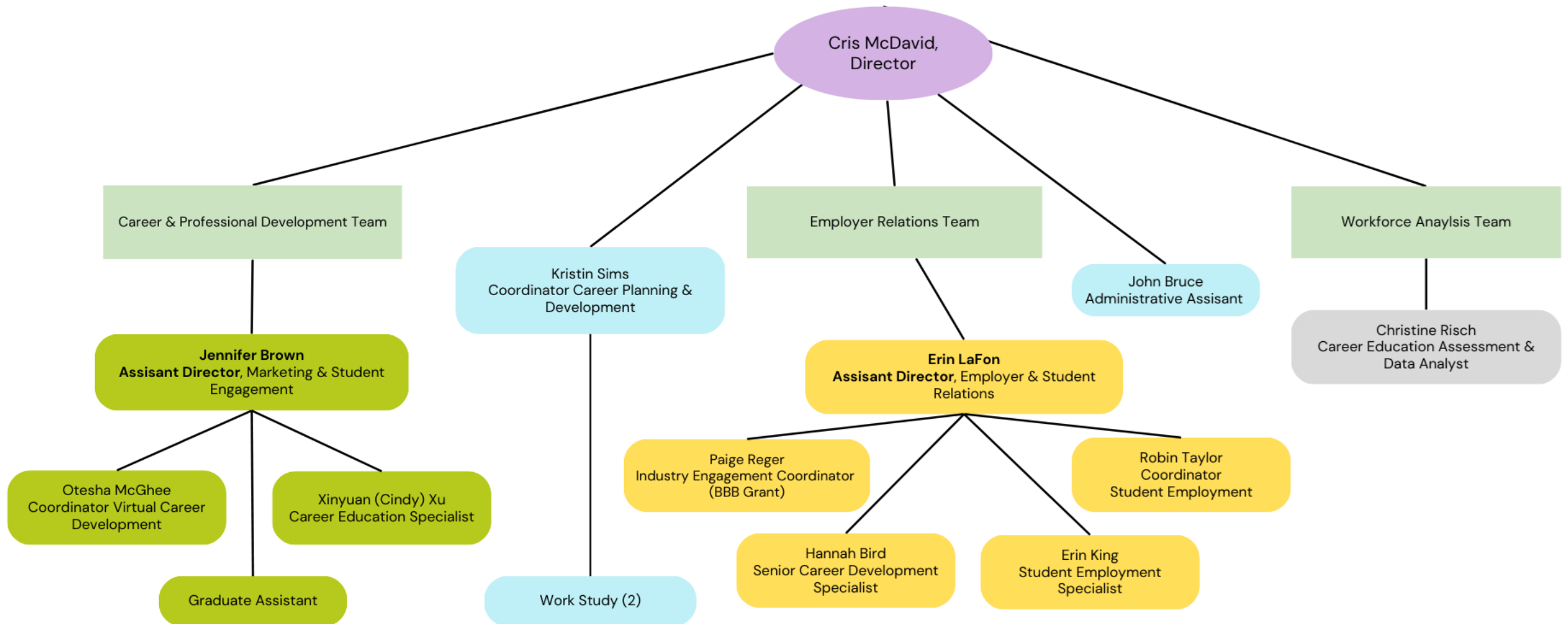
Professional Association of Resume Writers & Career Coaches

- Career Development Competencies for Working with Veterans Certification
 - Kristin Sims
- Certified Professional Resume Writer
 - Otesha McGhee
 - Cindy Xu
 - Jennifer Brown
 - Hannah Bird (in progress)
 - Robin Taylor (in progress)
 - Erin King (in progress)
- Certified Digital Career Strategist
 - Otesha McGhee
 - Cindy Xu
 - Jennifer Brown
 - Erin LaFon
 - Kristin Sims
 - Hannah Bird
 - Robin Taylor (in progress)
 - Erin King (in progress)
- Certified Interview Coach
 - Cindy Xu (in progress)



Office of
**CAREER
EDUCATION**

Office of Career Education



Key Measures for 2024



Resumes Reviewed
1,948



Appointments
1,005



Other Events
14



Presentations/Workshops
155



Career Fair Events
7



Other Events Attendees
1,953



Presentations/Workshops Attendees
1,713



Career Fair Attendees
1,168



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Career & Professional Development

**Marshall For All Priority
Lifetime Achievement**

Career Readiness and Economic Development

Priority Deliverables

- Establish Career Exploration and Academic Pathway Activities
 - Skills & interest inventory--PathwayU
 - NACE competencies
 - Alignment of part-time work or work-study opportunities for the first cohort of Marshall for All participants
 - Partnership with Workforce WV for employer connections and case management
- Establish Career Development Activities
 - Virtual skill experience (Forage)
 - Networking activities (LinkedIn, Handshake, Networking Event w/professional etiquette coach)
 - Resume & Interview Development

Career & Professional Development

**Marshall For All Priority
Lifetime Achievement
Career Readiness and Economic Development**

Priority Deliverables

- Establish Career Engagement activities—remote, hybrid, or in-person
 - Upwork Academy
 - Micro credentials
 - Work Simplr
 - Parker Dewey
 - Work-based experiences--internships, co-ops, research, etc.
- Establish Career Launch activities through continued employer networking
- Priorities developed through the following courses taught by Career Education staff
 - UNI 103 Career Planning for the Undergrad Student—6 sections taught
 - UNI 204 Strategies for Successful Career Development—6 sections taught

Employer Relations Marshall Works Program Job Shadowing

- First step in the talent pipeline connection
- Program reinstated spring 2025
- Offered Spring and Fall
- 32 students registered in a career field of choice
- 15 companies participating
- Connect with employers and leave an impression that can set them up for potential internships
- Companies also agreed to offer internships



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Employer Relations Marshall Works Program

Work-based Experiences, Part-time & Full-time Jobs

- Second step in the talent pipeline connection
- Program started spring 2025
- Partially funded through Federal Work Study program
- Connect students needing work-based experiences or employment to employers
- First year piloting with CECS, COS, & LCOB
- KPIs reported to Financial Aid and Department of Education
 - How many students employed
 - Total income earned of all students placed



Office of
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Employer Relations

HerdHired Career Experience Fund

Work-based Experiences

- Funding from employer sponsors, Enterprise Mobility Award, & Career Fair registration fees
- Competitive application process
- Office of Career Education Campus Council
 - § Faculty & staff from all colleges—selects recipients
- Awarded \$21,473 since summer 2023



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AY

Primary College

Primary Major

Graduated?

Pell Eligible?

AY2324

All

All

All

All

Senior Standing 2023-2024

2832

Prior Year: 2915 (-2.85% ▼)

Seniors Completing EITHER Internship Course or Experience

871

Prior Year: 809 (7.66% ▲)

Seniors Completing Internship/Practica Course

812

Prior Year: 764 (6.28% ▲)

Seniors Completing non-Course Experiences (logged)

91

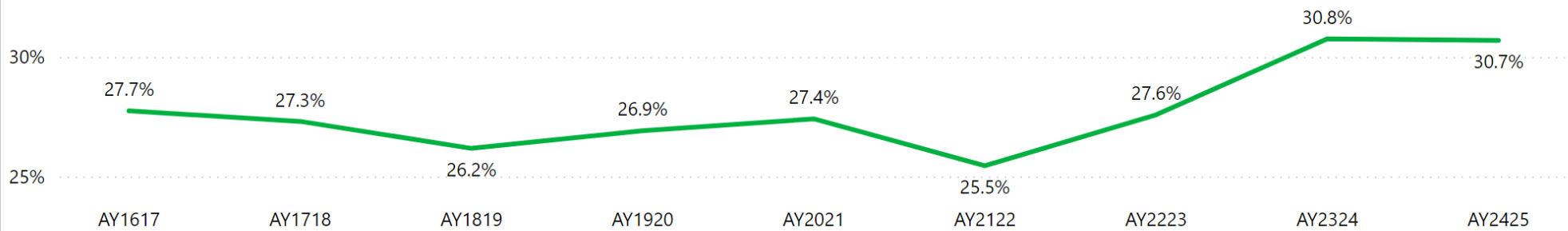
Prior Year: 80 (13.75% ▲)

Percentage of Students w/Experiences

30.8%

Prior Year: 27.75% (3.00% ▲)

Seniors w/Experience During Undergrad

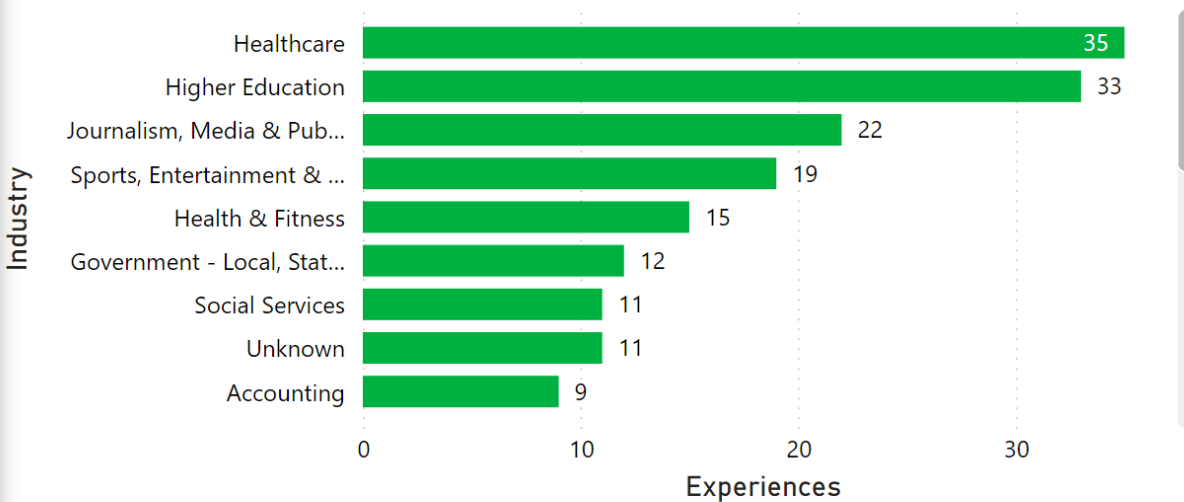


Median of Pay Reported from Logged Experiences

\$12

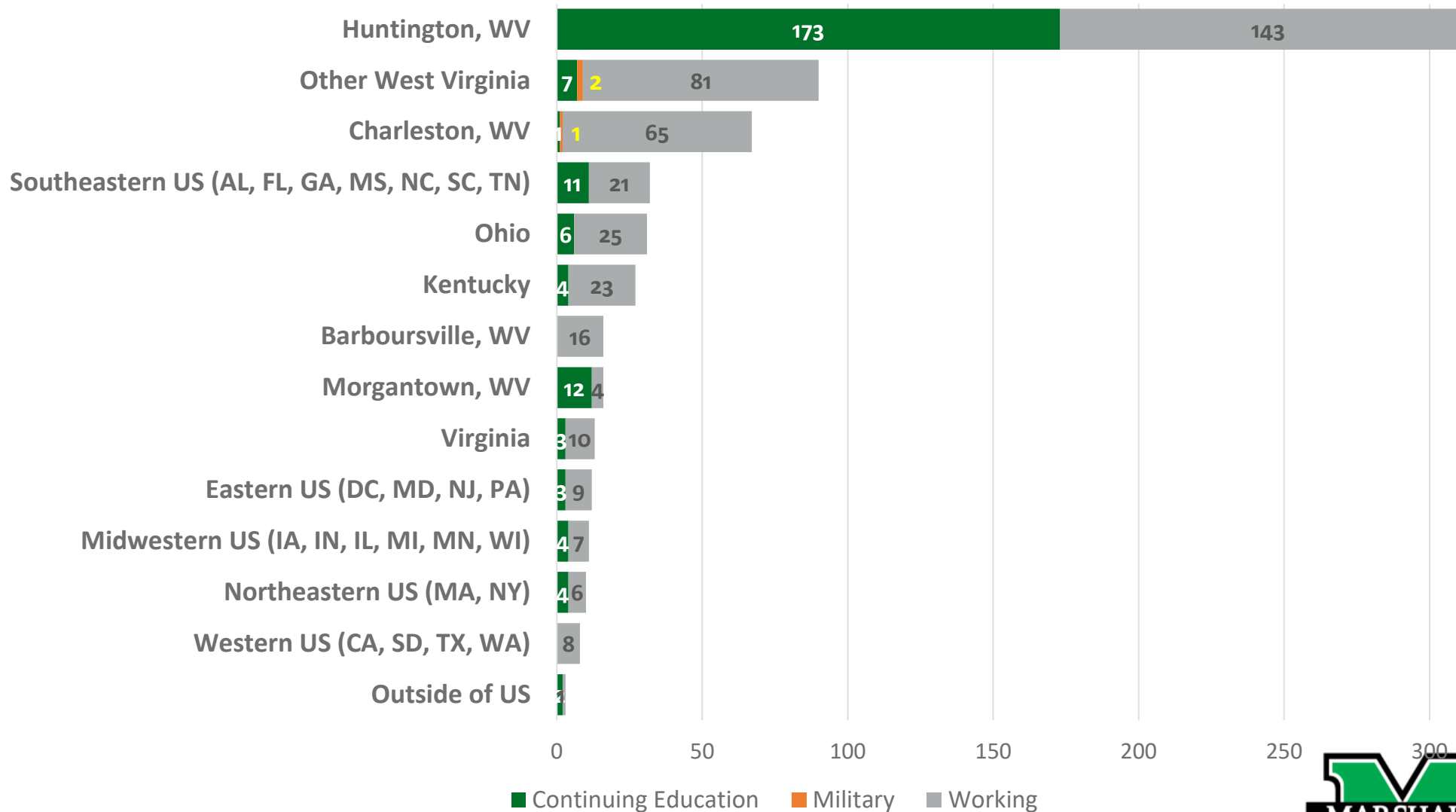
Standing	AY1617	AY1718	AY1819	AY1920	AY2021	AY2122	AY2223	AY2324	AY2425
DPT-1stProf	115	113	111	112	112	107	99	101	103
Fresh-1stTime	1949	1856	1750	1835	1781	1651	1623	1792	1909
Fresh-Other	3472	3584	3815	3808	2992	2693	2750	3135	3909
Graduate	4428	4025	3716	3468	3410	3067	2807	3140	3176
Junior	2486	2531	2318	2191	2205	2266	2071	2051	2204
MD-1stProf	303	303	315	327	314	316	330	309	313
PharmD-P1	85	75	60	67	72	49	34	34	45
PharmD-P2	84	89	77	59	58	69	37	30	32
PharmD-P3	81	81	80	70	61	59	62	29	29
PharmD-P4	66	76	79	71	64	57	55	62	28
Senior	3334	3457	3457	3236	3028	2915	2933	2832	2802
Seniors	2573	2400	2300	2216	2260	2054	1937	2114	2278
Total	15726	15405	15097	14444	13536	12494	12003	12787	13801

External Experience Fields



Graduation Survey – 2023/2024 School Year

of Responses by Location and Outcome



of Responses with Location Information

Working: 419

Continuing Ed: 230

Military: 3

Volunteering: 1

Total: 653

Total Responses: 860

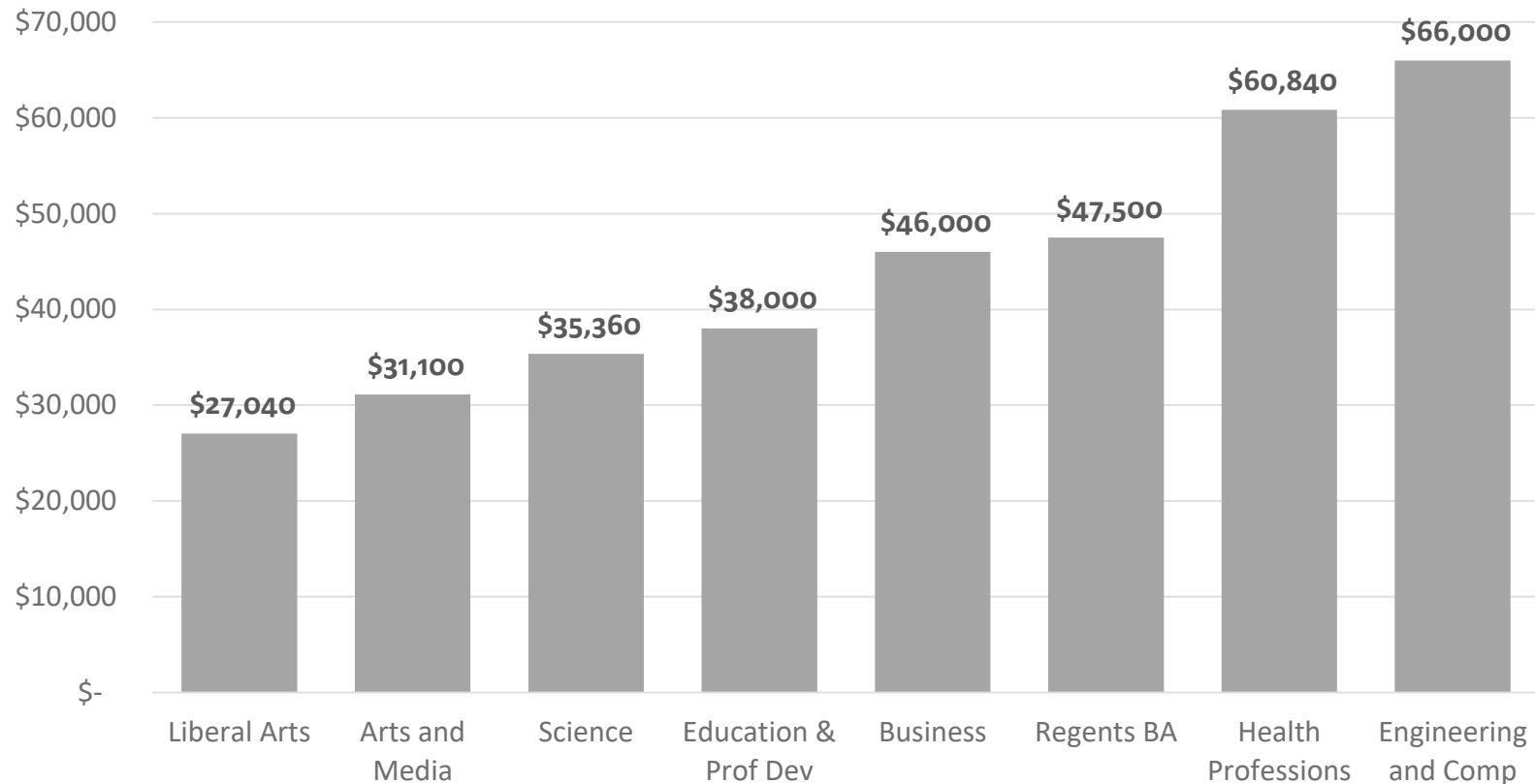
* Includes graduate and undergraduate responses.



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Graduation Survey – Salary Data

Median Reported Full-Time Salary by Undergraduate Degree –
2023/2024 Graduates



**Median
Undergraduate Salary:**
\$48,000
(187 Responses)

**Median Graduate
Salary:**
\$57,000
(88 responses)



Office of
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Marshall University


Economic & Workforce Development

Brandon Dennison, Vice President
April 9, 2025

Our PLAN-ON-A-PAGE

VISION	<div></div> <div><p>“To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future”</p></div>				
CREED	Educational Open Civil Responsible Safe Well Ethical Pluralistic Socially Conscious Judicious				
2037 GOALS	<div></div> <div><p>Individual Success</p><p>100% Placement Rates for Graduates</p><p>Zero Students Graduate with Student Loan Debt</p></div>		<div></div> <div><p>Innovative Ideas</p><p>\$150M Research, Grants, Contracts</p><p>3X Start-Ups Incubated</p></div>		<div></div> <div><p>Economic Impact</p><p>30X Return for Every \$1 Invested</p><p>3X GDP Impact in West Virginia (\$2.3B)</p></div>
STAKEHOLDER GOALS	<div><p>Students</p><p>Offer an affordable education with a distinctively supportive and flexible experience to ensure lifelong prosperity</p></div>	<div><p>Team</p><p>Empower faculty and staff to do the best work of their lives</p></div>	<div><p>West Virginia</p><p>Improve the well-being of all West Virginians by creating breakthrough opportunities and solutions</p></div>	<div><p>Financial Stakeholders</p><p>Build a resilient and sustainable institution to outlast headwinds</p></div>	
STRATEGY	<div><p>Marshall for All, Marshall Forever</p><p>In-Demand Curriculum • On-Demand Delivery • Distinctive Value Proposition</p></div>				
PRIORITIES	Increase access	Ensure affordability	Grow support programs	Deliver on demand	Enable lifetime achievement
METRICS	<ul style="list-style-type: none">New student enrollmentFocused student segment enrollmentRecruitment contactsConversion ratesCRM integration	<ul style="list-style-type: none">Student debt loadDebt-free pilot cohort launch and year/year retentionInternships and jobsFundraising campaign	<ul style="list-style-type: none">First-year retentionMARCO mentorship project launchE2E student experience monitoring in place	<ul style="list-style-type: none">Micro-credential course catalogHyFlex course pilotDegree programs onlineOnline education website	<ul style="list-style-type: none">Customized training for advanced manufacturingAcademic pathways selectedCareer Engagement participation

2



Page 45 of 50

Priority: 100% Placement

Action Learning Team

- 1) Facilitating deeper faculty engagement with the career development process.
- 2) Expanding experiential learning opportunities through multiple avenues.
- 3) Focused fundraising for career development (through MU Foundation).

Priority: 100% Placement

Action Learning Team

In addition to these ongoing strategic priorities, there are several “low-hanging fruit” items which we are setting into motion immediately:

- Development of a “Job Placement and Experiential Learning Dashboard” by the end of the year.
- Design of a micro-credential for faculty entitled “Facilitating Career Development Conversations.”
- Incorporation of a “Career Development and Purpose Finding” course taught by Brad for all freshman during WOW.
- Launch of the Job Location and Development Program (Marshall Works).
- Implementation of the LinkedIn pilot project.

Priority: In-Demand, On-Demand Workforce Development

- Design, iteration, improvement, buy-in

Marshall

Inside



*Where the workplace
Becomes the Classroom ...*

Priority: Scaling Marshall Advanced Manufacturing Center (MAMC)

- Strategy Update, Performance Improvement, and Facilities

Continuing to Grow Outcomes:

- 6,200 k12 students engaged in 2024
- 320 companies served
- 987 people trained

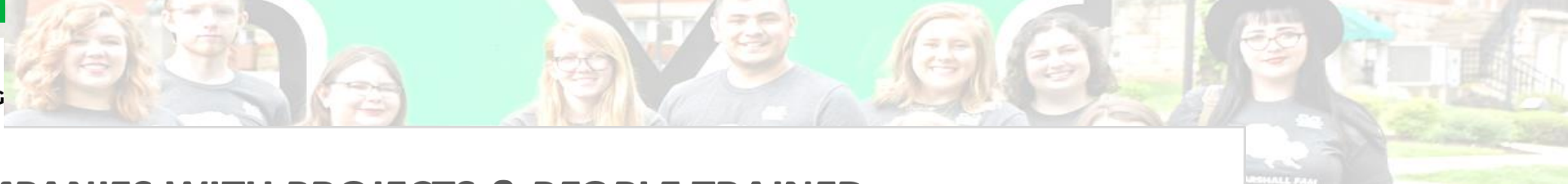
Updated Strategic Planning for Scale:

- Implementing performance management
- Providing a clearer vision for how we scale (involving the team in this process)
- Better advancing technology, becoming truly advanced, and getting more integrated in faculty and student research

Facilities:

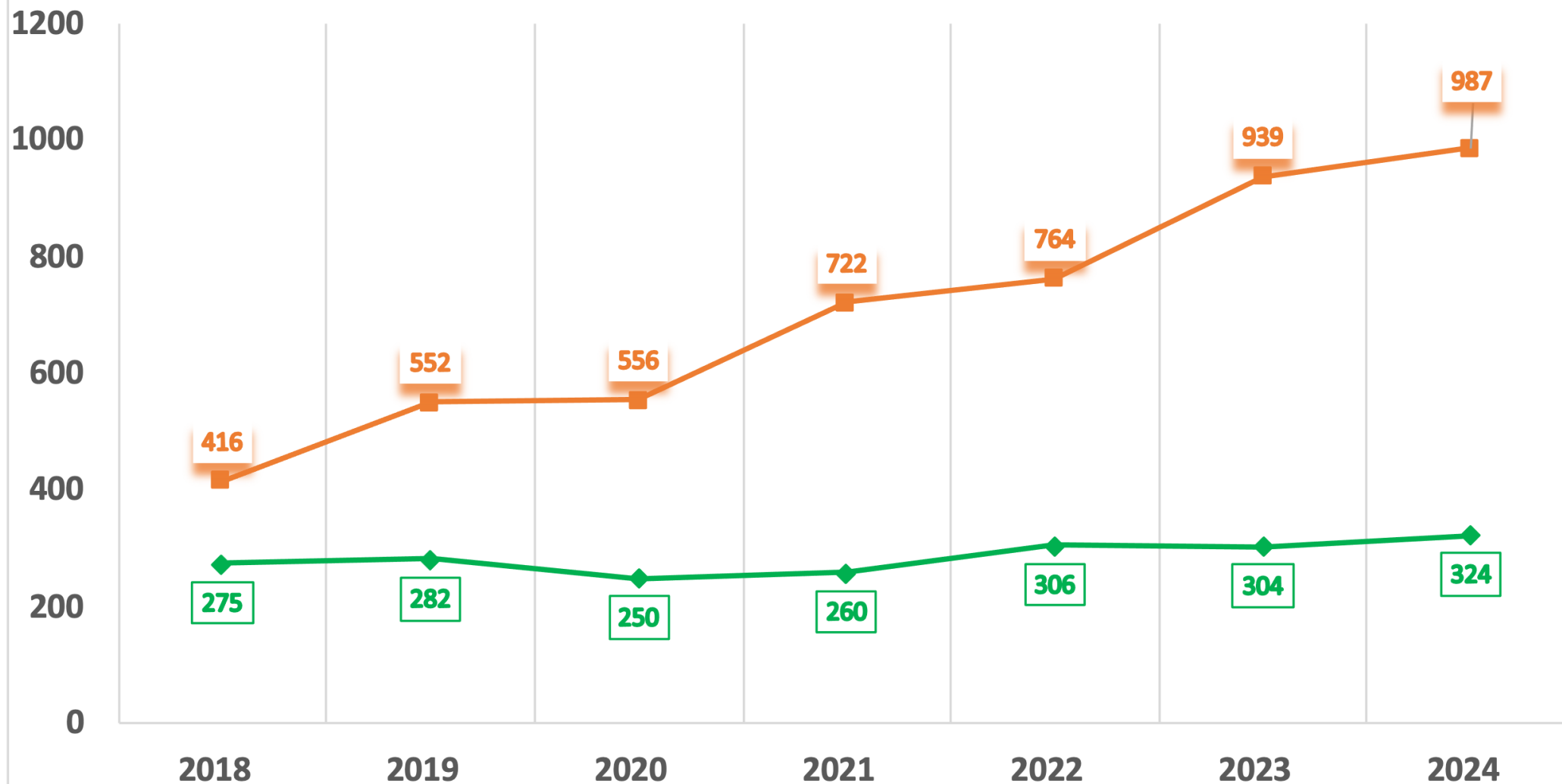
- Facilities are not the crux of the plan to scale, but they are an important element
- Fundraising for the new HQ is the top priority (getting out of the old bank)
- Additional expansions at South Charleston campus and MOVIC are underway





KPI: COMPANIES WITH PROJECTS & PEOPLE TRAINED

◆ Companies Served Per Year ■ People Trained Per Year



**Also: Over 6,000
K-12 STEAM
interactions in
2025!**