



MOREHEAD STATE UNIVERSITY™

BOARD BRIEFS

Vol. III

No. 4

December 1996

As we approach the holiday season and the close of 1996, it seems very appropriate to reflect back over the past year and highlight some of the major accomplishments and initiatives of our students, faculty, and staff:

Academic

- Student athletes' graduation rate continues to lead OVC as well as ranking in the upper half of all NCAA schools
- Two-year degree program in radiologic technology reaccredited through the year 2000
- Honorary Doctorates presented to Former Governor Brereton Jones at Spring Commencement and to Helen Price Stacy and Susie Halbleib at Winter Commencement
- Dr. Travis Lockhart is recipient of Distinguished Teacher Award
- Jay Flippin is recipient of Creative Productions Award
- Ted Pass is recipient of Faculty Service Award
- Dr. Benjamin Malphrus' book, *The History of Radio Astronomy and the National Radio Astronomy Observatory: Evolution Toward Big Science*, is published by the Krieger Publishing Company
- Dr. Rosemary Carlson, Professor of Finance, and Dr. Benjamin Malphrus, Associate Professor of Science, are among top ten finalists for the 1996 Acorn Award (this award is presented by the Kentucky Advocates for Higher Education to the college or university professor whose particular strength is motivating students)
- MSU graduated its second largest class of more than 800 students at Spring Commencement
- Veterinary Technology class scores 100 percent pass rate on national exam
- Bachelor of Science in Nursing degree program receives continued accreditation from National League for Nursing through 2004
- New 100-station computer lab opens in Camden-Carroll Library

Institutional

- Planning for 75th Anniversary in 1997 gets underway (see related article)
- MSU celebrates its 30th anniversary in gaining "University" status on Founders Day
- Former Governor Edward Breathitt, who signed the legislation in 1966, is featured speaker at the Founders Day Convocation
- President Emeritus Adron Doran is recipient of Founders Day Award for University Service
- Gene Caudill is recipient of Staff Service Award
- Sale of surplus property in August grosses \$833,000 with the net proceeds of \$764,848 being placed in the University's Fund for Excellence, an endowment fund to be used to enhance the University's academic programs
- Renovation work begins in July on the former Union Grocery building which will be the new home of the Kentucky Folk Art Center, Inc.
- Construction begins in August on the W. Paul and Lucille C. Little Bell Tower located in front of the Camden-Carroll Library (this facility will be dedicated next spring)
- Wellness Center opens (see related article)
- First-time freshman enrollment for fall semester is up 12 percent with 18 percent increase in first-time freshmen from out of state

- Optional retirement plans (TIAA-CREF, VALIC and Aetna) offered to new faculty and qualifying administrative staff
- WMKY Radio conducts its most successful on-air fund raising campaign in history during the fall semester with staff and volunteers generating more than \$18,500 in cash gifts (a feasibility study is being conducted to determine if additional funds can be raised to expand the station's broadcast signal throughout Eastern Kentucky)
- MSU's success in soliciting in-kind gifts from corporations hits new highs in '96 with the delivery of \$150,000 worth of Lysol brand cleaning supplies and \$70,000 worth of classroom and computer furniture (through the MSU Foundation's membership in Gifts In Kind International, a clearing house for donations to nonprofit organizations, the University has acquired nearly \$400,000 in manufactured products in the last two years)

Cooperative

- MSU opens new office on the Lees College Campus of Hazard Community College
- MSU/St. Claire Child Care Center opens
- Fourth Annual Spring Gala nets more than \$50,000 which was distributed among participating academic programs
- MSU working in cooperation with University of Kentucky and St. Claire Medical Center launches a physician's assistant training program with first class of eight students (depending on funding, the three partners hope to expand the program in the future to help meet the shortage of such personnel in Eastern Kentucky)
- Office of Public Safety receives accreditation by the Kentucky Association of Chiefs of Police, making MSU one of 16 police departments throughout the state to receive such accreditation
- MSU working in cooperation with other state institutions delivers the MBA degree utilizing distance learning technology
- MSU working in cooperation with UK's community colleges in Eastern Kentucky (Maysville, Ashland, Southeast, Hazard, and Prestonsburg) and the Kentucky Educational Development Corporation (KEDC) delivers dual credit college courses in English, math and other disciplines to area high schools
- MSU working in cooperation with UK offers an MS degree program for Nurse Practitioners with 12 students in the first year of the program

Athletics

- Men's cross country team is OVC champ
- MSU has first winning football season since 1986
- Women's rifle team took first place in OVC
- Women's basketball team's 3.1 GPA places them 6th among NCAA Division I Schools
- Cheerleaders win their sixth consecutive national championship for a total of seven titles in nine years

Construction Report

Renovation of the old Union Grocery Building for the Kentucky Folk Art Center by W. D. Wiburn, Inc. continues on schedule. Due to inadequate funds, renovation of the second floor of the facility is not being completed under this contract. University staff is developing plans to complete renovation of the second floor and installation of an elevator once additional external funds are made available.

After some construction delays, work has restarted on the Little Bell Tower. Because of the delay along with poor construction weather, the tower will not be completed by Christmas as originally planned.

Several projects were completed this fall. These projects include the President's Home Roof Replacement, reroofing of the Lloyd Cassity Building, Sanitary Sewer Replacement Project, and remodeling of the Cramer Room. With work being done by the University's staff, the President's home roof was replaced for less than \$30,000. (The contractor estimate was \$50,000.) Additional interior work has also been completed. Work on the University's sanitary sewer system will continue next spring.

Architectural selection has been made on two projects, and the selection of an architect for Phase II of the Wellness Center is planned for January. Arch II and Associates, Inc., was selected to work on design of the Equine Teaching Facility. Ross Tarrant Architects, Inc. of Lexington was selected to perform a space study at the G. B. Johnson Jr. Education and Economic Development Center for the University. University representatives are also participating in the selection of architects/engineers for the Prestonsburg Community College/Morehead State University Health and Classroom Building on the Prestonsburg Community College campus.

University Wellness Center Participation

The University Wellness Center has been operational since September of this year. Approximately 93 employees have enrolled in the program. Faculty, staff, students, and spouses can use the Wellness Center facilities after being assessed by Center staff. Initially, participants complete a questionnaire about their medical and fitness history. The assessment tests include blood pressure, resting heart rate, body composition, cholesterol, flexibility, muscular strength, endurance (curl-ups, pushups and wall sit), and cardiovascular endurance. In addition to the physical assessment, Wellness Center participants receive an exercise prescription based upon the assessment score, previous experience, and individual goals.

The results of the initial screening are used as a baseline for how fit the participant is. Employees and other participants are encouraged to improve in all areas. Employees using the facility for at least 100 days will have to pay only half the next year's membership fees. Also, dollars will be placed in a Flexible Spending Account (FSA) for employees who improve on the second annual assessment test according to guidelines established by the American College of Sports Medicine. Employees will need to be enrolled in the cafeteria plan to benefit from the FSA, since these dollars are tax sheltered. Flexible Spending Account dollars may be used for unreimbursed medical expenses, child/dependent care expenses, health, dental, and optional life insurance premiums.

Performance Funding Update

On July 15, 1996, the Council on Higher Education (CHE) approved the Higher Education Performance Funding System. The System includes four common (mandatory) indicators and seven institution-specific indicators, and allows for up to two mission-specific indicators per institution. Institutions had to assign 100 points to the common and selected indicators.

Each common indicator must have been assigned 10 to 30 points with the total points assigned equal to at least 50 points. Institutions could select any number of the seven institution-specific indicators and could have proposed up to two mission-specific indicators. The institution-specific and mission-specific indicators had to be assigned 5 to 15 points with the total points assigned not to exceed 50 points.

MoSU, NKU, and UL proposed mission-specific indicators. MoSU's approved mission-specific indicator assesses the improvement of institutional scholarships and grants awarded to students from our service region as established from an internal review of the distribution of scholarship and grant awards. The indicator identifies that MoSU has the primary responsibility of serving the higher education needs of the citizens of northeastern and Eastern Kentucky. The associated goal recognizes the need to provide access and incentive to raise the education level within our service region. The goal also recognizes the need for the University to conduct a study to determine the appropriate level of support in scholarships and grants for the students residing in our service region. MoSU's performance indicators and point assignment follows:

<i>Points</i>	Quality of Educational Outcomes*	30
	Student Advancement*	10
	Use of Technology in Student Learning*	30
	Preparation of P-12 Teachers*	20
	Institutional Scholarships & Grants	10

(* = Common Indicator) 100

The Performance Funding System features a phased-in approach covering multiple biennia. The first performance status report is due to the CHE on February 1, 1997.



FALL 1996

Morehead State University

...IN A NUTSHELL...



Enrollment

Fall 1995	Fall 1996
8,454	8,344



Business

960	957
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Education & Behavioral Sci

2,403	2,263
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Humanities

1,646	1,621
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Science & Technology

1,634	1,579
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Nondegree/Undecided

1,811	1,924
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Credit Hours

101,205	100,560
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FTFR

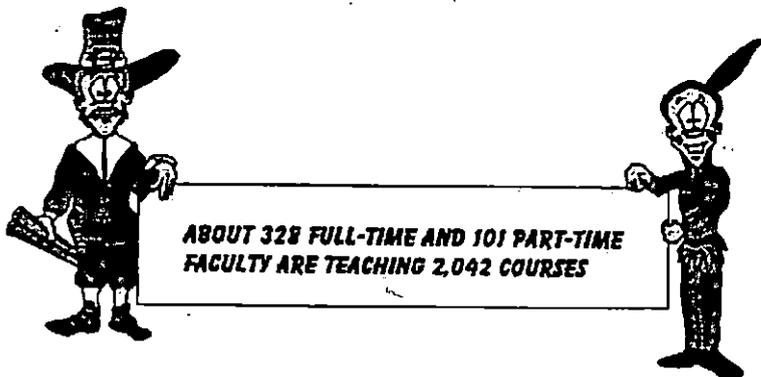
1,139	1,277
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MOST POPULAR UNDERGRADUATE MAJORS

Undecided	808
Elementary Ed (B)	500
General Studies (A)	461
Biology (B)	374
Social Work (B)	306
Business Adm & Mgt (B)	231
Accounting (B)	214
Psychology (B)	197
Sociology (B)	176
Physical Ed Teach (B)	163
Music Teacher Ed (B)	153
Jr High/Middle Ed (B)	150
Special Ed (B)	134
English (B)	134
Data Processing Tech (B)	119
Fine/Studio Arts (B)	118
Nursing (A)	117
Social Sciences (B)	103

FIRST-TIME FRESHMEN:

TOTAL: 1,277
 Female: 694
 Male: 583
 In-State: 1,036
 Out-of-State: 241



ABOUT 328 FULL-TIME AND 101 PART-TIME FACULTY ARE TEACHING 2,042 COURSES

Fall 1996 Enrollments			
	Full-time	Part-time	Total
Freshmen	2,029	303	2,332
Sophomore	1,171	138	1,309
Junior	1,063	199	1,262
Senior	1,620	300	1,920
Total Ugrad	5,883	940	6,823
Graduate	272	1,249	1,521
Total	6,155	2,189	8,344

NOTE: Fall 1996 data is preliminary.
 Enrollment data as of November 13, 1996.

**DEGREES CONFERRED BY COLLEGE, DEPARTMENT, AND LEVEL
SUMMARY
JULY 1, 1995 - JUNE 30, 1996**

COLLEGE	ASSOCIATE	BACHELOR	MASTER	TOTAL
BUSINESS				
Accounting & Economics	0	66	0	66
Information Sciences	23	31	3	57
Management & Marketing	7	83	23	113
TOTAL	30	180	26	236
EDUCATION & BEHAVIORAL SCIENCES				
Elementary, Reading & Special Ed.	0	209	124	324
Leadership & Secondary Ed.	0	0	98	98
Health, Physical Educ. & Recreation	0	34	9	43
Psychology	0	32	18	50
Sociology, Social Work & Crim.	4	101	13	118
TOTAL	4	367	262	633
HUMANITIES				
Art	0	22	2	24
Communications	0	62	15	77
English, Foreign Lang. & Philosophy	0	23	9	37
Geography, Government & History	0	81	0	81
Music	0	16	5	21
University Studies	20	41	0	61
TOTAL	20	250	31	301
SCIENCE & TECHNOLOGY				
Agricultural Sciences	18	33	0	51
Biological & Environmental Sciences	0	44	8	52
Human Sciences	12	27	0	39
Industrial Education & Technology	11	41	0	52
Mathematics	0	17	0	17
Nursing & Allied Health	59	40	0	99
Physical Sciences	0	22	0	22
Vocational Education	0	0	9	9
TOTAL	100	224	17	341
UNIVERSITY TOTAL	154	1,021	336	1,511

Source: 1996 reports to Council on Higher Education.

* Note: Specialist in Education degrees included with Master in Education degrees.

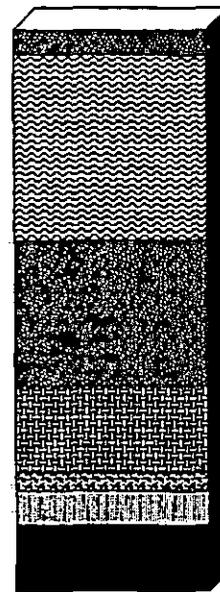
**Fall 1996
Off-Campus Enrollment**

Center	Number of Classes		Unduplicated	
	On-Site	Dist. Ling.	Headcount	FTE
Ashland	28	12	478	125
Big Sandy	48	13	728	223
Licking Valley	30	6	424	117
Pikeville	6	8	196	52
Jackson	4	11	90	24
Whitesburg	5	1	51	13
Mt. Sterling	2	0	39	8
Maysville	11	1	57	15
Salyersville	0	3	6	2
Hi Hat	0	2	12	2
TOTAL	134	57	2,081	581

Source: Office of Graduate and Extended Campus Programs; September 12, 1996.



**Fall 1996 Faculty/Staff
by EEO Category**



Administrative - 44 FT

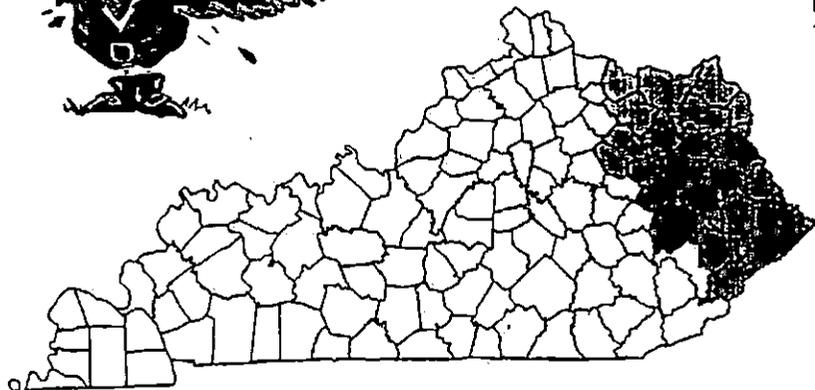
Faculty - 328 FT
101 PT

Professional - 256 FT
68 PT

Clerical - 151 FT
30 PT

Technical - 32 FT/19 PT
Skilled Crafts - 60 FT

Service/Maint - 114 FT
29 PT



38 Other States

33 Foreign Countries

77 Other KY Counties

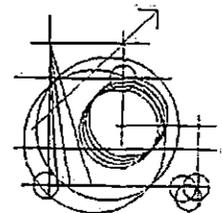
22 County Service Region

902

87

1,415

5,936



Institutional Planning,
Research & Effectiveness

Auditors Awarded SACUBO Scholarships

Two members of Morehead State University's Office of Internal Audits were awarded full scholarships to attend the Southern Association of College and University Business Officers (SACUBO) College Business Management Institute (CBMI). Beverly Hatfield, Director of Internal Audits, and Melissa Hicks, Auditor I, attended the CBMI training on the University of Kentucky campus in August.

SACUBO awards only 12 scholarships annually to promising individuals new to higher education in order to better prepare them for college and university work. Scholarships are awarded based on each individual's potential for growth and institutional need.

Art Students Study With Master Painter

Michael Ousley and Jonathan Wilburn participated in the Walter Gropius Masters Workshop led by internationally known painter Alfred Leslie. The three-day painting workshop was held at the Huntington Museum (West Virginia) studios in September and featured individual instruction, critique, and portfolio review. As outstanding art students, their participation was supported in part by the Caudill Little Fine Arts Endowment.

Board Briefs is compiled by the President's Office and published quarterly. Comments and/or inquiries should be directed to Carol Johnson at (606) 783-2022.

Software Licensing and Copyright Training Provided

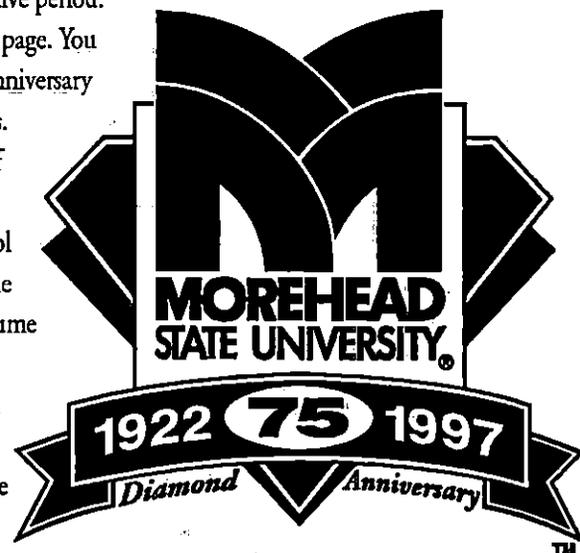
During the fall semester, representatives from the Office of Internal Audits, Information Technology, and the Camden-Carroll Library made software licensing and copyright presentations to faculty groups across campus. The intent of these presentations was to raise awareness about software piracy and copyright compliance as well as to inform faculty about impending legislation that could affect educational fair use privileges of copyrighted materials in an electronic environment.

The presentations will be offered again in the spring semester to interested groups. Copyright information brochures will be made available to all faculty members who have not attended a presentation. Additionally, software piracy brochures will be distributed during a planned campus-wide mailing early next year. Copies of these brochures are included for your information.

75th Anniversary Celebration

"Rich Heritage . . . Bright Future" is the theme as Morehead State University prepares for a year-long celebration of its 75th anniversary as a state institution of higher education. Founders Day 1997, scheduled for April 4, will be the official opening event with activities continuing through Founders Day 1998 on April 3.

A special anniversary logo has been designed for use during the celebration. This logo is already appearing on MSU's web page and will be appearing on stationery, as well as in publications produced for this commemorative period. This logo appears in the ad on the back page. You will want to order several of the 75th Anniversary two-year calendars (1997-1998) for gifts. Additionally, Dr. Don Flatt, professor of history, is writing a complete history of MSU, tracing the evolution of the school from 1887 to its present-day status as the "University of the Mountains." The volume will be published by the Jesse Stuart Foundation with financial support from the MSU Alumni Association, Inc. and MSU Foundation, Inc. The book will be available during the anniversary year.



'Focus' Wins Award

The 1993-94 issue of "Focus," MSU's report on faculty research and creative production, has received an Award of Merit for excellence in publishing from the Council for Advancement and Support of Education in Kentucky (CASE-K). The publication was edited by Mickey Morgan, former director of publications.

Bond Ratings Update

The University's Consolidated Educational Buildings Revenue Bonds (Con-ed) and Housing and Dining System Revenue Bonds (Housing) have been rated for investors by Moody's Investors Service for the past several years. Moody's classification system consisted of the symbols of Aaa, Aa, and A, for high quality bonds, and Baa, Ba, and B for medium quality bonds. Both the "A" and "B" series of ratings are considered investment grade issues.

Moody's had ratings of "A," which designated the lowest of the three levels of high quality issues, assigned to the Con-ed bonds. The Housing bonds carried a rating of "Baa," which designated the highest of three levels of medium quality issues. In November, Moody's announced that it had refined its rating system to give investors a more precise indication of relative debt quality. The refinement consisted of adding the numerical modifiers of 2 and 3 to the rating symbols of Aa, A, Baa, Ba, and B. As a result of that rating modification, the University's Con-ed bonds have been rated "A3" which is the lowest of the series. The Housing bonds have been changed to a rating of "Baa2," which is the mid-point in that series.

The Con-ed bonds for the other regional universities in Kentucky are also rated at "A3." The ratings for the Housing bonds of the other regionals range from "A3" to "Baa2."

Soft Drink Contract Awarded

The University's canned soft drink machines have been self-operated since the early 1980's. The contracts for the purchase of the soft drink products have been awarded through a bid process. The contracts have specified that the vendor supply and maintain all vending machines and provide products for those machines to the University at prices that were fixed for defined periods of time. The University is responsible for stocking the products in the machines and collecting money from the machines.

Since the inception of the self-operated vending program, the contract for product has been awarded to Coca-Cola. The most recent contract expired on October 31, but was extended through the end of the fall semester to provide additional time for the bidding process. In addition, the extension of the contract allowed for changing of machinery during a time when students would be on break and therefore not inconvenienced by interruptions of service.

The bid process was concluded in November. As a result of the bid process, the new contract was awarded to Pepsi-Cola. The new contract is for an initial period of five years beginning on January 1, 1997, and contains provisions for five one-year optional renewals. The contract also contains provisions for the installation of card readers on the new machines. This will allow students, faculty, and staff to deposit money into an account with the University and to access soft drink products by using the magnetic strip on the back of the University identification card.

Under the new contract, marketing programs will be enhanced and some new products will be introduced to campus. The change of the machines will be completed prior to the beginning of the Spring 1997 semester.

New Process for Refund Check Distribution at Extended Campus Centers

A large majority of the University's students receive some type of financial aid. In many cases, the aid received is greater than the tuition and fees that are owed to the University. Students are issued checks for this difference.

If financial aid from a federal source is involved, the procedures that must be followed to distribute a refund check are quite stringent. For some students, financial aid refund checks cannot be distributed until at least 30 days of the semester schedule have elapsed. In addition, students must appear in person and present proper identification to receive a check.

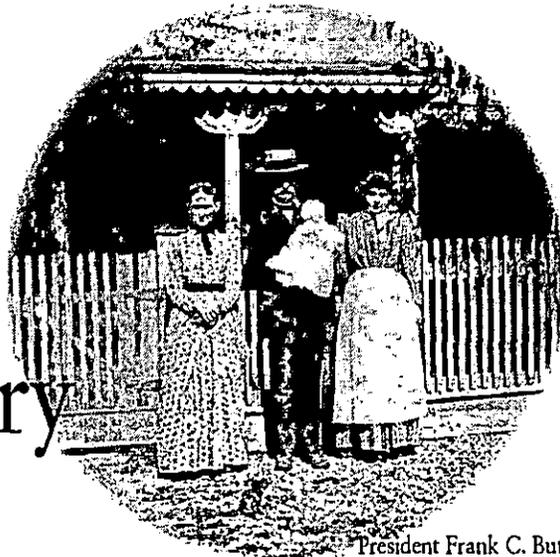
These requirements have presented inconveniences to students at the University's extended campus centers. Those students have had to come to the main campus to receive their refund checks. The scheduled release times for the checks often conflicted with student class or work schedules.

Beginning with the Spring 1997 semester, refund checks for students at extended campus centers may be distributed at the centers, eliminating the requirement for those students to come to the main campus for that purpose. The Office of Accounting and Budgetary Control has developed procedures that will maintain compliance with financial aid regulations. The new compliance procedures will be conducted by personnel in the extended campus centers. This joint effort by Accounting and Budgetary Control, Graduate and Extended Campus Programs, and Financial Aid is expected to be well received by the students.



75th Anniversary

Two-Year Calendar
1997 and 1998



President Frank C. Button
and family

Remember when?

MSU's 75th Anniversary Calendar is a keepsake of memories, historical events and photos, plus special events celebrating 75 years as a public institution of higher learning.

Certainly a collector's item, this two-year calendar is available at the MSU Bookstore, the Kentucky Folk Art Center, Book Haven and Occasions in Morehead and regionally at the following financial institutions:

Rowan County: Citizens Bank, First Federal Savings and Loan, Morehead National Bank, Trans Financial Bank

Bath County: Citizens Bank and Trust Company of Sharpsburg, Farmers Bank of Owingsville, Owingsville Banking Company, and Salt Lick Deposit Bank (Salt Lick and Owingsville)

Carter County: Commercial Bank (Grayson and Olive Hill), Citizens National Bank, First National Bank (Grayson and Olive Hill)

Elliott County: Peoples Bank of Sandy Hook

Fleming County: Farmers Deposit Bank, The Peoples Bank of Fleming County

Greenup County: First and Peoples Bank (Russell)

Lewis County: First National Bank of Lewis County (Vanceburg)

Menifee County: Montgomery and Traders Bank and Trust Company (Frenchburg)

Morgan County: Commercial Bank, Bank of the Mountains

Calendars may also be ordered by mail. Cost is \$10, plus a shipping and handling charge.

Please send me _____ copies of MSU's 75th Anniversary Calendar at \$10 per copy.

Also enclosed is \$2 shipping and handling per calendar.

Amount enclosed: _____ Make checks payable to Morehead State University

Charge my Visa MasterCard:

number _____ expiration date _____ signature _____

Enclose additional shipping addresses if necessary.

Name _____

Address _____

City _____ State _____ Zip _____

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