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In spite of continued budgetary restraints statewide, the 2003-04 academic year was an exciting one at Dixie State College academically, athletically, and in many other respects. At the turn of the millennium, DSC took on a new and expanded mission. Four years into that new mission, our baccalaureate programs are accredited and growing, and new programs are on the horizon.

Our dental hygiene and nursing programs proved themselves among the top programs in the nation this past year. Our student-athletes won two national championships and played for another. Student enrollment, graduation, and employment rates continue to increase.

As an institution, Dixie State College receives tremendous support statewide. Our local community is particularly key to our success. On that note, it is with great pleasure that we share with you the highlights and successes of the past year.

— Dr. Robert C. Huddleston
President
Achieving New Academic Successes

NEW NURSING DEGREE

A Bachelor’s of Science in Nursing degree was approved at Dixie State in 2003-04. The degree program was made available for the first time fall semester 2004 and will have a close working relationship with the new state of the art Dixie Regional Medical Center.

The degree is the fourth baccalaureate degree to be introduced at the college since 2000. The college now offers associate and bachelor’s Registered Nurse programs, a Practical Nurse program, and a Certified Nurse Assistant (CNA) program. The nursing program has experienced phenomenal growth, nearly quadrupling in size over the past two years. The college continues to rally support for a facility dedicated entirely to the health sciences.

NURSING PROGRAM EARNS HIGH MARKS

The Dixie State College nursing program earned the highest pass rate among all programs in the state on the Registered Nurse licensure examination, with a collective pass rate of 96 percent in 2003, as reported by the Utah State Board of Nursing. Twenty-four of twenty-five RN graduates from DSC’s recently accredited associate degree of nursing program passed the RN-NCLEX certification exam.

DENTAL HYGIENE PROGRAM NOTCHES NATION’S TOP SCORE

The DSC dental hygiene program collectively received the top score in the nation on the National Board Dental Hygiene Exam. Graduates from 246 two-year colleges and four-year programs took the Board, a written exam that every graduate of every program in the nation must take.

Since graduating its first class in 2000, DSC’s program has now scored in the top 10 percent in the nation four of the five years and in the top five percent three of the five years.

"Both our soccer and baseball teams won the national championship this year," said DSC President Dr. Robert Huddleston, "but people don’t always realize that we have academic programs performing at the exact same level, and our dental hygiene program is one of them."
NEW ACCOUNTING EMPHASIS

An Accounting emphasis within DSC’s Business Administration program was approved in 2004 and was made available to students beginning fall semester 2004. The new degree track was created in response to high student and local industry demand. The degree also offers a Visual Technology emphasis. The Business Administration program was first introduced at the college in 2000.

NEW ACM CHAPTER

A chapter of the Association of Computing Machinery (ACM) was established at the college during fall semester 2003 in association with the college’s four-year Computer and Information Technology program. ACM is the professional organization for the computer science industry.

RECORD-SIZE CLASS, FIRST ELEMENTARY EDUCATION CLASS GRADUATES

Dixie State College conferred a total of 913 degrees in 2004. In addition, 667 vocational and technical certificates were awarded. Both are all-time highs at the college.

The 2003-04 convocation was unique in that it honored the college’s first ever class of elementary education graduates. In all, 102 graduated with bachelor’s degrees from the college’s three four-year programs, a 60 percent increase in four-year grads over last year.

2004 four-year Valedictorian, Ronelle Rosen, graduated with a bachelor’s degree in Elementary Education.
Cutting Edge Facilities

NEW FINE ARTS CENTER

Dixie State College completed construction on the brand new, 70,000 square foot Dolores Doré Eccles Fine Arts Center in 2004. The new building is outfitted with a 500-seat main stage theater, a music concert hall, a black box theater, an outdoor amphitheater, and several rehearsal halls. The historic mosaic-tiled Graff Building has been transformed into a dance studio. The building also includes a new art gallery, which, in addition to various traveling exhibits will house the college’s annual Sears Dixie Invitational Art Show.

Over $500,000 for the building was funded through the invitational art show, an annual tradition since 1988. Julie Rogers, a part-time art instructor at the college, won this year’s Best of Show Purchase Prize in the Sears Dixie Invitational Art Show for "In the Potter’s Hands," a pastel painting.

The college also created an executive director of cultural arts position to be headquartered in the new building and to help promote the college’s arts programs. Mark L. Petersen, the college’s public relations director for the past 17 years, has been appointed to that position.

2004 Best of Show Purchase Prize winner, "In the Potter’s Hands," by Julie Rogers

Executive Director of Cultural Arts, Mark Petersen
For the second straight year, a Dixie State College student was named a New Century Scholar by Phi Theta Kappa, the international honor society for two-year colleges. Kathleen A. Puusalu, a sophomore student at the college, was the only student in the state of Utah to receive this honor. Puusalu received personal congratulations from United States President George W. Bush at the annual American Association of Community Colleges (AACC) Convention in Minneapolis, Minn.

SKILLSUSA-VICA
Dixie State College’s Bryan Doxford was elected national president of SkillsUSA-VICA on June 25, 2004, in Kansas City, Mo., at the organization’s annual National Championships. Though a DSC student has served on the national board in the past, Doxford is the first DSC student to ever be elected to the presidency. He is a senior in DSC’s four-year Business Administration program and served as Utah’s SkillsUSA state president in 2003-04. Doxford will captain the organization’s 264,000 membership for a one-year term.

DELTA EPSILON CHI (DEX)
Four DSC students participated in and received honors at the national Delta Epsilon Chi (DEX) Career Development Competition held in Nashville, Tenn. Kim McKarney competed on the first place team in the Management Institute category. Amanda Morley competed on the second place team in the same category. Eryka Sarria and Melissa Gold were finalists in Retail Management and Hospitality Management categories respectively. Four students, including Sarria and Gold, placed in the top three of their respective categories at the state level. DEX is an international college level marketing organization.
Dixie State College’s student newspaper, Dixie Sun, received the third place award for “Best All-Around Non-Daily Student Newspaper,” awarded by the Society of Professional Journalists (SPJ) in its annual Mark of Excellence Awards competition. The award was regional in nature and took into consideration newspapers from two and four year institutions in Utah, Wyoming, Colorado, and New Mexico.

PHI BETA LAMBDA (PBL)
Representing DSC’s Phi Beta Lambda chapter, students Chad Staheli and Greg Whitehead won second place in the Emerging Business Issues category at the Future Business Leaders of America-Phi Beta Lambda National Leadership Conference in Denver, Colo., in 2004. The duo also took first place at the state leadership conference in 2004. Taking third place in the marketing category was Jeff Morley. Collectively, DSC students placed in five separate categories at the national competition. Over 250,000 students and advisors make up the national organization. The college’s PBL chapter is advised by Nate Staheli.

AWARD-WINNING CAMPUS DINING SERVICES
For the third consecutive year, DSC Campus Dining Services was honored with the Loyal E. Horton Dining Award in 2004 for its third place finish in the “Catering – Special Event” division at the National Association of Colleges and University Food Service Conference (NACUFS). Dining Services received the honor for its catering work at the St. George Area Chamber of Commerce Awards and Installation Banquet, which featured guest speaker Jon Huntsman, Sr. The Horton award is esteemed as the ultimate professional tribute in college and university culinary art.
The Dixie State College Athletic Department built exponentially upon its national reputation during the 2003-04 year. Two programs — baseball and soccer — won national championships in 2003-04. The football team played for the national championship as well. Since 2000, DSC has added four national championship banners to its collection. Prior to 2000, the college had won just one (Men’s Basketball, 1985).

**NATIONAL CHAMPS**
The DSC baseball team, under head coach Mike Littlewood, won the NJCAA National Championship following the 2004 season. The national title is the first in club history. The team was the national runner-up in 2001. The Rebels finished the season with a 51-14 record.
NATIONAL CHAMPS, AGAIN

Now a two-time national champion, the DSC women’s soccer team, won the NJCAA Championship to close out 2003. The team finished third in the nation in 2002, was the national runner-up in 2001, and won its first national title in 2000. The Rebels are led by volunteer head coach Linda Huddleston, who donates her time to help take pressure off the college’s budget. The team finished the season with a 17-4-1 record.

In addition, defensive player Nicole Anderson was named “Player of the Year” by the National Soccer Coaches Association of America/Adidas.

DSC SOFTBALL PLAYERS REPRESENT U.S.

Four DSC softball players were selected to represent the United States of America on the Athletes International softball team June 5-13 in Aruba. Tiffany Burt, Amberlee More, Amy Sauer, and Callee Talbot were named to the 14-player team.

As a team, the Rebels recorded the most wins in program history en route to the conference championship in 2004. The team finished with a 49-6-2 record. The Rebels were ranked as high as No. 2 in the nation during the course of the regular season.

Nicole Anderson
National Soccer Coaches Association of America/Adidas “Player of the Year”

2004 Rebel Softball Team
<table>
<thead>
<tr>
<th>Athletic Records</th>
<th>2003-04</th>
<th>2002-03</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women’s Softball</td>
<td>SWAC Champs 49-6-2 record*</td>
<td>Finished 5th in nation*</td>
</tr>
<tr>
<td></td>
<td>Ranked as high as 2nd in nation</td>
<td>Region Champions* 41-16 record*</td>
</tr>
<tr>
<td>Women’s Basketball</td>
<td>Ranked as high as 10th in nation 20-12 record</td>
<td>Finished 20th in nation* Region Champions* SWAC Champions 28-7 record*</td>
</tr>
<tr>
<td>Women’s Soccer</td>
<td>National Champions District Champions Region Champions 17-4-1 record</td>
<td>Finished 3rd in nation District Champions Region Champions 22-4 record</td>
</tr>
<tr>
<td>Women’s Volleyball</td>
<td>13-18 record Region 18b Champions</td>
<td>Ranked as high as 9th in nation* 28-12 record*</td>
</tr>
<tr>
<td>Baseball</td>
<td>National Champions* District Champions Region Champions SWAC Champions 51-14 record</td>
<td>Ranked as high as 6th in nation 24-19 record</td>
</tr>
<tr>
<td>Men’s Basketball</td>
<td>Ranked as high as 2nd in nation Home win streak ends at 73 22-9 record</td>
<td>Finished 3rd in nation Region Champions SWAC Champions 30-6 record</td>
</tr>
<tr>
<td>Football</td>
<td>Finished 3rd in nation 10-2 record Played for National Championship NJCAA preseason #1</td>
<td>Finished 3rd in nation 10-2 record Dixie Rotary Bowl Champs NJCAA preseason #1</td>
</tr>
<tr>
<td>Men’s Golf</td>
<td>Finished 17th in nation</td>
<td>Finished 15th in nation</td>
</tr>
</tbody>
</table>

*Denotes best or first in program history
Faculty & Staff Successes

NEW VP OF ACADEMICS

Dr. Lee Caldwell was named vice president of academics in 2004. Caldwell most recently served as Associate Dean for Undergraduate Business Programs at Georgia Tech University. He’s worked at four different universities as a professor and administrator and has held executive level positions at three Fortune 500 high tech companies, Unisys, IBM, and Hewlett Packard, as well as with Novell, Inc.

NEW ASSOCIATE VP OF ADVANCEMENT

Bill Fowler returned to the college in 2004 to become associate vice president of advancement. Fowler had spent 26 years at the college, most recently as vice president of student services, prior to a brief retirement in 2003. Fowler has 34 years of higher education experience and has been instrumental in the booming growth of the college over the past three decades.

Formerly an executive director level position, the new associate vice president position will report directly to the college president and lead all college advancement activities, including fundraising. The college’s institutional advancement, alumni relations, institutional research and government relations, and public relations offices fall under Fowler’s jurisdiction, as does the newly created cultural arts office.
UTAH HUMANITIES COUNCIL BOARD OF DIRECTORS
Dr. Tim Bywater, professor of English at DSC, was appointed to the Board of Directors of the Utah Humanities Council. He will serve a three-year term. The Utah Humanities Council promotes understanding of human traditions, values, and issues through informed public discussion, and supports programs in history and heritage, literature and literacy, and examination of important community issues.

BASEBALL COACH OF THE YEAR
Head baseball coach Mike Littlewood was named Coach of the Year by the National Junior Collegiate Association of America (NJCAA) in 2004. Over an eight-year period, Littlewood has led the Rebels to six conference championships, five region championships, a second place finish in the nation in 2001, and a national championship in 2004. Coach Littlewood has compiled a .766 win percentage during his tenure at Dixie.

SOCCER COACH OF THE YEAR
Soccer head coach Linda Huddleston likewise received Coach of the Year honors from the NJCAA, the National Soccer Coaches Association of America/Adidas, and the Scenic West Athletic Conference (SWAC). In her second year as head coach, Huddleston led the Rebel soccer team to the national championship, district and conference championships, and a 17-4-1 record in 2003. She led the Rebels to a third place national finish in her first season as coach and has a two-year career record of 39-8-1. Coach Huddleston is the wife of college president Dr. Robert Huddleston and coaches on a volunteer basis to help out with the college’s budget.

AWARD-WINNING PUBLICATIONS
The Public Relations and Publications office received four Gold Medallion Awards, presented by the National Council for Marketing and Public Relations (NCMPR), for its annual report, student viewbook, alumni magazine, and a feature article within that magazine. The college received Silver Medallions for its schedule and a second feature article. Over the years, the department has won eight national awards and now 32 regional awards.
Community Involvement

POLITICAL DEBATES

The DSC campus was the forum for several political debates in 2003-04, including one gubernatorial debate.

U.S. DEPARTMENT OF STATE FORUM

For the second consecutive year, Dixie State College was the forum for a live, digital videoconference conducted by the United States Department of State. The conference featured Todd Deatherage, senior advisor to the Ambassador at Large for International Religious Freedom.

DSC SETS GUINNESS WORLD RECORD

DSC students, with the help of Campus Dining Services, assembled and served up the world’s largest sandwich wrap to the campus community and homeless community. The official measurement of the sandwich came in at 311 feet 7 inches long. The record-breaking wrap was made up of 720 tortilla shells, 80 pounds of chicken, 80 pounds of beef, 80 pounds of cheese, 50 pounds of tomatoes, 80 pounds of lettuce, four gallons of Caesar dressing, and 1,000 toothpicks. The world record was set in conjunction with “Hunger Awareness Day.”

RELAY FOR COMPENSATION

DSC students kicked off the southern portion of a statewide relay to rally support for faculty and staff salary increases at Utah’s universities and colleges. Beginning at the Utah/Arizona border, DSC students ran more than 26 miles en route to Southern Utah University. The relay, which made stops at all Utah college campuses in the state, ended up at the State Capitol where students lobbied lawmakers.

DSC was host to a gubernatorial debate preceding the 2004 State Republican Convention.

A world record-breaking sandwich wrap highlighted Hunger Awareness Day at DSC.
SERVING THE COMMUNITY

• As part of a large-scale service learning activity, hundreds of DSC students, faculty, staff, and alumni combined to clean and renovate the Santa Clara Arboretum for the Campus to Community spring project. The Campus to Community service learning program was instituted at the college in 2001 and consists of two large-scale service projects each year.

• Collectively, DSC students and members of the DSUN Service Club raised several thousand dollars to benefit the Washington County School District literacy and leveled library program. The college hosted a concert by pianist Jon Schmidt, which netted $4,000. Students also went door to door and sponsored a Christmas concert in the cause’s behalf.

• The service and traditions based X-Club held a yard sale on campus, raising $3,000 to benefit the families of local military personnel serving in Iraq during the holidays.

• DSC students led a charge to relight the ‘D’ on the hill, a college and community icon. With the help of St. George City, fluorescent light fixtures now outline the block ‘D’ in five-foot increments, replacing the old flood lighting system.

• For the 22nd straight year, Dixie State College hosted the Utah Academic Decathlon. Twenty-five high school teams from across the state competed and put their skills to the test in 10 academic areas.

PHOTOS (from top): Cleaning and renovating the arboretum; X-club yard sale; local military personnel whose families benefited from the yard sale; lighting the D
Best Practices

NEW SYNTHETIC TURF FIELD
Given the desert conditions of St. George, Dixie State College went synthetic in 2004 at Hansen Stadium, home to the college’s football and soccer teams. The new field will save the college hundreds of thousands of dollars down the road in maintenance and water costs. The surface, made up of 27 pounds of rubber per square yard, is also expected to cut down on injuries, and will provide opportunities for year-round use.

ONLINE AUCTION
The college rolled out a new online auction site – auction.dixie.edu – in February to aid in selling college surplus items. New items are posted each Monday, with each auction terminating the following Friday. The auction is open to the public.

FOUR-DAY WORKWEEK
For the second straight year, Dixie State transitioned to a four-day workweek during the hot summer months, working 10 hours a day, to help cut down on utility expenses during the hot summer months. The measure saved the college approximately $40,000 the previous year.

100 SOUTH PROJECT
In 2004, the college began renovation along 100 South, which includes a new crosswalk and traffic signal, a decorative wall along the sidewalk, desert xeriscaping, new light poles, and college banners. The measure is aimed to beautify the campus and increase student safety by routing pedestrian traffic to designated crosswalks.
ENROLLMENT

Dixie State College experienced increases in both total enrollment and full-time enrollment (FTE) at the top of the 2003-04 school year. Total enrollment, or headcount, for fall semester topped off at 7,682, a three percent increase over the previous year. Full-time enrollment peaked at 4,425. Both enrollment totals are all-time highs.

FUNDRAISING

We take great pride in an ongoing capital campaign designed to continually improve the quality of education at Dixie State College. The year 2011 will mark the 100-year anniversary of Dixie State College. In celebration of this centennial, it’s the college’s goal to raise a total of $100 million by 2011, as illustrated in the graph below. Thus far, $32.6 million has been raised. A formal campaign will kick off in 2005 to raise the remaining $67.8 million.

Capital Campaign Progress

2011 Goal Amount Raised

MILLIONS OF DOLLARS
### 2003-2004 BUDGET

#### CURRENT BASE BUDGET

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<th>Fund Type</th>
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<td>TOTAL Expenditures</td>
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<td>23,112,500</td>
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#### PRIOR YEAR BUDGET

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#### ONE-TIME BUDGETS

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#### ONGOING BUDGET INCREASE

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<td>TOTAL</td>
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#### ONE-TIME BUDGET INCREASE

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<th>Description</th>
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#### CURRENT YEAR BUDGET

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<tr>
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<td>23,231,500</td>
<td>23,112,500</td>
<td>88,400</td>
<td>30,600</td>
</tr>
</tbody>
</table>

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### Revenue by Source

- **Tuition & Fees**: 30.1%
- **General Fund**: 69.9%
- **Income Tax Fund**: 0.0%

### Ongoing Budget Increase

- **Institutional Support**: 297,900
- **Compensation**: 254,900
- **Enrollment Growth**: 249,400
- **Federal Mandates**: 0
- **Standard Mandated Costs**: 0
- **Operation and Maintenance**: 0

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**Enrollment and Budget**