

# MINUTES

## LSUA Chancellor Cabinet

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6/26/2019 9:00 AM | *Meeting called to order by* Chancellor Coreil

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### In Attendance

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Dr. Paul Coreil, Dr. John Rowan, Dr. Eamon Halpin, Dr. Stephan Moore, Dr. Haywood Joiner, Melinda Anderson, Sarah Black, Shelly Gill, Deron Thaxton, Donna Torres, Chancey Slider

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### Chancellor Coreil called the meeting to order at 9:00 AM

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#### **Chancellor's Updates:**

- We are working to ensure that we submit all of the information needed to be included on audit reports and that we punctually report back to the auditing team, especially concerning the athletics scholarship compliance. Thanks to Donna and Deron for working together on the reports.
- The Business Plan, Strategic Plan, and Risk Mitigation Assessment are being developed. The Business and Strategic plans must align. The Business Plan and Risk Mitigation Assessment are due by the end of the summer and the Strategic Plan is hoped to be more finalized by the fall and completed by July 1, 2020. It is our hope that revenues generated from the Business Plan will provide the funding to support the Strategic Plan.
- Thanks to Donna for meeting with me recently on a weekend and for working diligently on the budget.
- Plan to continue community outreach and thanks to Sarah Black for organizing many opportunities for outreach.
- There will be a budget meeting for some members of the Cabinet in the near future.
- Welcome, Dr. Haywood Joiner, to the Cabinet and congratulations on recently being inducted as the new President of the Rotary Club of Alexandria.
- Nurse Jackie Schexnyder has asked that we consider heavier marketing of the LSUA Health Center. I am working closely with Sarah Black to evaluate how we can spread the word to more students, faculty, and staff.

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### Reports

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Eamon Halpin

- Attended the annual COPLAC conference with Dr. Rowan recently. If LSUA is accepted into COPLAC, it will sharpen our identity and bring positive attention to our campus. We would be the only university in the state of Louisiana designated as a COPLAC member. We plan to apply for provisional membership in the fall. This

membership could provide numerous advantages and opportunities for students and faculty.

- Planning to host a luncheon to celebrate the approval of the BS Accounting degree when the faculty returns for the fall semester.
- The letters of intent for a BS in Marketing and a BS in Management were approved by the Board of Supervisors in May. We also plan to submit a letter of intent for a BS in Computer Science in the near future.
- Lakeshia Williams, the Director of Continuing Education & Community Outreach, is hosting the Cenla Leadership community program in the fall.

#### John Rowan

- Requests a meeting in the near future to discuss the Business and Strategic plans in order to get feedback from the Cabinet.
- Attended the COPLAC conference last week with Dr. Halpin and plans to deliver ideas to the faculty. If we are approved, LSUA will stand out as the only COPLAC accepted university in the state of Louisiana and will be able to collaborate with other universities concerning exciting opportunities such as studies abroad and faculty exchanges. COPLAC will make a campus visit in the future.
- Focusing on how Academic Affairs can support marketing, fundraising, student engagement and other initiatives across the university. The hope is that Academic Affairs can be more involved in these processes in the future.
- Dr. Nathan Ponder will be the Interim Chair of Biology for the upcoming year beginning on July 1, 2019.

#### Sarah Black

- Meeting with Lafe Jones tomorrow to discuss marketing strategies.
- The 60<sup>th</sup> Anniversary logo has been finalized.
- Met with Emprint in Baton Rouge last week and will be meeting again this week to continue discussions on creating a storefront for LSUA to produce flyers, business cards, stationary, and any other materials that may need to be created for members of campus.

#### Haywood Joiner

- Thank you for inviting me to serve on the Cabinet.
- Allied Health is doing well and looking at adding additional programs. There is currently a shortage of Surgical Technicians in our area and the state of Louisiana. We are exploring whether LSUE can provide courses here locally since they currently have a Surgical Technician program. We may explore the possibility of offering a concentration in Surgical Technology in the Bachelor of Science in Health Professions if LSUE is not able to provide services locally.
- We may also explore the possibility of offering an online Bachelor of Science in Healthcare Administration through LSU Online. I will be meeting with the Dean of

College of Business, Education, and Human Development at LSUS this Friday to discuss a program that LSUA could develop to feed into their Masters in Healthcare Administration program.

- Attended the Accreditation Council for Business Schools and Programs (ACSBP) Gala in Houston with Dr. Randall Dupont last weekend.

#### Shelly Gill

- Admissions are up 7.6% compared to this time last year, which is about 121 more applications. We have been getting a lot of visitors this summer.
- Working on new recruitment pieces with Sarah Black and Liz Jonson. There is a plan in place for a smaller road piece and a larger piece for our local schools.
- Interviewing for the two open positions in the Admissions department tomorrow and Friday.
- StudentEngage will be here next Tuesday to demo a new CRM that we are considering.
- The Faculty Advising over the summer has helped to show improvement with numbers. Thank you to all departments and Academic Affairs for working with the Center of Student Success and our office to make this process a success.
- Will begin office retreats in July at least one day per week and will share the days with the Cabinet once they are finalized.
- Working on moving students who were conditionally admitted because they did not have a high school transcript into the admitted group.
- The Weeks of Welcome Committee met yesterday to continue planning and we are excited about all of the activities in store for our students, including a BBQ at the Chancellor's house on campus on the first day of classes.
- Discussing extending events for parents during Orientations so that they can network and socialize with administration and faculty.

#### Melinda Anderson

- The 10th Annual Gala is scheduled for the evening of Thursday, October 17, 2019 and will take place on LSUA's campus. It will not be a black-tie event. The LSU Foundation is on board to support our cause.
- Thanks to the Foundation Board, President Alexander, and everyone who was involved with making the Foundation Luncheon last week a tremendous success.
- Attended the Chamber of Commerce's Bizzy Awards on June 14th. LSUA was very well represented.
- The LSUA Foundation and GAA worked together to host the GAA Golf Tournament last Friday – 14 teams and GAA netted over \$5000.
- Bryan Benchoff and Daniel Bozzard from the LSU Foundation will be on campus mid-July to meet and visit with Dr. Coreil, Spencer Martin, and myself.
- The Capital Campaign/Gala Committee had its first "reboot" meeting last Monday. We were able to display some of the materials that CCS has produced for us and we are in the process of fine tuning.

- The 60th anniversary logo has been finalized.
- Mary Maloney, the CCS consultant, will be embedded with us beginning July 8, 2019. She will be conducting numerous interviews and continuing to prepare the Feasibility Report for the Capital Campaign.
- Working on arranging meetings for Dr. Coreil and Foundation Board members to get acquainted.

#### Stephan Moore

- The Oaks is currently working on the forty-mile radius list of all students who have been accepted to the university for the fall semester. Students should receive communications concerning the current housing requirements and information to assist them with housing exemptions.
- The Center for Student Success is currently still partnering with Admissions. The number of First-time Freshmen who are registered is around 265 compared to 250 at this time last year.
- Retention is roughly around 53.3% compared to 46.3% at this time last year.
- Partnered with Jerri Weston to put together a communication plan on how we can keep students engaged throughout the summer once students have been registered. We have also created a communication to send out to all students who have not yet registered for the fall semester.
- Thanks to Academic Affairs and the faculty for partnering together to assist with advising this summer.
- The new Retention and Advising Specialist will be on board by July 15, 2019.
- We are excited about the "WOW" Weeks of Welcome and the committee has been meeting weekly. Sarah Black and Liz Jonson have been invited to attend the next meeting to discuss marketing events and communication pieces moving into the fall.
- The General's Brigade newsletter will be going out to students and parents this summer to remind them of important upcoming dates for continuing students.
- The Testing Center received feedback from the review agency concerning the application to become a certified testing center. The application will be resubmitted after a few changes are made. We think it will be a favorable review and hope to become the first and only certified testing center in Louisiana.
- We are in the process of reviewing applications for the open Counselor position. The committee will be meeting tomorrow to review some applications. Thanks to Human Resources for their support with this. We hope to have someone on board by mid or late July.

#### Deron Thaxton

- Getting together some speakers for the College Readiness summer program that the city is considering doing in late July or early August.
- Suggests that the Cabinet should meet soon to consider budget planning for the next fiscal year.

- Confirmed that Tara Ball will be coming back to campus to work with the Cabinet and committees concerning the Risk Mitigation process.
- Received update on June 24, 2019 from Danny Mahaffey and Mark Moses, who is in touch with Washington, concerning the Drainage Project. They are working on figuring out how the money will be allocated for LSUA's project.
- Met with Jim Weinzettle (architect), Dr. Coreil, Dr. Rowan, and leaders of areas which will be housed in the new student services building to discuss the latest floorplans, designs, and review a 3D model. A few changes needed to be made and Jim is working on drafting a new 3D model to display the updates. The hope is that the new model will be revealed at an upcoming Foundation Board meeting to inform everyone of the progress being made and the next steps of the process.
- Current enrollment projections are trending upward by about 5%, which is very similar to this time last year. We are seeing an upward trend in online enrollment and a flat trend for traditional on-campus enrollment for the upcoming fall semester. Revenue projections are less due to the balance of online vs. on-campus students – the 50% loss in revenue from online programs.

Donna Torres

- The Business Plan and Strategic Plan will align and mirror each other. LSU's Business Plan is a five-slide PowerPoint and is being called the Operational Plan.
- We will follow up with Chad Brackin on audit reports. Responses and feedback have been given on the targets and we are close to finishing the process.
- We are working on the final step of the Risk Mitigation process. The Cabinet met with Chad Brackin and Tara Ball to create the heat map and committees are being formed. Each committee will meet in the near future to discuss how risks can be mitigated in their areas. We plan to ask Tara Ball to return in the near future when we are close to finalizing the process.

Respectfully submitted by Chancey Slider

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The Next Meeting will be Wednesday, July 10, at 9:00 AM

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