

2024-2030
COLLEGE OF APPLIED STUDIES



WICHITA STATE
UNIVERSITY

JOURNEY TO 2030 STRATEGIC PLAN



EXPERIENCE IS EVERYTHING



APPLIED TO LIFE, APPLIED TO ME

INTRODUCTION & WELCOME

The College of Applied Studies at Wichita State University prepares highly skilled professionals ready to make a difference in education, counseling, leadership and sport management, exercise science and athletic training. Our innovative Teacher Apprentice Program™ provides a pathway for paraeducators to earn a teaching degree while working in schools across the State of Kansas. Graduate students pursuing a master's in counseling provide free mental health and play therapy services to the community through our WISE Clinic. Graduate students in diverse fields such as Educational Leadership, Educational Psychology, and School Psychology are prepared to have an impact as leaders within their respective fields. Research opportunities in the state-of-the-art Human Performance Lab, alongside internships with top sport and leadership organizations await. The College also is home to Wichita State's Varsity Esports program, engaging over 50 student-athletes and 20 applied learning students in nationally competitive teams.

The College of Applied Studies (CAS) engaged in a strategic planning process during the 2023-24 academic year to develop a cohesive vision, mission statement and shared values, and to identify strategic directions with measurable outcomes and actions. Key stakeholders involved in the co-construction of the strategic plan included faculty, staff, students, campus leaders, education and industry partners, and advisory groups.

Together, we invite you to unite in our efforts and creativity to transform our vision into reality, ensuring the success and growth of our students and our college community.



DR. JENNIFER FRIEND
Dean
College of Applied Studies

Jennifer Friend



DR. BOBBY BERRY
Assistant Dean
Students & Experience

Bobby Berry



DR. HEIDI STINCHCOMB
Associate Dean
Research & Assessment

Heidi Stinchcomb



DR. CLAY STOLDT
Associate Dean
Faculty & Staff Affairs

Clay Stoldt

ABOUT US

BY THE NUMBERS (FALL 2023)

1,597 UNDERGRADUATE
ENROLLMENT

1,084 GRADUATE
ENROLLMENT

20,738 STUDENT
CREDIT HOURS

54% FIRST GENERATION
STUDENTS

61 FULL-TIME FACULTY

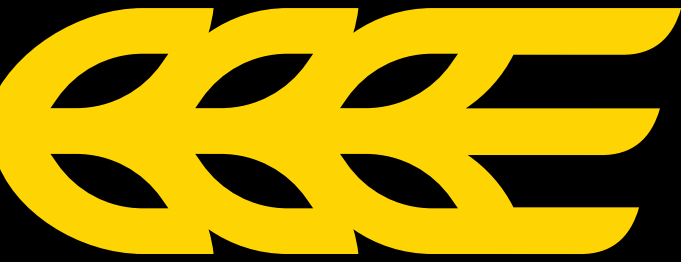
22 STAFF MEMBERS

544 APPLIED LEARNING
PARTNERSHIPS

\$750,000+
ANNUAL SCHOLARSHIP AWARDS



DEPARTMENTS:



1

HUMAN PERFORMANCE STUDIES

2

INTERVENTION SERVICES & LEADERSHIP IN EDUCATION

3

SCHOOL OF EDUCATION

4

SPORT & LEADERSHIP STUDIES

5

TEACHER APPRENTICESHIP PATHWAYS, LITERACY & SPECIAL EDUCATION

+

CAS ADVISING

WSU VARSITY ESPORTS

CENTERS & LABS:

WISE CLINIC COUNSELING & PLAY THERAPY CENTER

CENTER FOR PHYSICAL ACTIVITY & AGING

CORBIN CONNECT

HUMAN PERFORMANCE LAB

KANSAS MENTOR AND INDUCTION CENTER

SMART LAB

CENTER FOR EDUCATIONAL RESEARCH & EVALUATION SERVICES

ATHLETIC TRAINING LAB

OVERVIEW

CAS MISSION

The College of Applied Studies empowers students and professionals with the skills and knowledge needed for success through education, research, innovation, and community engagement to promote local and global change.

WSU MISSION

The mission of Wichita State University is to be an essential EDUCATIONAL, CULTURAL and ECONOMIC DRIVER for Kansas and the greater public good.

CAS VISION

We strive to create a diverse learning community that enriches lives and strengthens communities through active engagement to promote generational success.

WSU VISION

To be one of the nation's premier urban public research universities, known for providing impactful applied learning experiences and driving prosperity for the people and communities we serve.

CAS SHARED VALUES

COLLABORATION

We will encourage collaboration to create opportunities for everyone to contribute to our shared success.

LEADERSHIP

We will prepare leaders empowered with the ability to create a lasting impact on the world they are committed to serving.

INCLUSIVITY

We will intentionally create a community where everyone feels a sense of belonging and nurtures the potential within themselves and in others.

INNOVATION

We will empower people to think beyond the status quo and embrace growth mindsets that push our world forward.

LEARNING

We will demonstrate a commitment to lifelong learning and the relentless pursuit of knowledge that amplifies every individual's potential.

Each year the College of Applied Studies will have a collaborative focus on a shared value of emphasis.

2024-2025: INNOVATION

2025-2026: LEADERSHIP

2026-2027: COLLABORATION

2027-2028: INCLUSIVITY

2028-2029: LEARNING

GOAL 1:

STUDENT CENTEREDNESS

ALIGNMENT WITH WSU GOALS:

Student Centeredness: Promote holistic student success through a supportive learning environment in which all of our students – past, present and future – continually thrive and grow.

The College of Applied Studies will engage each student in high-quality courses and programs that offer innovative and applied learning and leadership experiences that prepare them for success.



DESTINATION OUTCOMES

1. Grow CAS Enrollment to exceed 3,000 students
2. Improve student persistence and degree completion for CAS undergraduate students
3. Engage every CAS undergraduate and graduate student in multiple applied learning opportunities while at WSU

KEY PERFORMANCE INDICATORS

1. Increase CAS degree-seeking enrollment by 14%
2. Increase CAS non-degree seeking enrollment by 14%
3. CAS full-time undergraduate degree-seeking freshmen persistence rate exceeds 80%
4. CAS 6-year graduation rate exceeds 90%
5. 100% of CAS graduates engage in two or more applied learning experiences

ACTIONS

1. Develop programs and resources to connect CAS students with financial assistance available to first-time freshmen, transfer students, and graduate students
2. Enhance marketing and recruitment activities with PK-12 schools, community colleges, and industry, including online undergraduate, graduate, and certificate programs
3. Create a recognized brand for CAS non-degree programming and develop new offerings and partnerships for continuing education / professional learning through market-based tuition, microcredentials / badges, gap year experiences, and licensure programs
4. Enhance instruction and processes to support First Generation and At Promise students, including wraparound supports and data analytics to identify intervention needs and respond early
5. Design four-year degree maps for every CAS major designed to enroll students in program major coursework in the first two semesters
6. Enhance the CAS student experience through increased faculty mentored research, CAS-affiliated student organizations, and CAS programs and events
7. Create and implement a flow chart to demonstrate when instructors, success coach, and advisors need to run reports (e.g. DegreeWorks and risk reports) and follow-up with students to access resources for help with student issues
8. Enhance CAS undergraduate and graduate programs to include multiple requirements of applied learning aligned with career success and durable skills
9. Expand paid applied learning opportunities for CAS students across all programs through industry partnerships and by creating a designated CAS competitive funding pool for students who engage in unpaid applied learning opportunities

GOAL 2:

RESEARCH & SCHOLARSHIP

ALIGNMENT WITH WSU GOALS:

Research & Scholarship: Accelerate the discovery, creation and transfer of new knowledge.

The College of Applied Studies will support faculty research productivity, funding for research, and impact through undergraduate and graduate student research opportunities and the transfer of new knowledge.



DESTINATION OUTCOMES

1. Increase external funding for CAS research, labs, clinics, and centers.
2. Increase CAS scholarly impact and expand doctoral programs.

KEY PERFORMANCE INDICATORS

1. CAS is awarded over \$1 million per year in externally sponsored funding for research, labs, clinics, and centers
2. CAS faculty increase scholarly publications and presentations by 25%
3. CAS expands EdD and PhD programs, increasing the number to 40 EdD and 40 PhD students

ACTIONS

1. Enhance research and grant infrastructure within CAS through personnel, on-going faculty and staff training, and dedicated start-up funds
2. Identify funding opportunities and submit proposals that exceed \$10 million annually
3. Enhance and expand CAS labs, clinics, and centers
4. Enhance support for CAS faculty scholarly productivity through professional development, and through mentoring programs for tenure-track faculty and associate-level faculty
5. Increase departmental and college funding for research travel to support faculty presentations at conferences
6. Design and launch new Ph.D. in Education and Behavioral Studies with differentiated concentration areas that grow doctoral student enrollment
7. Increase number of faculty teaching in doctoral programs and increase graduate assistantships for master's and doctoral students

GOAL 3:

INCLUSIVE EXCELLENCE

ALIGNMENT WITH WSU GOALS:

Campus Culture: Empower students, faculty, staff and the greater Wichita community to create a culture and experience that meets their ever-changing needs.

Inclusive Excellence: Be a campus that reflects and promotes – in all community members – the evolving diversity of society.

The College of Applied Studies will support an inclusive culture for each student, faculty, and staff member to thrive in an environment that embraces diversity and promotes equity.



DESTINATION OUTCOMES

1. Decrease equity gaps in persistence and graduation rates among CAS undergraduate students.
2. Cultivate a culture of inclusive excellence among CAS students, faculty and staff.

KEY PERFORMANCE INDICATORS

1. Decrease equity gaps in first year persistence of full-time undergraduate degree seeking freshmen within CAS departments by 50%
2. Decrease the equity gaps in the six-year graduation rate for CAS undergraduates by 50%
3. 80% or more of CAS students, faculty, and staff agree or strongly agree that a culture of inclusive excellence is prevalent in CAS

ACTIONS

1. Improve outcomes for CAS students identified as underserved (e.g. low-income and first-generation) through the CAS Student Success and Persistence Plan and the CAS Trailblazers program
2. Students who are eligible for financial aid are supported to complete FAFSA and scholarship applications
3. CAS Life Happens Fund supports students experiencing a one-time financial emergency
4. International students are supported with CPT/OPT experiences and opportunities for on-campus jobs
5. Student recruitment efforts include strategic partnerships with diverse high schools and community colleges, along with minority serving institutions
6. Engage in strategic hiring practices to promote CAS faculty and staff demographics reflective of CAS student body
7. Provide on-going professional development opportunities for faculty, staff, and students related to culturally responsive practices and Hispanic-Serving Institution initiatives

GOAL 4:

PARTNERSHIPS & ENGAGEMENT

ALIGNMENT WITH WSU GOALS:

Partnerships & Engagement: Advance industry and community partnerships to provide quality educational opportunities and collaborations to satisfy rapidly evolving community and workforce needs.

The College of Applied Studies will create opportunities for intentional engagement with stakeholders.



DESTINATION OUTCOMES

1. Expand and enhance mutually beneficial industry, community and educational partnerships.
2. CAS brand is connected to increased student enrollment, alumni engagement, and partnership development.

KEY PERFORMANCE INDICATORS

1. Increase the number of formalized partnerships with CAS, including affiliation agreements, 2+2 agreements and MOUs, by 25%
2. CAS centers, clinics and laboratories increase engagement with students and community members by 25%
3. Attain 80% positive CAS brand perception survey scores to demonstrate value and reputation
4. Increase CAS Alumni Average Engagement Score by 10%

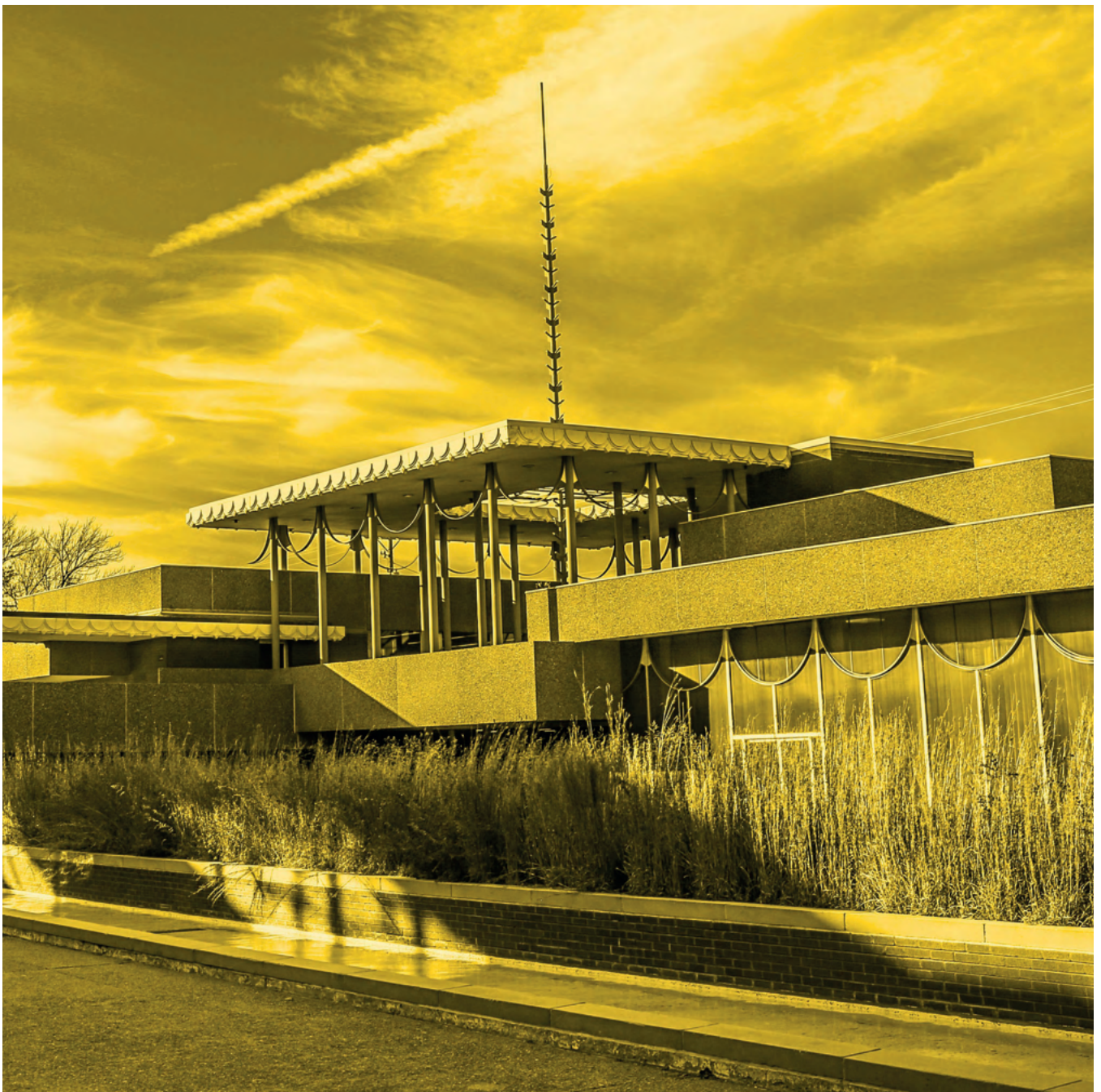
ACTIONS

1. Leverage Esports as a key engagement mechanism with community and educational partners
2. Increase industry / education / non-profit organization partnerships and collaboration between university programs to provide innovative programs, applied learning opportunities, professional development, community services, and externships that meet specified needs within CAS departments
3. Enhance internal and external marketing and communications for CAS
4. Develop a cohesive CAS brand that represents the impact of CAS
5. Create events, mentoring and student engagement opportunities, and communication strategies to engage with alumni in the Wichita and Kansas City metro areas and across Kansas to strengthen community connections, increase enrollment, and generate fundraising revenue

GOAL 5:

COMPREHENSIVE & EXCEPTIONAL RESOURCES

The College of Applied Studies will grow financial and human resources and enhance technology and facilities.



DESTINATION OUTCOMES

1. CAS will achieve operational excellence through effective management of financial, facilities, and human resources

KEY PERFORMANCE INDICATORS

1. 100% of CAS classrooms and labs are modernized and equipped with innovative learning technologies.
2. Faculty and staff success
 - Tenure and promotion 100% successful
 - Annual turnover rates for faculty and staff less than university average
3. Partner with WSU Foundation and Alumni Engagement to increase CAS annual scholarship awards from \$750,000 to \$1 million

ACTIONS

1. Enhance facilities to include simulation labs and bidirectional technologies for hybrid instruction
2. Enhance mentoring and professional development, incentives and recognition to promote high-performance and retention among faculty and staff
3. Grow revenue through individual and industry sponsorships, endowments, scholarships and named awards

S.W.O.T. ANALYSIS

Results from a SWOT analysis completed in Fall 2023 with diverse stakeholder groups included the following themes:

STRENGTHS

- » Leadership and student-centered focus
- » Applied learning and career preparation
- » Industry partnerships and community engagement
- » Innovation and flexibility
- » Academic excellence and student support
- » Responsive to change and growth

WEAKNESSES

- » College / program identity and communicating the value and story of CAS
- » Resource and support challenges
- » Student recruitment and student / alumni engagement
- » Hands-on learning opportunities starting too late
- » Lack of collaboration and connections among departments / programs
- » Faculty workload / salaries affecting retention
- » Shortage of teacher education candidates

OPPORTUNITIES

- » Student engagement and support through paid applied learning and flexible degree and non-degree pathways
- » Partnerships with schools, businesses and industries to create student career pathways
- » Collaborations with underserved communities to create student pipeline programs
- » Leading innovations through emerging technologies such as AI
- » Professional development and program enhancement to address workforce shortages and industry needs
- » Leveraging the unique offerings of CAS, such as the Teacher Apprentice Program™ (TAP™), Organizational Leadership & Learning (OLL), and Esports
- » Advocacy and policy influence
- » Growing hybrid / online programs to accommodate students working full-time jobs

THREATS

- » Defining unique identity of CAS within larger university and higher education landscape
- » Declining high school graduation rates
- » Increasing competition to attract and retain students
- » Faculty and staff turnover and workload
- » Shifting societal attitudes toward education and the teaching profession
- » Perception and marketing challenges
- » Financial pressures and budget cuts

HALL OF FAME

The College of Applied Studies Hall of Fame recognizes individuals or groups of individuals who have made significant positive impact on the college at any point since its founding. This includes the full range of programs that have been associated with the college at various points in its history. The traits and qualities CAS Hall of Fame members possess should be reflective of the college's core values of collaboration, inclusivity, innovation, leadership, and learning.

The following individuals have been named to the CAS Hall of Fame.

CLASS OF 2024

Stacy Chestnut, Chase Curtiss, Credit Union of America, Dr. Christine Downey-Schmidt, Cathy Razook-Ellsworth, Becky Endicott, Susan Rippe, Rex Schott, Dr. Vicki Worrell

CLASS OF 2022

Dr. Marlene Schommer-Aikins, Sue Bair, Amber Carithers, Dr. Leonard Chaffee, Dr. Randy Ellsworth, Dr. Jon Engelhardt, Frank Rokosz, Oliver Troxel, Dr. John Wilson

CLASS OF 2023

Dr. Marcus Ballenger, Dr. Jeri Carroll, Dr. Orpha Duell, Rick Pappas, Dr. Michael Tilford

CLASS OF 2021

Dr. Harry F. Corbin, Dr. Richard Gaskill, Dr. John Hansan, Nick Jimenez and family, Doris and Ralph Klose, Margaret Meek, Dr. Lori Miller, Dr. Jackson Powell, Twyla Sherman, Dr. Leslie Sipple, Dr. Gladys Taggart, Dr. Alicia Thompson

To learn more about the CAS Hall of Fame, including information about how to make a nomination, please visit www.wichita.edu/CASHOF.

CONCLUSION & ACKNOWLEDGEMENTS

The College of Applied Studies Strategic Plan development included participation of diverse stakeholders, including all CAS faculty and staff members throughout the 2023-2024 academic year. We would like to acknowledge Wichita State University President Rick Muma and Executive Vice President and Provost Shirley Lefever for their leadership, along with our strategic planning facilitators: Dr. Chad Higgins, Dr. Tiffinie Irving, and Mr. Bart Swartz.

The following individuals provided valuable contributions, insights, and dedication that were instrumental in shaping the foundation for the future of our college.

CAS LEADERSHIP TEAM

Heidi Bell, Bobby Berry, Vanessa Chenault, Heidi Cornell, Jody Fiorini, Jennifer Friend, Sherena Langley, Rosie Marino, Joseph Mazzara, Aaron Rife, Emily Stevens, Clay Stoldt, Mark Vermillion, Travis Yang

CAS DEAN'S ADVISORY BOARD

Rachel Allen, Piper Ayala, Marcus Ballenger, Heidi Bell, Ed Berger, Bobby Berry, Bonnie Bing, Stacie Clarkson, Heidi Cornell, Christine Downey-Schmidt, Kyle Ellison, Randy Ellsworth, Becky Endicott, Nikki Epley, Jody Fiorini, Jennifer Friend, Gianna Gariglietti, Amaya Harris, Ron Holt, Jay Hull, Jay Keener, Rosie Marino, Jane McHugh, Kym Money, Rae Niles, Ed O'Malley, Howard Pitler, Cathy Razook-Ellsworth, Aaron Rife, Alicia Sanchez, Alyssa Hoffine, Debbie Smith, Clay Stoldt, Alicia Thompson, Rhonda Turner, Mark Vermillion, Linda Weir-Enegren, Patricia Whitney, Amy Williams

CAS STRATEGIC PLANNING TASK FORCE

Gabriela Aguilar, Kristin Brewer, Hannah Christenson, Katie Cramer, Michelle Drumright, Bradley S.E. Dyer, Jr., Kevin Harrison, Amanda Hatfield, Christopher Hearn, Jason Herron, Julisa Khan, Lindsay Luinstra, Sherena Langley, Rae Niles, Justin Pfeifer, Avery Pierce, Mike Ross, Kevin Saal, Emily Stevens, Rachel Valentine, Mark Vermillion, Tonya Witherspoon, Jill Wood, Travis Yang

CAS STUDENT ADVISORY GROUP

Emanuyel Brown, Liam Crawford, Samuel Deveney, Alex Engledow, Grecia Esparza, Amaya Harris, Noha Hindia, Roxanne Holden, Sheri Huguenin, Marissa Jensen, Grace Kelly, Elise Legrand, Luisa Nichols, Tiffany Oleske, Avery Pierce, Ethan Rottinghaus, Hollee Slusser, Samuel Suedbeck, Amy Thimmesch, Shauntelle Thompson, Xavier Westbrook

As we embark on the College of Applied Studies Journey to 2030, we invite all members of our college community to join us in transforming our vision into reality. Here are some key steps you can take to contribute to our goals and keep CAS moving forward:

KEY STEPS

STUDENTS

- » Take advantage of applied learning and research opportunities
- » Offer feedback to faculty, staff and via student surveys
- » Volunteer in support of a college event
- » Share the story of your WSU experience

ALUMNI & SUPPORTERS

- » Financially support scholarships and CAS programs
- » Attend a CAS event (e.g., Corbin Connect Speaker Series, Alumni & Friends Back to School Bash)
- » Offer feedback via alumni surveys and program advisory groups
- » Share paid applied learning opportunities and invite others to engage with us

PARTNERS

- » Increase paid applied learning opportunities for students
- » Share ideas with our faculty about applied research opportunities
- » Offer feedback via partner surveys and advisory groups
- » Attend a CAS event (e.g., Conferences & Featured Speakers, Hall of Fame, WSU Commencement)

FACULTY & STAFF

- » Embrace opportunities to receive student, partner and alumni feedback
- » Collaborate with students and partners on research projects
- » Mentor a student or a colleague
- » Seek external funding for impactful research and initiatives





CONNECT WITH US



@WICHITASTATECAS



316.978-3301



CAS.DEAN@WICHITA.EDU



WICHITA.EDU/CAS



WICHITA STATE
UNIVERSITY

COLLEGE OF APPLIED STUDIES