



School of Investing in the Future

**House Higher Education Budget
Committee Presentation**
February 10, 2022

EMPORIA STATE
UNIVERSITY

Thank You for Investing in Emporia State University

- Appreciate current SGF investment of \$34.8M
- Impact of FY 2023 higher education budget recommendations

Kansas Families

Reduce Financial Burden

Low-income Kansans

Expand Opportunity

Labor

Develop, Recruit + Retain

Infrastructure

Improvement + Optimized Utilization

**Four-year degrees are
important to the
Kansas economy.**

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the Future**

Kansas Students + Kansas Employees

6,000

Total Enrollment

3,400

Undergraduates*

2,600

Graduates

78%

Student Retention Rate*

Fueling Kansas Employer Needs

88% - Undergraduate Students are Kansas Residents

63% - Graduate Students are Kansas Residents

85% - 2019-2020 Graduates Reported Employment in Kansas

91% - 2019-2020 Graduates Reported Employment in Kansas + KCMO

96%

Career Outcomes

#56

Only KS Public Institution
Ranked by U.S. News for
Advancing Socioeconomic Status

#1

Lowest Student Debt of All
Public Universities in KS**

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*2019, pre-pandemic

**Tied with Pittsburg State University

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Building the Talent Pipeline

Meeting Kansas Employer Needs



Business + Financial Services

1,232

School of Business
Graduates in Last Five Years

98%

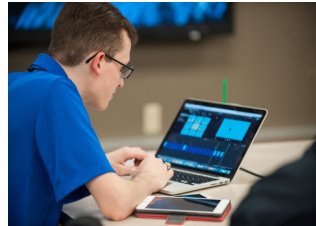
School of Business
Career Outcomes

37%

Increase MBA Grads
Since 2018 AOP* Launch

NEW

Business Data Analytics
Entrepreneurship



Technology

100% | Career outcomes for Computer Science graduates

#1 | Information Security Analyst ranked #1 in “100 Best Jobs,” #1 “Best Technology Jobs”¹

12M | Tech jobs in 2021²; Four of the top 15 “100 Best Jobs” are tech careers¹

31% | Projected growth rate for cybersecurity job roles over the next decade – fastest of all tech jobs²

ESU Programs: MS Information Technology, Information Systems, Computer Science - Cybersecurity, Application Development, Data Science



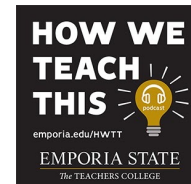
Education

Supplying Kansas educators for 159 Years

2,800 new teacher graduates in last five years

MS Elementary Education program for career changers

2+2 Partnership with community colleges – students get 4-yr. degree locally



Nationally recognized leader and provider of educational resources

*Accelerated online programs (graduate)

¹US News. Retrieved from: <https://money.usnews.com/careers/best-jobs/rankings/best-technology-jobs>

²CompTIA, Cyberstates. Retrieved from: <https://www.cyberstates.org/>

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Building the Talent Pipeline

Meeting Kansas Employer Needs



Health Sciences

ESU preparing students to serve as nurses, medical scientists, lab technicians, mental health professionals
 Graduates successfully progress to advanced studies in Medical, Dental, Chiropractic, Physical Therapy, more

100

Years of Nursing

2x

Doubled Nursing Cohort Spring 2019

MSN

Launched Master's Program Spring 2021

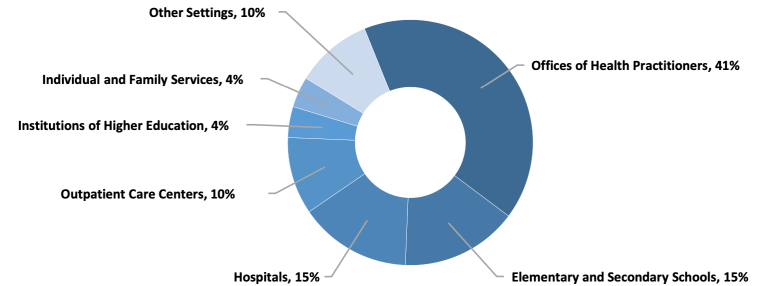
Pre-Med

Fellowship Scholarship Program with Clinical Experience for Undergrads

↑23%

Projected job growth Athletic Training (AT) 2020–2030
 New ESU Master's AT Fall 2020

Need for **mental health** professionals. Projected growth 23% by 2030. Chart: projected demand by employment area for psychologists by 2030.



Serving Kansas

Prophet Aquatic Research & Outreach Center

Supporting Kansas water research and conservation + Providing K-12 outreach



Forensic Science



Program built to specifications of major crime labs across the state to meet Kansas needs

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Supporting Kansas + Kansas Economy

ESU is Vital to Local Economy

842 Employees
#3 Largest Employer in Emporia
100K+ Visitors at Events Annually

Enrollment Boosts Kansas Economy

86% ESU Students are from outside Lyon Co.
30 States
35 Countries

Supporting Kansas Small Businesses

- Kansas Small Business Development Center
- Studio E | Student-led Advertising Collective
- Center for Entrepreneurial Development

Recruit, Prepare, and Retain Kansas Educators

- Kansas Future Teacher Academy
- Kansas Teacher Resource and Outreach Center
- Kansas Literacy Center
- Kansas Master Teacher Certification
- National Teacher Hall of Fame



studioe
Advertising Collective

THE NATIONAL TEACHERS
Hall of Fame
Preserving a Heritage... Building a Legacy

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To Improve is to Change

- Reimagine ESU – future-focused point of view
- Step back – institution-wide self assessment
- Optimize existing educational platform
- Strategic action
 - Highest Priority Initiatives – elevated enrollment + space optimization
 - Leadership – established one Leadership Team + broke down silos
 - Labor – implement entrepreneurial-based compensation; retain + recruit top talent
 - Program Mix – commence immediate + ongoing review
 - Relationships – work closer with city/county, tech college + area K-12 schools

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