



Academic and Student Affairs Committee Meeting

June 11, 2025 | 11 a.m.

Conference Center, Brad D. Smith Foundation Hall



June 2025 Academic and Student Affairs Committee Meeting_Agenda

AGENDA

11 a.m.

Academic and Student Affairs Committee

Kathy D'Antoni, Chair

Action Items

Approval of Degree Addition: Bachelor of Science in Health and Movement Sciences 3

Approval of Degree Addition: Bachelor of Science in Sonography 4

Approval of Degree Addition: Master of Science in Mathematics 5

Information Items

Committee Annual Activity Calendar 6
Avi Mukherjee, Provost and Senior Vice President for Academic Affairs

Provost Report
Avi Mukherjee, Provost and Senior Vice President for Academic Affairs

Academic Affairs Update
Avi Mukherjee, Provost and Senior Vice President for Academic Affairs

Intercultural and Student Affairs Update
Marcie Simms, Vice President for Intercultural and Student Affairs

Marshall Online 7
Julia Spears, Assistant Provost of Online Education and Certification

Strategic Planning: College of Liberal Arts 29
Robert Bookwalter, Dean of the College of Liberal Arts

Lunch

**Marshall University Board of Governors
Meeting of June 11, 2025**

ITEM:	Approval of Degree Addition: Bachelor of Science in Health and Movement Sciences
COMMITTEE:	Academic and Student Affairs Committee
RECOMMENDED RESOLUTION:	<i>Resolved</i> , 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 Health and Movement Sciences
STAFF MEMBER:	Avi Mukherjee Provost and Senior Vice President for Academic Affairs

BACKGROUND:

The School of Health and Movement Sciences (SHMS), housed within the College of Health Professions, currently offers degree programs in Athletic Training, Biomechanics, and Exercise Science. Each of these programs has a foundational core stemming from the study of kinesiology. The SHMS is proposing to consolidate these programs into a single degree program, the B.S. in Health and Movement Sciences (BSHMS). With our current degree programs' common core and new accreditation requirements, we wish to move our current degree programs as majors under a single degree program—the B.S. in Health and Movement Sciences (BSHMS).

The mission of the Marshall University B.S. in Health and Movement Sciences is to advance the scientific study, understanding, and application of human physical activity, health, and wellness. Recognizing these as complex human phenomena, the holistic health and movement sciences discipline integrates an interdisciplinary approach to examine them comprehensively.

The School of Health and Movement Sciences is committed to rigorous scientific, theoretical, and practical inquiry into physical activity, health, and wellness. This multidisciplinary perspective enables the members of the School of Health and Movement Sciences—both faculty and students—to engage in diverse fields such as athletic training, biomechanics, disease prevention, exercise science, strength and conditioning, fitness, wellness, rehabilitation (cardiac rehabilitation, pulmonary rehabilitation, diabetes exercise, physical therapy, and occupational therapy), medicine, chiropractic, physician's assistant, health promotion, and other health-related fields.

The B.S. in Health and Movement Sciences (BSHMS) degree program will align with the M.S. in Health and Movement Sciences (MSHMS) and reflect the College of Health Professions' and the institution's mission, goals, and objectives.

**Marshall University Board of Governors
Meeting of June 11, 2025**

ITEM:	Approval of Degree Addition: Bachelor of Science in Sonography
COMMITTEE:	Academic and Student Affairs Committee
RECOMMENDED RESOLUTION:	<i>Resolved</i> , 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 Sonography
STAFF MEMBER:	Avi Mukherjee Provost and Senior Vice President for Academic Affairs

BACKGROUND:

Ongoing discussions with sonography technical directors across local hospitals and medical imaging facilities revealed a significant demand for a specialized education pathway in sonography that would effectively prepared students for the evolving needs of the healthcare industry. The St. Mary's/Marshall University Sonography Degree program offers a comprehensive curriculum designed to equip students with the knowledge and skills necessary to excel in the dynamic field of diagnostic medical sonography.

This program provides a strong foundation in both **Adult Echocardiography** and **General Sonography**, preparing graduates to work effectively in diverse healthcare settings, such as hospitals, clinics, and imaging centers. Key areas of emphasis include:

1. **Adult Echocardiography:** The Adult Echocardiography track focuses on using ultrasound technology to assess the structure and function of the heart and vascular system. Students learn to perform and interpret various echocardiogram procedures, including transthoracic and transesophageal echocardiograms.
2. **General Sonography:** The General Sonography portion of the program covers a broad spectrum of diagnostic imaging techniques, focusing on imaging the abdominal organs, pelvic structures, and other soft tissues.
3. **Program Structure:** The program combines classroom instruction, laboratory work, and clinical practice, ensuring that students develop both theoretical knowledge and hands-on expertise. Key components of the program include:
 - **Coursework:** Focuses on the fundamentals of human anatomy, medical imaging physics, ultrasound principles, patient care, and specialized techniques in vascular sonography, echocardiography, and general sonography.
 - **Clinical Rotations:** Students gain practical experience in accredited healthcare facilities, working directly with patients and under the supervision of registered sonographers. These rotations are critical for mastering the skills required for real-world diagnostic imaging.
 - **Certification Preparation:** The program is designed to prepare students for certification exams, such as those offered by the American Registry for Diagnostic Medical Sonography (ARDMS), enabling graduates to become registered sonographers in adult echocardiography, vascular sonography, abdominal sonography, and OB/GYN sonography.

**Marshall University Board of Governors
Meeting of June 11, 2025**

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

COMMITTEE: Academic and Student Affairs Committee

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

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

BACKGROUND:

Marshall University has offered a Master of Arts degree in Mathematics since 2004. The transition from a Master of Arts (MA) to a Master of Science (MS) in Mathematics reflects a deliberate and forward-looking alignment with the evolving expectations of the discipline, the needs of students, and the demands of the broader professional and academic communities. While both degrees are rooted in rigorous mathematical training, the MA has traditionally emphasized a broader, more theoretical approach. In contrast, the MS centers on a deeper and more focused engagement with advanced mathematical theory, quantitative reasoning, computational tools, and applied problem-solving.

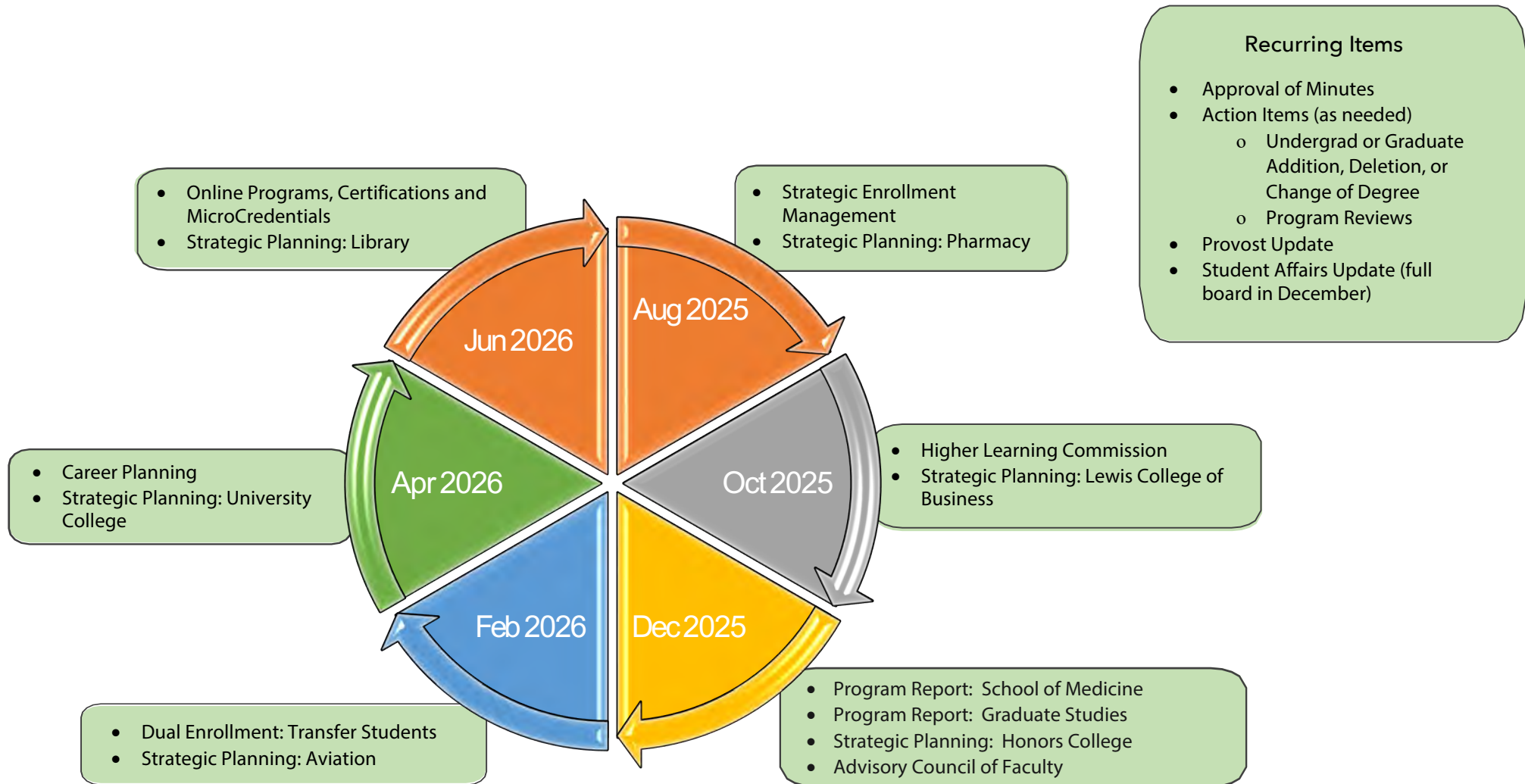
This shift to the MS model positions students to better meet the demands of a data-driven, technology-intensive world. The MS curriculum typically offers more intensive coursework in areas such as real analysis, linear algebra, statistics, and mathematical modeling – equipping graduates with a stronger foundation for roles in industry, government, research, and doctoral study. Additionally, the MS degree often incorporates capstone projects or thesis work that emphasizes original research or application of mathematical methods to real-world challenges.

From a practical standpoint, the change enhances graduates' competitiveness in the job market. Increasingly, employers and research institutions regard the Master of Science designation as indicative of a candidate's advanced technical and analytical preparation. By adopting the MS framework – for our program and for our courses – we ensure that our students are not only academically prepared but also professionally positioned for success in a landscape where the demand for quantitative and computational expertise continues to grow.

The transition from an MA to a MS degree program will not require students to take any courses not already offered by the department. MS students can complete a thesis (optional) or pursue an area of emphasis in Statistics (also optional). If approved, the Mathematics program will no longer accept students into the MA program. Instead, they will invite those students to apply for the MS program. Once all MA students have either changed into the MS program or graduated with their MA degrees, the MA program will be removed from our inventory of offerings.

Annual Activity Calendar

Academic and Student Affairs Committee





June 2025 Updates

Dr. Julia Spears, Assistant Provost of Online Education and Certification

Michelle Morrison, Senior Director of Student Engagement

Diana Adams, Senior Instructional Designer

Marshall Online Plan-On-A-Page

Vision



“To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future”

Mission

Marshall Online Education and Certification

Inspiring Innovation and Creativity in Online Education

Values

Student-Centered Learning | Intentional Collaboration | Technology Integration | Personalized Service | Dynamic Innovation

Priorities

Increase Online, Blended, HyFlex Offerings

Provide exemplary faculty support

Be a leading provider of microcredentials

Support every online learner in their learning journey

Programs

Marshall Online

- Outreach to Deans, Assoc Deans Chairs to transition programs online
- Sessions and emails
- Streamlining Internal processes
- Best Practices for Teaching and Learning in various Course Modalities

Design Center

- HOME Framework – online, synchronous, face-to-face
- Teaching Resources
- Self Service opportunities
- Community of Practice
- Communication

Marshall Skills Exchange

- Launch one MicroPathways
- Building Organizational dashboard
- Launch Durables
- Partner with WFED for one Marshall Inside cohort.

Online Student Engagement

- Launch MOSAC
- Launch Back to Marshall
- Launch Marshall Online Student Connection
- Finalize OSE Dashboard
- Reserved Seat initiative
- 6 Proactive student communications

Metrics

Timeframe July '24-'25

- 5 new Online Programs approved
- 3 Campuswide communication on Licensure
- Increase website traffic by 20% fall to fall
- Open Recording Studio for video and lecturing recording

- 200 Faculty trained in H.O.M.E. framework
- 100 courses – 3-year review for online course
- 30 new faculty resources
- Host 3 community of practice meetings
- Increase newsletter open rate by 50%

- Issue 750 Credly badges
- Launch statewide Credential WV effort
- Launch 12 microcredentials
 - 2 cyber
 - 3 AI
 - 10 Durables
- 3 national thought leader conversations

- Offering 5 programs in coordination with campus units
- Expand inquiry outreach for prospective students from 90 days to 120 days.
- Increase overall online enrollment by 20%
- 100% of Core I and Core II course will have a reserve seat capacity
- 80% Persistence Rate

Redefining Education

What's driving online learning

Increase Access

- Quality Courses
- Intuitive Tech
- Best Practices for Teaching Online



Deliver On Demand

- Course Modality
- Availability of information



Support Programs

- Support students through lifecycle
- Creating relationships and belonging



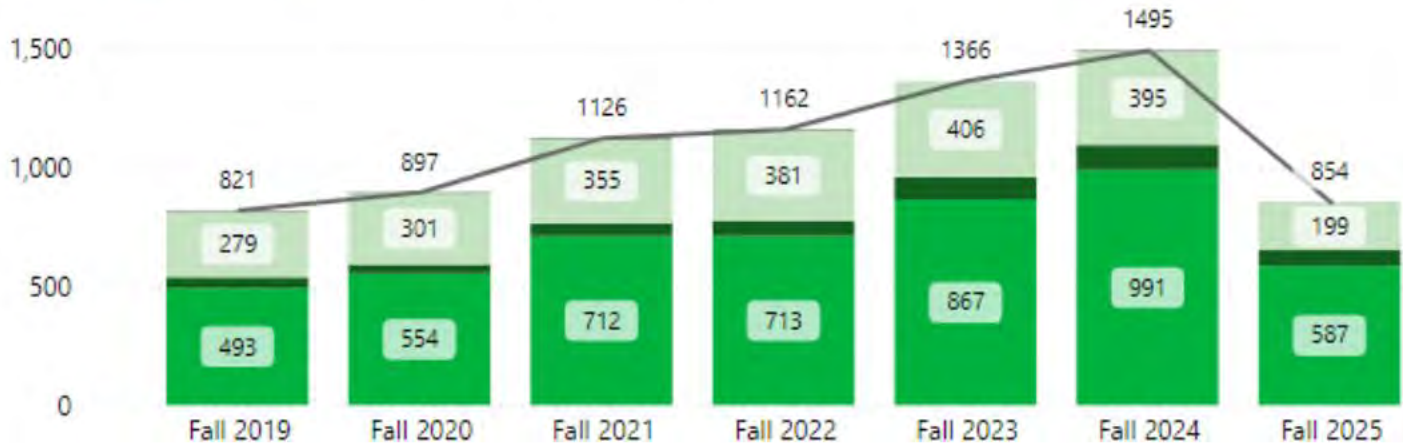
Microcredentials

- Enabling lifelong learning
- Upskill & Re-skill



Enrollment by Fall Semester

Residency ■ In-State ■ Metro ■ Out-of-State ■ International ■ Headcount

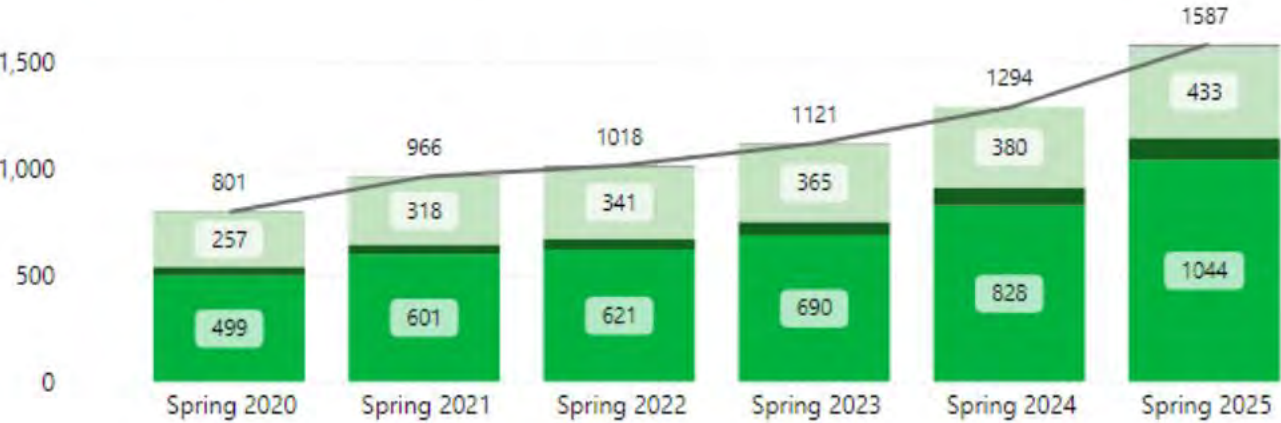


BY THE NUMBERS

As of May 19, 2025, we are up 17.3 percent in enrollment as compared to the same day in 2024.

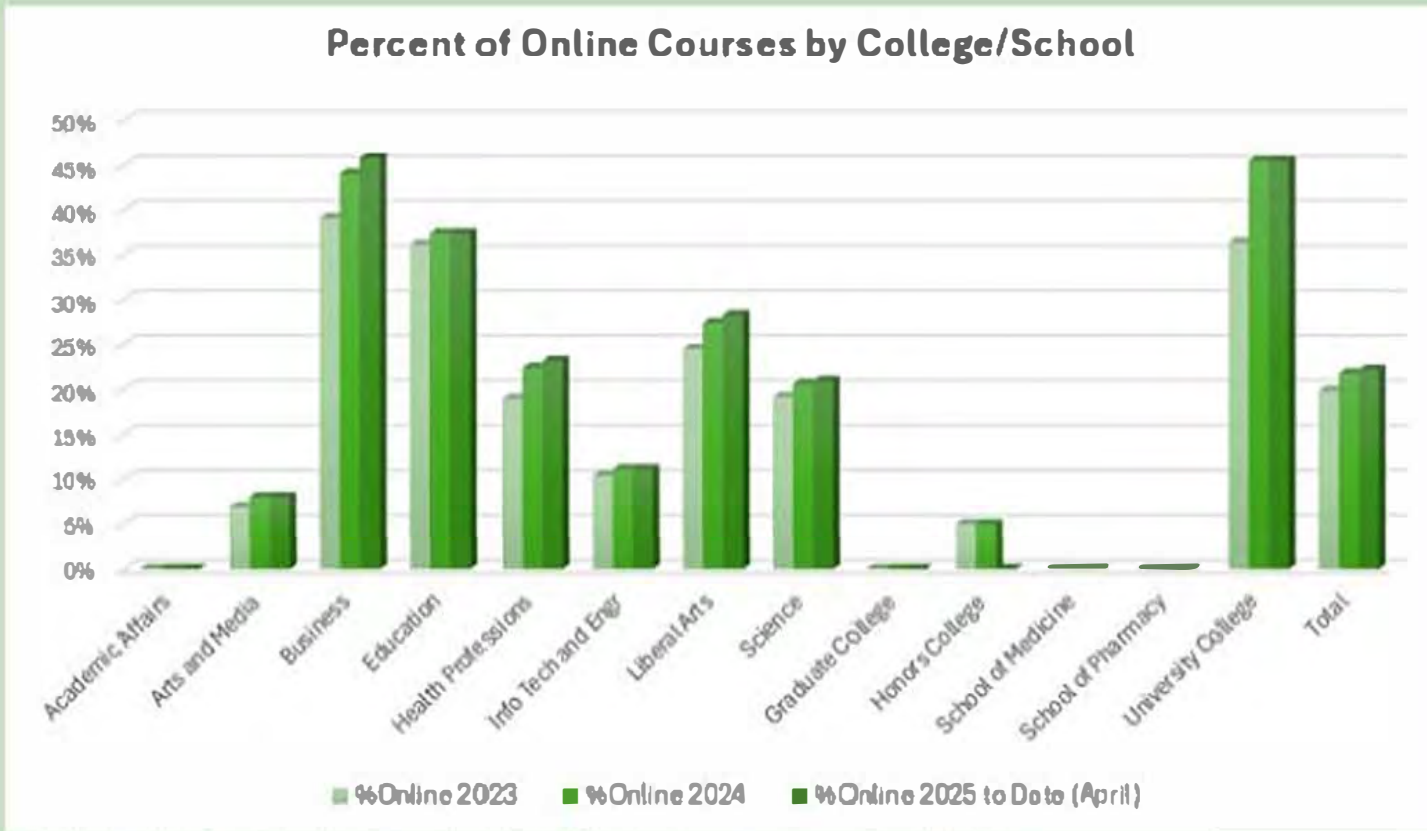
Enrollment by Spring Semester

Residency ■ In-State ■ Metro ■ Out-of-State ■ International ■ Headcount



Online Courses & Programs By College/School

2025 to Date



*Core - Excluding Internships, Capstone, Practicum, Special Topics, and Ind. Studies

**11 new Programs and 10 new AOE's
Added Since July 2023**

- MS Geography
- MA Humanities
- MS Data Science
- MS Physical & Applied Science
- MS Sports Administration
- BA Creative Writing
- BBA Management
- BA History
- BA Psychology
- BA Public Administration & Policy
- EDS School Psychology
- AOE Cybersecurity & Policy
- AOE Government Relations
- AOE Nonprofit Leadership
- AOE Educational Leadership
- AOE Family Nurse Practitioner
- AOE Planning & Economical Dev
- Minor Supply Chain Management
- UG/G Cert - Meteorology
- G Cert - Social Service & Attendance



Design Center

Click here
to access
our
archive!

Marshall Online Newsletter

9 monthly issues plus our Annual Report for FY25



APRIL 2025: ACCESS



MARCH 2025: AI
COLLECTIVE



FEBRUARY 2025: IN SYNC



JANUARY 2025: DURABLE
SKILLS



NOVEMBER 2024:
LEVELING UP



OCTOBER 2024: LEARNER-
LEARNER



SPECIAL ISSUE: AI
CONVERSATIONS



AUGUST 2024: ULTRA



- Transparent communication, updates
- Online teaching resources
- Monthly faculty feature
- Newsletter opens have increased by 51% since August 2024

Marshall H.O.M.E. Framework (Humanistic Online Model for Engagement)

Essential Structure Standards

Transparent Course Design

Outcomes and Assessment

Essential Experience Standards

Learner Engagement

Learning Awareness

Active Learning

Belonging



Learn more about the H.O.M.E. Framework

Lecture Recording Studio

Studio Overview

The three main pillars of this resource are to be **simplistic**, **seamless**, and **success** oriented. With these pillars instilled, the goal of the studio is to show faculty that creating high-quality video content for their students can be enjoyable, stress-free, and time saving.

How to Book

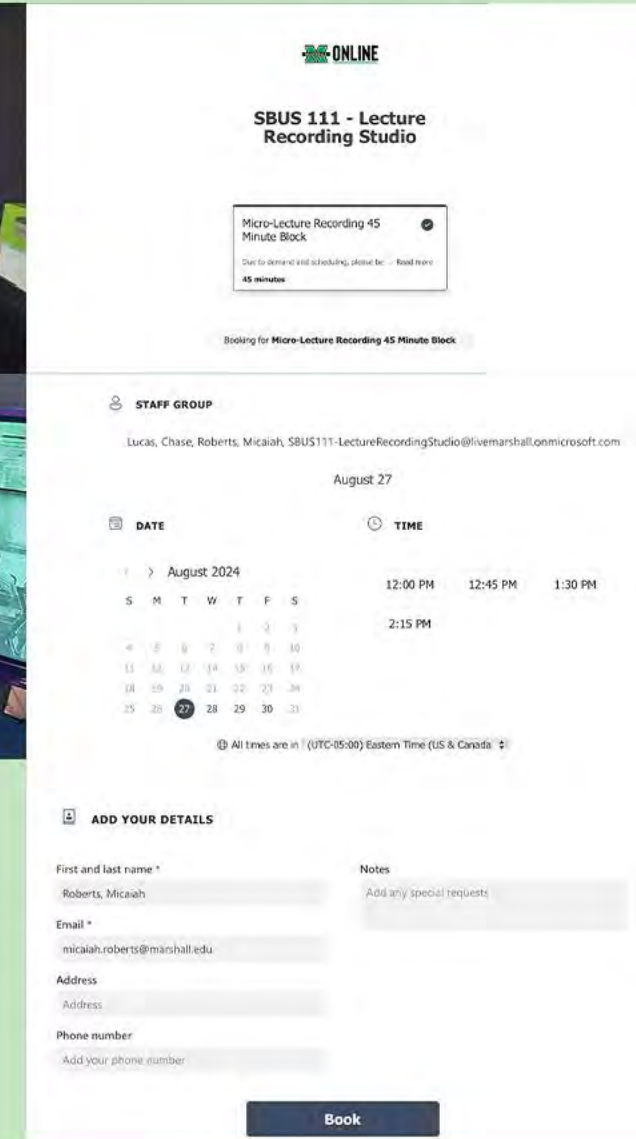
1. Go to the Bookings link on our website
2. Click the link
3. Fill out the form
4. Instructions will be sent to your email
5. Show up, record your lecture
6. After recording, your lecture will be uploaded directly to Panopto

Bookings Link: <https://tinyurl.com/SBUS111-Studio>



What You Can Do

Recording lectures, micro-lectures, or other video projects to better enhance their online classroom and create a more immersive learning experience.



SBUS 111 - Lecture Recording Studio

Micro-Lecture Recording 45 Minute Block

Due to demand and scheduling, please be: [Read more](#)

45 minutes

Booking for Micro-Lecture Recording 45 Minute Block

STAFF GROUP

Lucas, Chase, Roberts, Micaiah, SBUS111- LectureRecordingStudio@livemarshall.onmicrosoft.com

August 27

DATE **TIME**

> August 2024

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

12:00 PM 12:45 PM 1:30 PM

2:15 PM

All times are in (UTC-05:00) Eastern Time (US & Canada)

ADD YOUR DETAILS

First and last name *
Roberts, Micaiah

Email *
micaiah.roberts@marshall.edu

Address
Address

Phone number
Add your phone number

Notes
Add any special requests

Book

Our Impact: Design Center

July 1, 2024 - May 6, 2025

100% courses in
Ultra Fall 2024



10 Faculty
Features



570 Course Help
Tickets Fulfilled



7,357 Responses to
Inquiries
(Calls/Emails/Chats)



44 New Online
Teaching Resources
Created



35,988 Website
Views
5,746 Users



53 Workshops
& 307 Bookings



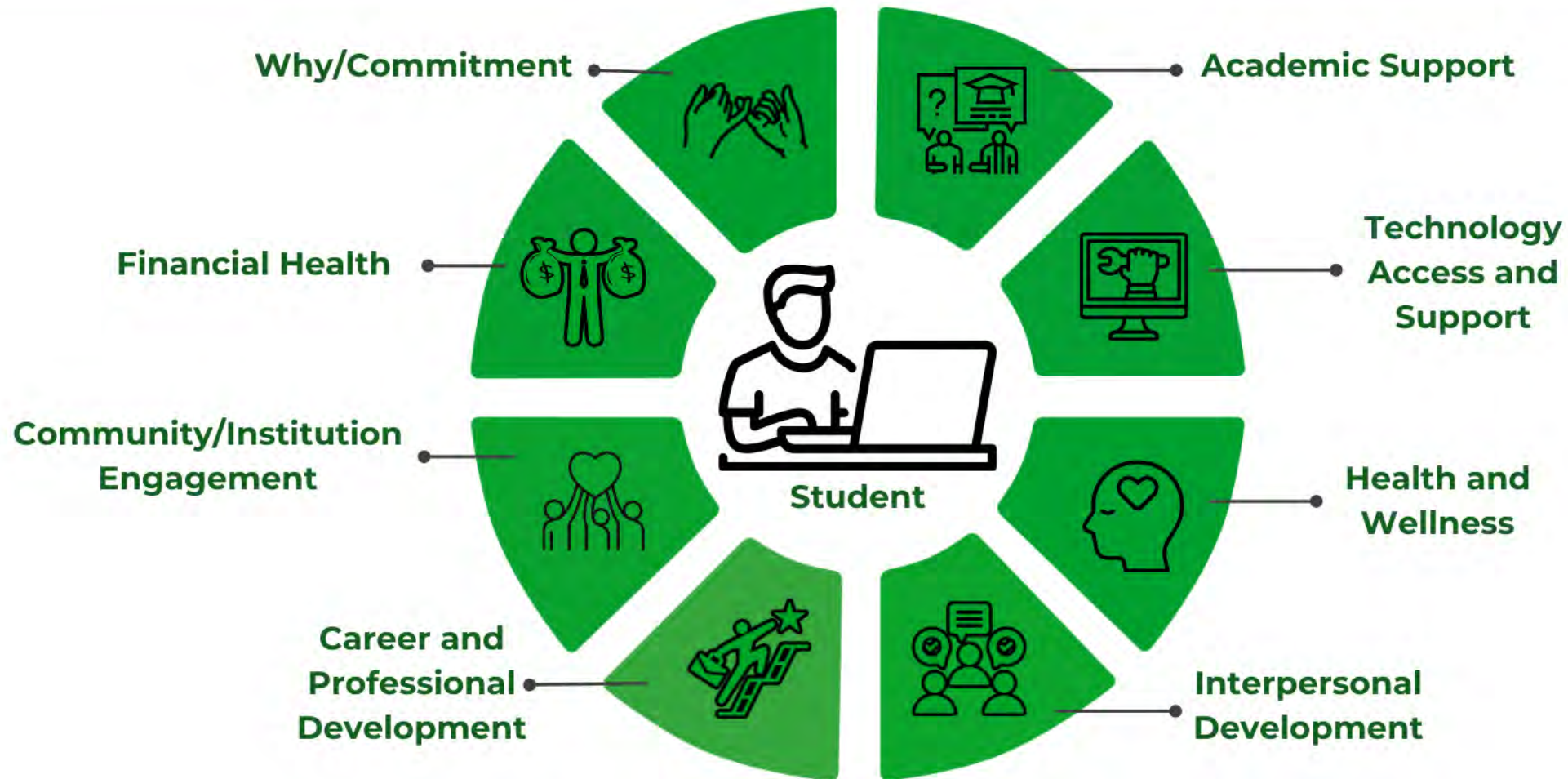
60 Faculty
H.O.M.E. Certified



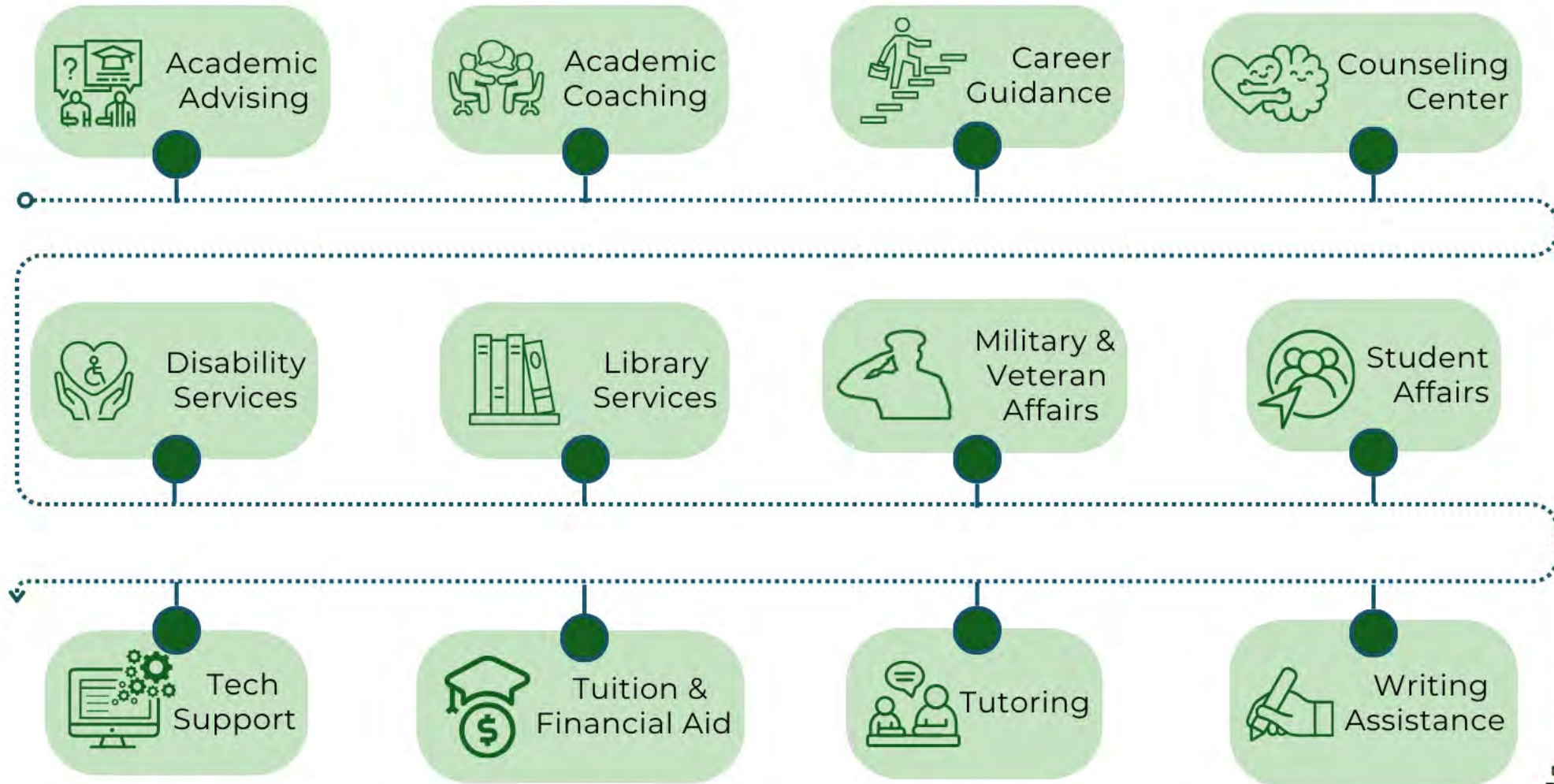


**Student
Engagement Team**

A Holistic Approach to Serving Marshall Online Students

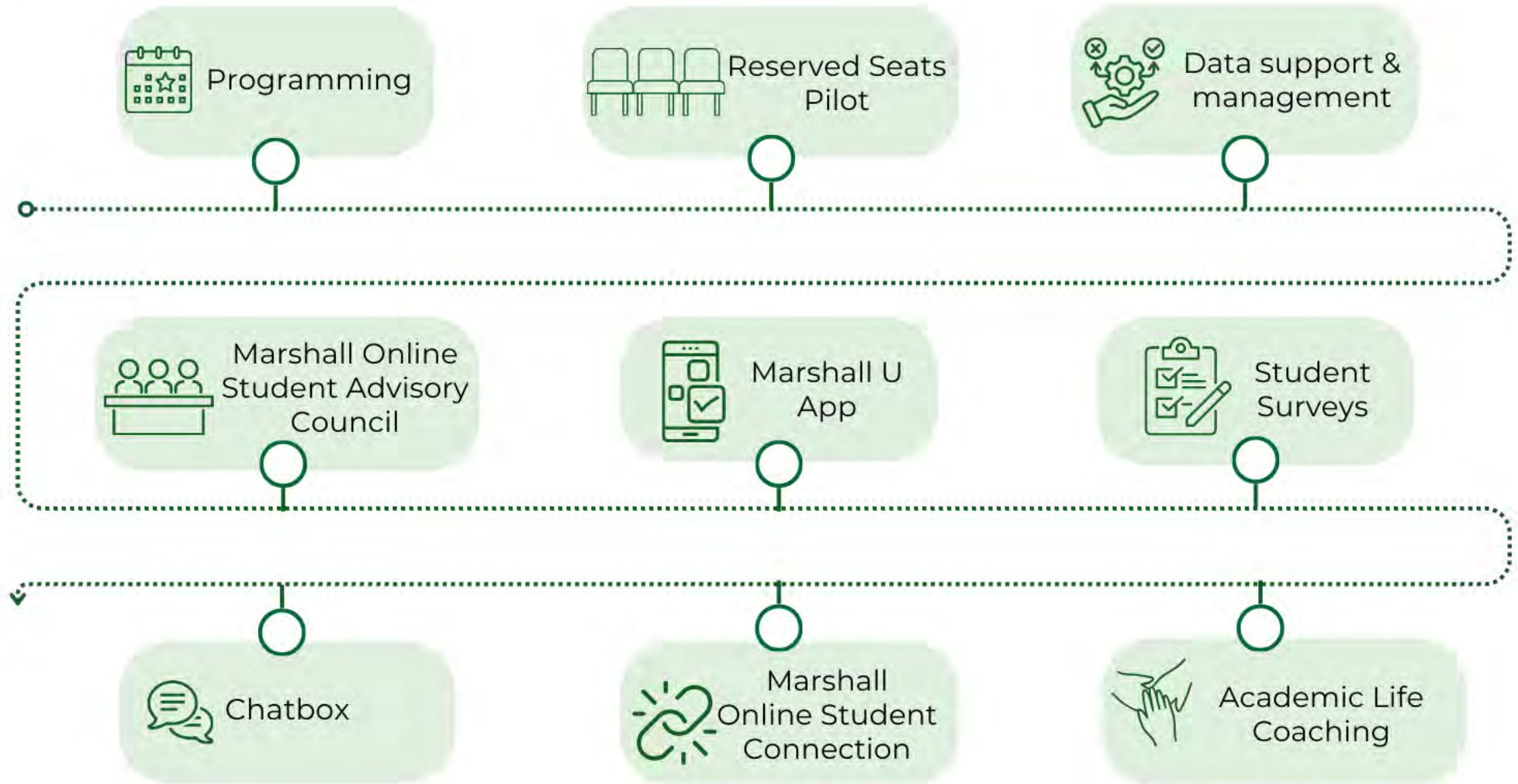


Online Student Engagement Services



Initiatives

Online Student Engagement team is currently working on these projects to streamline and improve processes for online students.



Sponsored

www.marshall.edu/online-degrees

Online Degree Programs - Learn More About Marshall


Innovative Online Programs. Engaged Faculty. Explore Your Opportunities At Marshall. A Student-Centered Research University. Endless Opportunities. Learn More Now! Degree programs: Associates, Bachelors, Masters, Doctoral, Professional. Scholarships...

International Students Graduate Students

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Online Degrees Metro Rate International S

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Degrees For Every Dream - Request Information Today

Discover What It Means To Live Your Marshall Moment. Apply Today! Innovative Programs. Engaged Faculty. Explore Your Opportunities At Marshall. NCAA Athletics....



Graduate Students Request Information F

Marketing & Communications assisted with Sponsored Ads for Marshall Online and designing Digital Graphics to be shared on social media for our microcredential courses.



MARSHALL SKILLS EXCHANGE
Microcredentials to Level Up Your Knowledge



SANE CERTIFICATION TRAINING

EMAIL APPLETO@MARSHALL.EDU OR ELKINSN@MARSHALL.EDU FOR MORE INFORMATION

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MARSHALL SKILLS EXCHANGE
Microcredentials to Level Up Your Knowledge





PROJECT MANAGEMENT: TOOLS | PRINCIPLES | PRACTICES

JANUARY 29-31, 2025
DRINKO LIBRARY 349

SCAN THE QR CODE TO REGISTER



www.marshall.edu/microcredentials

Our Impact: Online Student Engagement



1495 Fall 2024 enrollment
340 UG
1155 GRAD



1587 Spring 2025 enrollment
350 UG
1237 GRAD



896 Summer 2025 enrollment
129 UG
767 GRAD



216 December 2024 Graduates
55 UG
161 GRAD



217 May 2025 Graduates
63 UG
154 GRAD



105 Graduation
reception attendees



12 OSE virtual
events



1698 responses to
inquiries



MARSHALL >>>>
SKILLS EXCHANGE
Microcredentials to Level Up Your Knowledge.

Click here
to watch
the trailer!

Durable Skills

Enduring Skills for the Evolving Workplace

The Durable Skills Suite of microcredentials were built over the course of the past year to help Marshall Students and community members upskill in 10 specific areas. The content for each course was built with Subject Matter Experts around Campus and Industry Experts to support the growth of Durable Skills in our community.



Service Center and Fabricator



COLLEGE OF
HEALTH PROFESSIONS



COLLEGE OF LIBERAL ARTS



COLLEGE OF EDUCATION
AND PROFESSIONAL DEVELOPMENT



REBUILDING THE APPALACHIAN ECONOMY FROM THE GROUND UP.



WHAT ARE DURABLE SKILLS?

Durable Skills are foundational traits that remain relevant across changing job landscapes. They are essential for long-term career success.

WHO CAN BENEFIT?

- Working professionals
- Transitioning community college students
- Traditional freshmen
- Dual credit students

COURSE OFFERINGS



SELF-RELIANCE

Focus: Self-directed learning, decision-making, and self-advocacy



COMMUNICATION

Focus: Oral, active listening, and written communication skills



CRITICAL THINKING

Focus: Inquiry, analysis, contextual thinking, and problem-solving



INITIATIVE

Focus: Leadership, motivation, and habit formation



COLLABORATION

Focus: Empathy, teamwork, and collegiality



RESILIENCE

Focus: Solution-focused mindset, flexibility, and self-awareness



CONTEXTUAL INTERACTIONS

Focus: contextual awareness, open-mindedness, and sensitivity



EMOTIONAL AWARENESS

Focus: Situational and self-awareness, understanding emotions



ETHICAL & CIVIC THINKING

Focus: Moral reasoning, civic responsibility, and understanding civic contexts



PROFESSIONAL DIPLOMACY









Focus: Emotional intelligence, conflict resolution, and negotiation skills



These courses align with the 8 NACE Career Readiness Competencies

marshall.edu/microcredentials/durable-skills

Our Impact: Marshall Skills Exchange

F24	F25		F24	F25
1,553 unique enrollments	6,788 unique enrollments		504 completed enrollments	2,793 completed enrollments
551 Active Enrollments in MSE	3,415 Active Enrollments in MSE		335 badges earned	1,983 badges earned
89 microcredential developments in progress			190 total developed courses	
28 external partners building microcredentials			135 active sections	
				
				
				
				



Our Impact: Marshall Online

123 Distance
Courses from 8
Colleges Approved



107,965 Marshall
Online website
Views

11 New Online
Degrees



8 Marshall Online
Newsletter issues

7 New Online
Areas of
Emphasis/Minor



39 Video Production
Studio Users

1 New Undergrad
certificate
2 New Graduate
certificates



30 Conference
Presentations



What Do We Need?



- With more than 68% of our UG Online students who are first generation - enhanced **student success support** initiatives
- Streamlined process for **Credit for Prior Learning**
- Consultant to assist with **competency-based assessment** and stacking into degrees
- Develop a formal process for **course development contracts** - time-bound and specific with MOU
- Consultant to assist with microcredential **business processes**
- Develop **required standard practice for Blackboard** - equitable for students
 - syllabus (in Blackboard by instructor and an agreement by student to remain enrolled)
- **Course attributes** - clarify how virtual asynch and asynch online are coded in schedule/registrar - ease of scheduling for students when choosing courses HTN and TBA are misleading and confusing for students
- **H.O.M.E. training support/advocacy**
- **More online courses** to meet student (online and on-campus) needs



**Scan the QR Code to view all the
embedded links and videos in the slide
deck.**





Marshall University

*College of Liberal Arts:
21st Century Skills for the Next Generation of Citizens*

*Dr. Robert Bookwalter
Dean, College of Liberal Arts
June 11, 2025*



Executive **SUMMARY**

COLA At-a-Glance

In the liberal arts, students learn to:

- Understand the social, personal and institutional forces that affect communities;
- Work effectively with many different groups and individuals;
- Persuade others with skillful communication;
- Inspire collaborative work;
- Respond appropriately to change; and
- Innovate to solve problems.

- **10 departments**

- Communication Studies, English, Geography, History, Political Science, Humanities, Graduate Humanities, Psychology, Modern Languages, Sociology/Anthropology

- **130 Faculty** (down from 165 in 2016)

- 93 tenured/probationary
- 37 term and temporary faculty

- **800 Undergraduate majors** (up 2% since 2022)

- **258 Graduate majors** (up 20% since 2022)





- **131 English and Social Students Education majors**

(shared with the College of Education and Professional Development)

Since 2015:

- 21% reduction in full-time faculty
- 7 degree/credential programs eliminated
- 3 degree programs added (MPA, BS Psychology, BA Public Policy)

Our **PLAN-ON-A-PAGE**

VISION	 <div>“To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future”</div>				
CREED	Educational Open Civil Responsible Safe Well Ethical Pluralistic Socially Conscious Judicious				
2037 GOALS	 <div>Individual Success 100% Placement Rates for Graduates Zero Students Graduate with Student Loan Debt</div>		 <div>Innovative Ideas \$150M Research, Grants, Contracts 3X Start-Ups Incubated</div>		 <div>Economic Impact 30X Return for Every \$1 Invested 3X GDP Impact in West Virginia (\$2.3B)</div>
STAKEHOLDER GOALS	Students Offer an affordable education with a distinctively supportive and flexible experience to ensure lifelong prosperity	Team Empower faculty and staff to do the best work of their lives	West Virginia Improve the well-being of all West Virginians by creating breakthrough opportunities and solutions	Financial Stakeholders Build a resilient and sustainable institution to outlast headwinds	
STRATEGY	Marshall for All, Marshall Forever In-Demand Curriculum • On-Demand Delivery • Distinctive Value Proposition				
PRIORITIES	Increase access	Ensure affordability	Grow support programs	Deliver on demand	Enable lifetime achievement
METRICS	<ul style="list-style-type: none">Strategic Enrollment Mgt. Plan<ul style="list-style-type: none">New student enrollmentTarget segments enrollmentRecruitment contactsConversion ratesStopped-out/returning students	<ul style="list-style-type: none">Student debt loadDebt-free cohorts/retentionInternships and jobsM4A fundraising campaignUndergraduate ROI	<ul style="list-style-type: none">HerdConnect mentorshipCenter for Student Success1st yr retention/6 yr graduationE2E student experienceAI-based customized support	<ul style="list-style-type: none">In-demand programs & microcredentialsHyFlex/Hybrid coursesAI assessment/applicationOnline degree programs	<ul style="list-style-type: none">Customized training - MAMCAcademic pathways selectedCareer Engagement participationLifelong learning

Page 31 of 44

College of Liberal Arts :: PLAN-ON-A-PAGE

UNIVERSITY VISION	“To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future.”				
COLLEGE VISION	“To inspire intellects, transform communities, and empower engaged citizens through the liberal arts.”				
VALUES	Academic Excellence Ethics & Inclusiveness Global Citizenship Growth Adaptability				
PRIORITIES	Students Flexible, diverse, innovative learning paths; student support ; global exchanges; engagement in research and creative projects	Faculty Innovation in pedagogy, research, and technology ; collaborative governance; support for grant activity; interdisciplinary opportunities	Community Engaged learning and research; meeting community needs ; programs for working people; strong alumni connections	Financial Stewardship Sustain a resilient college by strategically increasing enrollment, retention, and external funding	
GOALS	Support Student Success	Strategic Enrollment Growth	Support Faculty & Staff	Excellence in Research	Financial Stewardship
METRICS	<ul style="list-style-type: none"> Graduation rate Retention rate Global exchange rate Participation rate in community engagement Research symposium for undergraduate and graduate students 	<ul style="list-style-type: none"> Increase new student enrollment Increase enrollment in 10 student segments Increase retention Increase students in online degrees and micro credentials Increase graduate majors 	<ul style="list-style-type: none"> Faculty & staff development program participation rates Promote faculty award nominations and awards Increase workload adjustments for faculty and staff achievements 	<ul style="list-style-type: none"> Increase peer reviewed publications Increase grant, contract, and external funding applications Decrease teaching and service loads for research active faculty 	<ul style="list-style-type: none"> Increase ratio of restricted/unrestricted funds Increase private donors and donations Increase total revenue via grants and contracts Increase alumni association members



COLA CREDENTIALS

UNDERGRADUATE

ANTHROPOLOGY ::
COMMUNICATION STUDIES ::
ENGLISH :: CREATIVE WRITING ::
PROFESSIONAL WRITING ::
LITERARY STUDIES ::
GEOGRAPHY :: HISTORY ::
LATIN :: JAPANESE :: SPANISH ::
POLITICAL SCIENCE :: PUBLIC
ADMINISTRATION/POLICY ::
INTERNATIONAL AFFAIRS ::
PSYCHOLOGY :: SOCIOLOGY ::

GRADUATE

COMMUNICATION STUDIES MA
ENGLISH MA
GEOGRAPHY MA/MS
HISTORY MA
HUMANITIES MA (virtual) PUBLIC
ADMINISTRATION MPA
PSYCHOLOGY MA
CLINICAL PSYCHOLOGY PsyD
SOCIOLOGY MA

CERTIFICATES

ACCESSIBILITY AWARENESS (G)
APPALACHIAN STUDIES (G, UG)
BEHAVIORAL STATISTICS (G)
GEOSPATIAL INFO SYSTEMS (G, UG)
HUMAN GEOGRAPHY (G)
LATIN (G)
METEOROLOGY (G, UG)
NONPROFIT MANAGEMENT (G)
WOMEN'S STUDIES (G, UG)

21st Century CAREER DEVELOPMENT



- **Communication Skills**
 - Oral and Written
 - Interpersonal Skills
 - Persuasion and Advocacy
 - Conflict Management
- **Collaboration**
 - Teambuilding for Collective Success
 - Leadership
 - Cooperative Decision Making
- **Creative Problem Solving**
 - Analytical & Critical Thinking
 - Bridging Cultural Divides
- **Hindsight, Insight, & Foresight**

COLA Alumni CAREERS: Many Paths to SUCCESS

Sales



Leadership

Technology



Education

Government/Law

Technology

Corporate
Administration

Research

Journalism – Writing
– Publishing



Entertainment/Media



Fund Raising

Human Services/
Social Services



Health Care
Administration

History/Arts/Culture



Clergy

Entrepreneurship

Finance

Communications



Notable COLA **ALUMNI**

Pulitzer Prize winner

Author of *Longmire*

Archivist @ Smithsonian

President, RJ Daley College

Japanese Professor, US Naval Academy

Deputy Secretary of State, WV

Chief of Staff, US Senate

National Sales Manager, Abbott Labs

Sr VP of Operations, Marshall University

Chief of Data Protection, Carlsberg Group

Nautical Archaeologist

Employment Counsel at Paramount

Chairman, GA State Board of Education

Chief Legal Officer, ConEdison

CEO, Thomson Reuters

Chief of Staff, Intellectual Ventures

Global HR Leader, Amazon

COO, San Diego Symphony

Sr Linguist, Google Shopping

Publisher, Stars & Stripes

Development Director, City of Charleston, SC

Deputy Attorney General, US Justice Dept

CEO, New Horizons Mental Health

Director of WV Health Statistics Center

CNN Correspondent

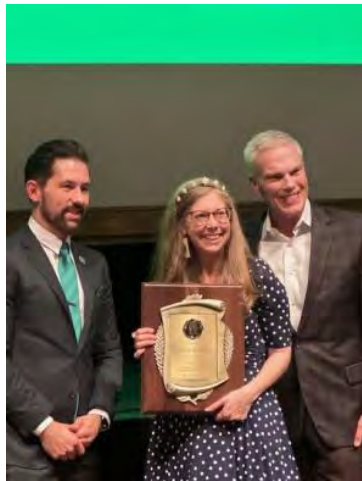
Chief Legal Officer, BroadStreet Partners

Homeland Security Analyst

Foreign Service Officer, US State Department

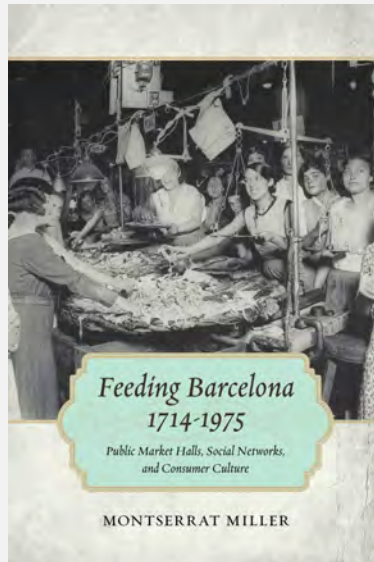
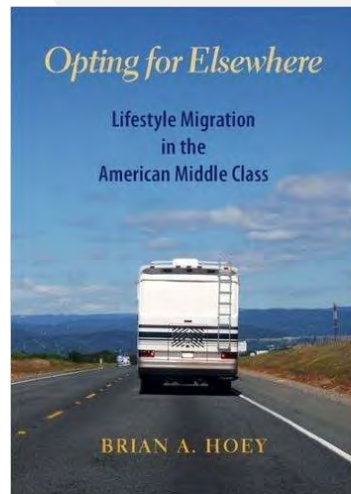
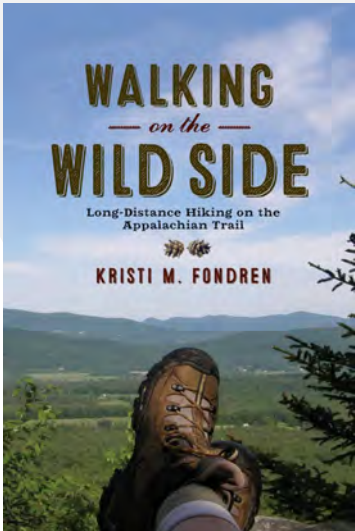
AWARD WINNING COLA Faculty

30% of total Marshall faculty - 41% of all teaching awards!



- **3** State-wide Faculty Merit Foundation Professors of the Year
 - Montserrat Miller HST, Kateryna Schray ENG, & Rachael Peckham ENG
- **16** Marshall & Shirley Reynolds Awards for Outstanding Teaching
- **15** Charles Hedrick Outstanding Faculty Awards
- **41** Pickens-Queen Teaching Awards
- **5** Council of Chairs Excellence in Teaching Awards
- **25** Distinguished Artists & Scholars Awards
- **14** Drinko Fellow Scholars

Exceptional Faculty **SCHOLARSHIP**



Over 400 scholarly/creative works

40 books

160 journal articles

73 book chapters

138 creative essays/poems

32 external grants totaling \$16.8 million since fall 2022

COLA in the Community

CONTACT

Branches

City Mission

Dress for Success

Harmony House

YMCA

Glenwood Historical Society

WV Public Broadcasting

Prestera

HER Place

Food Bank

and many, many more!



COLA POINTS OF PRIDE



- Simon Perry Center for Constitutional Democracy
- Charles Hedrick Endowed Professorship in History
- Thundering Word Speech & Debate national rankings and national champions
- Mountain State Press
- ETC: student-produced literary journal
- Graduate Humanities/Glenwood Foundation public-private partnership
- Writing Center & Presentation Center
- Maier Writing Awards & Latin Awards: over \$650,000 in student award funding
- Ann Page Sociological Research Endowment
- 5-year Mellon grant for Humanities internships
- Journal of Sermon Studies edited by Dr. Robert Ellison ENGJSermon Studies; edited by Dr. Robert Ellison ENG





COLA LEADERSHIP

Senior Vice President for Operations (COLA alumna)

Vice President of Student Affairs (COLA alumna)

Executive Director of the Drinko Academy (History faculty)

Director of the Center for Teaching & Learning (Psychology faculty)

Assistant Director of the Center for Teaching & Learning (Political Science faculty)

MU Ombudsperson (Anthropology faculty)

Dean of the Honors College (Anthropology faculty)

Director of Student Success (English faculty)

Faculty Representative to the Board of Governors (Anthropology faculty)

Faculty Senate Chair (Political Science faculty)

Director of the Simon Perry Center for Constitutional Democracy (Political Science faculty)

Director of the Writing Center (English faculty)

Director of the Presentation Center (Communication Studies faculty)

Director of Consumer Protection Joint Project (Political Science faculty)

Assistant Provost for Global Education (Japanese faculty)

President & VP of the Student Government Association (Political Science student & PSC/CMM student)

COLA CHALLENGES



- **Branding** for career competencies
- **Marketing** to attract majors
- **Fundraising** - \$1 million+ by 2029
- **Mentoring** for “work-ready” seniors
- **Expanding** internship opportunities
 - Target = 75+ per year
- **Supporting** Digital Humanities
- **Growing** programs that meet student and community needs



TAKEAWAYS

- The Liberal Arts have been building better citizens since 387^{BC} and Marshall's College of Liberal Arts has carried on that mission since 1978.
- Our majors have grown 11.2% over the past 2 years.
- The Thundering Word is Marshall's most consistently successful intercollegiate competitive team.
- We have a deep commitment to community engagement for our faculty and our students.
- We are expanding the role of technological and digital literacy in our degree programs.
- We are exploring ways to improve awareness of our alumni success.
 - Highlighting ROI and broad career opportunities
- With greater focus on the value of a liberal arts major, we can increase fundraising and expand grant awards.



Executive **SUMMARY**

COLA At-a-Glance

In the liberal arts, students learn to:

- Understand the social, personal and institutional forces that affect communities;
- Work effectively with many different groups and individuals;
- Persuade others with skillful communication;
- Inspire collaborative work;
- Respond appropriately to change; and
- Innovate to solve problems.

- **10 departments**

- Communication Studies, English, Geography, History, Political Science, Humanities, Graduate Humanities, Psychology, Modern Languages, Sociology/Anthropology

- **130 Faculty** (down from 165 in 2016)

- 93 tenured/probationary
- 37 term and temporary faculty

- **800 Undergraduate majors** (up 2% since 2022)

- **258 Graduate majors** (up 20% since 2022)

- **131 English and Social Students Education majors**

(shared with the College of Education and Professional Development)

Since 2015:

- 21% reduction in full-time faculty
- 7 degree/credential programs eliminated
- 3 degree programs added (MPA, BS Psychology, BA Public Policy)