University & Amplified Strategic Plan Update

October 7, 2022

National Advisory Council

Photos by Benjamin Zack
Make Ogden Purple
Record Campus Housing Numbers (892 residents)
OGX Wildcat Shuttle Route Launches
Free Parking at Dee Events Center
Noorda Engineering, Applied Science & Technology Building Opens
Noorda Building Ribbon-cutting: Friday, October 7, 2 p.m.
Foam Bash (First Friday)
Historic Football Win
100th Anniversary of Mount Ogden Hike
Fall Instruction Modalities by Section (Budget-related)

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<thead>
<tr>
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<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
<th>Fall 2022</th>
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<tbody>
<tr>
<td>F2F</td>
<td>84.9%</td>
<td>46.7%</td>
<td>24.2%</td>
<td>25.4%</td>
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<tr>
<td>Online</td>
<td>0.0%</td>
<td>24.4%</td>
<td>8.0%</td>
<td>4.8%</td>
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<tr>
<td>Virtual</td>
<td>15.1%</td>
<td>28.8%</td>
<td>67.8%</td>
<td>69.8%</td>
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Best Affordability and Outcomes
AMPLIFIED
A 5-year plan for growth

• weber.edu/strategic-plan
• Select “Goals, Outcomes & Strategies”
• Select “Where Are We Now: Year One Metrics & Achievements”

Year One Metrics and Achievements
Weber State University will be a leader in transforming lives by meeting all students where they are, challenging and guiding them to achieve their goals academically and in life.
Weber State University values:

EVERY INDIVIDUAL – Embracing all identities through the promotion of belonging, creativity, uniqueness, and self-expression;

COLLECTIVE EXCELLENCE – Fostering achievement and transparency in learning and discovery through collaboration; and

TRANSFORMATIVE EXPERIENCES – Nurturing success through engaging, supportive, and personalized opportunities in a rapidly changing world.
Enrollment Target: Year 1

Fall 2022
29,898

2020 2021 2022 2023 2024 2025
Fall Term

Hispanic or Latino Enrollment Percentage

Fall 2022
12.5%

2020 2021 2022 2023 2024 2025
Fall Term
Fall 2022 Enrollment – Early Takeaways

- 1% total headcount (29,898)
- 5% h.s. dual enrollment
- 12.9% Hispanic h.s. dual enrollment
- 1.5% first time students
- 3.6% Hispanic degree-seeking
- 1.7% EAST
- 0.3% Health Professions

- 2.2% budget-related FTE
- 1.9% degree-seeking headcount
- 9.3% first-generation students
- 2.1% Pell-eligible students
- 11.1% returning students (some college no degree)
- 4.2% 25+ students
FAFSA Completion and Pell Grants
80% of Underserved First-Year Students, Faculty, and Staff Report a Sense of Belonging

- Wildcat Advantage Program created and launched to increase the number of students participating in High Impact Educational Experiences (HIEEs) and to help increase students sense of belonging at WSU with 79.3% of students surveyed articulating that HIEEs helped them feel more connected to WSU.

- Student Affairs and University Advancement offered EDI-related division-wide book groups

At the end of their first year at WSU, 80% of students, faculty and staff from traditionally underserved populations will report a sense of belonging at the university. These underserved populations include, but are not limited to, Black, Indigenous, and People of Color (BIPOC), LGBTQIA+, first-generation students, people with disabilities, people from underrepresented religious backgrounds, undocumented/Deferred Action for Childhood Arrivals (DACA) students and students of low socioeconomic status.
Achieve 60% First-Time, Fall-to-Fall Retention for Fall 2024

Fall 2021

60.0%

By the end of academic year 2025-26, all first-time students, fall-to-fall retention rate (for fall 2024) will be 60% (up from 56% for fall 2019 students).
WSU Student Success Playbook*

1. Track & support students by completion goals
2. Establish “ground truth” for data
3. Standardize advising with guided pathways
4. Strengthen financial aid collaborations

*Developed with Georgia State University and the National Institute for Student Success (NISS)
10% Annual Increase in Students Who Have Mentoring Relationships / Students Have At Least One Mentoring Relationship

Students will have at least one mentoring relationship (student, staff or faculty) during their time at Weber State who can speak of their personal and professional accomplishments.

Some data not yet available.
Increase WSU Market Demand Degrees by 2.9% a year

WSU will proactively identify, develop and deliver programs that respond to workforce needs by innovating, collaborating and leveraging resources to meet the dynamic needs of our community as indicated by WSU continuing its 2.9%* annual growth in Utah System of Higher Education’s (USHE) market demand degree attainment measure.

Difference: 795 additional certificate or degrees
Desired: 2.9% annual growth* or AY 2025-26 result meet or exceed 4,382 certificate or degrees
Current: 3,587 certificate or degrees (last reported by USHE, AY 2018-19)

*Roughly equivalent to prior 5 years 2.919% compound annual growth rate (CAGR), AY 2014-15 through AY 2018-19.
Increase the WSU Top-of-Mind Awareness of the Population from 44% to 55% by 2025

Opinion Works survey data shows top of mind awareness has gone from 44% in 2017 to 53% in 2021.

Increase the WSU top-of-mind awareness of the population from 44% to 55% by the end of 2025-26.
On the Horizon…
• Missile Energy Research Center (MERC)
  • Air Force Research Lab
  • Idaho National Laboratory
  • Utah Advanced Materials & Manufacturing Initiative
  • Weber State University

• Catalyst Campus Partnership
  • SCIF in Downtown Ogden
  • Ogden City, Weber County, Gov.’s Office of Economic Opportunity

• Hill AFB Education Partnership Agreement
• Systems Engineering
  • Johns Hopkins University Applied Physics Laboratory

Aerospace and Defense Ecosystem Workforce Accelerator
• Expanded Nursing Program slots
• Technical College Partnerships
• Online Master of Health Administration
• Post-Bacc Certificate in Regulatory Affairs
• Physicians Assistant

Utah’s Health Professions Leader
• Income, race, ethnicity are not a factor
• Mentoring
• Financial Pathways
  • Dream Weber
  • ’CATapult

Open-enrollment Model of Student Success
• McKay Education Building Renovation
• Hotel Property Development
• Student Housing Expansion
• Farmington Station Landbank
• Digital Fluency Initiative
• Adobe Creative Campus

Strategic Infrastructure Investments
COMPREHENSIVE CAMPAIGN