

Student Affairs and Advancement
ANNUAL REPORT
Executive Summary



Our Mission

We prepare students to create the future, and we make their success our highest priority.



Michigan
Technological
University®

July 1, 2016 - June 30, 2017

LETTER FROM THE VICE PRESIDENT

Iditarod champion Susan Butcher once said, “Personal sacrifices are really the beginning of the end of everything, because you don’t win because you do one thing right or two things right. You win because you do one thousand little things right throughout the year.”

The truth of those words is not limited to sled-dog racing. We all recall amazing sacrifices made by colleagues who have gone above and beyond to help Michigan Tech students. Those all-star efforts blow us away, but by themselves they cannot make the University great.

To succeed over the long haul, you need many people doing the right things day in and day out. The staff of Student Affairs and Advancement exemplify that ethic. What puts them over the top is their daily commitment to work hard, work thoughtfully, and work together. This is a big reason why we have such good news to report.

Many fine universities struggle to maintain enrollment, while Michigan Tech has edged upward slowly and steadily. In fall 2016, 7,268 students were attending the University, the highest number the school has seen since 1983—and they were good students, with an average ACT composite score of 27.2. Female enrollment also rose to a record high, with 1,957 women making up 27 percent of the student body. We also achieved record diversity, with 9 percent of our students hailing from underrepresented groups.

Advancement raised over \$50 million in 2016–17, an astonishing sum for an institution our size. The volleyball team exploded into the win column, making it to the NCAA playoffs two years running, and hockey is once again a force to be reckoned with. A survey by the Dean of Students Office shows that a substantial majority of students credit campus activities for improving their self confidence, leadership abilities, and more.

The synergy within Student Affairs and Advancement drives this success. From Admissions to Alumni Engagement, from Marketing and Communications to Athletics, the people in SAA cooperate to solve problems and take advantage of opportunities. This is possible because SAA has no silos, and the results speak for themselves.

I’m immensely proud of our team, and I invite you to review this Executive Summary of our achievements from last academic year. In particular, I hope you read the comments from some of our graduating seniors. Their love for Michigan Tech shines through and shows why we all strive to do “one thousand little things right throughout the year.”



Les Cook
Vice President, Student Affairs and Advancement



Advancement and Alumni Engagement

- Received a \$25 million planned gift, the largest in University history.
- Raised a total of \$52.4 million, exceeding our goal by 150 percent.
- Hosted our largest Alumni Reunion ever in August 2016, attracting 677 alumni and friends—46 percent more than in 2015.
- Raised \$1.8 million in reunion gifts.
- Hosted 106 events throughout the country, including eight new student send-off events for incoming students and their families.

Enrollment, Marketing, and Communications

- Honored by the Michigan Association of Collegiate Registrars and Admissions Officers, which named the Admissions staff the 2016 Outstanding Professionals Team.
- Recruited the most diverse incoming class in University history, with 9 percent composed of underrepresented populations and nearly 27 percent female. The incoming average ACT composite score was 27.2.
- Enrolled 7,268 in fall 2016, the largest number of students since 1983.
- Achieved record overall female enrollment, with 1,957 women making up 27 percent of the student body.
- Recorded a student-loan default rate of just 2 percent, the second-lowest in the state.
- Launched a new content management system, making it easier for University departments and offices to update their websites.
- Developed a marketing framework for “Michigan Tech’s Innovation Shore,” complete with an industry relations booklet and website that highlights the area’s people and offerings.



If I had to pick the most important thing Michigan Tech has taught me, I'd say "tenacity," the quality of being able to grip onto my dreams and work as hard as possible to make them come true.

—Prakhar Keshari, Software Engineering

Dean of Students

- Executed many successful Tech Traditions, including K-Day, which saw our highest number of registered student organizations (RSOs) participating (181) and attendance of over 3,500 students; the Homecoming Cardboard Boat Races, which had 43 boats; our Homecoming Tailgate, which had a great turnout; and Spring Fling, which saw an increase in participation by RSOs (86).
- Results from the Campus Activities and Student Involvement Survey showed that a significant percentage of undergraduates agreed that campus activities improved their skills in a variety of areas, including communication (87 percent), leadership (80 percent), teamwork (86 percent), and time management (70 percent); and 78 percent of undergraduates agreed that their self-confidence had increased. In addition, the percentage of students who agree their involvement with campus activities has provided them with skills and abilities they will use after college was 72 percent of undergraduates, 77 percent of graduate students, and 92 percent of fraternity and sorority members.
- Brought the Social Justice Lecture Series to campus, including world-renowned speakers who addressed challenging topics and facilitated meaningful discussions. More than 1,200 students, faculty, staff, and community members participated.
- During 2016-17, Counseling Services provided support to 884 students for a combined total of 6,225 appointments with clinical staff. More than 250 student leaders were trained in suicide prevention.
- Implemented student wellness initiatives that provided education and programming in fitness and nutrition, mental health, alcohol and drug use, and sexual health; offered programs such as Bigfoot Glowshoe (snowshoeing at night) and pet therapy.
- Completed two major renovation projects, the lower Daniell Heights and bathrooms in East and West McNair. Renovations will continue in Daniell Heights for two more years.
- With help from a \$21,000 grant, expanded the ExSEL+ program. This program targets students on the autism spectrum, but is open to any student with anxiety and/or difficulty in new situations. ExSEL+ is a collaborative effort between staff in Student Disability Services, the Waino Wahtera Center for Student Success, Housing and Residential Life, and the Teacher Education program.

In high school, I had a teacher tell me I wasn't smart enough to pursue an engineering degree. Michigan Tech never gave up on me, and I never gave up on myself. Now I have a BS in Mechanical Engineering and a full-time job at 3M.

— Madison Duensing, Mechanical Engineering



Athletics and Recreation

- **Hockey**—Won the WCHA for the second year running and, as WCHA Champions, qualified for the NCAA Tournament. Earned home ice, resulting in a sellout for the WCHA Championship game against Bowling Green. Ranked in the Top 20 for the third straight season. Alumnus Tony Esposito was named among the all-time 100 Greatest NHL Players.
- **Volleyball**—Appeared in the GLIAC Tournament for the second straight year.
- **Men's Basketball**—At 81.6 percent, had the best free throw percentage in NCAA Division II.
- **Football**—Won its seventh straight Miner's Cup.
- **Nordic Skiing**—Amanda Kautzer skied for Team USA at the Youth World Championships; five skiers qualified for the NCAA Championships.
- **Soccer**—Competed in the GLIAC Championships; Kirsan Hudak was named GLIAC Goalkeeper of the Year.
- **Track and Field**—Matthew Pahl and Kyle Petermann qualified for the NCAA National Championship.
- Student-athletes earned a 3.22 GPA, compared to 3.01 for the general student population, and 171 received all-academic conference recognition.
- Seven student-athletes were named All-Americans.
- The Outdoor Adventure Program marked its 10th year with the Breakers to Bridge Paddle Festival, which attracted over 80 boats and 130 participants.



There's this indescribable phenomenon that happens at Michigan Tech. As the years progress, campus feels like a family. It's a sense of belonging that I don't believe is found at any other university.

—Cody McGrath, Mechanical Engineering

*We will all encounter challenges and struggles after graduation.
But I know we are prepared to face them, thanks to this
amazing Michigan Tech community.*

—Alissa Kanka, English and Integrated Sciences



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