“Making the world a better place”
Among the top 25 of 207 majors
“Making the world a better place”
Among the top 25 of 207 majors

Foods and Nutrition
“Making the world a better place”
Among the top 25 of 207 majors
“Making the world a better place”

Among the top 25 of 207 majors

Child Development
“Making the world a better place”
Among the top 25 of 207 majors

Early Childhood Education
“Making the world a better place”
Among the top 25 of 207 majors

Elementary Education
“Making the world a better place”
Among the top 25 of 207 majors

Special Education
“Making the world a better place”
Among the top 25 of 207 majors

Child and Family Studies
“Making the world a better place”
Among the top 25 of 207 majors
“Making the world a better place”
Among the top 25 of 207 majors
“Making the world a better place”
Among the top 25 of 207 majors
“Making the world a better place”
Among the top 25 of 207 majors

Exercise Science
“Making the world a better place”
Among the top 25 of 207 majors
Unique majors

- Community College Leadership Program
- Financial Counseling and Planning
- Early Childhood Education
- Apparel, Merchandising, and Design
- Hospitality Management
- Event Management
- Culinary Food Science, Food Science, Dietetics
Strategic priorities

1. Attract, support and retain outstanding students
2. Attract, support and retain outstanding faculty and staff
3. Address 21\textsuperscript{st} century challenges
4. Improve quality of life in Iowa, the nation, the world
Priority 1: Attract, support and retain outstanding students
Attracting students - % enrollment increase

- H Sci: 52% (6.04% increase)
- ISU: 35% (4.49% increase)
Attracting students - U.S. minority enrollment

Since Fall 2005:

- Graduate: 52%
- Undergraduate: 148%
Attracting students

Distance education credits

- 41% in 4 years

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Attracting students - High-performing scholars
Priority 2:
Attract, support and retain outstanding faculty and staff
Attract outstanding faculty and staff

Hiring Human Scientists
Attract outstanding faculty and staff
Auriel Willette – Food Science and Human Nutrition

- High-tech imaging
- Metabolic dysfunctions – link to brain and cognitive functions
- Linked little-known protein with Alzheimer’s disease
Attract outstanding faculty and staff

Birdie Shirtcliff – Human Development and Family Studies

- Impact of child’s early environment, stress on development, quality of life
- Quick biomarker tests
Attract outstanding faculty and staff

Guowen Song – Apparel, Events and Hospitality Mgmt.

- Clothing that prevents injuries
- Precise method for measuring heat and flame transfer
- New fabrics and body fit
Attract outstanding students, faculty and staff

Improving facilities

- Enhancing the academic environment
Attract outstanding students, faculty and staff

Improving facilities

$5.7 million renovation of MacKay Hall

- Auditorium
- Welcome center
- South entrance
- High-tech classroom
- Nutrition labs
Attract outstanding students, faculty and staff

Improving facilities

$5.4 million renovation of north Lagomarcino Hall, School of Education’s home

- Ribbon cutting, April 24
Attract outstanding students, faculty and staff

Improving facilities

$6.2 million renovation of Forker Building, Kinesiology’s home

- Enrollment up 81% since Fall 2007
- Begins Summer 2015
Priority 3: Address 21st century challenges
Address 21st century challenges

Fundraising

Annual contributions, YTD

- Secured: $8.8 Million
- Goal: $6.0 Million

146% of goal for this year

Moving Students Forward

- Secured: $11.9 Million
- Goal: $10.0 Million

119% of goal for 2012-2017
Address 21st century challenges
Fundraising: Endowed Dean’s Chair

Funding
- Dean’s Faculty Fellows
- Scholarships for 60 students in unpaid internships/student teaching
Address 21st century challenges

Sponsored funding

Tricia Neppl
- $1.9 million from National Institute on Aging
- Emotional and genetic evolution of aging couples’ behavior
- Genetics by environment – impact on health
- Longitudinal study of 550 Iowans
- Spans 4 decades and 3 generations
Address 21st century challenges

Sponsored funding

Greg Welk

- $2.9 million from USDA
- Prevent childhood obesity
- Partner with 20 schools
- Builds on effective SWITCH® program, developed at Iowa State
  - Exercise ↑
  - Screen time ↓
  - Fruits, vegetables ↑
Address 21st century challenges

Sponsored funding

Joanne Olson

- $4.5 million, National Science Foundation
- Enhance STEM teacher preparation
- DSM schools, Center for Biorenewable Chemicals, College of Engineering
Priority 4: Improve quality of life in Iowa, the nation, the world
Improve quality of life
Rising Stars Internships

- 6 undergraduate interns in Human Sciences, Design
- Extension and Outreach
- Identify problems with local food systems and develop solutions
  - Farmers’ market/WIC
  - Community garden blueprint
  - Recipe book
  - Garden-on-wheels
Discuss capitalization
Curtis, Cathy [HS AD], 7/11/2014
Improve quality of life
ISU 4U Promise: Katherine Richardson Bruna

- Pathway to college
- Overcoming social, cultural, economic obstacles
- Partners: ISU, DSM schools, community, families
- “Students bring great value to Iowa State”
Improve quality of life

Research: D. C. Lee

- Running just five to 10 minutes a day can significantly reduce risk of death from all causes.
Improve quality of life
Research: Ken Prusa

- Sensory Evaluation Lab
- Every Hy-Vee bakery item, and other products
- Test against gold standard in each category to optimize quality
College of Human Sciences
Expanding Human Potential. Improving People’s Lives.

President’s Council, April 10, 2015