



# MOMENTUM









# Message from the President

Dear Friends and Supporters of Northeastern State University,

This past year has been one of momentum at Northeastern State University—momentum in student achievement, academic innovation and community impact. Across campus and throughout the state, NSU continues to expand opportunities, strengthen programs and prepare students for meaningful careers and leadership roles.

Our students are excelling in new ways, supported by growing scholarship resources and programs designed to remove barriers and open doors. Enrollment continues its steady upward trajectory and retention rates signal the confidence students and families place in NSU's promise of a high-quality, accessible education.

NSU's influence reaches beyond the classroom. The university's economic impact is substantial and our efforts to align academic programs with workforce needs continue to benefit Oklahoma communities. This year, the passage of SB701 represents a historic step forward. With this legislation, NSU is now poised to fulfill the promise of local access to a public four-year degree in the fastest-growing city in Oklahoma, expanding opportunities for students and families alike.

National recognition reflects the university's dedication to student success, affordability and service to the public good. Across the year, NSU has launched initiatives that will strengthen professional training, expand health care access and create new opportunities for student engagement and leadership. Each of these efforts contributes to the momentum propelling NSU forward.

None of this progress would be possible without the continued support of donors, legislators, influencers, community partners and the Northeastern family. Your commitment enables NSU to invest in students, programs and communities, reinforcing the university's role as a transformative force in Oklahoma.

As we look ahead, NSU remains focused on expanding opportunity, advancing academic excellence and delivering experiences that prepare students to thrive. Together, we are building on our momentum to shape a brighter future for our students, our communities and our state.

Thank you for your continued support.

Sincerely,



Rodney S. Hanley, Ph.D.  
President, Northeastern State University



## Northeastern State University President's Report FY25



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NSU generates nearly \$500 million for  
**OKLAHOMA'S ECONOMY**





A newly released study confirms Northeastern State University’s role as both a cornerstone of Oklahoma’s higher education system and a powerful engine of economic growth for the state.

According to an independent analysis by the UC Economics Center, NSU generated \$491.7 million in total economic output during fiscal year 2024, supporting 4,973 jobs statewide. The study measured the combined effects of university operations, student spending and the long-term productivity of alumni, offering a comprehensive view of NSU’s economic impact across northeastern Oklahoma and beyond.

In addition to its overall economic output, the report found that NSU contributed \$248 million in wages and \$16.57 million in state and local tax revenue—including \$9.2 million in income taxes and \$7.37 million in sales taxes. These outcomes illustrate the university’s direct and indirect influence on local businesses, workforce participation and community vitality.

One of the report’s most significant findings highlights the return on public investment in higher education. For every \$1 in state appropriations, NSU generated \$14.27 in economic output, demonstrating the value and efficiency of Oklahoma’s investment in regional universities.

For more than a century, Northeastern State University has been a key driver of education, opportunity and economic advancement in Oklahoma. The institution continues to play a vital role in workforce development, preparing graduates for high-demand fields and equipping communities with the talent and leadership needed for sustained growth.

Together, NSU’s operations, students and alumni form a lasting economic partnership with the state—one that continues to strengthen Oklahoma’s competitiveness, resilience and prosperity.

**TOTAL ANNUAL  
ECONOMIC OUTPUT** **\$491.7M**

**JOB  
SUPPORTED  
STATEWIDE** **4,973**

**IN WAGES  
GENERATED** **\$248M**

**IN STATE &  
LOCAL TAXES** **\$16.57M**

**ECONOMIC RETURN  
PER \$1 OF  
STATE SUPPORT** **\$14.27**

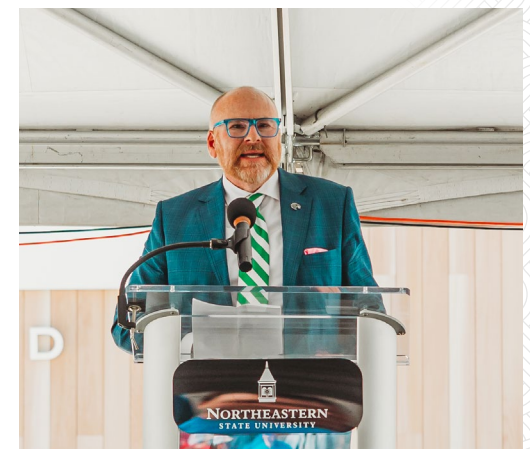




# NSU Oklahoma College of Optometry **OPENS STATE-OF-THE-ART \$40M FACILITY**







On July 29, Northeastern State University leaders, tribal dignitaries, city and county officials, state legislators, donors, students and community members gathered to celebrate the grand opening of NSU's new 78,000-square-foot Oklahoma College of Optometry facility, a nearly \$40 million milestone for the university.

Attendees toured the facility, experiencing a modern, technology-rich environment designed to enhance education, expand clinical care and strengthen research initiatives. The building represents a significant advancement in preparing the next generation of optometrists and providing life-changing vision care to communities across Oklahoma.

The facility builds on a longstanding collaboration with the Cherokee Nation, which contributed \$5 million to the project. This partnership ensures students gain hands-on clinical experience through Cherokee Nation Health Services, which handles more than 40,000 patient encounters annually, while increasing access to quality eye care for Native and rural populations.

Founded in 1979, the NSU Oklahoma College of Optometry has graduated nearly 1,110 optometrists across 43 classes and today, 81 percent of practicing optometrists in Oklahoma are alumni. In 2025 alone, students, residents and faculty are projected to exceed 45,000 patient encounters across 11 clinic locations, including the production of more than 20,000 pairs of eyeglasses, many of them for Cherokee citizens.

The new facility introduces expanded services, including a refractive surgery clinic, additional contact lens and primary care clinics and a new aesthetics clinic, while accommodating six new clinical spaces this fall and the capacity to serve up to 2,500 additional patients annually.

NSUOCO is one of just 25 optometry colleges in the U.S. and the only one with a formal tribal affiliation and a dedicated focus on serving Native and rural populations. The new building advances the college's mission to increase access to care, strengthen training opportunities and expand its impact statewide.

The grand opening brought together university leaders, tribal and state officials, municipal representatives, faculty, students, philanthropic supporters—all unified in their commitment to NSU and its role in improving education, health care and community well-being.

The opening of the new facility marks a major step forward in vision care, clinical education and research, setting the stage for NSUOCO's continued growth and contributions to the state and beyond.



# Northeastern State University

## RECOGNIZED IN 2025 CARNEGIE CLASSIFICATIONS

Northeastern State University has earned national recognition in the 2025 Carnegie Classifications, receiving two distinct honors that highlight the university's enduring commitment to access, student success and workforce development.

NSU was one of only 479 institutions nationwide—approximately 16 percent of all classified colleges and universities—to receive the **Opportunity College and University** designation. This distinction acknowledges institutions that combine a strong commitment to accessibility with demonstrable student outcomes. To qualify, institutions must enroll a significant proportion of Pell Grant recipients and underrepresented students while also demonstrating competitive post-graduation earnings eight years after enrollment. NSU's inclusion in this category affirms the university's ability to provide transformative educational opportunities that lead to meaningful, long-term success for its graduates.

In addition, NSU was recognized as a **Professions-focused Undergraduate/Graduate-Doctorate Medium Institution**, a classification held by only about 3 percent of institutions across the country. This category identifies universities that offer degrees in professional fields across multiple levels, reflecting NSU's balanced academic portfolio and its emphasis on programs that prepare students for vital roles in Oklahoma's economy—particularly in fields such as education, health care, business and public service.

Together, these designations reinforce NSU's mission as a regional institution of higher learning dedicated to broad access and high achievement. They highlight the university's ability to serve first-generation and historically underserved students while maintaining strong academic outcomes and workforce relevance. The recognition also underscores NSU's leadership in aligning academic programs with the evolving needs of Oklahoma's communities and industries.

The 2025 Carnegie Classifications are based on data from the U.S. Department of Education's Integrated Postsecondary Education Data System, the College Scorecard and the U.S. Census Bureau.

**Top 16%  
Nationwide**

**Opportunity College and  
University designation**

**Top 3%  
Nationwide**

**Professions-focused  
Undergraduate/Graduate-Doctorate  
Medium Institution designation**



# Northeastern State University

## AMONG NATION'S TOP 25 FOR VALUE AND STUDENT SUCCESS

Northeastern State University has been recognized as one of Washington Monthly's 2025 Best-in-Class Colleges, ranking among the top 25 four-year institutions nationwide out of more than 1,400 evaluated for value, student success and service to the public good.

The ranking affirms NSU's commitment to advancing social mobility and supporting student achievement. Graduation rates exceed expectations by 15 percentage points relative to students' preparation and economic background, placing the university 19th nationally in helping students complete their degrees. A significant proportion of students pursue service-oriented careers, including education and social work, while 40 percent of federal work-study funds support community service positions. Each year, the university mobilizes hundreds of students for the Big Event, a large-scale day of service benefiting the Tahlequah, Muskogee and Broken Arrow communities.

Founded in 1909 on the grounds of the Cherokee National Female Seminary, NSU maintains deep ties to the Cherokee Nation. Today, more than a quarter of students identify as Native American and more than a quarter receive Pell Grants. The university maintains open-access admission, provides affordable tuition and graduates students with significantly lower debt than peers at most U.S. colleges.

NSU's recognition as a Best-in-Class College signals the institution's ability to combine access, affordability and excellence. The university's approach ensures that students are well-prepared for workforce success, equipped to serve their communities and supported in developing leadership skills. Students consistently report that NSU offers a close-knit, supportive environment with approachable faculty, small class sizes and opportunities for engagement. Programs such as the Center for Tribal Studies further evidence the university's dedication to cultural heritage, belonging and student achievement.

According to Washington Monthly, the Best-in-Class Colleges list illustrates what is possible when institutions enable students of modest means to earn degrees that are financially and professionally valuable, avoid burdensome debt and develop the knowledge, skills and commitment to actively contribute to society.





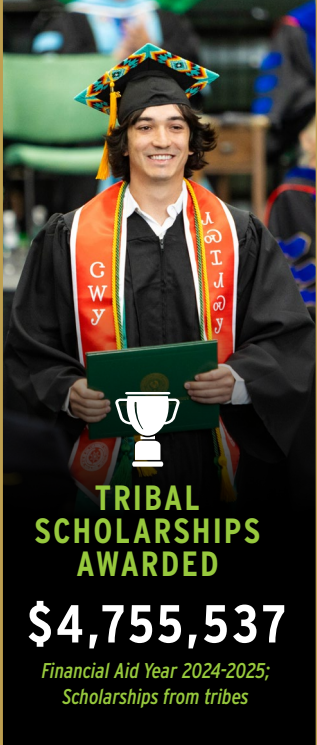
# AMERICAN INDIAN ENROLLMENT

Undergraduate: 2,123 out of 6,047

Graduate: 567 out of 2,169

Total Enrollment: 2,690 out of 8,216

Unduplicated headcount; All who chose American Indian as at least one race



# STUDENT DEMOGRAPHICS



36.8% OF NSU UNDERGRADS ARE 25 & OLDER

253 CONCURRENT (HIGH SCHOOL) STUDENTS

87.9% Oklahomans  
7.1% Out of State  
5% International



64.6% WOMEN  
35.4% MEN

44.1% Caucasian  
19.1% Two or More Races  
14.2% American Indian  
*American Indian or Alaska Native Only*  
7.7% Hispanic  
5.1% African American  
2.7% Asian  
7% Unknown/Other

Unduplicated headcount

# NSU AT A GLANCE

Source: Institutional Effectiveness; Academic Year 2024-2025 unless otherwise noted

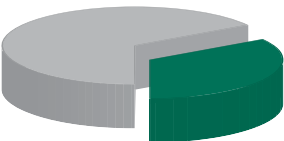
## #1 FOR NATIVE AMERICAN ENROLLMENT\*

Winds of Change 2024-2025 Special College Issue; \*Undergraduate & Graduate

NSU RANKED #1

AMONG FOUR-YEAR COLLEGES  
CONFERRING DEGREES TO

AMERICAN INDIANS\*



35.2%\* of NSU's Student Body is  
AMERICAN INDIAN

\*At least 1 race is American Indian or Alaska Native

Unduplicated headcount



69.7% Cherokee



2.1% Chickasaw



8.7% Choctaw



9% Muscogee (Creek)



1% Osage



9.6% Other Tribes and Indigenous Populations

Duplicated headcount





**\$7.69 MILLION**  
**FOR SCHOLARSHIPS**  
**& FEE WAIVERS**

*Fiscal Year 2024-2025 E&G Budget;  
Excludes NSU Foundation Scholarships*



**93%**  
**of 2024-2025 first-time, full-time**  
**degree seeking undergraduates**  
**received grants, scholarships,**  
**loans or work study aid**



**356**  
**STUDENTS USING**  
**VA EDUCATION BENEFITS**



**8,216**  
**STUDENTS ON 3 CAMPUSES & ONLINE**  
*Unduplicated headcount*

**STUDENTS TAKING AT LEAST**  
**ONE COURSE AT**  
*Duplicated headcount*

Tahlequah	Muskogee	Broken Arrow	Online
3,562	384	1,186	7,445

## DEGREES & CERTIFICATES OFFERED

- |    |   |
|----|---|
| 60 | Undergraduate Degrees                           |
| 27 | Undergraduate Certificates                      |
| 27 | Graduate Degrees                                |
| 36 | Graduate Certificates                           |
| 1  | Professional Degree<br>(Doctorate of Optometry) |

## TOP 5 UNDERGRADUATE MAJORS

- |                                    |                                 |
|------------------------------------|---------------------------------|
| Psychology, B.S.                   | Business Administration, B.B.A. |
| Health and Human Performance, B.S. | Technology, B.T.                |
| General Studies, B.G.S.            |                                 |

## TOP 5 GRADUATE MAJORS

- |                                 |   |
|---------------------------------|---|
| Business Administration, M.B.A. | Library Media & Information Technology, |
| Counseling, M.S.                | School Administration, M.Ed.            |
| Nursing, M.S.N                  |   |

# 395 INTERNATIONAL STUDENTS REPRESENTING 44 COUNTRIES

- |             |                      |               |                |                     |             |
|-------------|----------------------|---------------|----------------|---------------------|-------------|
| Argentina   | » China              | » Japan       | » Nigeria      | » South Africa      | » Venezuela |
| » Australia | » Colombia           | » Kazakhstan  | » Norway       | » South Korea       | » Vietnam   |
| » Belgium   | » Czech Republic     | » Lebanon     | » Pakistan     | » Spain             | » West Bank |
| » Bolivia   | » Dominican Republic | » Malawi      | » Poland       | » The Bahamas       | » Zimbabwe  |
| » Brazil    | » Ecuador            | » Mexico      | » Portugal     | » Trinidad & Tobago |             |
| » Cambodia  | » Germany            | » Mozambique  | » Romania      | » Uganda            |             |
| » Canada    | » Iran               | » Nepal       | » Rwanda       | » Ukraine           |             |
| » Chile     | » Jamaica            | » New Zealand | » Saudi Arabia | » United Kingdom    |             |





NSU ANNOUNCES  
**HISTORIC**  
ATHLETICS EXPANSION  
*WITH*  
**SEVER NEW TEAMS**







Northeastern State University has announced the largest expansion of its athletics program in university history, adding seven new varsity teams over the next two years as part of a broad initiative to strengthen student engagement, regional visibility and community partnerships through intercollegiate athletics.

Men's and women's wrestling and women's volleyball will launch as varsity sports in the 2026-27 academic year. Men's and women's indoor and outdoor track and field, along with men's and women's cross country, will follow in 2027-28. These additions build upon the previously announced revival of NSU's men's tennis program, which returned to competition in fall 2025 after a 24-year absence.

When fully implemented, the expansion will add 10 new opportunities for NSU student-athletes to compete for national championships and is projected to bring more than 300 additional student-athletes to NSU campuses. The introduction of wrestling and volleyball alone is expected to contribute more than 100 new students by fall 2026, enhancing campus life and student dynamics.

The expansion also carries meaningful regional and economic benefits. With new competitions scheduled to take place in both Tahlequah and Broken Arrow, the university anticipates hosting approximately 20 additional athletic events each year. These events are expected to generate increased visitor traffic and contribute positively to the local economy.

This strategic growth reflects NSU's commitment to creating new pathways for student success, supporting regional talent and expanding opportunities for high school athletes in northeastern Oklahoma to compete at the collegiate level without leaving the area. The addition of these programs also reinforces the university's long-standing mission to foster excellence, leadership and community engagement through athletics and academics.

Nationwide searches for head coaches in wrestling and volleyball have begun, with team development and recruitment efforts already underway. Once all new teams are established, NSU will sponsor a total of 18 varsity sports.





## NSU marks **5TH CONSECUTIVE SEMESTER OF ENROLLMENT GROWTH**

Northeastern State University has achieved five consecutive semesters of enrollment growth, reflecting increased confidence among students and families in the university's academic programs and commitment to student success. In fall 2025, total enrollment rose 1.5 percent, marking the second straight year of overall growth and reinforcing NSU's role as an institution of distinction in Oklahoma.

Growth was particularly strong in key areas: Graduate College enrollment increased 2.7 percent, international student enrollment surged 86.2 percent and concurrent enrollment rose 5.1 percent. The university also recorded a new high in student retention at 69.8 percent, while credit hour production increased 2 percent, a key measure of academic persistence and institutional impact.

These gains reflect strategic initiatives in graduate programs, concurrent enrollment partnerships and targeted efforts to support student retention. Together, these factors demonstrate NSU's ongoing commitment to providing transformative educational opportunities and preparing graduates to strengthen Oklahoma's workforce and economy.

The university's continued enrollment momentum highlights the value students and families place on an NSU education and emphasizes the institution's influence on regional workforce development and community growth.



# NSU awards

## **RECORD \$1.38 MILLION IN PRIVATELY FUNDED SCHOLARSHIPS**

Northeastern State University awarded a record \$1.38 million in privately funded scholarships through the NSU Foundation in 2024, marking a 3.2% increase over the previous year. These scholarships were distributed across 1,284 awards, with an average value of \$1,073 per recipient, the most awarded in a single year in the Foundation's history.

This milestone reflects the continued impact of long-term donor investment, strategic fundraising campaigns and prudent endowment management. Funds established by donors generate sustainable income that supports both new and existing scholarships, allowing students to pursue their degrees with reduced financial burden. The NSU Foundation's endowment is diversified across stocks, bonds and alternative assets, enabling the university to provide consistent scholarship support even during periods of market volatility.

Privately funded scholarships at NSU play a pivotal role in student success, helping recipients graduate with minimal debt while preparing them for leadership and service in their communities. Programs supported by these funds, including longstanding initiatives like the President's Leadership Class Scholarship, continue to empower generations of students to attend NSU, engage in leadership development and achieve academic excellence.

The steady growth in scholarship funding also underscores the university's commitment to access and affordability in higher education. By expanding opportunities for students regardless of financial background, NSU ensures that talented and dedicated individuals can pursue their academic and professional goals without undue financial constraints.

Interested individuals or organizations seeking to establish a scholarship to support NSU students can contact the NSU Foundation at 918-444-4200. Students can explore and apply for scholarships online at [scholarships.nsuok.edu](https://scholarships.nsuok.edu).





# Northeastern State University Awarded \$2.3M to strengthen rural mental health workforce

Northeastern State University's School of Social Work received a \$2.3 million award from the Health Resources and Services Administration to launch a major initiative addressing the behavioral health workforce shortage in rural Oklahoma.

Beginning in July 2025, the Rural Recovery and Resilience Social Work Program is providing critical support for 15 Master of Social Work students annually over the next four years. Each participant will receive a \$25,000 stipend during their final internship semester, as well as access to advanced, evidence-based training and opportunities to attend professional conferences and workshops. This support is designed to allow students to focus fully on clinical development while preparing to serve in communities where behavioral health professionals are most needed.

The program aims to expand access to mental health services in northeastern Oklahoma by strengthening the pipeline of trained, licensed social workers in rural and underserved areas. Many NSU social work students come from similar rural communities and are uniquely positioned to contribute to long-term improvements in local mental health care access and outcomes.

Participants will receive specialized training in trauma-informed care and substance use treatment, including evidence-based approaches such as Eye Movement Desensitization and Reprocessing. Through a series of workshops and professional learning experiences, students will build practical skills to work with individuals affected by trauma and substance use and to collaborate within integrated care systems.

The initiative represents the outcome of a two-year planning and grant development process and reflects NSU's strong community partnerships with organizations including Brockport Research Institute, Cherokee Nation Behavioral Health Services, Family and Children's Services, Green Country Behavioral Health Services and the Health & Wellness Center.

Led by NSU School of Social Work faculty members Allison Mason, Dr. Allen Shamow and Dr. Samuel Asante, with Department Chair Dr. Eun-Jun Bang serving as project director, the program underscores NSU's mission to prepare graduates who are not only workforce ready but committed to improving the health and well-being of the region.

This transformative grant reinforces NSU's leadership in workforce preparation and its continued investment in meeting the behavioral health needs of rural Oklahoma through education, research and community engagement.









## City Year Tulsa, NSU & Tulsa Public Schools **PARTNER TO ADDRESS TEACHER SHORTAGE**

Northeastern State University has joined City Year Tulsa and Tulsa Public Schools in an innovative partnership designed to address Oklahoma's teacher shortage and strengthen the state's education workforce.

Through City Year Tulsa's Teaching Pathway, AmeriCorps members earn practicum hours while completing their degree or teacher certification at NSU. The multi-year program provides participants with hands-on classroom experience, coaching and mentorship, creating a more affordable and accessible route to becoming certified educators.

During the first year, AmeriCorps members serve alongside classroom teachers, building relationships with students and supporting academic growth. In the second year, they complete degree and certification requirements while engaging in student teaching under the guidance of experienced mentors. Participants also receive a living stipend and the Segal Education Award.

Graduates of the program receive individual consideration for early offers of full-time teaching positions with Tulsa Public Schools. This collaborative effort not only strengthens the local teacher pipeline but also reflects NSU's commitment to developing workforce-ready professionals in critical occupations and advancing educational opportunities across the region.





# SB701 Expands Local Access TO FOUR-YEAR DEGREES AT NSU-BROKEN ARROW

Oklahoma Senate Bill 701 is a new law granting the Oklahoma State Regents for Higher Education authority to approve “functional exceptions,” allowing universities to offer courses and degree programs outside their traditional missions to meet specific workforce development needs, particularly in locations such as Tulsa, Broken Arrow and Muskogee.

For NSU-Broken Arrow, SB701 removes longstanding programmatic restrictions, creating opportunities to expand four-year degree offerings and better serve the needs of students and the regional workforce. By reducing barriers to program development, the legislation enables students to pursue bachelor's degrees locally, eliminating the need to relocate or attend out-of-state institutions and enhancing higher education access for the community.

The law also positions NSU-Broken Arrow to strengthen its role as a regional hub for education and economic development. As one of Green Country's largest employers, NSU is uniquely situated to connect expanded academic offerings with workforce demands, supporting local industries and preparing graduates to meet critical employment needs.

With SB701, NSU is now poised to fulfill its mission of providing accessible, high-quality public higher education in the fastest-growing city in Oklahoma, extending pathways to careers, leadership and community impact while reinforcing the university's commitment to students and the broader region.

Select undergraduate degrees are set to begin at NSUBA in January 2026.





# FISCAL YEAR 2025

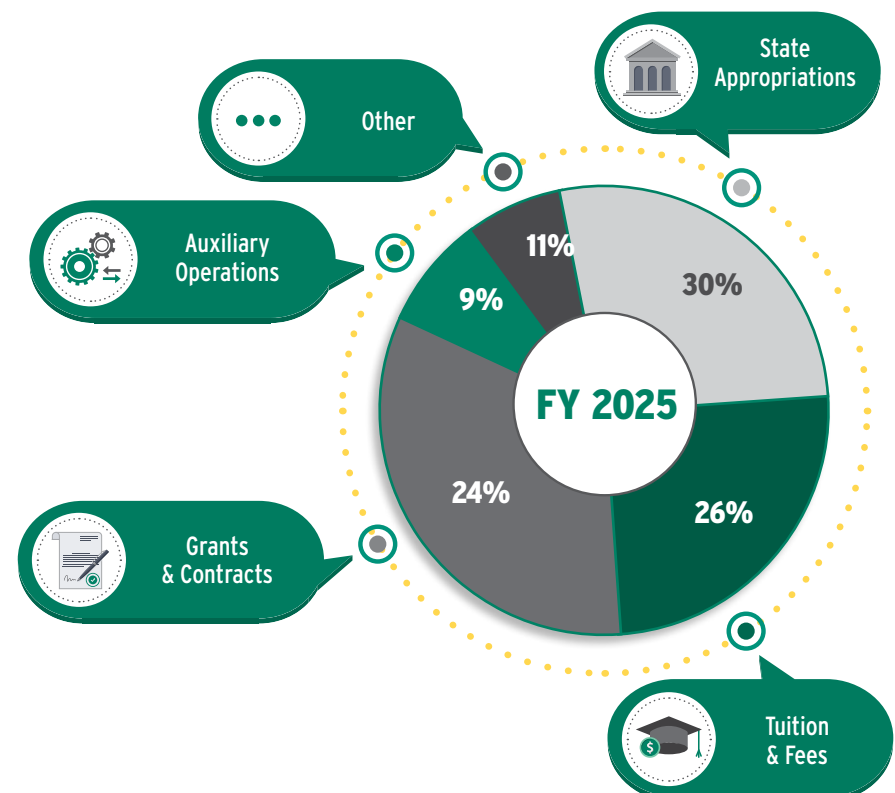
## Statement of Revenues, Expenses and Changes in Net Position

Allocations	FY 2025	FY 2024
Operating Revenues	63,776	60,061
Employee Compensation & Benefits	73,185	70,306
Depreciation Expense	14,214	12,456
Other Operating Expenses	41,921	36,331
Operating Income (loss)	(65,544)	(59,032)
Federal, State & Local Grants	22,408	19,401
State Appropriations	34,030	33,465
On Behalf Payments, Gifts, Investments & Interest Expenses	7,266	4,032
Capital Gifts	11	0
State Appropriation for Capital	5,335	1,587
Grants for Capital Purposes	1,175	17,670
Change in Net Position	4,681	17,123
Net Position, Beginning of Year	182,819	165,696
Net Position, End of Year	187,500	182,819

The following is a graphical representation of the sources of NSU's revenue. State appropriations are 30% of total NSU revenue, student tuition and fees 26%, grants and financial aid revenue 24% and Auxiliary operations and other sources make up the remaining 20%. Operating expenses include employee compensation, student scholarships, depreciation, other necessary supplies and service expenses. For fiscal year 2025, operating expenses increased \$10.2 million.

This change is a result of an increase in employee compensation of \$2.9 million, scholarships and fellowships of \$2.3 million, supplies and materials of \$2.2 million, depreciation of \$1.8 million, contractual services of \$1.4 million and communication expenses of \$.007 million. Decreases can be seen in other operating expenses of \$.002 million and utilities of \$.4 million.

Change in net position reflects net income or loss for the year. The change in net income for fiscal year 2025 is an increase of \$4.7 million.





GATHER  
HERE.

GO  
FAR.



NORTHEASTERN  
STATE UNIVERSITY



# NSU

**OUR PEOPLE. OUR PLACE. OUR PURPOSE.**



**NSUOK.EDU**