Dear Friend:

As Ball State University celebrates the close of one century and strategically plans for the start of another, I feel profound optimism and gratitude.

In just 14 months, our University has accomplished a lot for us to be proud of:

- We continue to provide the excellent, innovative education that propels our students to become leaders in their professions and communities.
- Reflecting on our proud past and anticipating a bright future, we are celebrating our Centennial.
- With input from all stakeholders, we created *Destination 2040: Our Flight Path*, which sets a course through 2040 with a mission that is consistent with our enduring values.
- We launched a new marketing campaign to tell our story with the passion and pride that it deserves.
- In a historic moment, we embraced an opportunity to change the trajectory of Muncie Community Schools.

We’ve got a great story to tell, thanks to the dedication of our students, faculty and staff, alumni, and friends. In this report are just a few examples of how “We Fly” at Ball State University.

Geoffrey S. Mearns

President
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.

—Ball State University Mission Statement
Ball State University was founded in 1918 through the beneficence and tenacity of the Ball brothers, who gave back to the community that gave them so much. The Ball family believed in the transformative power of education for students and the community. For 100 years, Ball State has had an unwavering belief in an education rooted in creativity, values, and intellectual curiosity. As we celebrate our Centennial, we remember how Ball State has served Muncie and the state of Indiana. What began as a teachers college has grown into a world-class University with highly respected programs in education, architecture, business, communications, fine arts, sciences and humanities, and the health professions. Our values—excellence, integrity, social responsibility, respect, gratitude, innovation, and courage—guide us today and will endure as we enter a bright future.
ENROLLMENT

Ball State’s enrollment remains strong. Our 2017 and 2018 freshman classes are our most academically qualified and diverse in our history. In 2018, 24/7 Wall Street listed Ball State among “Colleges Where Applications Are on the Rise.” In an analysis of 600 institutions, Ball State was No. 34, with applications up almost 73 percent in five years. We will continue these positive trends. Starting with the Fall 2019 incoming class, submitting standardized test scores is optional for undergraduate admissions. This new policy removes an unwarranted barrier for many bright, ambitious students. And we are graduating more students on time. Our four-year graduation rates have increased to 53.6 percent—more than 24 percentage points since 2006.
ACADEMIC EXCELLENCE

At Ball State, we provide our students with exceptional opportunities that lead to remarkable achievements in and out of the classroom.

In immersive learning courses, faculty-mentored student teams work with community partners to meet actual needs. Our students help children with special needs improve social skills through the performing arts. They build shelters for extreme environments. And overseas, they provide coverage of the Winter Olympics.

Our students need and deserve facilities that will support a 21st century education. This Fall, we will complete construction on our new Health Professions Building. In 2021, we will open our new Foundational Sciences Building.

Ball State has initiated programs to meet critical needs in Indiana and the nation. Starting in Fall 2019, Master of Social Work students will receive advanced clinical and management training to serve in hospitals, community mental health centers, and other facilities. To increase computer literacy in pre-K-12 students, Ball State is creating a new undergraduate degree in computer science education.

Ball State’s quality education is attracting national recognition. Schools Within the Context of Community, an immersive learning experience and community partnership, won the prestigious 2018 C. Peter Magrath Community Engagement Scholarship Award from the Association of Public and Land-grant Universities. In this year’s U.S. News & World Report rankings, we ranked among the top 100 public universities in the country.
COMMUNITY ENGAGEMENT

Ball State has an institutional self-interest and a moral obligation to serve our neighbors and repay the community that has sustained us for 100 years.

With the theme of “Better Together,” three community forums in Fall 2017 led to an expanded and enhanced partnership between Ball State and Muncie. Outcomes of those forums include the annual Community Arts Expo and the first Community Campus Experience, introducing Muncie residents to our University and its resources.

The best illustration of “Better Together” is Ball State’s new partnership with Muncie Community Schools (“MCS”). In Spring 2018, we became the first public university to lead a community-wide effort to provide local K-12 students with the excellent education all children deserve. Our new partnership has already made an impact, including more than $3 million in philanthropic support and a renewed sense of hope for Muncie.

Ball State has a proud history of supporting the United Way. During United Way’s 2018 Day of Action, a small army of more than 600 volunteers from our University donated 1,013 hours to assist with community service projects. Throughout Indiana, each stop on Ball State’s Centennial Celebration Roadshow includes working with local United Ways on projects to improve childhood literacy.

As Ball State and Muncie move forward, we will build on these efforts and become a model for communities to thrive.
Inclusiveness is a core value of Ball State. In the Beneficence Pledge, members of the Ball State community promise “to value the intrinsic worth of every member of the community.” We live the Beneficence Pledge because it is the right thing to do, and it is vital to our ultimate goal: to prepare students for fulfilling careers and meaningful lives.

An example of that commitment is the Board of Trustees’ decision in May 2018 to approve the design of a new $4 million Multicultural Center at the heart of campus, where it belongs. The new, 10,500-square-foot facility will provide services closer to where students live and study, and it will feature amenities designed to assist and support all students and to promote diversity and inclusion.

*INSIGHT into Diversity*, the oldest and largest diversity-focused publication in higher education, recognized Ball State’s commitment to inclusiveness with a Higher Education Excellence in Diversity (HEED) Award in 2018, the third year in a row. This honor recognizes exemplary initiatives focusing on all aspects of diversity and inclusion, including gender, race, ethnicity, veterans, people with disabilities, and members of the LGBTQ community.
Guided by our enduring values, Ball State’s new strategic plan sets a course for our bright future with a mission that is consistent with our proud past. In *Destination 2040: Our Flight Path*, we have five long-term goals for 2040. For each of these goals, this plan includes strategic imperatives to be implemented by 2024.

First, despite some predictions that traditional colleges and universities will become obsolete, we believe that an on-campus, educational experience will continue to be highly valued by undergraduate students and prospective employers.

Second, while higher education may begin with an undergraduate experience, we will expand our reach and impact by serving adults throughout their lifetime educational journey.

Third, as we build on our “Better Together” initiatives here in Muncie, we will become an international model for leading community partnerships that revitalize and sustain our city and our region.

Fourth, we will recognize and reward three distinct forms of scholarship. The first secures external funding to support the scholarship of discovery. The second has a positive impact on our community in ways that can be replicated across the country and around the world. And the third enhances the learning experience in our classrooms and in our laboratories.

Fifth, and finally, we will extend our commitment to institutional and inclusive excellence across all dimensions of our work.

With this strategic framework in place, we are entrusting and empowering each division, college, and unit to complete the planning process and develop the specific tactics to refine and implement those strategies.
DESTINATION 2040
OUR FLIGHT PATH
The 2019-24 Strategic Plan for Ball State University
WE FLY
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. 694078-18 mc