



**BALL STATE
UNIVERSITY**

WE FLY

2020 ANNUAL REPORT



Dear Friend:

We have seen great success over the past two years at Ball State University. And, like other higher education institutions, we have addressed unprecedented challenges.

In Fall 2019, we celebrated record-breaking enrollment, which included our largest, most academically qualified, and most diverse freshman class in our University's history, and we enjoyed the record-breaking One Ball State Day 24-hour fundraising campaign. As we adapt to evolving circumstances, I am inspired by our students, our faculty and staff, and our alumni and friends.

The trials we face have brought out the best in Cardinals. The members of the Ball State community remain dedicated to our vital mission: to empower our students to have fulfilling careers and meaningful lives, and to enhance the vitality of the communities that we serve.

Our enduring values sustain us. Those values, represented by Beneficence, have guided our University through two World Wars, the Great Depression, and many other challenges. Our abiding commitment to these values will lead us to a bright future. In this report, you will find just a few more examples of how "We Fly" at Ball State—with grit, creativity, and dedication.

Geoffrey S. Mearns
President



**We are guided by
these enduring values:**

- Excellence
- Innovation
- Courage
- Integrity
- Inclusiveness
- Social Responsibility
- Gratitude

TABLE OF CONTENTS

- Enrollment 2
- Student Success 6
- Serving Our Neighbors 10
- Inclusiveness 12
- Strategic Plan 14
- Ball State Mission 16

At Ball State, students find their passion and purpose.

We were Indiana's first four-year public university to adopt a test-optional policy, removing an unwarranted barrier for some bright, ambitious students. In Fall 2019, we saw the results, when we broke enrollment records and welcomed our largest, most academically qualified, and most diverse freshman class in our history.

Last Spring and Summer, we actively engaged returning and future students through innovative, creative strategies. More importantly, we prepared our incoming Cardinals for a successful start to their academic careers.

By choosing Ball State, students begin a lifelong quest for knowledge and greater understanding.

Our 2019 Freshmen


4,034


Largest class in
Ball State history

3.53 

Median high school
grade point average

 **76.4%**

Earned an academic
honors diploma

23% 

Under-represented
minorities





Quick Stats

22,541
Fall 2019
record-breaking
enrollment



69%
Growth in
online programs
over 5 years



Our faculty and students are learning partners from day one.

Prestigious scholarships that our students earn reflect this special partnership. Awards include:

- NCAA Postgraduate Scholarship
- Benjamin A. Gilman International Scholarship
- Goldwater Scholarship
- Fulbright U.S. Student Awards

In Spring 2020, that student-faculty partnership moved from in-person classes to virtual platforms. We deliver a meaningful experience virtually, because of our sustained investment in online and distance education.


Although our on-campus classes this Fall are different from a typical year, we are providing the high-quality education our students need, expect, and deserve. Our students will continue to receive the personal attention they value from professors who are both excellent teachers and scholars.

Top 100 
Public universities
U.S. News & World Report

No. 1 
in Indiana
U.S. News & World Report's
2020 "Top Performers on Social Mobility"

 **20.5**

Percentage point increase in four-year, on-time undergraduate degree completion within a decade

52% 
Increase in graduate degrees since 2016



**Mentored by our
talented faculty,
our students
learn to ...**



implement social media marketing strategies for businesses and communities in the region through the Center for Advancement of Digital Marketing and Analytics (CADMA)



become exceptional, socially responsible technology leaders through our Center for Information and Communication Sciences (CICS), named "Outstanding Program of the Year" by the Information and Telecommunications Education and Research Association (ITERA)



prepare for careers in the classroom by working at a summer camp to help under-resourced children retain academic skills



design rooms and furniture for children with special needs



apply advanced clinical skills to treat addictions and manage nonprofits within a rural context, through our master of social work program—the only advanced generalist MSW in Indiana

**At Ball State,
we serve
our neighbors
near and far.**

Immersive learning embodies that concept. A team of students led by a faculty mentor craft a solution for a community partner. Our students are dedicated to finishing their projects, even when they must do so remotely.

Several immersive learning experiences took place within Muncie Community Schools (MCS) or at agencies that serve its students. On July 1, 2020, we celebrated two years of the nation's first partnership between a public university and public school system. We have much to be proud of in what our partnership has already accomplished, including more than \$4 million in philanthropic support, a small army of volunteers, and the first Community Engagement Council. In June 2020, the Joint MCS-Ball State Academic Innovation Council finalized a long-term plan to transform MCS into a model of cradle-to-career education.

**In immersive learning,
our students ...**



help people who have trouble swallowing
get nourishment

126 Immersive learning
projects in one year



develop digital design solutions for
exhibitions, farmers markets, and more



tell the story of a historic Muncie church
and its impact on the community



manage a boutique housing for medical students



Based in Ball State CAP: INDY, the Center for Civic Design provides design, planning, and visioning support to community organizations and civic leaders in the Indianapolis area, throughout the state, and occasionally overseas.



**Ball State students help
Muncie children learn...**

science, math, dance, and
construction management

Inclusiveness— a commitment to respect and embrace equity

Inclusiveness—a commitment to respect and embrace equity, inclusion, and diversity in people, ideas, and opinions—is one of Ball State’s enduring values. And inclusive excellence is critical to fulfilling our mission and our strategic plan.

In January 2020, we launched our first Inclusive Excellence Plan to build upon past progress and become an even more inclusive campus community. The plan’s goals include improving the diversity of our employees, enhancing support for our diverse students, and developing a campus climate and culture where all community members experience a sense of belonging and engagement.

The Ball State community strives for freedom, liberty, and equality for all people. Our students, our faculty and staff, and our friends and neighbors have demonstrated courage, a passion for justice, and an unwavering commitment to peaceful but profound change. We are united in this vital cause.



Ball State supported a peaceful campus-community march for civil rights—one of the largest in Muncie’s history.



Consecutive years
Ball State has received
a Higher Education
Excellence in Diversity
(HEED) Award from
INSIGHT Into Diversity



23% Under-represented
minorities in 2019
freshman class, the most diverse in
Ball State history



Our faculty...

encourage women and under-represented minorities
to enter STEM fields



teach future journalists to fairly and
accurately represent cultural identities



create a new course on Understanding
Race and Becoming an Antiracist



Our new, 10,000-square-foot, \$4 million Multicultural
Center will serve students in the heart of campus,
close to where students live and study.

Destination 2040:

Our Flight Path

Guided by Ball State's enduring values, our ambitious strategic plan, Destination 2040: Our Flight Path, builds on a historic legacy of success and impact, and it enables us to fulfill our mission. We will enhance undergraduate excellence and innovation, graduate education and lifetime learning, community engagement and impact, scholarship and societal impact, and institutional and inclusive excellence.

Thanks to our fiscal prudence, support from the State of Indiana, and philanthropic gifts, we will continue to invest in our campus and our community, while maintaining our commitment to sustainability. We aim to reduce our carbon emissions to approximately one-third of what they were in 2007.

We are grateful to our alumni and friends, who demonstrate how Cardinals help Cardinals, especially during challenging times. For two years in a row, annual donor commitments exceeded \$30 million—the first time in our more than 100-year history.

As you have seen elsewhere in this report and on these pages, we have accomplished much in the plan's early stages. But the best is yet to come.

 **\$22.5M**
External grants
in one year



Faculty who have
earned external
funding ...

examine perceptions of Islam and religious identity



explore how cardiorespiratory fitness
can prevent and treat chronic disease



investigate how adult learners gain knowledge

 **\$400M**
New construction and
renovation between
2017 and 2023



The future of health care is in the 165,000-square-foot Health Professions Building, opened in 2019. Faculty and clinicians prepare our students to work collaboratively in interprofessional teams.



A new dining hall and a new residence hall refine the residential neighborhood on the north side of our campus.



When the 208,000-square-foot Foundational Sciences Building is completed in the Summer of 2021, it will provide modern teaching and research spaces in chemistry and biology.



The new East Mall will improve connections between our campus and the Muncie community.



Ball State's

Mission

We engage students in educational, research, and creative endeavors that empower our graduates to have fulfilling careers and meaningful lives enriched by lifelong learning and service, while we enhance the economic, environmental, and social vitality of our community, our state, and our world.

One Ball State Day 2020 built on the success of our inaugural event the previous year. In 24 hours, our University received more than \$534,000 in support from more than 4,300 donors—a record-breaking campaign.



BALL STATE UNIVERSITY

Office of the President

Muncie, Indiana 47306-0005

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The information presented here, correct at the time of publication, is subject to change.

Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community. Ball State wants its programs and services to be accessible to all people. For information about access and accommodations, please call the Office of Disability Services at 765-285-5293; go through Relay Indiana for deaf or hard-of-hearing individuals (relayindiana.com or 877-446-8772); or visit bsu.edu/disabilityservices. 959040-20 mc

