

Dr. Sidney A. McPhee

January 17, 2013



## WELCOME TO THE SPRING 2013 SEMESTER!

Happy New Year! I hope you and your family enjoyed a wonderful holiday season.

The beginning of a new calendar year gives us an opportunity to reflect on the many accomplishments and challenges we experienced in 2012. Our successes last year were a result of the hard work and dedication of our faculty and staff. I would like to thank each of you for your extraordinary commitment to MTSU, and I look forward to working with you in 2013.

I trust that you will continue to find this newsletter informative and useful. As always, I welcome your feedback and comments. Please send comments to Sidney.McPhee@mtsu.edu.

I also invite you to check out “The President’s Post” at [www.mtsu.edu/President](http://www.mtsu.edu/President) for updates and information from my office or look for them on the MTSU home page. You can also follow me on Twitter: @PresidentMcPhee.

And as always, I appreciate all you do to support the goals and objectives of this great university. **True Blue!**

**I would like to thank each of you for your extraordinary commitment to MTSU**

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## ENROLLMENT STRATEGY PLAN

MTSU’s enrollment has grown significantly, from 19,121 students in 2000 to more than 25,000 today. A key to future efforts to better serve students will be the implementation of a new strategic plan for student success.

A draft enrollment and retention plan now under my review would meet the requirements of the Complete College Tennessee Act of 2010 and the accompanying funding formula, where simple enrollment growth by itself is not rewarded; instead, budget allocations are based on demonstrated improvements in retention and

graduation rate. The initial draft of the plan was shared with the Faculty Senate, the Chairs Council, and other faculty last spring. Feedback was solicited through the end of September 2012.

A consulting team of faculty was then put together, consisting of Drs. Michael Arndt, Jackie Eller, Steve Estes, Marva Lucas, and Rebecca Fischer. That group worked hard through the summer of 2012 and even into the holiday season, evaluating comments that came in from faculty and administrators across the campus, reviewing the sources of data represented in the initial draft, and adding additional content to the strategic plan. As a result of their best efforts, a final plan will be forthcoming from my office.

Budget allocations are based on demonstrated improvements in retention and graduation rate.

I AM *true*  
**BLUE**

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# ENROLLMENT STRATEGY PLAN

continued from page 1

A key recommendation in the draft plan is to reach a target maximum enrollment capacity of 30,000 students through carefully managed, targeted growth in various subpopulations of the student body. The focus would also be on attracting more students who are likely to graduate and using a variety of support systems to help keep all students on a path to academic success.

Final plans will emphasize constant communication as a key to targeted recruitment and include strategic use of software that makes it easier for the University to identify and stay in touch with top prospects. It will provide a continuum of support to keep enrolled students on track and engaged. And it will also broaden that safety net, adding more specialized programs and stricter advising requirements for students who are statistically at higher risk of academic failure.

Critical questions addressed in the plan include the following:

- Should we slow the growth of our freshman class?
- Can we better target high-achievers by slightly raising academic standards for guaranteed undergraduate admission?
- Should we continue to increase the number of graduate students, who earn their diplomas more quickly and reliably than undergraduates?
- Should we continue to aggressively pursue increasing the enrollment of more international students, a high-achieving group whose members generally complete their degrees on time?
- Should we continue to increase our recruitment efforts and scholarship dollars for transfer students, who have survived the so-called dropout years of early college?

As these plans are finalized and adopted, it is important to keep in mind that plans alone will not ensure student success. Retaining and graduating students is everyone's job. Students will remember those faculty and staff members who challenged them the most, not the least. They will remember the people who reached out, who connected with them. That is why I ask each of you to remember that no matter what you do—as a member of the faculty, staff, or administration—all of us have a responsibility for student success.

MTSU is already the most efficient producer of graduates for Tennessee and a tremendous investment for the state. Part of the reason is that everyone at MTSU—every dean, every professor, every secretary, every technical support person, every groundskeeper—feels that retention and graduation of students is their job. Together, we make student success possible.



## BUDGET OVERVIEW

Fiscal year 2013–14 will be the third and final year of implementation of the state's new outcomes-based funding formula, as called for in the Complete College Tennessee Act. Under the act, **productivity rather than sheer enrollment drives state funding distribution.**

Based on this final phase, MTSU's 2013–2014 recurring state funding will be reduced by \$1,752,100. However, the Tennessee Higher Education Commission (THEC) voted at its November 2012 meeting to propose new state funding totaling \$35,500,000 for higher education institutions. MTSU's share of the proposed new funding will be \$3,470,600. Thus, MTSU's state funding could actually increase by a net of \$1,718,500.

The commission voted to recommend \$7,590,000 in Capital Maintenance funds for MTSU projects, including the Murphy Center roof/ceiling replacement project; the Central Plant cooling tower replacement project; the Absorption Chiller/Tower replacement project; the Jones Hall plumbing update project; and various projects entailing electrical updates to campus buildings.

THEC's recommendations have been submitted to the Department of Finance and Administration for consideration in the proposed budget that Governor Bill Haslam will be submitting to the state legislature in the coming weeks. At that point, we will have more information regarding our likely 2013–14 state appropriations.

# CONSTRUCTION UPDATE

## Science Building

Construction on MTSU's new \$147 million Science Building began in May 2012. Construction is on schedule, and a steel topping-out ceremony took place Jan. 11. The project will result in approximately 257,000 gross square feet for biology and chemistry, 37 class labs, two open labs, 13 research labs, six classrooms, faculty offices, numerous informal learning areas, and space for student presentations. Approximately 1,500 new student stations will be provided in the labs and classrooms. The building will accommodate state-of-the-art teaching and research technologies. The design features best practices in sustainability by meeting Tennessee State Sustainability Guidelines, and the completed facility will be the equivalent of LEED-certified. The project is planned to be ready for move-in by fall 2014 and ready for classes in spring 2015.

## Student Services Building and Parking Garages

Construction began last spring for a new Student Services Building located east of the new Student Union and adjacent to the Campus Recreation Building. The Student Services Building will relocate all functions related to Admissions, Records and Enrollment, Financial Aid, Scheduling, the Bursar's Office, and Academic Advising. The facility will serve as a starting point for campus tours and as the primary visitors' center for prospective students and their families. The building will include a bridge from a new student parking garage, through the Student Services Building and extending across Blue Raider Drive to the second-floor ballroom level of the new Student Union. Construction and move-in are expected to be complete by the start of fall semester 2014.

## LRC Renovation

Renovation of the Learning Resources Center began Dec. 2011, and construction is now substantially complete and ready for classes. The project accommodates the Interior Design and Textiles, Merchandising, and Design programs in the academic campus core. Creative and Visual Services has moved into newly renovated space in the Fairview Building, and WMOT and WMTS are now in the new Center for Innovation in Media in the Bragg Mass Communication Building.

## Parking

Current parking projects include construction of two new student parking garages. One is adjacent to the Health, Wellness, and Recreation Center, and the other is in the Holmes Building lot close to Greenland Drive. The garages will give students convenient access from the edge of campus and direct pedestrian traffic to the core of campus. Each will have approximately 490 spaces for students and will be substantially complete in summer 2013.

## Transportation

The next phase of roadway improvements includes the widening of Lightning Way and the widening of Champion Way with a new turn lane at Greenland Drive; a new rotary at the intersection of those two roads; and improved pedestrian walkways, crosswalks, and lighting. Construction is expected to begin spring 2013 with substantial completion of the new rotary in the summer of 2013 and completion of the overall project by summer 2014. All roadway projects are designed to improve shuttle bus efficiency and traffic flow, relieve traffic congestion, improve pedestrian walkways and lighting, and provide bike lanes into campus and around the perimeter of the academic core.

## Underground Electric Work

Construction of underground electrical duct banks is nearing completion, in what will be an electrical loop around campus. This project will improve electrical service capacity and reliability while enhancing the campus by removing most overhead lines, which will be removed following temporary, required power outages.



*MTSU President Sidney A. McPhee joined an assembled crowd as the final steel beam was raised into place at the Science Building construction site on Jan. 11.*

## STUDENT LIFE

The fall 2012 semester featured a diverse array of programming for students and guests, thanks to the talented and energetic staff in Student Affairs.

- With the opening of the new **Student Union**, our students gained a state-of-the-art facility designed to serve them. Consistent weekly programming in the building included karaoke, acoustic mic night, and trivia night.
- More than 7,000 students enjoyed the Student Union Building **game room**, trying their hands at pool and ping-pong and enjoying the flat-screen TVs and gaming stations.
- More than 6,000 students participated in a variety of programs sponsored by the **Center for Student Involvement and Leadership** (CSIL), including We-Haul, Alternative Fall Break, Make-a-Difference Day, Glenda's Release Party, Nontraditional Student Awareness Month, GreekFest, and the NPHC Step Show.
- More than 5,000 students, **prospective students, alumni, and community members** visited the new Student Union Building for sorority recruitment, Preview Day, the Fight Song Competition, Culture Fest, conferences, community events, and an election viewing party.
- More than 4,000 students, faculty, staff, and neighbors filled Murphy Center during Week of Welcome to enjoy the comedy of **Anjelah Johnson**.
- The strong tradition of **game-day activities** continued, with over 850 students making their way to the Campus Recreation Center for the annual "Bash the Rec" program. And 10,000 fans filled Walnut Grove for pre-game tailgate activities and events before home football games.
- The **Raider Health Corps** had over 1,700 student contacts through the Tunnel of Love, Alcohol Awareness Week, Health Education Week, and Fit'N MT programs.
- More than 1,000 students enjoyed **After Dark** events including Friday Night Paintball; Rocky Horror Picture Show; and Lanes, Trains, and Automobiles.
- **Housing and Residential Life** residents raised money for a number of philanthropic causes; took trips to the Nashville Symphony and Nashville Opera; and enjoyed academic-focused programs such as faculty meet-and-greets, study tables, and "Can You Out-Smart the Ph.D.?"

As we welcome a new year, we look forward to many more exciting programming opportunities to strengthen our True Blue community.

**For more information about campus events visit**

**[www.mtsu.edu/calendar/](http://www.mtsu.edu/calendar/)**



## ACADEMIC AFFAIRS

The searches for **new deans** to lead the Jennings A. Jones College of Business and the College of Mass Communication began in early fall with the announced retirements of **Dean Jim Burton** and **Dean Roy Moore**.

The searches, now in full swing, are remarkable in two ways. First, in order to cast the broadest net possible to find a dynamic, visionary, and collaborative dean for each college, industry and community leaders are chairing the searches. **Paul W. Martin Jr.**, chief managing member of Clarity Resources, is chairing the search for a new dean in business; **Peter Fisher**, vice president and general manager of the Grand Ole Opry, is chairing the mass communication search.

Second, the University has hired a private executive search firm, funded by private dollars. **Parker Executive Search** is actively soliciting nominations from academic and industry circles. The positions are being advertised nationally and internationally. When candidates are selected, the search committees, comprised of faculty, students, staff, and community representatives, will begin reviewing them. The goal is to have new deans selected by the beginning of April and for them to assume their posts by July 1, 2013.

You can follow the search process for each new dean on the following websites: [www.mtsu.edu/provost/DeanSearch/businessDean\\_descrip.php](http://www.mtsu.edu/provost/DeanSearch/businessDean_descrip.php) (for business) and [www.mtsu.edu/provost/DeanSearch/massCommDean\\_descrip.php](http://www.mtsu.edu/provost/DeanSearch/massCommDean_descrip.php) (for mass communication).



## CAMPUS SAFETY

MTSU has hired two uniformed security guards to help Campus Police patrol and monitor high-traffic areas.

Police Chief Buddy Peaster said the guards will “provide more contact with our community members in specific areas of campus . . . namely, a few areas where we expect more people congregate and use in the typical business work week.”

The University is contracting with Allegiance Security Group to provide the unarmed guards, who work Monday through Friday from 8 a.m.–4:30 p.m. Initial patrols are focusing on three significant buildings: James E. Walker Library; the Health, Wellness, and Recreation Center; and the Student Union Building.

Peaster explained that regular MTSU officers have to respond to calls for service and cannot easily be stationed in one location. The security guards will be used in specific areas and can be dedicated to smaller, concentrated areas, he said.

## TOBACCO FREE

It is important for members of our campus community to understand that **compliance with our tobacco-free policy is not optional**. There are consequences for violating this policy. Students in violation will be referred to Judicial Affairs and Mediation Services. Disciplinary sanctions will range from warnings or reprimands to suspension or expulsion for the most egregious instances of noncompliance. Faculty and staff who fail to comply will be reported to their supervisors for discipline. Consequences ranging from warnings to unsatisfactory job performance ratings (which will result in denial of any across-the-board salary increase) will be imposed.

**MT free**  
**tobacco free**  
**POLICY SPECIFICS**

- The policy restricts the use of all forms of tobacco products including, but not limited to, cigarettes, pipes, cigars, chewing tobacco, and snuff, as well as smokeless electronic cigarettes and other similar devices.
- It allows the use of tobacco products in private vehicles on campus.
- You can be referred to Student Affairs (students) or face progressive disciplinary actions (staff) for using tobacco on campus.
- Tennessee law already prohibits smoking in buildings owned or operated by the state, includes any University-owned or leased ties, vehicles, and athletic venues.
- For policies and cessation information [www.mtsu.edu/tobaccofree/](http://www.mtsu.edu/tobaccofree/).

**SMOKING CESSATION RESOURCES**

**On Campus Resources**

- Prescriptions for cessation support medications available from physicians in Health Services
- Over-the-counter nicotine replacement options (nicotine patches, gum, etc.) sold in Campus Pharmacy at cost
- Free tobacco quit kits available in Health Promotion containing self-assessments and cessation strategies

**Telephone-based Resources**

- Free telephonic coaching available by calling 1-800-QUIT-NOW
- Employees enrolled in the Partnership PPO health insurance program may also utilize telephone-based health coaches

**Internet-based Resources**

- Free seven-part cessation module available at [www.fisonline.org](http://www.fisonline.org)
- Veterans may also utilize the cessation site [www.ucanquit2.org](http://www.ucanquit2.org)

**MIDDLE TENNESSEE STATE UNIVERSITY**

EEO/AA

## UPDATES AND ACHIEVEMENTS

Not a day goes by that I do not hear about or encounter something great, something valuable, or noteworthy about our great University and its faculty and students. Here are some recent examples.

### MTSU among tops in Fulbright students



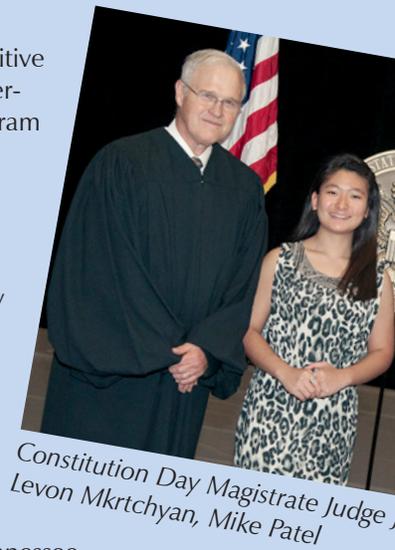
*In 2010, Kaitlen Howell was one of two Fulbright winners from MTSU. After graduating with dual degrees in biology and German, Howell spent the next 18 months in Germany, conducting epidemiological research.*

MTSU has achieved a first-time national recognition for scholarly work. The *Chronicle of Higher Education* listed MTSU as one of the “Top Producers of U.S. Fulbright Students by Type of Institution, 2012–13.” MTSU is among 17 schools listed in the Master’s Institutions category and is the only college or university from Tennessee in any of the

three categories. The highly competitive Fulbright Program is the flagship international educational exchange program sponsored by the U.S. government.

### Constitution Day includes naturalization ceremony

At a special naturalization ceremony in Murphy Center last September, MTSU celebrated the 225th anniversary of the signing of the U.S. Constitution with 288 new citizens and a global audience that tuned in via the internet. The celebration was special because the U.S. District Court, Middle District of Tennessee, allowed a rare naturalization ceremony to be held outside Nashville. The event also saw three MTSU students—senior **Mike Patel** of Knoxville, sophomore **Levon Mkrtchyan** of Nashville, and freshman **Tammy Li** of Smithville—take the oath to become naturalized U.S. citizens.



*Constitution Day Magistrate Judge, Levon Mkrtchyan, Mike Patel*

### Hybrid project gets national TV buzz

**Dr. Charles Perry** and his student-driven project team have gained national and international acclaim. Perry and his students were featured on the national Fox News Channel on Nov. 17 regarding the team’s gas-saving, plug-in hybrid, wheel-hub motor, retrofit project. The technology has been shown to cut fuel use by 50 to 100 percent in a 1994 Honda station wagon. Professor Perry is the holder of the Russell Chair of Manufacturing Excellence in the Department of Engineering Technology.

### MTSU EXL Program commended for impact

MTSU is positioning itself as a model in service learning with its Experiential Learning Scholars Program, or EXL. The program was commended recently by the Southern Association of Colleges and Schools for its impact and effectiveness after five years of existence. The EXL program started in spring 2006 as a pilot project in conjunction with MTSU’s Quality Enhancement Plan. In 2011-12, the program’s work contributed \$1,582,624 in value to the community.



## Pittard Campus School recognized among the best in Tennessee



Joe B. Brown, Tammy Li,

In August 2012, students, parents, faculty, and staff at Homer Pittard Campus School enjoyed a cyber-celebration along with other top-performing schools across the state. The K–5 public school, which is jointly operated by MTSU and Rutherford County Schools as a laboratory school, was deemed a “Reward School” under the state’s new accountability system. That means it is among the 10 percent of schools statewide with the highest achievement or overall growth on standardized tests scores. Campus School’s designation was based on achievement, with its students scoring in the top 5 percent statewide.

## Fischer named dean of Basic and Applied Sciences



Charles Perry

**Dr. Robert U. “Bud” Fischer** became the fifth dean of the College of Basic and Applied Sciences June 1, following a national search. He replaced **Dr. Tom Cheatham**, who stepped down to become director of the Tennessee Mathematics, Science, and Technology Education Center (TNSTEC) on campus. Fischer, 52, previously served as chair of the biology department at the University of Alabama–Birmingham and associate chair in biology at Eastern Illinois University. His expertise is in aquatic and fisheries biology. Fischer’s wife, Anita, has been a pharmacy technician for CVS for 17 years. They have a grown daughter, Sarah Trigg, and granddaughter, Kelsey Trigg, 4, in Illinois. Called “Bud” since birth and possessor of a hearty laugh, Fischer officially began his MTSU tenure Aug. 1.

## MTSU to house Journalism Hall of Fame

In October, a group of past and present media executives and practitioners announced the creation of the Tennessee Journalism Hall of Fame, which will be housed in the new Center for Innovation in Media in the John Bragg Mass Communication Building. The effort is led by a nonprofit, independent foundation, which plans to recognize career excellence in “all facets of media, including newspapering, television, radio,

electronic, and public relations.” Roy Moore, dean of the College of Mass Communication, said the first class of inductees to the new hall will be announced in April 2013 as part of the college’s annual academic awards ceremonies.

## Mass Comm students cover APME Conference

MTSU students provided exclusive stories, photos, audio, and video for the Associated Press Media Editors national conference in Nashville Sept. 19–21. Student journalists from the College of Mass Communication generated all news content for the APME blog and produced daily video reports and a special 24-page tabloid summing up the conference. Senior **Becca Andrews** of Bells, Tenn., editor-in-chief of MTSU’s independent student newspaper, *Sidelines*, coordinated all news coverage for APME. Senior **Michelle Potts** of Franklin, Tenn., news director of the student-run TV station, MT10-HD, led video coverage. All content flowed through MTSU’s new Center for Innovation in Media, which houses operations for all student media outlets as well as WMOT 89.5FM, the University’s 100,000-watt public radio station.

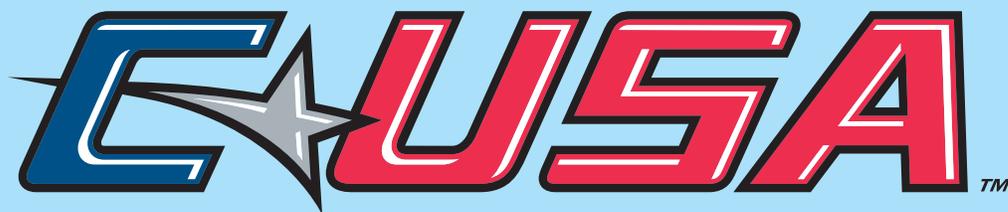
## A Concrete Advantage

Four Concrete Industry Management programs—at Arizona State University, MTSU, Texas State University–San Marcos, and New Jersey Institute of Technology—were named “Excellent Universities” by the American Concrete Institute (ACI) for student and faculty efforts to support the industry. Universities were selected based on the number of ACI members in student chapters; student and faculty participation in ACI competitions, committees, conventions, and meetings; and participation in other industry-related activities. Universities were also judged on community outreach efforts by students and faculty involving neighborhood revitalization, construction projects, and donated services.



Heather Brown, chair, demonstrates pervious concrete

## ATHLETICS



In November 2012, MTSU entered into a membership agreement to join **Conference USA** no later than July 1, 2014. The move to such an established, nationally recognized FBS conference elevates the standing, competitiveness, and stature of MTSU's athletics

program. C-USA teams and athletes have made nearly 700 NCAA championship appearances since the league's inception in 1995. Members enjoy significant national and regional television exposure and revenue sharing through partnerships with CBS Sports, Fox Sports, and ESPN.

This invitation recognizes the hard work and excellent results of our athletes, coaches, and athletic administrators. Our affiliation with Conference USA will build on the successes we enjoyed as a proud member of the Sun Belt Conference for the past 12 years (during which MTSU won eight All-Sports trophies and 54 conference championships) and position us for even greater success.

The C-USA invitation also validates the progress MTSU has made over the past decade both athletically and academically. Conferences look at a lot more than just athletics when choosing new partner institutions, and for MTSU to be joining a conference that includes leading academic institutions is a signal of our University's overall quality.

Speaking of quality, during the fall 2012 semester, 8 of 17 teams had a semester team GPA of 3.0 or higher; 77 student-athletes made the Dean's List (3.5+ GPA), and 23 had a perfect 4.0. Overall, 149 of 306 student-athletes had a 3.0 GPA or higher (49%). **Now, those are statistics worth crowing about!**

But Blue Raiders excel on the field of play as well. Here are some recent highlights:

- **Blue Raider football** had the biggest win improvement of any team in the nation by finishing the 2012 campaign with an 8–4 overall record and a 6–2 conference mark. Highlighting the season, which included games against five bowl teams, was a resounding 49–28 win at Georgia Tech.
- Wide receiver **Anthony Amos's** one-handed touchdown catch at Georgia Tech finished third nationally in college football's GEICO Play of the Year award.
- Middle Tennessee soccer's **Paige Goeglein** grabbed first-team Capital One Academic All-America honors. An economics major with a 3.93 G.P.A., Goeglein scored 14 goals for the Blue Raiders. She was named Sun Belt Conference Offensive Player of the Year after leading the Blue Raiders to a 14–5–1 record. **Goeglein is the fourth first-team Academic All-America selection in school history**, joining the likes of Lianne Beck (women's basketball), Melanie Manley (softball), and Chrissy Givens (women's basketball).
- The Middle Tennessee **soccer team** earned a share of the Sun Belt Conference regular season championship with North Texas. Both teams finished with 8–1–1 league marks. It was the second **regular season championship** in school history for the Blue Raiders. Head coach **Aston Rhoden** was voted SBC Coach of the Year.
- On November 14, the world's sixth-ranked junior golfer and consensus junior All American **Tae Wan Lee** signed a scholarship agreement with Middle Tennessee and head coach

Paige Goeglein

[www.goblueraiders.com](http://www.goblueraiders.com)

## TECHNOLOGY SURVEY

**Whit Turnbow.** Lee, from South Korea, lives in Orlando, where he attends Downey Christian High School (the same school current Blue Raider Andrew Cho attended). Lee has been ranked as high as fourth in the world and was recruited by Florida, LSU, Virginia, and Southern Cal. He is a Rolex Junior All-American and is the **highest-rated recruit to ever sign with Middle Tennessee in golf.**

- During the 2012 football season, Middle Tennessee had nine of 12 games televised. The Blue Raiders had two national broadcasts, two regional broadcasts, and five that were on ESPN3.
- Eight Blue Raider football players won All-Conference honors in 2012. Wide receiver **Anthony Amos**, center **Micah James**, and return specialist **Reggie Whitley** were named first-team, and second-team picks were running back **Benny Cunningham**, defensive end **Omar McLendon**, and safety **Kevin Byard**. Quarterback **Logan Kilgore** and offensive lineman **Josh Walker** were honorable mention selections.
- On August 20, the Athletic Department officially opened the **Jeff Hendrix Stadium Club** in Floyd Stadium. The more than \$2 million facility, located between the 30-yard lines on the west side, features more than 550 outdoor chair-back seats, a climate controlled interior lounge, personal lockers, and more than 24 flat-screen televisions. It also offers an upscale pre-game buffet and private restrooms.

During the fall 2012 semester, the IT Division conducted a survey to gauge satisfaction with the quality of its services. Thanks to the input from more than 500 respondents, ITD can now better direct strategic planning and priorities for the coming year. **ITD intends to conduct the survey annually and use it to track the division's progress and improvement in service.**

The survey results identified several key issues that ITD has already begun to address. One is the state and quality of Internet access. To address that issue, ITD has embarked on a new project to **upgrade the wireless network**. The present network was installed over the past several years with the goal of providing at least minimum coverage in most areas.

The latest project, dubbed "Ubiquitous Wireless," aims to increase coverage and signal strength in all areas in order to better handle the rapid increase in WiFi-capable smartphones, tablets, and laptops. A technical survey is being performed on each building on campus by engineers from Enterasys and Howard Technology Solutions. The result will be an engineering design detailing the technologies required to reach the Ubiquitous Wireless standard. Once the design is complete, a list of materials will be created and priced, and each building will be placed on a priority list for upgrade.

**Upgrading every building will take about two years.** But students, faculty, and staff will see marked improvement in high-traffic areas very quickly. Some buildings have already received upgrades, including Scarlett Commons, Womack Lane Apartments, and the College of Education Building. The engineering design has been completed for Walker Library, and that building's upgrade should begin soon.

This is one of the many projects underway in our technology services division and an example of how ITD intends to use communication and feedback to improve the quality of its services. Keep alert for next year's survey and take advantage of the chance to provide your input

## INTERNATIONAL AFFAIRS

In August, the President's Office welcomed a record number of new international students during the international student orientation. The group included new, first-year degree students; transfer students; and exchange students from 24 different countries. During their introduction to the University community, students were challenged to embody the meaning of "True Blue."

Before the start of classes, in an effort to help them adjust to a campus, all international students attended mandatory orientation sessions for placement testing, advising, and immigration advising and received a general introduction to MTSU and Murfreesboro. As president, I feel it is important that I personally extend a welcome at the launch of orientation-day activities.

In other notes, MTSU signed a new and groundbreaking affiliation agreement with the University of Zakho in Kurdistan and the Sino-Canadian International College during the fall semester. The University also recently hosted the new consul general of Japan, who visited campus after only two months in his new position.



## DEVELOPMENT UPDATE

Our Centennial Campaign continues to maintain great momentum and is generating lots of enthusiasm among supporters. At the end of the calendar year, the campaign had achieved more than \$62 million in commitments toward its \$80 million goal.

A couple of key highlights from the past year include

- bequest from the late Ken Shipp ('50) valued at more than \$3.5 million, dedicated for need-based scholarships;
- an anonymous \$1 million commitment supporting a number of initiatives on campus; and
- several new scholarship endowments and faculty awards.

We're also seeing greater interest from our alumni and friends as the number of donors continues to increase each year. As of December, more than 15,000 donors have contributed to the campaign. Most impressively, our graduating seniors have embraced the Senior Gift Challenge; 17 percent of the December graduating class made their first gifts to MTSU through the program.

While the dollars are obviously important, this campaign is also about engaging our friends and alumni in more meaningful ways. In talking with many of our donors, the one thing most apparent to me is that their gifts were the result of a lifelong relationship with MTSU. Many still speak fondly of the important role certain faculty members had in their lives. They say they give so that future students might enjoy that same connection with members of our MTSU community.

Joe Bales, vice president for development and university relations, often reminds us that we begin developing a relationship with our students the day they first apply for admission. How we treat them and the effort we make to help them achieve their goals are the most important influences that can turn them into alumni who want to give back to their alma mater.

The results of our Senior Gift Challenge show that we are doing the right things for many of our students, but it also shows that there are opportunities remaining. How each of us chooses to interact with students in and out of the classroom is crucial to our efforts to build a stronger community.



Among many positive changes to our marketing and communications strategy over the past two years has been the relaunch and revitalization of MTSU's full-color, glossy magazine for friends and alumni, *MTSU Magazine*. This month, a new edition of the magazine—the sixth to be published in the past 21 months—will reach more than 100,000 MTSU alums and supporters. The magazine is also available online at [www.MTSUMagazine.com](http://www.MTSUMagazine.com) and as a free download on iTunes. In fact, there is also a mini-version of *MTSU Magazine* with all-new content available only from the iTunes store!

The cover story of this month's magazine is a profile of MTSU's horse science program, the only one of its kind in Tennessee. MTSU is well regarded throughout the Southeast for both its equestrian teams and its horse science program, which now includes a master's degree option. Other articles in the new issue explore the impact Murphy Center has had over its four decades in existence and in-depth looks at the University's programs in commercial songwriting and electronic media communication, which are giving students the real-world experience they need to make their dreams a reality and to strengthen the workforce in Tennessee.

Our revitalized publishing efforts, however, have not been confined exclusively to *MTSU Magazine*. Several of our colleges (including Liberal Arts, Basic and Applied Sciences, and the Honors College) have either launched or enhanced magazines with the assistance of our marketing and communications team. One of these, *Honors Magazine*, recently won a national first-place prize in competition with similar publications. I am extremely proud of the progress we have made in this area, and I hope everyone on campus has a chance to see and experience the results!

## TUITION DISCOUNT FOR YOUR CHILDREN



Alison and Kippy Todd

Visit <http://www.mtsu.edu/hrs/benefits/assist.php>  
for more information on this and other educational assistance  
benefits available to you as an MTSU employee.

During 2013, many of you with high school students will begin the lengthy but important process of selecting a college for your son or daughter to attend. Often, the first thought many students have is to leave home and go away to school. I want you to consider suggesting to your children that they **look closely at MTSU** before making that decision to move away. There are many reasons it can be the most beneficial choice both for them and for you!

First and foremost, I hope you feel as I do that MTSU provides a quality education in a great university community with people who truly care about their welfare. Also, as a full-time member of the faculty or staff, your family is eligible for a 50 percent discount on undergraduate tuition fees and mandatory student fees. Combined with the wealth of scholar-

ships that are available—such as the Buchanan, National Merit, Presidential, and Academic Service Scholarships—and the varied forms of financial aid MTSU makes available to thousands of students, the burden of paying for your child's college education can be significantly lightened by choosing MTSU.

Finally, our campus has evolved greatly over the past decade. With so many new facilities, service clubs and extracurricular activities, students at MTSU today never have to leave campus to keep busy and to have a great time. Plus, they will be close enough to come home from time to time and get a home-cooked meal or a helping hand getting their laundry washed!

Here is what two members of our University family had to say about attending MTSU:

*"I chose MTSU because it felt like a community geared towards my goal of learning at an affordable price," said Alison Todd, daughter of Kippy Todd, a development officer in the College of Mass Communication. "MTSU felt like a place I could find unique opportunities for learning and, most importantly, quality. Sometimes, I do steal her peanut butter crackers in her desk between classes though."*

*"The 50% MTSU tuition discount that faculty and staff receive is a tremendous advantage, and because it can be used during the summer term, Clay is graduating in three-and-a-half years," said Ellen Jones, a technical clerk in the Biology department. "Not only will Clay graduate with a great education, but because of the tuition benefit he will not have any student loans to repay!"*

## WINTER WEATHER DELAYS AND CANCELLATION POLICY

In the event of inclement weather, MTSU will disseminate closing plans through the following:

- Local radio and television stations
- MTSU's Critical Notification System (formerly known as Rave).
- The Alert Updates Web page at [www.mtsu.edu/alertupdates](http://www.mtsu.edu/alertupdates)
- A banner on the MTSU home page at [www.mtsu.edu](http://www.mtsu.edu)
- The MTSU hotline, (615) 898-2000.

If classes are canceled, it will be announced as soon as possible (but no later than two hours before the start of the first class on the following morning). Cancellation will apply to all classes, credit and noncredit. **Offices will be considered open unless the announcement specifically says they will be closed.**

### Radio Stations

WMOT-FM 89.5  
WQQK-FM 92.1  
WKDF-FM 103.3  
WGFX-FM 104.5  
WLAC-AM 1510  
WGNS-AM 1450

### Television Stations

WKRN-TV (Channel 2)  
WSMV-TV (Channel 4)  
WTVF-TV (Channel 5)  
WETV (WGNS Channel 11)  
WZTV (Channel 17)



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STATE UNIVERSITY

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I hope that you will continue to find this newsletter informative and useful. I welcome your feedback and comments, which can be sent to Sidney.McPhee@mtsu.edu. As always, please know that I appreciate your support of Middle Tennessee State University.

*Sidney A. McPhee*