



Campus Visit Summary Winston Salem State University

Campus Visit Date: May 23, 2007

Brief Overview

Winston-Salem State University is a comprehensive institution offering degree programs at the baccalaureate and master's levels. Its instructional programs are in five academic college/schools and life-long learning. The University offers master's programs in physical therapy, elementary education, occupational therapy, nursing, business administration, computer science, rehabilitation counseling and a master of arts in teaching/middle grades focus. A graduate center provides master's level study in a cooperative, inter-institutional arrangement. Commitment to equality of opportunity and racial integration is exhibited through the active recruitment and enrollment of a greater number of students from differing racial backgrounds.

Winston-Salem (population: 191,000), a medical and financial services city, recognized nationally as a cultural center.

- Total Enrollment Fall 2005: 5,566
- Undergraduate Enrollment Fall 2005: 5,264
 - 84% black, 14% white, 2% other
 - 70% female, 30% male

Campus' definition of its "region"

Located in Winston-Salem, the campus' primary service area is the Piedmont-Triad region, which includes the counties of Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, and Yadkin.

Current responses to regional and statewide needs

The campus highlighted the following programs and initiatives as representative of its efforts to meet regional and state wide needs:

- K-12 Education – the campus plans to
 - increase the number of education graduates (from 107 to 195)
 - improve licensure passage rate by creating tutorials for Praxis I exam;
 - Chancellor's SciTech program designed to increase number of K-12 STEM teachers and number of African-American students in STEM fields (SciTech program is a 2 week summer program that serves 30 high school students)

- Health –
 - *Minority Health* – School of Health Sciences focuses academic programs on health disparities among minority, Hispanic, and aging populations; faculty conducts research on minority health disparities.
 - *Nursing Shortage* – the campus plans to increase enrollment and graduation of nursing students (graduated 200 students last year); has developed a “fast track” nursing degree program where student earns degree in 13 months (graduated 35 students under this program last year); WSSU nursing graduates have 90% licensure rate
 - *Journal of Best Practices in Health Professions Diversity* – scholarly journal through which faculty research can be disseminated to broader audience

- Motorsports Management – academic degree program offering concentrations in operations and marketing/event planning in the motorsports industry (only HBCU in the country with these degree programs); program connects student with racing teams in North Carolina.

- Center for Excellence in Financial Services –
 - Provides seminars and counseling on personal financial management,
 - Offers educational programs for students to become Certified Financial Planners
 - Special focus on financial issues for retirees – recently launched *Journal of Retirement Economics*

- Center for Economic Analysis – conducts analysis on economic indicators, forecasts, economic impact studies, and legislative white papers on issues impacting the region (currently studying impact of Mexican immigrant population).

- Center for Entrepreneurship – new center designed to provide research and educational programs in entrepreneurship, especially focused on urban, minority, and economically disadvantaged populations; will also stimulate innovative and entrepreneurial programs among faculty (*note: because this is a new program, its impact cannot yet be assessed*).

- Center for Community Safety – interdisciplinary public-service, research, and training center focusing on community safety issues; student interns and graduate assistants serve in regional criminal justice and community programs; program is partnering with the Center for Youth, Family, and Community Partnerships at UNC-G.

- Department of Life Sciences – regional DNA lab will begin assisting NC State Bureau of Investigation in conducting DNA testing in criminal cases, students in forensic sciences programs gain actual research and analysis experience.

- Center for Design Innovation – inter-institutional collaboration with NC School of the Arts and Forsyth Tech Community College, the research center will provide lab and studio space for high-tech design studies – including motion, data visualization, multimodal interfaces, photography and videography, 3D modeling and animation, and sensing technology connected to health and life sciences studies.

Methods of identifying and incorporating regional and statewide needs into academic mission

- Regional Vision Plan committee – engaged in analysis of regional needs and survey of businesses and residents to assess needs; resulted in development of 4 focus areas for the campus – health science, teaching, financial services, and technology.
- Previous Chancellor interacted strongly with Winston-Salem community and developed planning process to receive and incorporate input from business leaders

Teaching Innovations (soft skills development, experiential learning, etc.)

- *WSSU takes a hands on approach to experiential learning –*
 - Criminal justice and forensics students utilize state of the art lab equipment seen in local and state government facilities
 - The Center for Entrepreneurship provides a dynamic opportunity for Winston-Salem State University to examine its programs with both internal and external focus and refine its role as a regional institution with a unique legacy and social service focus.
 - Accomplish this mission by encouraging and supporting aspiring entrepreneurs to become successful, ethical, and socially conscientious business leaders. Entrepreneurship is now being infused to most academic programs across the campus.

Enrollment growth – General

- WSSU has shown dramatic enrollment increases over the last ten years.
- Total undergraduate enrollment in Fall 2006 was 5,329 (in 1997 it was fewer than 3,000).
 - FTE 4,699; PTE 630
 - 992 Freshmen
 - Mean SAT Combined 892
 - Total transfers 376
- There were 321 total graduate students.
 - FTE 178; PTE 143

Enrollment growth – Special Populations

- *Hispanic Enrollment* – WSSU has intentions to aggressively recruit and implement retention programs for Hispanic students
 - 96% of Hispanic young adults in North Carolina are not currently enrolled in college.
 - 3,100 young Hispanics in NC are going to college; 75,000 are not.
 - North Carolina has the lowest college going rate for young Hispanics in the nation. **SOURCE:** Population Reference Bureau Analysis of 2003-American Community Survey
- Intervention in the middle school and high school to keep students in school and improve their preparation for college work
- Focus on the transition from high school to college with programs such as test-taking preparation, remedial courses, summer courses, tutoring, and college trips
- Focus on keeping students in college until they graduate
- *African-American males* – In an effort to recruit more African-American males to campus, WSSU intends to profile and highlight success stories of graduates to young men in their region.
 - Local media outlets have recently highlighted more student success stories from campus

Faculty Issues

- Campus notes significant shortage in office space for faculty due to strong growth in faculty numbers in recent years.
- Space utilization will be an area of focus, which includes utilization of open spaces.

External Communications

- The campus estimates its impact on the community of approx. \$200 million, including 1539 additional jobs in Forsyth County.

Barriers and Challenges facing the campus,

- Educating future teachers – the campus noted difficulty in education majors graduating and passing the Praxis I exam for entrance to teacher education programs
- Efforts are made to provide Praxis I tutorial sessions for students seeking admission to P-12 teacher education programs.
- Increased enrollment growth – raises concerns about faculty recruitment and professional development, sufficient staff for student services, sufficient staff for faculty and administration, and increasing class size that may negatively impact the culture of the campus.

- Fall 2006 enrollment: 5,650
- 2017 projected enrollment: 10,014
- Improving retention and graduation rates:
 - Retention rate: 73%
 - 4-yr Graduation rate: 18.1%
 - 6-yr Graduation rate: 44.1%
- Improving facility utilization rate:
 - Total classroom and lab occupancy rate (3-yr avg.): 19.4%
 - Total station usage rate (3-yr avg.): 11.9%
- Expanding nursing program – two major challenges in expanding the campus’ nursing program to address critical shortage of nurses is the lack of clinical sites for nursing students and the need for programs to help nurse practitioners hired as faculty transition to the academic environment.

Opportunities

- *Improving efficient utilization of facilities* – the campus is implementing Resource 25, and automated centralizes course/class scheduling tool to better account for use of classroom and lab space
- *Increasing supply of nursing educators* – the campus is considering a doctoral level nursing program (in 2010) to help address the shortage in nursing faculty; the campus would need expanded lab resources for research activities that would attract high-level nursing PhD students.
- *Pharmaceutical sciences* – campus wishes to explore development of a pharmaceutical sciences program.
- *Forensics Laboratories Partnership (public/private)*
 - The departments of Life Sciences, Computer Sciences, Chemistry, Clinical Laboratory Sciences, and Physical Therapy have recognized that partnerships with the public and private sectors are the one way to ensure a core laboratory's continued technological competency with limited resources.
 - It will enable the forensics laboratory to share costs and acquire expertise, while helping to ensure that their scientists stay abreast of the most recent technological innovations.
 - Four basic technologies will constitute forensic sciences in this effort – computer forensics, human DNA and biomarker analysis, bioanalytical quantification of drug substances, and confocal microscopy.
- *Despite challenges, WSSU is well-prepared to respond to regional needs.*
 - Core competence in health sciences

- Poised to offer first motorsports management degree program while delivering diversity to the industry
 - Emerging competencies in forensic and pharmaceutical sciences
 - Rural and urban models of entrepreneurship
 - Inter-institutional model for design innovation limited only by imagination
 - WSSU can leverage its HBCU heritage to address specific regional needs.
 - Addressing minority health disparities
 - Redefining community “quality of life”
 - Welcoming an increasingly diverse and aging student population
- *Collaborative efforts between the School of Education and Human Performance, College of Arts and Sciences, WS/FC Schools, and the Forsyth Community College have been established to improve the recruitment and retention of teachers. The plan includes*
 - Early identification of middle and high school prospects
 - Enhanced university commitment to recruitment efforts
 - Summer bridge preparation for Praxis I exam
 - Identification of Teacher Recruitment Coordinator
 - Focus recruitment on potential math/science and undecided majors to seek teacher license
 - Increased recruitment of lateral entry teachers to enter the Master of Arts in Teaching with emphasis on Middle Grades licensure.