

**National Hispanic Heritage Month.** National Hispanic Heritage Month begins today. You can learn more about this celebration [here](#). This is a brief quote from the website:

*Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.*

*The observation started in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded by President Ronald Reagan in 1988 to cover a 30-day period starting on September 15 and ending on October 15. It was enacted into law on August 17, 1988, on the approval of Public Law 100-402.*

*The day of September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively. Also, Columbus Day or Día de la Raza, which is October 12, falls within this 30 day period.*

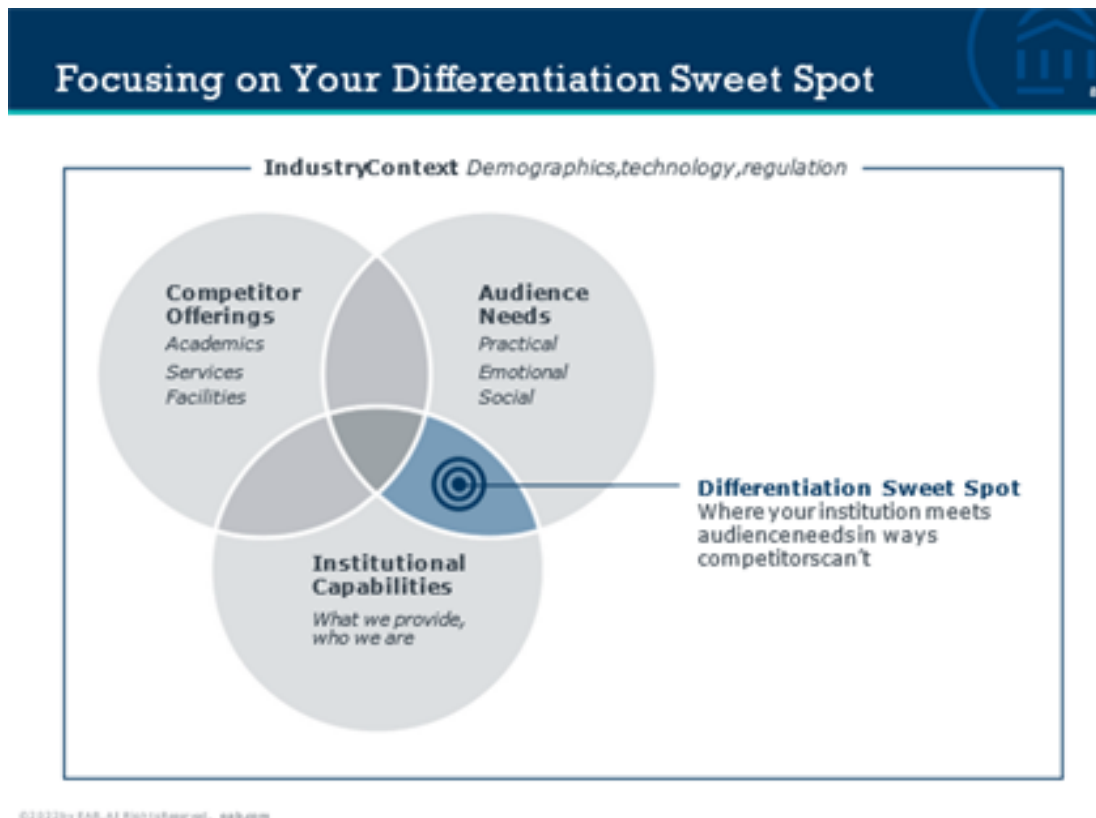
**Enrollment at Census.** Our census date for enrollment was this Monday. I am pleased to share the good news that our total enrollment is up this year compared with last year (4075 vs. 4068). We saw an increase of over 100 new first-time students and 150 transfer students. This is our largest number of new students since Fall 2019 (pre-COVID pandemic). A significant portion of the increase in transfer students resulted from our new Graphic Design program with Hunan University (HUTB). We also welcomed our first cohort of five Chinese students on campus as part of our agreement with HUTB. We saw a decline of nearly 200 returning undergraduates and, for the first time since fall 2019, we experienced a decrease in graduate student headcount. The decrease in graduate enrollments is occurring nationwide. While these data are encouraging, we still have work to do not only in recruiting but, more importantly, in retention. I believe, like most institutions, FSU needs to bolster retention efforts as we help students who experienced remote learning in high school during the pandemic.

**Activities this weekend.** There are several activities scheduled this weekend. The staff appreciation day picnic will take place tomorrow before the FSU home football game at 1 p.m. The weekend activities for the [Appalachian Festival](#) have begun.

There is a piano recital featuring Dr. DeWire this [evening](#) at 7:30 p.m. Our women's field hockey team plays IUP tonight at 6 p.m. and men's soccer plays Davis & Elkins on Sunday at 1 p.m.

**State of the University Address.** The video from this year's address can be found [here](#). I encourage you to watch at least the first 10 minutes or so when we recognize our staff and faculty award winners for this year: Rubin Stevenson, Kristie Bloskey, Tony Rosa, Jeff Graham, and Mike Monahan.

**FSU Differentiation Workshop.** Thank you to the 30 individuals who participated in this week's EAB differentiation workshop. The workshop provided a framework for discussing how FSU might differentiate itself from other schools. I think this graphic best describes the concept of differentiation:



The workshop got into greater detail on how to look at differentiation and I hope we can use this information for our October sessions when we discuss how we should present ourselves to the public and prospective students and their families.

I hope everyone has a wonderful weekend and, please, enjoy the many campus activities.