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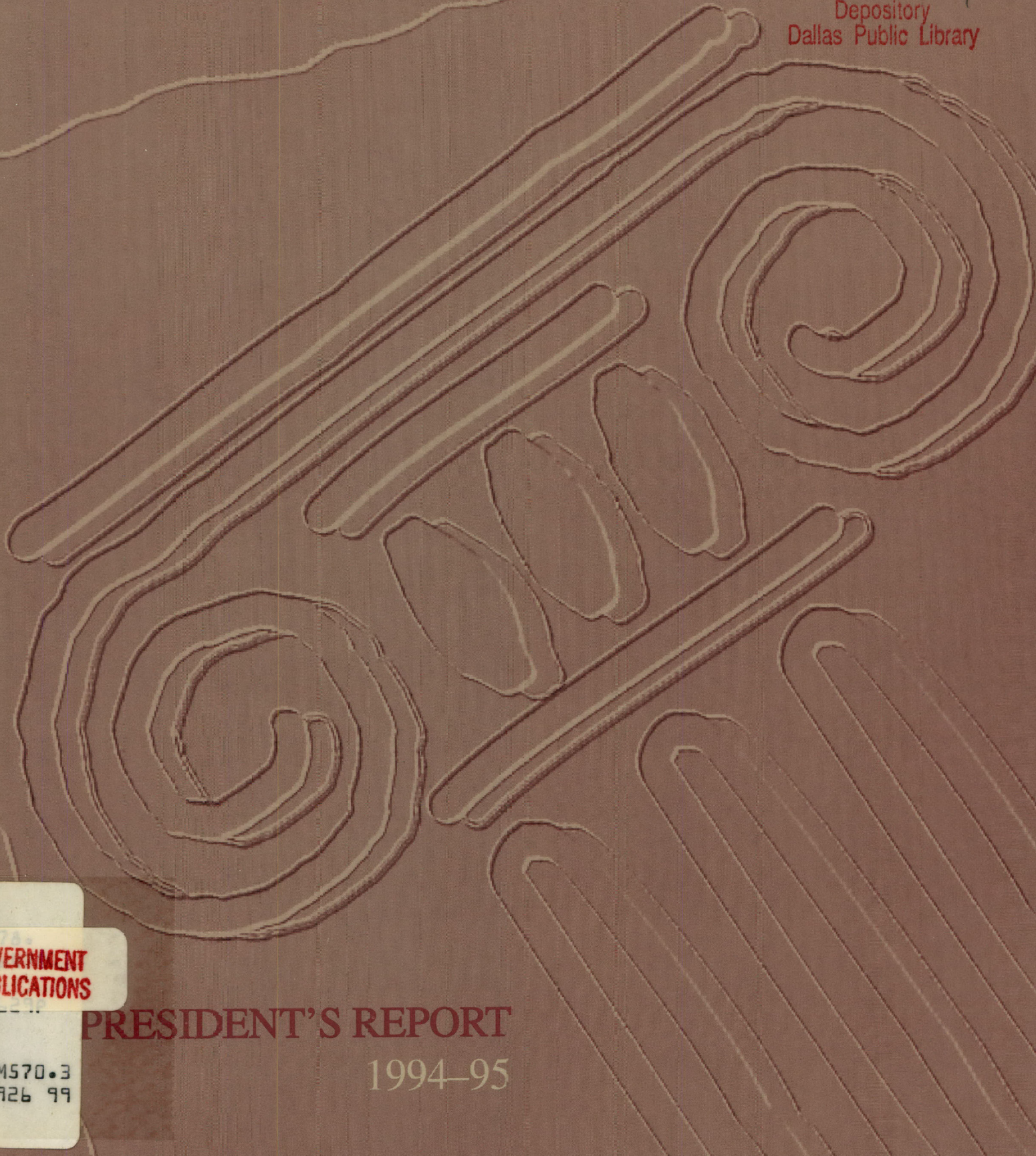
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PRESIDENT'S REPORT
1994-95

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*An inspiring faculty.
A supportive staff.
An accessible administration.
A judicious Board of Regents.
An enthusiastic student body.
An involved community.*

These are the elements that make a great university. We could not educate the quality of students we do without each one. This report is dedicated to our students who reflect the quality and caring of the people who support this university. At a time when enrollment was projected to decline, we have continued to increase our number of students -- the result of an enhanced recruiting and retention effort.

In the future students will benefit from a project which includes a \$4.5 million renovation of the Clark Student Center scheduled to begin in the fall of 1996. Also a major space reallocation and modernization of the Bolin Science Hall will make this building one of the most modern undergraduate science facilities in the state.

Students are our purpose. In every area we are dedicated to educating graduates who will be prepared to succeed in society and their chosen profession.

*Louis J. Rodriguez
President*

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The Hardin Administration Building is a campus landmark. The carillon in the tower houses 35 bronze bells imported from Holland in 1952. Concerts are held throughout the summer months for the community's enjoyment.

MSU faculty are members of many professional organizations and actively support the Texas Association of College Teachers (TACT). This year's chapter president, Barbara DeBois, assistant professor of dental hygiene, received a Certificate of Achievement when the MSU chapter of TACT was named Outstanding Chapter in the state.

Dr. Tom Hoffman, professor of English, served as the Northeast Regional Vice President of TACT. The area was named Outstanding Region in the state.



The success of a student depends on a number of factors. Midwestern State University's faculty serves as the foundation of its educational process. More than 95 percent of all classes, including freshman classes, are taught by professors rather than graduate students. Interaction with these professors is one of the benefits of limiting most classes to fewer than 30 students. Additional responsibilities of the teaching staff which bring recognition to MSU include research, publications and community involvement. These

efforts are rewarded by such honors as the Hardin Professor, the highest distinction bestowed to one faculty member each year.

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Jen'nan Ghazal was this year's student government president. A sociology major with a 3.98 grade point average, Jen'nan was recognized as one of the country's top students by USA Today. Only 60 of 1,398 applicants were named to the "All USA College Academic Team." In 1994 she was appointed by Governor Ann Richards to serve on the board of directors of the Texas Guaranteed Student Loan Corporation. She has received many other honors including Hardin Scholar and MSU's Woman of the Year.



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Dr. Lillian Waring, Director of the Health Science Division, gives the MSU Board of Regents a tour of the new Bea Wood Computer Lab. The lab will provide long distance learning through hypermedia tutorials and textbooks via the Internet for the Master's of Science in Nursing and the Master's of Science in Radiologic Technology programs. The capabilities of utilizing hypermedia tutorials, textbooks and computer-assisted instruction will also be an added benefit in the graduate and undergraduate programs at MSU by supplementing the lecture/lab portions of health science courses. The students in the Division of Health Sciences will also be able to use the Internet for research. Because of the vastness of the Internet, other materials and services become available everyday.

The university relies on the hard work of a dedicated staff to maintain its level of efficiency. Several activities are planned each year to acknowledge their outstanding service. The President's Classified Staff Award is presented to one employee each year who demonstrates outstanding performance of his assigned duties in support of the mission of the university. Other programs include educational incentives and staff service pinnings.



Student organizations spread school spirit across campus by tying maroon and gold ribbons on poles and trees during homecoming week. Other student activities during the week included an all-campus picnic, "wear your school colors" day and a torchlight parade leading to the bonfire.



Each year nominations are accepted for the President's Classified Staff Award. A campus-wide committee makes the final recommendation to the president who, in turn, makes the presentation during the annual staff dinner. This year two of the nominees were considered so "top-notch" that both were named recipients of the award. Sherri Helms, accounting assistant, and Ray Crow, programmer/analyst, each received a \$250 check, an MSU watch, an engraved plaque and lots of congratulations.



Dr. Gerald Stockton was inducted into the NAIA Hall of Fame this spring. He retired from coaching last year after spending 24 years as head coach for the men's basketball team. With a 493-328 win-loss record for MSU, he guided the Indians to eight NAIA National Basketball Tournament appearances. He was named the NAIA District 8 "Coach of the Year" seven times, Southwest Region "Coach of the Year" once and NAIA National "Coach of the Year" in 1993. "I don't think any coach goes into his career and plans ahead that they are going to be a hall of famer when they are done. It just doesn't enter your mind. Then you get done and, of course, you feel so great because people have recognized that your career was worth something," Stockton said.

Students at Midwestern benefit from a learning environment that offers excellent academic programs, opportunities to develop leadership skills, a safe setting in which to learn and support from friends and family. Of the nine divisions on campus, the highest concentration of majors is in the areas of health sciences, business and education. Most programs at MSU governed by an accrediting body have been approved. Most recently, the social work program was accredited this spring by the Council on Social Work Education.

Students are offered opportunities to develop their leadership skills from the time they enter MSU. Each fall, 10 incoming freshmen are recognized for their leadership abilities. These students, named President's

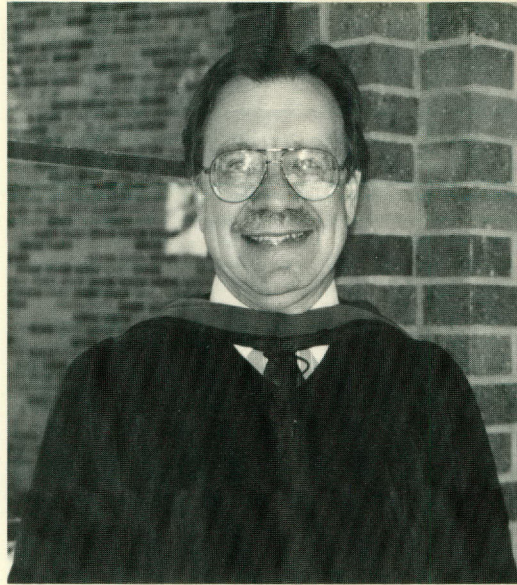


At commencement nine graduating seniors, one from each academic division, are named President's Medal for Excellence Winners. These students are recognized for having the highest grade point average of any graduating student in their division. Linda Gaye Axe, a nontraditional student from the Division of Political Science, finished with a perfect grade point average of 4.0.

Part of the mass communications criteria is a television directing class. Each week the President's Report, an interview show, is taped for future airing on the local cable station. The mass communication students also produce a weekly newscast, Campus Watch, which won "Best of Show" at the Texas Intercollegiate Press Association Competition. They were also awarded the "TIPA Television Sweepstakes." These were the two highest honors given at the competition which was attended by students from 72 universities. In all, MSU broadcast students received 14 awards in nine categories.



Leadership Scholars, are encouraged to participate in activities on campus, to increase their understanding of the university structure and to promote leadership on the MSU campus. One organization in which they strive to acquire membership is the Student Ambassadors. This group of 60 students supports the university in various activities and also works in the community to help shape a strong relationship between the university and area citizens. Other students volunteer more than 10,000 hours each year through social sorority and fraternity activities. Ninety campus organizations encourage mental, physical and spiritual growth, and participation in these clubs helps



The Hardin Professor is the highest distinction a faculty member can receive at Midwestern State University. Established in 1962, the honor is bestowed at commencement each spring to the faculty member whose teaching and research have brought distinction to the faculty member and the university. It carries a stipend of \$3,500. This year's honoree was Dr. Michael Land, West Foundation University Professor of Education. Dr. Land came to MSU in 1989. In addition to his teaching responsibilities, Land serves on several university committees and maintains the West Technology Laboratory which houses 40 computers. He is also a consultant to the Wichita Falls Independent School District on technology in the classroom.



Two freshman orientation sessions are held in July. Parents who attend Spirit Days are treated to tours of the president's home and the Arthur Beyer Greenhouse where they receive plant clippings to take home.

students perform better academically. MSU athletes show a higher rate of graduation than nonathletic students. Over the past 10 years, five of the Hardin Scholars have been from the athletic department. High academic achievement is rewarded by memberships in national honor societies such as Alpha Chi. During the past few years, the MSU chapter has been recognized by the national organization as the outstanding chapter in the nation.

As students graduate, the results of their educational experiences provide the tools necessary to secure jobs in their chosen fields. December 1994 graduates who took the American Registry of Radiologic Technologist examination had a 92 percent pass rate compared to a national average of



One of the most active organizations on campus is Student Ambassadors. The group of approximately 60 students was organized in 1983 to help visitors locate buildings or seek information. Today these prestigious members represent MSU in a wide range of activities both on campus and in the community. Thanks to the Shanor Foundation, these hard-working students receive a scholarship each semester.

This year, TEAM ARROW, MSU's cycling team, captured the South Central Collegiate Conference Championship. The club sport started with six members in 1989 and now claims 17 cyclists. The program is funded by the Student Allocations Committee plus local sponsors and fund raising events. As a result of a donation by the Wichita Falls Streams and Valleys Association, a dorm is available which houses seven of the cyclists. MSU is one of two colleges nationwide to offer cycling scholarships.



85 percent.

Since 1971,

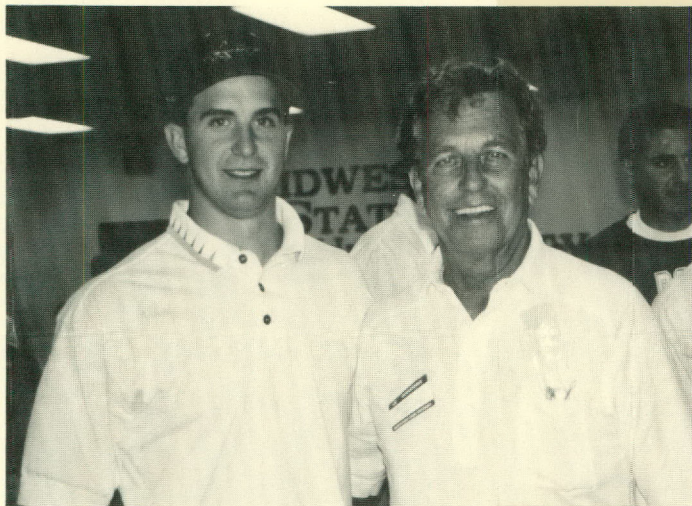
MSU gradu-

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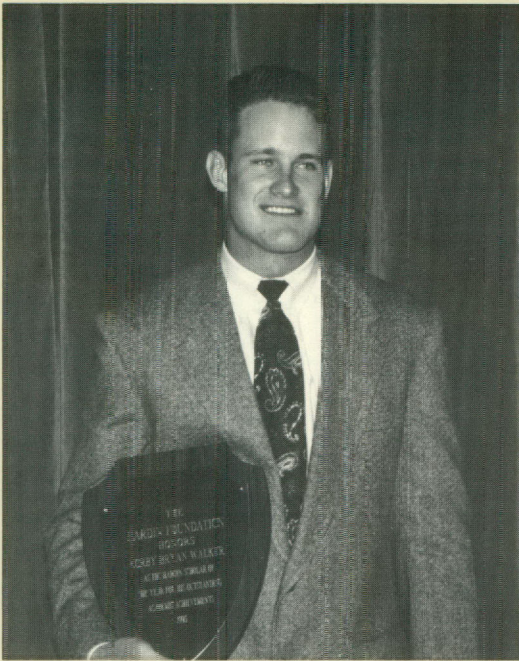
received a 90

percent average pass rate on their first attempt on the National Council Licensure Examination for Registered Nurses. Of the music education graduates during the past 10 years, 90 percent are currently teaching full-time. The dental hygiene graduates have received a 100 percent pass rate on the National Board Dental Hygiene Examination for the seventh consecutive year.

Ex-students are a source of pride and support for the university. At the Homecoming Brunch, one alum is the recipient of the Arthur F. Beyer Distinguished Alumnus Award,



Homecoming brings together old friends as well as new acquaintances. This year Scott Brewer (left), a senior football player from Plano, was introduced to Jack Barry, class of '50. Barry scored the first touchdown on MSU's first football team.



Corby Walker is one example of how academics and athletics mix well. Corby was the 1994 recipient of the Hardin Scholar Award, the university's highest honor awarded each year to the individual considered to be the top student. This is the fifth time in 10 years that a student associated with the athletics program has been named a Hardin Scholar. Corby was also named MSU Man of the Year. Majoring in accounting with a 3.95 grade point average, Corby plays starting linebacker on the MSU football team. He has been named an NAIA Division II All-America Scholar Athlete twice and was selected to the GTE Academic All-America Second Team. He was also one of six students in the nation to receive the top award in the Delta Mu Delta national competition for scholarships.

and each academic division honors one of its successful alumni.

Ex-students participate in college day/night programs statewide.

These expanded recruiting efforts have contributed to increased enrollments every fall since 1991.

The future of MSU holds several changes. A Bachelor of Science Respiratory Care degree has been approved for fall 1995, making it the seventh program available through the health sciences division. Construction and renovation projects amounting to more than \$12 million will modernize several areas of campus. Women's soccer will be added to the athletic program in the fall of 1995 as MSU continues its provisional membership in the Lone Star Conference and NCAA II. Com-

The Kiowa Kooks is an organization of Wichita Falls alumni that provides catering services. Known for their cookouts of steaks, hamburgers and fish, these representatives of MSU are sought after by many groups in the community.



They Stayed Close and Went Far



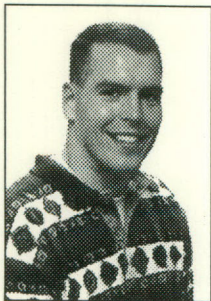
Dr. Joe Dean
Physician
WFHS
class of '64
MSU, class of '68



Delphina Martinez
Former principal
of Huey Elementary
WFHS, class of '47
MSU, class of '50



Pam Cope
Asst. Professor, MSU
Hirschi High School
class of '82
MSU, class of '86



John Fritsch
UT Medical School
S.H. Rider High School
class of '90
MSU, class of '94



Darlene Mahler Collier
Sales Manager, KAUZ-TV
Iowa Park High School,
class of '78
MSU, class of '83



Andre Davis
Asst. Director, Head Start
Burkburnett High School,
class of '88
MSU, class of '92

A successful future can start right here at home—at Midwestern State University. Our outstanding programs rival those of much larger universities.

Ask any of these graduates. They'll tell you there's no need to go far to get far. MSU is a top university, here to help you reach the top, too.



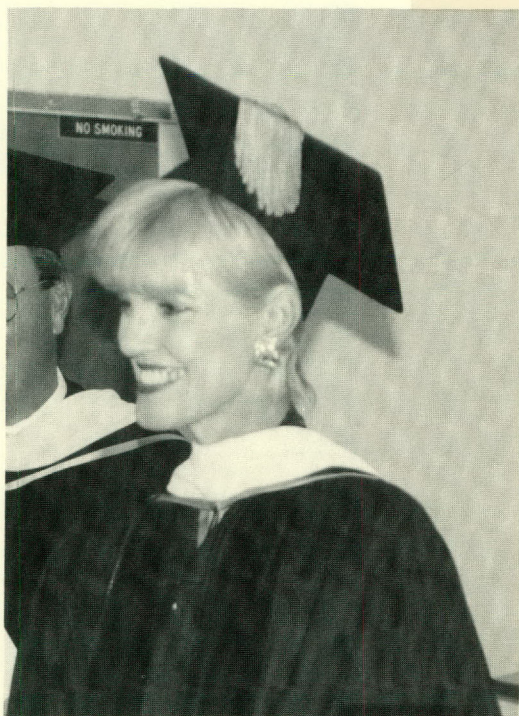
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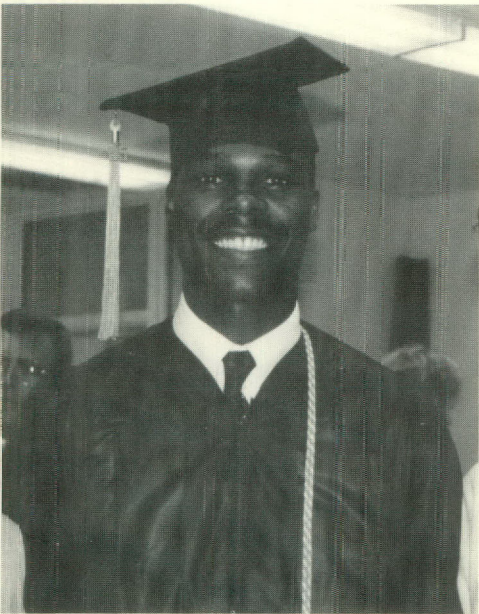
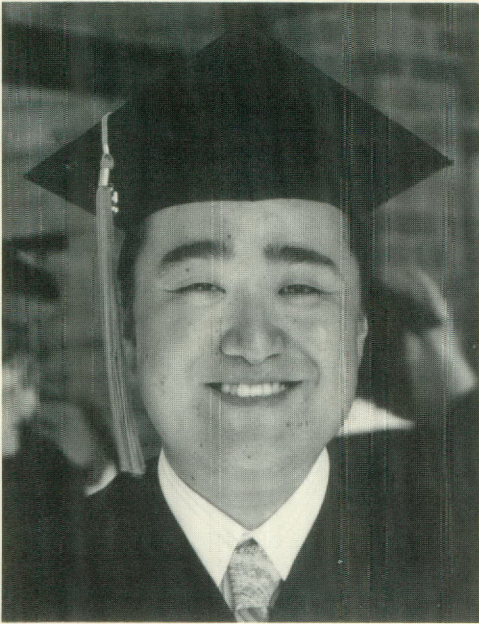
Locally, a recruiting effort has been made to high school students who are looking for a college or university. In this year's ad campaign several alumni were spotlighted who attended high school in the area, received their education from MSU and have gone on to secure successful careers.

petition for championships in these two organizations will be available beginning in the fall of 1997.

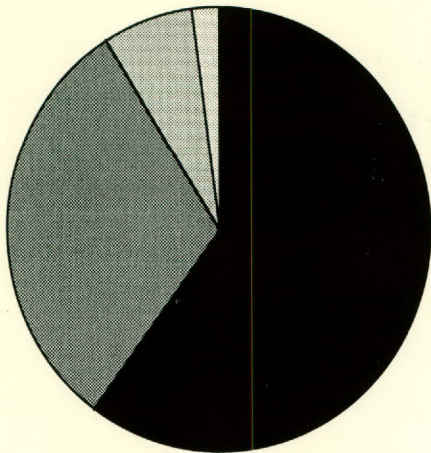
Midwestern has been fortunate to grow in size and academic merit while meeting the educational and economic needs of society. The contributions of its academic and extracurricular programs, plus a community supportive of its efforts provide the opportunity for continued growth.



Donna Arp Lotter was honored as the 1994 Arthur F. Beyer Distinguished Alumnus of the Year at homecoming festivities last October. She graduated in 1975 with a Bachelor of Science in Education and received her Master of Science in Education from MSU in 1979. Since 1984, Donna has served as president of Arp Lotter Investments, Inc., an investment and holding company that specializes in funding and acquiring service companies throughout the Southwest. In May, Donna returned to MSU to speak at the university's commencement ceremonies.

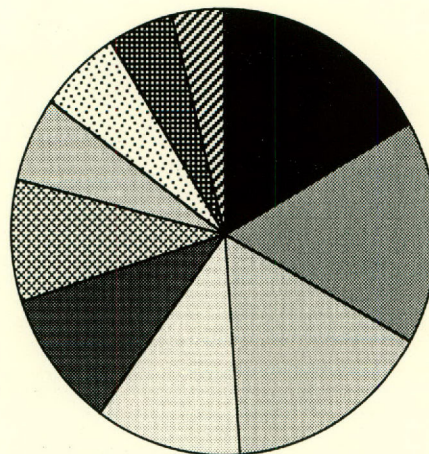


Represented by 45 states and 42 foreign countries, MSU students bring a cultural diversity to the learning environment. It is this combination of experiences which prepares students for leadership positions in a changing world.



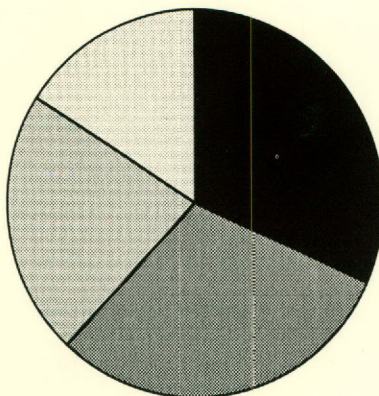
- Wichita County
- Other TX Counties
- Out-Of-State
- International

Enrollment by Residence



- Health Sciences
- Business
- Education
- Political Science
- Undecided
- Sciences
- Math Science
- Social/Behavior Sciences
- Fine Arts
- Humanities

Enrollment by Academic Division



- Traditional Female
- Traditional Male
- Non-Traditional Female
- Non-Traditional Male

Traditional : any undergraduate student 24 years of age or younger
Non-Traditional: any undergraduate student 25 years of age or older

Enrollment by Gender

1994 - 95 MIDWESTERN STATE UNIVERSITY

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