

MINUTES

LSUA Chancellor Executive Council

3/14/2017 9:00 AM | *Meeting called to order by* Chancellor Huang

In Attendance

Dr. Huang, Deron Thaxton, Adam Jonson, Melinda Anderson, Sarah Black, Catherine Pears, Michelle Riggs, Steve Cox, Abbey Bain, Shelly Kieffer, Leana Wilson

Chancellor Huang

- Great job and congratulations to our athletic programs. I have heard very positive things in the community about the success of our basketball program. I look forward to seeing how they do in the national tournament.
- The Vice Chancellor for Student Engagement search has started, and we have received 27 or 28 applications as of right now. I have no doubt we will be able to find a good Vice Chancellor. I am hoping the committee will give me two nominations that they are comfortable with, and I will select who I think is the best fit. I would like to have a person identified this semester and have that person on board this summer and before school starts.
- Marketing/branding position- this will be very important to admissions, the foundation, and faculty development. This will help with LSUA's image and branding.
- Title IX coordinator with LSUE- right now we have Kristin Miller who handles title IX part time for LSUA. We are looking at a full time person for both campuses: three days on one campus and two days on another campus, and then the following week the coordinator will switch so time is equally distributed. We will have a call today to further discuss details and then hopefully have a coordinator for both campuses.
- Foundation Board Meeting- I was very encouraged by the meeting. We had a very engaged conversation. The board members are focused on development opportunities. They have ideas and connections and willing to help. One topic we spent time on was developing our faculty. They had an enormous interest and are looking at donations to help meet faculty needs.
 - Melinda- I had a meeting with Stephen, Deborah, Michael, and Spencer, we are looking to match our board members with faculty to help build relationships to get to know one another and their needs.
- The Board also discussed Endowed professorships, relationship with LSU Foundation, and refinancing the Oaks along with other business items.
- Structure- Name recognition and identity building are important. We have large programs in certain departments. At LSUA, we have roughly 3,000 students and 13 programs. Our mission is to provide a *broad spectrum* of programs when we are extremely narrow. This cuts off potentially interested students. If programs are big enough with students and faculty, they should have their own identity and their own structure. I have talked with Dr. Hatfield several times about creating new departments. We should have two new departments soon, in Criminal Justice and Psychology. I want these departments to feel proud of their programs and grow them. We will then have 10 academic departments.
 - Steve- I would also recommend that we consider moving kinesiology to allied health and out of education

- Huang- That is a good idea. I suggest you meet and discuss with Dr. Hatfield. Please keep the good ideas coming. I want to build our identity at every level, especially through enrollment and retention.
- Teaching load for department chairs- the academic departments are unequally structured. Fairness does not mean equal and equal does not mean fair. Business is a department that has about 360 students and about 6 full-time faculty members. The chair has three releases. Some departments have fewer faculty and fewer students, and the chairs receive the same release time and same compensation. This is equal, but it is not fair. Larger departments can have more release time while smaller departments should have less. Dr. Hatfield and I will continue to look at academic structure. We also need to consider department chair terms and some faculty asked why don't they have a rotation. It is not an easy job, and not all faculty would want to be a department chair.
- Retention committee has started to create a plan. I am very encouraged. Mary Treuting is leading the committee, we have exchanged ideas via email and it sounds like they are very much in the process. I hope to have a plan by the time the Vice Chancellor arrives. The retention plan is very important. If we have metrics then we will have a blue print to achieve our goals.
- We also need an enrollment plan. I believe my Foundation report was shared with the Academic Council through Bobbie. I see 5,000 students within the next 10 years, this includes three categories: traditional age students (top priority), online, and dual enrollment. When I say 4,000 or 5,000, I mean between all three groups. The message is to grow the student population and to retain them. Remember my three A's: Admissions, Academics, Alumni. And, the three R's: Recruit, Retain, Revenue. Grow the university, enhance the stature, then we are in a place to increase faculty and staff salaries. The good news is we didn't go through a 6% midyear budget cut.
- Melinda and the Foundation will create a fundraising plan. I want these three plans to supplement the strategic plan that we have.

Barbara Hatfield (notes submitted)

- The SACSCOC on-site visit for LSUA to become an off-site location for LSUE is scheduled for Tuesday, March 21, 2017. Deron Thaxton, Dr. Abbey Bain, and Dr. Barbara Hatfield will welcome the SACSCOC team. Another meeting scheduled with LSUA employees will include Rusty Gaspard, Chad Gauthier, Shelly Kieffer, Jeffrey Massey, Dr. Hatfield, and Dr. Eamon Halpin. Ethan Lipsey is scheduled to conduct a tour of the campus for the SACSCOC team.
- The BS in Chemistry Program Proposal is expected to be on the agenda for the March 20, 2017 meeting of the LA Board of Regents. Dr. Hatfield and Dr. Nathan Ponder plan to attend the meeting at the Pennington Biomedical Research Center.
- The Retention Committee, chaired by Dr. Mary Treuting, is working on a retention plan. Last week, the committee heard a presentation by Dr. Ed Shihadeh and one of his graduate students at LSU and reviewed a software add-on to Hobsons designed for improved retention. Chancellor's Council members on the Retention Committee, Shelly Kieffer, Dr. Stephen Cox, and Deron Thaxton, can provide details.
- Yesterday's C&C Committee approved changes to the Theatre Minor which are expected to make the LSUA Theatre Minor more attractive to prospective students. The Mulder Eminent Scholar Chair in Theatre, Tammy Killian, was at the meeting and explained the need for the suggested changes.
- LSUA Student Support hosted the Fall Job Fair on March 7, 2017, sponsored a trip for 50 students to New Orleans on Saturday, March 11, 2017, and collaborated with AAUW to host a panel discussion on International Women's Day, March 8, 2017.

- The Continuing Education Committee met and identified two possible candidates for Director of Continuing Education and Community Outreach. Both candidates declined an on-campus interview so the search continues.
- Dr. Stephen Cox and Dr. Hatfield presented a report on Dual Enrollment to the Faculty Senate, Monday, March 6, 2017.

Adam Jonson

- Men's basketball is in Kansas City, MO. We play 12:30 on Thursday. We have a couple of things going on to watch and listen. Thursday we will have it on the tv's in the cafeteria. It will be \$3 for guest box lunch. We will also have the game broadcast on Magic 100.9FM. We have revenue with GAA to pay the broadcasting fee. For games 2,3, and 4 we will have the audio available. The championship game will be on Magic. We will also have a watch party at Buffalo Wild Wings for the national championship. A press release will be sent with all of this information.
- Cheer and Dance- we will have full cheer squad and dance squad. Tryouts will be soon. We are hoping to have 8-10 on both squads. Mandy will continue to coach dance and Lauren will coach cheer. They will report to athletics directly and they won't have faculty sponsors. If they become varsity one day the structure is already in place.
- Softball- we bid to host the regional championship
- GAA- annual fund information will hit this week. We have more fundraising ideas and the GAA banquet will be changed to a crawfish boil to focus on student athletes. It will be Monday April 24th.
 - Shelly- when are we getting a mascot?
 - Adam- that is something I am hoping to tackle this summer

Steve Cox

- Ed Shihadeh, LSU Professor, focuses on retention and creates an analytic that will tell us which students are at risk for leaving LSUA. They are giving us a cut in cost to work with LSUA. I think we should utilize him for the first year of the retention plan to help us identify which students to focus on.

Leana Wilson

- Summer and fall schedules are available for viewing. Registration begins on Monday. The dates are published on the website and tells students when they can register.
- Spring 18 has a tentative schedule
- I will send email to students letting them know all of this information
- It is my goal to keep this ongoing so we stay ahead and keep registration consistent each semester. October 16 will begin spring 2018 registration. We are still working on website and have information accessible. Any suggestions are welcome.
- We moved back in Abrams room 109

Catherine Pears

- Press conference last Thursday for 40th activities semi well attended.
- Our opening on March 3rd was very successful as well as this past Saturday's Youth Art Month Festival both with good attendance and diverse audiences.

- I've just returned from the Mid-year meeting of SEMC council. We reviewed proposals, had a business and planning meeting and finalized plans for the conference in New Orleans in September.
- Received McCormick Smith Fund, funds through government united giving campaigns, as well as \$4000 in renewed memberships, a result of our recent mail out. Dragon boat sponsors remain in place and teams are beginning get signed up.
- The committee has its first meeting this week on Thursday at 1 pm.
- We continue to review art works in current auctions in search of appropriate and exceptional works to add to the collection. Presently, we have only bought at reserve prices on the back end of the auctions. When a vital and impressive piece appears at auction we will then bid actively.
- We are working with the executors of Fran Davis' will in regard to the donation, appraisal, move and installation of the Lin Emory sculpture that is now installed in the yard of her home. We are evaluating the best location for this kinetic sculpture for optimum movement and enjoyment while also considering its safety and maintenance.
- As we will be working with a specialist to move the Lin Emory, I will be getting a quote to install the Inuit sculpture *Eagle*, in preparation to propose its move to campus to join the Morris Taft Thomas sculpture between Mulder Hall and the Brumfield Caffey Annex.
- Tammy Killian will lead our Renegade tour this Thursday, March 16.
- I am focused on the preparing the first draft of the 17-18 budget for review at a finance meeting on March 21.
- The Collections committee also meets on the evening of the 21st.
- I have shoulder surgery on the 23rd and will be out several days following.
- We did not have a quorum at the last board meeting. The next Board meeting is March 27th.
- Staff meetings have been moved to Wednesdays at 9 am. Cindy Blair is attending her final trainings this week to compete her "certification" as a VTS trainer.
- Dorene Fox tendered her resignation to pursue a business partnership with her husband. We will evaluate the position during the budget process and perhaps seek a temporary employee during the evaluation and new hire process.

Deron Thaxton

- Retention- this is our number one focus. We have put some effort the past few years but never had a plan with a goal. We had LSU come to talk and identify at risk students who may not come back the next semester. My assumption is we will go with them the first year to get his algorithm to identify students. This is only half the issue. The second part is knowing what to do once we have a list. We must change our culture and our mindset to do whatever it takes to keep them here. The financial plan really comes from the enrollment and retention plans that the chancellor is requesting. We do need more resources to grow and retain students. We know state appropriations are not going to increase, we also can bring in revenue to the university through recruitment and retention. It is easier and less expensive to keep a student that we have compared to recruiting a new students. This all funnels back to the importance of retention. We have fluctuated between 50-60%. There is a lot of work to be done. If we could get closer to 75-80% we would be doing very well.
- Budget- we did not receive a mid-year cut. We are in the process of working toward year-end close out and predicting where we will end up and where remaining funds go. We are looking to have another good year. Our SACSCOC final report is due April 1st and within that we are stating we will have funds to go back to reserves once again this year. Hopefully this is the last year we have a plan in place to do that, and going forward we will come together as a group and determine how to re-divide those

dollars up for the university. As of two weeks ago, we are looking at an excess of just under a million dollars.

- Title IX position- we are looking to make changes. LSU is having a major initiative to hire a professional to cover these issues. We will still have a coordinator on campus but the new position will be somebody to oversee both LSUA and LSUE.
- Construction projects within 30-45 days- we did receive funding for major repairs funds (first time in 6 years). This will replace the roof for chambers and the student center. This will go to bid and hopefully completed by July 1st.
- Civil rights review- Abbey will discuss
- Rugby pitch- should start the next few weeks. All contracts have been signed.
- Landscaping - The same company as last year will be on campus this week to work around a few buildings to improve campus. We are very short staffed for grounds so we are contracting this out.
- Meal plans- we had set meal plans for the first year. Normally they go up every year in the contract, but we didn't increase them last fall. However, for next year we will have an increase. The proposal from Chartwells is:

Meal Plan for 2017/ 2018 School Year: Plans based on 125 days of service per semester / 18 Weeks

No Changes to current Faculty / Staff Plans

Current Plans:

Residential:

Current: Residential

Unlimited: \$1500

200 Meals / \$200: \$1500

Current: Commuter

25 meals / \$25.00: \$199.00

30 Meals / \$100.00: \$299.00

35 Meals / \$125.00: \$349.00

60 Meals : \$390.00

90 Meals : \$575.00

Proposed Options:

Residential

Using the current residential plans we would offer:

Unlimited: \$1575

200 Meals / \$200: \$1575

Switching meal plans to a block plan we could offer more usage of the plans in other locations as well as allow the students some freedom of how they use the meals.

19 Meals per week: \$1675

Cost of \$4.90 per meal / 342 meals per semester

15 Meals per week / \$25.00 Declining Balance: \$1575

Cost of \$5.74 per meal / 270 meals per semester

This plan would be the default option

12 Meals per week / \$150.00 Declining Balance: \$1550

Cost of \$6.48 per meal /216 meals per semester

Commuter Plans:

25 Meals / \$50 Declining Balance: \$225

35 Meals / \$50 Declining Balance: \$290

45 Meals / \$25 Declining Balance: \$325

90 Meals : \$595

Chartwells would also like to add three types of plans to test out the next year. They are block plans with so many meals per week. Students could then use their meals per week for friends to bring in with them. They are about the same price. This is not mandatory, just another option for students.

Abbey Bain

- Civil Rights Review- continue to work through the Voluntary Compliance Plan with Chad and Jim Weinzettle's assistance. We are estimating about \$40,000-\$50,000. Most of this money will go to the bathroom stalls. Regarding policy, the main area we need to modify is our approach to working with students who have a disability and making sure that LSUA is not guiding them to major (or NOT major) in a certain area or take a class. Instead, it is our responsibility to show them what the class entails or perhaps the faculty would be willing to provide an alternate assignment but unless there is a certified board (like nursing or Rad Tech), LSUA cannot tell a student to not take a course or pursue a major because of a disability. I will continue to get clarification on this and then we will work to train and inform the campus.
- Legislative Breakfast- we will host local legislators on campus later this month. We are working on a special video for them. We will have a few administrators, a couple faculty, and a couple students present. Most of these legislators do not know LSUA well and we want to change that culture.
- Employee Recognition Dinner will be held on Thursday, March 30th. An email invitation will be sent soon.

Melinda Anderson

- CASE conference – I attended the CASE conference with Sara and Shere. They had three different tracks (marketing, alumni, and development)
- Ugly mug marketing will help with the LSUA foundation website which will include Alumni and Friends information. This will help to share our story and our successful alumni. This will also be used as a fundraising site.
- Nominating committee meeting with foundation board- we will put forth names to fill vacant seats, and we are working to make it diverse and representative.
- March - civic club luncheon this month. It brings a lot of groups to campus.
- We are moving forward with strategic plan for foundation for the Chancellor

Shelly Kieffer

- New recruiter is Laura Norman and she will begin April 17
- Compared to this time last year, fall applications are up 102 students. That doesn't include online students, just traditional students
- I am expecting summer to pick up now that we have the schedule posted. The majority of our summer students are visiting students.

- 89% conversion rate from applicant to enrolled student and hoping that trend continues

Michelle Riggs

- Faculty Personnel Policies Committee- reviewing office hour's policy statement. We have great suggestions that we will take to faculty senate.
- Improvement of instruction- advising loads were discussed and working to figure out the transition from advising center to professors.
- Admissions and standards will meet tomorrow. We will look at PS.
- Faculty Senate- discussed dead week resolution from student government. We looked into a compromise. Students requested W-F dead week and don't want course exams during dead week. Faculty Senate sent modifications back to SG and hopefully we will have a resolution from this. We want to do this for students.
- Faculty senate is collecting problems from workday to present to this group.
- The association of Louisiana Faculty Senates will meet on campus April 29th