

# CAMPUS UPDATE



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### President Tisa Mason’s 2022 media tour recap

Continuing the tradition created by President Edward Hammond more than three decades ago, Fort Hays State University President Tisa Mason went on the road during the last week in September to meet with reporters, editors, and publishers in Kansas, Missouri, and Nebraska. And for the first time, the tour included a stop in Oklahoma, where the university’s new Regional Tuition Plan has led to a doubling of enrollments from the Sooner State.

The primary goals of the annual media tour include: building strong working relationships with members of the media, identifying where FHSU experts and resources can assist in news reporting, and learning about the issues of concern to the readers, viewers, and listeners of each media outlet.

The president’s key messages focused on the intentional alignment of FHSU’s strategic plan with the Kansas Board of Regents’ strategic plan. A significant area of this alignment is a shared commitment to making a high-quality education an affordable reality for families. FHSU’s tuition and fees have long been the lowest among all KBOR system universities and unmatched nationwide.

### FHSU business partnerships at a glance

#### Banking

The Robbins Banking Institute is part of the Department of Economics, Finance, and Accounting in the Robbins College of Business and Entrepreneurship at Fort Hays State University. The institute’s purpose is to teach the principles of community banking to prepare students for a career in this industry.

Through a partnership with the Kansas Bankers Association (KBA), the institute is led by a director responsible for advancing the reputation of the Robbins Banking Institute among current banking professionals and key influencers.

The director reports to the KBA and is also responsible for recruiting future Robbins Banking Institute program students through extensive outreach to high schools, post-secondary educational institutions, and banks in Kansas.

Continued on back



## FHSU partnerships continued

### Healthcare

Stroup Hall Simulation Center at FHSU provides state-of-the-practice training for nursing students. The center was made possible through our partnership with the Hays Medical Center and the generous support of the Dane G. Hansen Foundation.

### Advertising

For more than 28 years, Leo Burnett Worldwide, one of the world's premiere advertising agencies, has supported the graphic design program at FHSU. Senior-level creative directors from the Chicago branch visit FHSU each year to recruit our talented design students and award scholarships and internships. To date, they have given over \$250,000 in scholarships and also named a wing in our new building—The Leo Burnett Ad Astra Wing.



## \$1.5 million federal grant helping expand FHSU De-escalation Training Center operations

The Department of Criminal Justice plans to use this new funding to:

- Expand the number of law enforcement officers trained in de-escalation, both via online and in-person coursework
- Grow the program's research capabilities to advance de-escalation as an evidence-based practice
- Host a research and training conference to disseminate lessons learned and best practices
- Support the national network of de-escalation training centers with targeted investments that will drive long-term viability
- Launch a comprehensive advertising campaign to increase the visibility of the center and increase the number of agency training partners
- Establish a prominent location on campus for the center's offices and training spaces

## Hometown Hero



### Miss Kansas 2022 Ayanna Hensley

Dodge City's Ayanna Hensley graduated from FHSU in the spring of 2022 and won the title of Miss Kansas in June. She overcame years of childhood trauma that could have led to despair or the cycle of addiction, abuse, and neglect that had taken so much from her family. Ayanna's decision

to compete for the Miss Kansas title was not a pursuit of personal fame and glory; it was always going to be about using the platform to make a difference in the lives of children who, like her, are stuck in a cycle of abuse, neglect, and poverty.



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