

# MINUTES

## LSUA Chancellor Cabinet

1/9/2019 9:00 AM | *Meeting called to order by* Chancellor Huang

### In Attendance

Dr. Guiyou Huang, Dr. John Rowan, Dr. Eamon Halpin, Stephan Moore, Melinda Anderson, Shelly Gill, Chancey Slider

Guest: Sarah Black

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

#### Chancellor's Updates:

- Thank you to Dr. Lueder and Dr. Rowan for organizing the Center for Teaching Excellence presentation on January 4, 2019. Special thanks to Dr. Ken Bain for guest speaking at the presentation.
- Kudos to Nina Cox for hosting the Orientation for International Students and Scholars that took place on January 8, 2019.
- The Spring Convocation on January 3, 2019 was well attended.
- Spring priorities will continue to be recruitment and retention.

### Discussion Items

1. Core Alcohol and Drug Survey
  - The Cabinet discussed the implementation of the Core Alcohol and Drug Survey encouraged by the Louisiana Board of Regents, and decided that offering the survey to students will be beneficial to LSUA's campus. The data provided by the survey will be used to determine how LSUA can proactively better serve students.
2. Marketing & Branding Survey
  - The Office of Marketing and Strategic Communications conducted a survey to LSUA students and students at two local high schools, one private and one public. Sarah Black presented the findings to the Cabinet. The surveys revealed that 67-68 percent of surveyed students reported LSUA's marketing to be favorable. The most common phrases associated with LSUA were, "friendly, local, community, and quality".
  - Revealed that the "Join the A List" billboards are well received.
  - This survey will help to determine advertisement placement and how LSUA wants to move forward with branding and marketing in the future.

**Stephan Moore:**

- Dr. Abbey Bain sent out emails to around six-hundred students who do not yet have schedules.
- There is a position open in the Center for Student Success.
- Text and call communications are being sent out to students.
- The Golden Key Honor Society application will be submitted soon.
- The General's Galley was restocked this week.
- Welcome Week is next week.
- The Oaks is going through the resident confirmation process for the upcoming semester.
- Still in touch with the Washington Center to get more services for students.

**John Rowan:**

- Changes will be made beginning Fall 2019 regarding the scheduling of classes and classrooms in order to improve these processes. Thank you to the Registrar's office, department chairs, and faculty who made this possible.
- The All-Faculty meeting on January 8, 2019 was well attended. Thanks to the Faculty Senate for co-sponsoring this meeting. Thanks also to Vice Chancellor Moore for attending.
- Met with Deron Thaxton and the architecture firm concerning the new building. A survey will be administered to heads of the units that will be in that building office heads to get their ideas.
- Welcome Mr. Scott Colley as the new Director of Institutional Research and Effectiveness. Dr. Rowan would like to be included in all communications that pertain to Mr. Colley while he is adjusting to the position.

**Eamon Halpin:**

- Working with Dr. Lachney on preparing the full-program proposal for the BS Accounting that will be considered at the March 15<sup>th</sup> Board of Supervisors meeting and, hopefully, at the April 24<sup>th</sup> Board of Regents meeting.
- A visiting team from the Accreditation Council for Business Schools and Programs (ACBSP) should be on campus sometime in February, but the exact date is still to be determined. A successful site visit will facilitate the passage of the proposed accounting degree through the off-campus approval process.
- Working with Dr. Holly Wilson, Dr. Patsy Jenkins, and Jeremy Simmons on developing an undergraduate Art Education Program leading to K-12 Teacher Certification.

**Melinda Anderson:**

- Met with Dr. Joiner, Dr. Rowan, and the new Director of Continuing Education, Lakeshia Williams.
- Working on Black History Scholarship Luncheon taking place on February 21, 2019 from 11:30 AM to 1:00 PM in the Brumfield Caffey Annex. Mayor Jeff Hall has been asked to speak at the luncheon, but the speaker has not been officially determined.
- Working on Homecoming activities for Homecoming week taking place February 5<sup>th</sup>-9<sup>th</sup>.
- Received a \$25,000 Education Endowed Scholarship from Bill and Frances Herrington. Special thanks to our donors.
- Working on donor lists with Spencer Martin.

- A phone conference is scheduled with the LSU Foundation for Friday to discuss capital campaign collateral material.
- Met with CLECO concerning the General William Sherman marker event taking place on February 7, 2019 at noon in Pineville, Louisiana at the site of the Sherman Marker. Dr. King Alexander and many other LSU representatives will be present for this event.
- The Mulder Scholarship application process has begun and will conclude by March 9, 2019.
- Melinda encourages obtaining television publicity to bring attention to the Mulder Scholarship since it is the first time LSUA has been able to offer a full ride to two students, one first time freshman and one continuing student.
- Met with Shelly Gill, Stephan Moore, and Donna Torres to discuss Chartwells and The Oaks.
- Moving forward with professorship interviews.
- Preparing for the Employee Recognition Dinner.
- Dr. Claude Melebeck's estate donated over \$11,000 to the LSUA Foundation over the Christmas break.

**Shelly Gill:**

- Obtained I17 recertification for F1 visa holders for language and academic programs.
- Received verbal report that financial aid audit went well and we are expecting a formal report by next week.
- Spend the Day A has been rescheduled for March 16, 2019 due to the original date conflicting with the Science Fair.
- Verifying dual enrollment for spring, 2019. We are down by two-hundred students compared to this time last year.
- The last day for applications is Friday, January 11, 2019.
- Encourage all advisors to get spring 3 students scheduled as soon as possible because it affects data.

Respectfully submitted by Chancey Slider

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The Next Meeting will be Wednesday, January 23, at 9:00 AM

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