

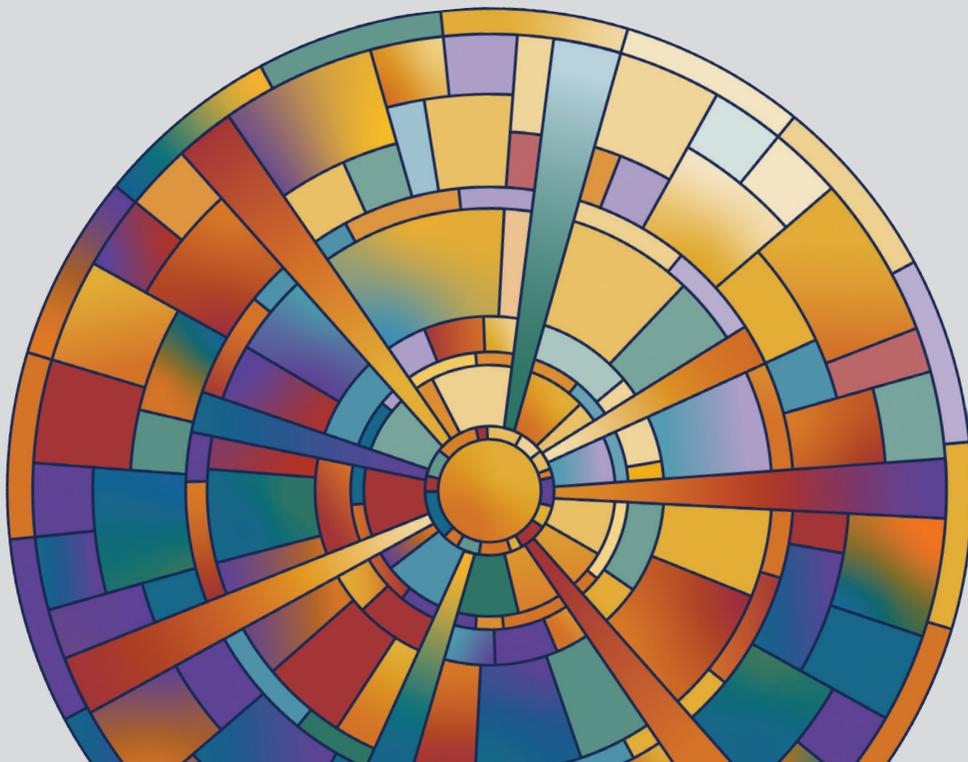
— INAUGURAL —

# *State of the University*

— ADDRESS SUPPLEMENT —

**President Kim S. Phipps, Ph.D.**

August 27, 2020





Visit [messiah.edu/university](https://messiah.edu/university) to explore the story of Messiah's new university logo and brand refresh.

## We are MESSIAH UNIVERSITY®

- We will persist in **fulfilling our enduring mission** to develop the intellect, character and Christian faith of all of our students as we prepare them for lives of service, leadership and reconciliation.
- We will persist in promoting academic quality and value both the liberal arts and the applied arts and sciences **as essential for learners of all ages**.
- We will persist in **pursuing inclusive excellence** and seek to be a community that contributes to the common good.
- We will effectively and engagingly **communicate the Messiah story**, including the stories and accomplishments of individual members.

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We share a vibrant commitment to fulfilling the mission of Messiah University in these chaotic times. To do this, we must adopt and sustain a culture of adaptability and creativity beyond what Covid-19 has required of us. During the past year, our community has demonstrated:

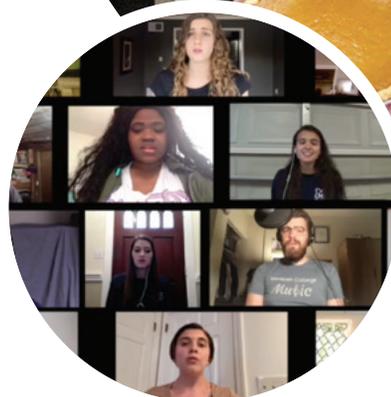
### **We are adaptable.**

- Messiah University approved a **unified calendar** that aligns our traditional undergraduate, adult degree programs and graduate programs.
- **Two adult degree programs were launched:** RN to BSN and bachelor's in business administration.
- We pivoted to temporary **online delivery of the undergraduate curriculum** in spring 2020 in response to the spread of COVID-19.
- Building on student and educator feedback from the spring, **Educational Technology Services and Faculty Development developed hyflex and enhanced face-to-face resources and support** for fall 2020.
- **Admissions offered multi-day virtual open house experiences** for prospective students that included conversations with faculty; financial aid information; testimonies from current students and alumni; and a live campus tour.
- The **Career and Professional Development Center worked hard to equip students with resources and connections**, including recorded virtual information sessions by a variety of employers, a webinar featuring grads from the Great Recession Class of 2008 and an email and social media campaign to alumni to cultivate internship and job opportunities.

- In preparation for fall, the **operations division redesigned all campus spaces** for social distancing and **planned for increased use of outdoor spaces** by adding Adirondack chairs, tents and fire pits to campus.
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## We are creative.

- **Dining Services** proactively adjusted the operating procedures of Lottie Nelson to serve students and staff the same variety of quality food and beverages, while providing a safe and welcoming dining experience, prior to state mandates.
- Once spring events were canceled, the **Development Office** effectively used videoconferencing to provide faithful donors with the opportunity to interact with President Kim and Kelly Phipps as well as each other.
- **Messiah's faculty** found creative, flexible ways to connect with students and nurture meaningful learning.
  - Science professors personally hand-packed and delivered circuit kits to students so they could complete biomedical instrumentation labs at home.
  - Senior art students created Instagram showcases of their work in lieu of their on-campus exhibitions.
  - Business faculty used their networks to connect industry experts with students in their virtual classrooms.
  - Concert Choir members and dance students created a synchronized virtual performance from their own homes.
  - Graduate and undergraduate counseling faculty instructed students in best practices in tele-mental health counseling, preparing their students for what many counselors were doing during the pandemic.
  - Education students helped struggling elementary students with their own at-home, online math instruction.
  - Via Zoom, veterans of the 1960s Civil Rights Movement offered eye witness accounts of their particular experiences to students in the class Rhetoric of the Civil Rights Movement.



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## We are people of hope.

"Let us hold fast to the confession of our hope without wavering, for he who has promised is faithful. And let us consider how to provoke one another to love and good deeds." (Hebrews 10:23-24, NRSV)

## 2020-21 institutional goals and priorities for Messiah University

- **Facilitate a successful academic year** for students and employees that is characterized by campus health and safety, a rich sense of community and financial stability even in the midst of COVID-19
- **Communicate strength and possibility** as we share the Messiah University story and engage the campus and the board in designing the first strategic plan for Messiah University
- **Review the undergraduate general education curriculum** with expectations of a new design that emphasizes diversity and inclusion, nurtures much-needed 21st century skills (empathy, adaptability, creativity), encourages digital literacy and transformation and generates cost savings (implementation Fall 2022)
- **Revise the academic school structure** for implementation in Aug. 2021
- **Complete the construction of the Admissions and Welcome Center and campus green** and host a Messiah University celebration and dedication of the facility in May 2021
- **Continue program development and enhanced recruitment:**
  - **Undergraduate Programs**
    - Design a criminal justice major and consider other potential "pipeline" programs
  - **Adult Degree Programs (undergraduate and certificates)**
    - Explore possible degrees in liberal studies and/or social sciences
  - **Graduate Programs**
    - Consider further opportunities in graduate music and counseling, and explore an accelerated degree in nutrition and dietetics.
- Publicly launch Messiah's current **\$75 million fundraising campaign in May 2021**
- Conduct conversations with interested partners regarding **collaborative educational programs and/or shared services**



OFFICE OF THE  
PRESIDENT

### ENROLLMENT 2020-21

2,620

Undergraduate students

745

Graduate students

18.4%

Domestic students of color and international students

5.6%

Undergraduate fully remote learners

### FINANCIAL STRENGTH

Endowment value:

**\$132 million**

Cash and investments:

**\$169 million**

**Balanced budgets**

leading to surpluses for more than a decade

Average of our fundraising for each of the last 7 years:

**\$7.5 million per year**

Standard & Poor's rating:

**A-**

*(Based on graduate enrollment growth, stable management team, solid retention, student quality and Christian university niche. Negative outlook: for most of higher education due to COVID-19 pandemic's potential impact)*