

President's Update January 2011



The Christmas holidays are behind us, winter is upon us; the campus is again animated as a new semester begins. This also commences my last semester as president of Creighton. It is my intention to keep these updates meaty and focused so you all know what is happening across the campus. These last months of transition will be a time of engagement and action not inertia and stasis. There is much to do. This update contains lots of information that will allow you to better tell the Creighton story.

PROGRAM PRIORITIZATION PROCESS

Since early November, the Steering Committee for the Strategic Program Prioritization process has reviewed the documentation created this past summer and fall for over 800 programs. I applaud their dedication and determination these past two-and a-half months to complete such an important undertaking for the University within the timeframe expected. The Steering Committee will be closing out their work on January 17th with the delivery of their report to me. I intend to carefully study the Steering Committee's recommendations and will consider advice and counsel from a variety of constituents before making final decisions. I expect to complete the process by early March.

ADMISSIONS

Undergraduate applications continue to come in at record pace. Completed applications and acceptances are also running well ahead of last year. We are looking forward to welcoming yet another highly qualified and diverse class in the Fall of 2011. We welcomed 20+ new undergraduate students at the beginning of this semester. Applications across the graduate and professional programs are also keeping pace with enrollment targets.

DENTAL DEAN SEARCH

The search for a new Dean of the School of Dentistry is into its final phases, with 5 candidates scheduled for on-campus interviews in January. The University's timeline calls for the selection of a new Dean within the next two months, with the selected candidate assuming the Dean's position by the summer of 2011.

CAMPUS SAFETY ASSESSMENT

Recent events in the Omaha area and even near our campus neighborhoods remind all of us that we must be aware of our surroundings. I wish I could say that Creighton is immune from violent and criminal acts, but what campus, neighborhood or community is today? Please be mindful of your personal safety as we start the new semester in wintery weather conditions and shortened daylight hours.

Campus safety is a high priority and I am always tuned into concerns from students, faculty, staff and others about safety related issues. To that end, I am sponsoring a campus safety assessment that will be conducted by an independent organization. I view this as a healthy examination of our Public Safety services and the various security measures and practices we have in place across the campus. The assessment will be completed during the spring semester.



TECHNOLOGY

Lecture Capture

Many good things are happening utilizing technology to help support our students. This past semester we launched our lecture capture system, BlueCast, in various classrooms around campus and I am very pleased with the results thus far.

- Over 125 courses utilized the system
- Over 2200 students logged in to review course material
- 1.2 million minutes (20,000 hours) of course material got watched/ reviewed
- The majority of the students using the system believed that lecture capture helped them do better in courses

These types of technologies that help students succeed in their academic careers are good for our campus. I encourage more departments and courses to make use of our lecture capture system as yet another tool in the teaching and learning process. If you are interested using the BlueCast system please email: aet@creighton.edu

Electronic Health Records

As many of you know, we have diligently worked over the past year to begin the implementation of our electronic health record system. We have successfully launched our system in all of our Family Medicine Clinics and have started to plan for implementation in our specialty areas. To date, the implementation has gone well and I am pleased with how our Creighton physicians are adapting to this new approach to patient care. I want to thank all of the women and men working on this project, as it is an important step for our clinical practice.

iPad Project

This past semester numerous faculty, representing all of the various schools, have been very engaged exploring ideas about how an iPad can be used in the teaching and learning process. I am very pleased to see this kind of collaboration happening as the project community members are very active contributing knowledge and supporting one another. I am excited to see this team of faculty engaged in dialogue around the use of technology in the teaching and learning process. You can follow the conversation and learn what is happening from the project's website <http://wpmu.creighton.edu/ipad/>.



FINANCE AND BUDGET

Although the overall economy is showing signs of improvement, the outlook for higher education remains challenged. Significant improvement, specifically on University expense structures, is required to achieve a balanced budget for 2011-2012. I am confident that by working together on initiatives such as program prioritization, the Xerox printing project and a fresh look at how we budget, we will achieve major contributions. It is my expectation that we will achieve this target.

In addition, to ensure that Creighton remains vibrant and strong over the long term, we will need to think differently about how we do our work. Process improvements, including simplification, more

standardization and leveraging of technology, can enable and enhance Creighton's continued academic excellence. Increased collaboration and cooperation across departments and our ability to be open-minded and adaptable will be invaluable to our success. This will be one focus of my last Founders' Day Convocation.

STUDENT SERVICES

Our **retention** and residence life is the best of the last three years. We have, as of January 7th, 2011, 33 fewer vacancies than 2010 and 49 fewer vacancies than 2008. Of the 37 freshmen and sophomores who departed at the end of the fall semester, seven were for financial reasons, six indicated Creighton did not offer their desired major, five indicated they had received an athletic scholarship elsewhere, and five indicated a desire for a more active campus life.

There has been significant updating in Gallagher Hall with new wall coverings and new sinks in all student rooms.

The Freshman Leadership Program was recognized by the Midwest Affiliate of College and University Residence Halls as the national "Of the Month" winner for their community service program – the annual Thanksgiving benefit dinner for Precious Memories Day Care. They raised over \$4,000. Their efforts were highlighted in the *Omaha World Herald* on New Year's Eve.

As the second semester begins there is increased activity by our Greek Community. I suspect there is not a lot of awareness of what the sororities/fraternities do to further the life of the campus, so I will take this opportunity to highlight a few of their achievements.

- From the Student Activities side of the campus, the Panhellenic Council received a \$1,000 grant to "develop confidence-building programs and awareness initiatives for women on campus". The Panhellenic Council plans to focus efforts on a week entitled "Just the Way You Are." It is designed to help women stand up to media stereotypes, encourage them to say, "No" to peer pressure and risky behaviors, and promote self esteem among Creighton's sorority women and others.
- Sorority recruitment is January 12-17, with fraternity recruitment running from January 16-28. The Spring Involvement Fair will be February 2nd in the Skutt Student Center Ballroom. There are over 1,000 Greeks in the Creighton student community.
- The all-Greek QPA is 3.36 and Athletics is 3.33, both of which are higher than the all-Creighton undergraduate QPA. Last year the Greek community donated over \$110,000 to charitable causes and performed over 22,000 hours of service.
- Fifty-eight percent of Greeks serve as Summer Preview guides, Welcome Week leaders, Decurions and Beadles. Sixty-five percent of students who led the freshman and encounter retreats are Greek while 57% of the students involved in the Anna Tyler Waite Leadership Program are Greek.

On January 13th the **Career Center** hosted a session for alumni looking for employment entitled, "Secrets to a Successful Job Search." This was not only a live event for local Omaha/Council Bluffs area alums, but also included a live virtual component for alumni throughout the world.

On January 11th, the *Center for Service and Justice*, the *Office of Multicultural Affairs*, the *Leadership Conference*, and *Nebraska Appleseed* were to hold the first “Unity Rally for Human Rights” in Lincoln. Inclement weather postponed this event until later in the month. The event will allow students to learn more about current legislation in Nebraska; over 70 Creighton students will participate with college students from UNL, UNK, the College of St. Mary, Bellevue University, and several other Nebraska schools.

ATHLETICS

The Creighton student athletes achieved an **all-time high** this past semester with a cumulative grade point of 3.34. All teams but one were above the 3.0 level. The team missing the 3.0 had a cumulative grade point of 2.85. Creighton University, as a result of our athletic teams’ performance, has been recognized this past year as the academic leader in the Missouri Valley Conference. This is the sixth time in seven years that Creighton was the dominant academic powerhouse in the Missouri Valley Conference....and we win as well!

UNIVERSITY MINISTRY

Creighton’s China Connection: The Online Retreat on Creighton’s Online Ministries’ web site is now in seven languages. Last year this adaptation of the Spiritual Exercises of St. Ignatius was translated into Chinese. The diocese of Shanghai, the largest on mainland China, published Creighton’s retreat in a monthly magazine, over 9 months. Last month, Andy Alexander, S.J. and Maureen Waldron attended a Symposium on Ignatian Spirituality in Hong Kong, on the occasion of the 400th anniversary of the death of Matteo Ricci, S.J., and the first Jesuit to introduce Christianity into China. They distributed 200 copies of the retreat in Chinese on CD at the conference. There were 100 people there from the unofficial church on the mainland. After the conference, Andy and Maureen visited with Archbishop Jin, the 94 year old Jesuit *Bishop of Shanghai*. They were warmly greeted by the bishop who is deeply grateful for this assistance from Creighton for his work of **evangelization in China**. He assured Andy and Maureen of his intention to publish our retreat in Chinese this year throughout China. They discussed how the recent General Congregation of the Society of Jesus named Higher Education, promoting the Spiritual Exercises, and service for China as three of the Society’s main priorities. We at Creighton are grateful for this special relationship with the Church in China and our ability to promote the Exercises in China, as few others are able to do.

HEALTH SCIENCES

Creighton Medical Associates (CMA) continues to restructure its clinical operations to improve both quality and service. Service Line Directors (SLD) are now assisting with the management of clinical delivery in Medicine, Surgery, and Anesthesia. Candidates for the remaining SLD positions in Primary Care and Cardiology are currently being evaluated.

Unfortunately, due to the economic downturn, patient volumes are down significantly in healthcare operations throughout the country. Omaha is no exception. CMA volumes are off from the 2010 volume. However, through significant restructuring of clinical operations, nearly two million dollars in savings have been identified to partially offset the clinical losses.

The CMA call center is expanding to cover an increasing number of clinics, and the implementation of the Electronic Health Record (EHR) is complete at all Family Medicine Clinics, and ready for rollout at

General Internal Medicine sites. Key service expansions include Orthopedic Surgery, where CMA's capacity has doubled. In addition, Primary Care capacity has been added at Dundee, Old Market, and Twin Creek sites.

Expansion of the School of Medicine to **St. Joseph Hospital in Phoenix** is progressing on schedule. Forty-two students from the current M-1 class have been identified to finish their 3rd and 4th years in Phoenix. The University has met with the leadership of the University of Arizona and a strong supportive relationship is developing between Creighton and the U of A that will significantly assist with the development of our Phoenix program.

Preparations for the **medical school's reaccreditation** visit by the **Liaison Council on Medical Education** (LCME) are progressing, with the eventual site visit occurring in the fall of 2011. In the schools of **Nursing** and **Pharmacy and Health Professions, successful reaccreditation visits have already occurred in 2010**, with both schools receiving specific commendation for the quality of their programs.

All four Health Science schools continue the Creighton tradition of producing clinically skilled practitioners steeped in the principles of Jesuit values. With the pressures of the current economic downturn and the uncertainties of the U.S. healthcare system, the Health Science schools will continue to train the practitioners who will make a difference—both for their patients and society.

UNIVERSITY RELATIONS

Creighton University's Economic Impact on the Community

Creighton University commissioned Ernie Goss, Ph. D., the University's MacAllister Chair and Professor of Economics to update the university economic impact study. This very interesting report has been shared with several civic organizations including the Chamber of Commerce, Rotary, and others. The information reflects the many ways that Creighton contributes to its community, state and beyond. Below are a few highlights from the study. The full report is posted at <http://www.creighton.edu/communityrelations/economicimpactreport/index.php>.

- Creighton is a major business enterprise in Nebraska. During 2009-2010, Creighton University's economic impact to the state was **\$787.5 million**.
- During 2009-2010, our operating budget totaled approximately \$400 million and the University generated \$38.2 million in state and local taxes. Our 7,600 students spend some **\$106 million in the state** on products and services ranging from rent and food to clothing.
- The University's job force of 3,395 makes it one of the 25 largest private employers in the state and one of the 13 largest Omaha employers. It is estimated that Creighton spending also supports another 4,536 full-time equivalent jobs in Nebraska.
- Creighton students, faculty and staff are involved in more than 800 service programs locally, regionally, nationally and internationally last year, contributing more than 295,000 hours to the needy.

New Community Health Programming

To promote Creighton's focus on providing health education for the community, Creighton Medical Associates has initiated a community education program called *Creighton For Your Health*. Each month, free community health educational programs will be offered to the public on selected health topics. These programs are an opportunity to showcase new and established Creighton physicians and selected service lines and to attract new patients to our physicians and clinics. To find out more and to view a calendar, visit www.creighton.edu/foryourhealth/

Development News

Overall fundraising income is running 5% ahead of last year at this time at \$10.87 million, as indicated by gifts processed through January 6, 2011.

Blue White and You, the faculty and staff annual giving campaign, is in full swing. The continued generosity of our Creighton family sends a powerful message that we are united in support of our students and our mission. In an environment on change, faithful annual giving affords Creighton the flexibility to meet challenges as they arise and to remain accessible and affordable to talented, deserving students. The care and concern and the manner in which our faculty and staff live out our Jesuit, Catholic mission every day, help prepare our students for lives of professional distinction, ethical leadership and involved citizenship.

The newly formed Creighton **Student Philanthropy Committee** recruited students at the fall student activities fair in September and spoke with hundreds of students about the chance to make an impact through giving on campus. The group has met several times this fall to plan their program for student engagement and solicitation. Using the vote from late spring of last year (approx 300 students participated) the student group has decided to fundraise for a need-based scholarship.

During National Philanthropy Week in November, committee members spoke to student groups about supporting student scholarships. In the Skutt Student Center and Becker and Brandeis dining halls, and using the theme of "Give a Little, Get a Latte," students learned how their gifts can make an impressive and generous cumulative impact in the lives of their fellow students. Partnering with Sodexo and Green Mountain, student donors were offered a coupon for free coffee as a thank-you for gifts made. Students may use the campus "Jaybucks" program as an option for making gifts. In December, the Student Philanthropy Committee sponsored a student study break during finals week to increase awareness and promote scholarship gifts.



Bluejay Pride

Which Bird Do You Want on YOUR License Plate?

Why settle for a western meadowlark when you can have a Creighton Bluejay on your license plate? Creighton fans who live in Nebraska have until **January 15** – no later – to get their completed form and the \$70 fee to the Athletic Ticket Office in the Ryan Center on the Creighton campus. You can download the form at www.creighton.edu/Bluejayplates. We need 300 more loyal supporters to fulfill state requirements for specialty plates. So show off your Bluejay pride and order your plates today.

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So, as you see, there is much happening. While the snows may temporarily cover the campus, the reality of the university is alive, vibrant and forward looking. I am personally energized by the prospects of **getting the program prioritization steering committee's recommendation on January 17th**. The process has been engaged, focused and university-wide. Like all of you, I do not know what to expect, but I assure you the results will have ***a positive impact on the quality of life, performance and financial status of the University.***

Welcome to all of you as we begin a new semester, and indeed, a new chapter in the history of Creighton University. As always, you and your family remain in my prayers.

John P. Schlegel, S.J.
President