

## CASA Dean's MMU (Monday Morning Update)

Monday, September 26, 2016

Dear Colleagues,

SIU is beginning system-wide strategic planning, according to President Dunn's latest *System Connection*. The current version of CASA Strategic Plan was developed in 2012 and it is necessary now to consider a revision so that we can re-position ourselves to respond to the new financial circumstances and realities. Since 2012, our budget has been reduced every year at various levels. The most recent 10% permanent reduction was based on all state appropriations and our distance education revenue as well. As a result, many positions went unfilled, faculty are overloaded, travel is not supported, and our ability for long-term planning is limited. We have been continuously doing more with less. However, I am proud to report that our College's overall enrollment increased 9.87% from 2013 to 2016. Our retention rate and graduation rate remain high, and our advancement efforts have resulted in a 133.18% increase in gifts in FY 2015 compared to the fundraising outcome in FY 2013. The College started the *NEAT Initiative* in 2014 and we are piloting the *CASA Advantages* effort this year. Through careful management of financial resources, we have been able to ensure that CASA is on fiscally sound footing while coping with budget cuts and/or expansion in terms of faculty and staff hiring.

When we consider a revision of our strategic plan and *CASA@2020* to formulate our roadmap to achieve national eminence when the College celebrates its 70th anniversary in 2020, we should remember that the foundation of this planning and implementation includes shared governance, collaboration, and effective communication. Campus leadership is going to retrench, cut down or cut off some operations / services / programs, and reduce expenses. In addition to enrollment growth and philanthropy growth, we are going to increase shared services at the University level as well as at the College level. There will be a continuous discussion and implementation in shared resources, resilience, responsiveness, creativity and entrepreneurship. Retrenching, reorganizing, reallocating, prioritizing, no matter what you call it, budget cutting has been an unfortunate reality in the last four years. We hope that difficult choices can strengthen the institution, help it reconnect with its core mission, and position it competitively for the future.

We are facing various challenges in addition to budget reductions. For instance, from 2012 to 2015, CASA had a reduction of 10.64% of all faculty, a significant reduction of 52% of tenure-track faculty positions. However, CASA's enrollment increased 17.4% from 2012 to 2016. We must increase the size and quality of our faculty through new hires and enhanced retention efforts. We have to re-engineer our practices in administration and operation. At this juncture, I would like to share with you the vision of Buckminster Fuller, an SIU professor in the 1960s. He wrote a book called "*Operating Manual for Spaceship Earth*" in 1969, where he expressed his marvelous idea, which is extremely relevant to our current situation:

*We live on this planet flying in the universe like a spaceship. We have to develop an operating manual for the spaceship if we want to avoid extremely unpleasant consequences. There are no passengers on the **Spaceship Earth**. We are all crew. We are all astronauts.*

In the same spirit, CASA is that spaceship. There are no passengers, we are all crew. We must constantly adjust our plans and actions in order to carry out our mission. We determine our destination collectively.

## CONGRATULATIONS

- Dr. **Scott Collins**, Professor of Radiologic Sciences & Medical Dosimetry and Director of the School of Allied Health, and **Richard McKinnies**, Associate Professor of Radiologic Sciences co-authored an article published in the *Radiation Therapist*. The complete referencing information is below.

Collins, K.S., McKinnies, R.C., & Adams, R.D. (2016). Is advanced practice needed within medical dosimetry? *Radiation Therapist*, 25(2), 137-145.

Congratulations!

- Dr. **Sam Chung**, Professor of Information Systems Technology (IST) and Director of the School of Information Systems & Applied Technologies (ISAT), has a conference publication (6 pages) forthcoming at the Annual Consortium for Computing Sciences in Colleges (CCSC) Northwestern Conference 2016 in Portland, OR (October 7-8, 2016). This conference is sponsored by the CCSC National. The title of the paper is “*Identifying Knowledge, Skills, and Abilities (KSA) for DevOps-Aware Server Side Web Application with the Grounded Theory.*” The co-authors is Soon Bang. Congratulations!
- Please join me in congratulating **Jim D. Sissom**, Associate Professor of Information Systems Technologies (IST), and his former student **Tommy Richardson Jr.**, an IST 2005 graduate, on winning a prestigious Top 20 Innovative Award at the Casino Marketing & Technology Conference for the SSNAPP, the social media intelligence platform!



Tommy Richardson, COO & Co-Founder of Social Media Gateways (SMG), developer of ssnapp.com, a Forbes top 50 Universities Alumni, is a strong visionary and organizational development leader to hospitality, retail, and entertainment



Jim Sissom, a research consultant serving on the SMG Board, an associate professor at Southern Illinois University Carbondale, focusing research on social network services, big data analytics, and project management. He teaches Information Systems Analysis & Design, Web Based

environments with a focus on technology, rapid growth and business integration.	Apps Information Systems, and IT Project Management.
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SSNAPP, developed by Social Media Gateways, Inc. (SMG), is the leading social intelligence platform, purpose-built for hospitality, gaming and retail to deliver more effective social loyalty programs. With operations in Silicon Valley and Las Vegas, SSNAPP is well positioned to support the gaming and hospitality industry and deliver integrated technology solutions. The competition highlights the most innovative offerings in the gaming industry. Vendors are asked to submit product nominations for their newest, most creative and technologically advanced products and services. A panel of judges evaluates the entries and selects the 20 finalists.

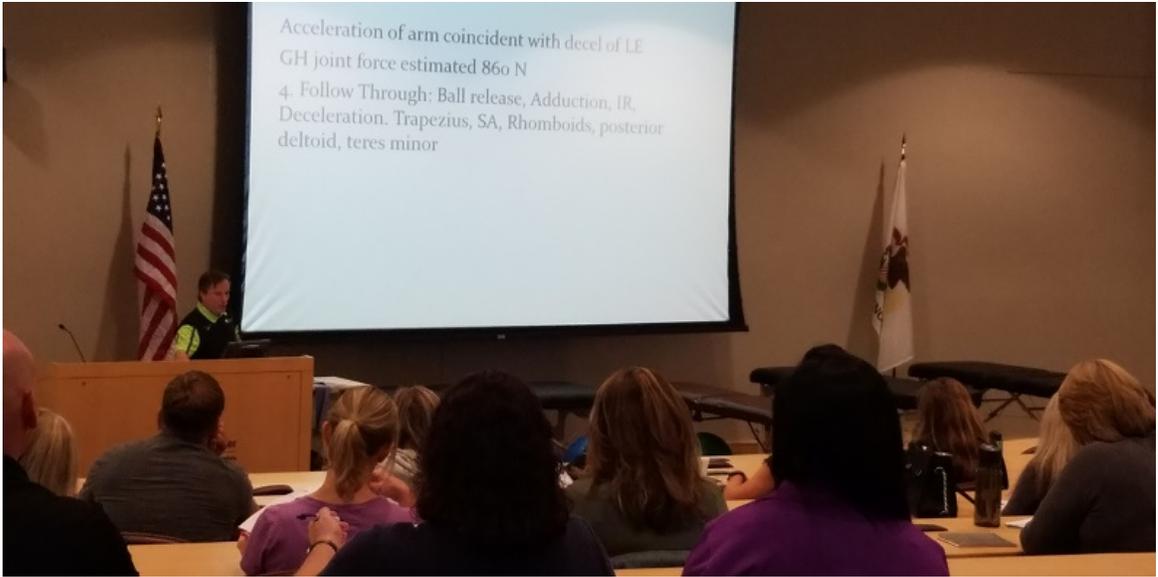
For more information, please refer to the press release:

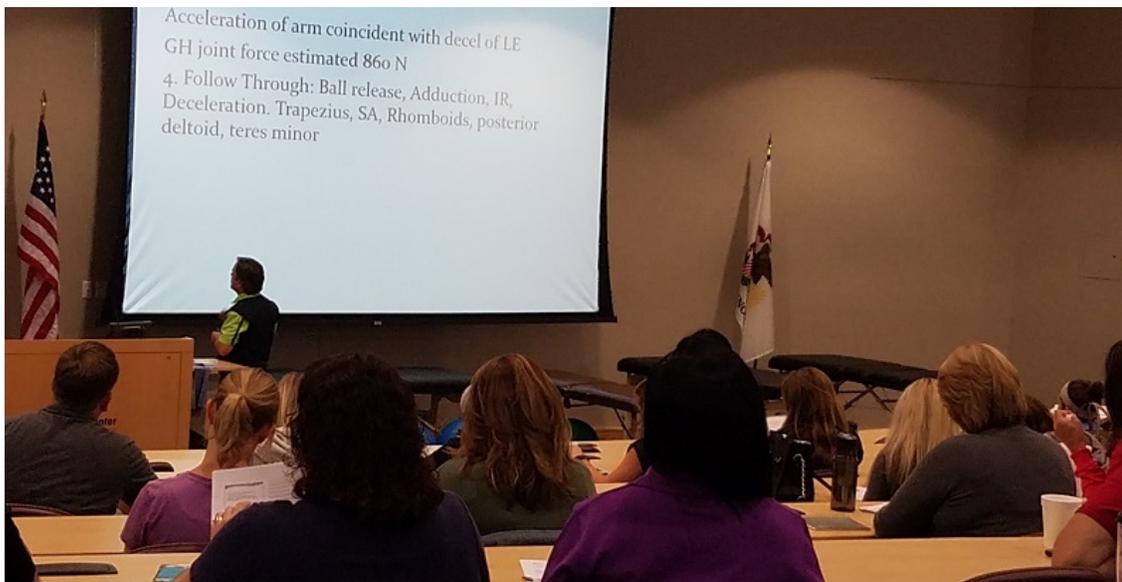
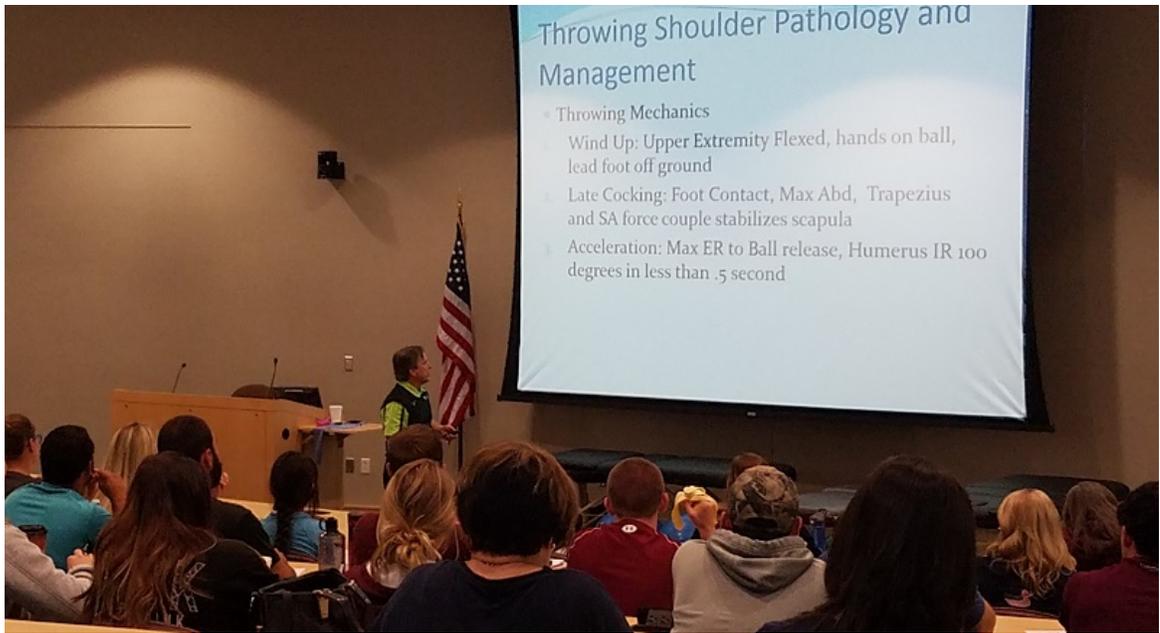
<http://www.prweb.com/releases/2016/09/prweb13701362.htm>.

Congratulations again!

- **Anthony Fleege**, Associate Professor and Program Director of Mortuary Science and Funeral Service (MSFS), has an “MSFS Undergraduate Assistantship Grants” proposal submitted to Mid America Transplant Foundation to fund two Undergraduate Assistantship Grants for academic year 2016-2017. These assistantships will allow MSFS to offer two Sophomore/Junior level students 20 hours a week of paid assistantship time in which they will conduct research based on their interests in the field supervised by a full-time faculty member. Congratulations!
- On Friday, September 16, 2016 the Physical Therapist Assistant (PTA) program in the School of Allied Health (SAH) held their bi-annual professional continuing education seminar "Management of the Overhead Athlete". Kevin Griggs, PT, OCS volunteered to present and PT and PTA professionals were provided with continuing education hours for attendance. We had approximately 30 professionals registered for the course in addition to approximately 50 PTA students. This course was a success and attendance is growing with each course offered. Please join me in congratulating **Julie Davis**, Associate Professor of Physical Therapist Assistant (PTA) and Program Director of PTA, and all faculty in the PTA program on a successful professional continuing education seminar!

Special thanks go to the staff at the SIU Student Health Center, especially the IT department and building maintenance, for their help in making this course a success including use of their facilities.





- **Sheri G. Haynes**, a CASA graduate, has received an award for Excellence from the Railroad Retirement Board. Congratulations! We take great pride in the career accomplishments of our graduates.
- **Andrew J. Edwards**, a CASA graduate, has been elected to serve as the 2016 Illinois Funeral Directors Association President. He received his education from Southern Illinois University Mortuary Science and Funeral Service program and went on to work where he currently does today, at Sunset Funeral Home & Cremation Center in Danville, IL. Drew has been attending IFDA conventions for over 20 years now and is pleased to serve the association as the President. He is constantly learning in his position and looks forward to serving the association in the years to come. Congratulations!



- **David B. Isaacks**, a CASA graduate, has been appointed as director of The Harry S. Truman Memorial Veteran's Hospital. Congratulations!
- On Saturday, September 24, 2016, the Department of Aviation Technologies hosted the first annual Special Olympics where teams of eight people worked together to pull a Boeing 737 aircraft and 15 teams from the region participated. The pictures below were provided by Mike Burgener, Chair of Aviation Technologies. Please join me in thanking and congratulating **Mike Burgener** and all aviation faculty, staff and students who volunteered to make this event a great success! For more information please check the local news at:  
<http://www.wsiltv.com/story/33182508/plane-pull-fundraiser-for-special-olympics>





**UNIVERSITY RANKING**

There are about 15 rankings published in the United States for colleges and universities with different ranking criteria and approaches. They are primarily derived from easy-to-measure input like student selectivity, faculty resources, spending per student, library holdings, and research expenditures, etc. A ranking list may not truly reflect a comprehensive and whole picture about one university. With this said, below is a list of 2016-2017 rankings for Illinois public universities.

<b>University</b>	<b>U.S. News Ranking</b>	<b>U.S. News Top Public Universities - 133 Ranked</b>	<b>College Factual Rankings - 1387 Ranked</b>
Chicago State University	Not ranked	Not ranked	#1286
Eastern Illinois University	#40 in Regional Universities	Not ranked	#547
Governors State University	Not ranked	Not ranked	Not ranked
Illinois State University	#152 in National Universities	#78 Top Public Universities	#319
Northeastern Illinois University	Not ranked	Not ranked	#1158
Northern Illinois University	#214 in National Universities	#122 Top Public Universities	#611
SIU Carbondale	#214 in National Universities	#122 Top Public Universities	#714
SIU Edwardsville	#63 in Regional Universities	Not ranked	#750
U of I at Chicago	#152 in National Universities	#78 Top Public Universities	#301
U of I at Springfield	#63 in Regional Universities	Not ranked	#799
U of I at Urbana/Champaign	#44 in National Universities	#10 Top Public Universities	#86
Western Illinois University	#49 in Regional Universities	Not ranked	#620

**Source:**

- [http://colleges.usnews.rankingsandreviews.com/best-colleges/rankings/national-universities?\\_mode=list](http://colleges.usnews.rankingsandreviews.com/best-colleges/rankings/national-universities?_mode=list)
- [http://colleges.usnews.rankingsandreviews.com/best-colleges/rankings/national-universities/top-public?\\_mode=list](http://colleges.usnews.rankingsandreviews.com/best-colleges/rankings/national-universities/top-public?_mode=list)
- <http://www.collegefactual.com/rankings/best-colleges/#>

**ON THIS WEEK'S CALENDAR**

- Monday, September 26, 2016: 1:00pm-2:00pm, MCMA Interim Dean Interview, Anthony Hall 125.
- Tuesday, September 27, 2016: 8:30am - 12:30pm, Deans Council Planning Meeting and Retreat, Meeting, Alumni Club.
- Wednesday, September 28, 2016: 10:00am - 2:00pm, University Career Fair, SIU Arena.
- Thursday, September 29, 2016: All curriculum change forms due to Dean's office.
- Friday, September 30, 2016: Promotion and Tenure dossiers due to Dean's office.

### **AND FINALLY ...**

If you see something in this update that you want to comment on, please send an email to my SIU email [awang@siu.edu](mailto:awang@siu.edu); or call me at 618-536-6682. Also, if you know of anyone interested in receiving the CASA Dean's MMU, please ask them to send me an email and we will gladly add them to our mailing list. If you prefer not to receive the CASA Dean's MMU, please let me know, as well. Thank you.

Andy Ju An Wang, Ph.D.  
Dean, College of Applied Sciences and Arts