

MINUTES

LSUA Chancellor Executive Council

6/8/2017 9:00 AM | *Meeting called to order by* Chancellor Huang

In Attendance

Dr. Huang, Dr. Hatfield, Deron Thaxton, Melinda Anderson, Shelly Gill, Sarah Black, Abbey Bain, Adam Jonson, Catherine Pears, Leana Wilson, Steve Cox, Christof Stumpf

Chancellor Huang

- I want to thank Christof for being a good faculty senate president working with the administration and this group.
- The state's budget is still uncertain. The senate has taken action to restore the \$18 million for higher education. If the \$18 million is fully restored, the funding level will be the same as last year.
- The service policy must change. We need a strong policy on service. I am a servant leader, and we are serving the students. We want policies to be precise and enforceable. Policies are meant to be followed, and weak policies need to be revised.
- Retention is important for the state's funding formula and institutional success. Retention will be our largest focus for a long time to come.
- We had a good conversation with the Deputy Commissioner of the Board of Regents about the funding formula. We shared our thoughts. We will stay a four year university. Remember the three R's: recruit, retain, revenue. We will put resources toward our goals on recruitment and retention.
- The foundation plan, retention plan, and enrollment plan, once all completed, will be shared with the campus community.
- Stephan Moore will be the new Vice Chancellor for Student Engagement. After a national search, we had 33 applicants, we brought three to campus, and the committee recommended two candidates. Stephan was selected as the best fit. I considered all of the feedback. The students submitted their own report, and they strongly supported this candidate. He will start on August 1.
- With the new Vice Chancellor, we are restructuring some units. A number of departments under Bobbie and one under Deron will report to Stephan.
- I am rebuilding the leadership structure and creating a Chancellor's Cabinet. It will be smaller than this group. This change is because of the new VC coming and also from what I have observed over the last five months. This meeting has been primarily information sharing and that is important, but we need more. The cabinet will be more nimble, more strategic, and focus on decision making and problem solving. We must have a strong visionary and strategic leadership structure at the top. This will take place August 1. The Chancellor's Cabinet will consist of the three Vice Chancellors and two additional divisions will be represented that are critical to the mission.
- The leadership team must work with everyone to advance the mission of the university. No margin, no mission. We are low with employee salaries and that is something we want to change. It won't happen overnight. I am confident and hoping to give a raise, but we won't know until after special session. We want to reward our employees for their hard work.
- I have discussed the idea of a Welcome Center with various constituency groups. We are trying to create a building primarily for admissions but also financial aid and possibly the registrar's, depending on the size. The first floor will be functional for admissions and financial aid. It should be a one-stop

shop for students. On the second floor we will have guest rooms for visiting parents or faculty, which would bring in revenue. I am continuing to work with the Foundation to contribute dollars and the university will also help. If we grow to 4,000 or 5,000 students, then we'd need another academic building and another residence hall. We are trying to achieve long term goals.

- As the university grows, we need to address program development. I hear this from faculty, staff, students, and the community. Students won't come if we don't offer the major they're interested in. We don't need to offer every program, but we need to offer marketable and viable programs, where we can have a niche. Aviation science, construction management, and accounting are all areas I have heard a need for. These are areas that I think we need to consider. We need our faculty to look at these things, and lead program development initiatives.
- It is summer and I encourage you to take your vacation to reenergize.

Barbara Hatfield

- The Bachelor of Arts in religious studies is on agenda for June 21 to do the letter of intent. We are sending a group to attend: Steve, Haywood, Nathan, Holly, along with people from Baton Rouge to answer any questions.
- I am working on the prospectus to offer the associate degree at Menard. Originally we were going to do Bolton and Menard but we are waiting on Bolton because we don't have the enrollment for fall.
- Kent Lachney and Eamon are working on letter of intent for Bach of Sci in accounting
- Bachelor of Arts in Communication Studies added multiple concentrations- visual communications and human relations and sports broadcasting. Once we have the participation then we can move it forward to become a major.
- LSUA is considering applying to be the small business development center for the state. Christi Nation, Steve Cox, and Kent Lachney plan to attend the Bidder's Conference in New Orleans on June 14.

Sarah Black

- Next Tuesday is census day for summer, depending on numbers we will do a press release.
 - Steve- I can make sure to have the final numbers to do by the end of next week.
- Working on information for the Bossier Parish 2 plus 2 all online
- Finishing the orientation brochures for parents and students
- Will work on the Alumni Magazine this summer
- New travel piece for August is in progress
- Camille is working on the departmental brochures
 - Melinda- it is important to keep the communication pipeline to foundation board members. Can get a couple dozen of the brochures to mail to them?
 - Sarah- yes

Melinda Anderson

- The Foundation Board Retreat is on Monday to focus on strategic planning. This will be the first in many years.
- We hired a company to create our own standalone website which is coming along
- Scholarship golf scramble is tomorrow. We have 11 teams signed up along with sponsors and donations. The money goes toward the Alumni and friends scholarship fund.

- There will attend the alumni and friends conference next week. We are hoping to get more involved in the association and possibly host the conference here next year.

Abbey Bain

- Convocation is Friday, August 18th in the ballroom. We will do lunch and then the Chancellor will address the group in the ballroom. It will be a different set up than we have done in the past so please share with your respective areas.

Adam Jonson

- We are changing the ways we share information for scholarships and roster lists with financial aid and the registrar
- I am updating the handbook and creating a policy manual and expectations for coaches, staff, and student-athletes
- GAA board meeting tonight to discuss fall fundraising event. It will be something like the 10,000 tailgate where you raffle \$100 tickets for a chance to win \$10,000. We will have the event during the LSU-Mississippi State game. The winner will be announced at halftime. I plan to begin fundraising next week after we finalize details tonight.
- I am looking in to website redesign options
 - Steve- Right now, we have equity and right to know link with net price calculator, legally we need it to stay there
 - Adam- no content will be changed
- GAA online store will launch the end of the month
- GAA is considering a wacky golf tournament with one-club or night time tournament.
 - Steve- talk to Jamie for information on the LSUA course. It is affordable.

Deron Thaxton

- We will have candidates for the Title IX coordinator with LSUA and LSUE on campus today and tomorrow. The person will stay here half of the week and LSUE half of the week. LSU wanted a higher level position and somebody with a background in title IX related issues and/or a law degree.
- Budget- house currently stands we are down 2.5% which is \$127,000 going in to next year. This will change with the senate's version. Special session starts today and ends 10 days from now on the 18th. This is better than what we were expecting. LSU is down 2.8 million, LSUE is down 113,000, LSUS
- Close out this fiscal year – we had some confusion with purchase orders and we will clear that up. A lot of this comes from LSU as well and we are figuring out year-end with workday. My staff is wrapped up trying to close out the year. Financially speaking, we are good to close out the year and we will put some money back to reserves.
- We currently have roof construction on chambers and union, those are on schedule and should we wrapped up the next couple of weeks
- A new service from Barnes and noble is called First Day. It will bundle all books and materials a student needs for their classes (electronic or hard copy) to be available the first day of class. This will need to be discussed in academic council because not all materials are available, certain publishers etc. We also need the student perspective because they like options. This would ensure they have the materials on the first day of class- lots of students wait weeks, or even midterms, which isn't the best for their academic success.

- Steve- we would add a fee to the students and they would automatically get a link to all electronic materials. If they wanted hard copy, they could go to bookstore and pay an additional fee for that.
- Deron- this would be a campus wide change, and we are just in the fact finding stage. This wouldn't happen for this fall. We just need to see if we want to do it and how can we add the fee etc. This is something we are talking about. It really could help students save money.

Catherine Pears

- Exhibits-
 - Painting a Nation: Hudson River Landscapes from the Higdon collection and the 30th September Competition opened last Friday. Former director Mark Tullos was the juror in celebration of our 40th anniversary and addressed the audience regarding the successes of our museum.
- Collection
 - We are coordinating with the Fran Davis estate to move a Lin Emery sculpture to the museum property. The Sculpture has been removed from her property and is being conserved and should be installed later this month in the front of the museum.
- LSUA
 - The renewal of our CEA with the City of Alexandria is still held up in legal at the city. Robert Weeks in community services is still my contact at this point.
- Sponsorships & Fundraising
 - We are preparing for our next fundraiser on August 19th – Craft Brews, BBQ and Blues with tickets on sale now.
- 40th Anniversary
 - We continue with Kinetics to complete our 40th anniversary promo videos and are loading them onto the AMoA Utube channel. Research for the permanent exhibition continues with final work being completed this summer.
- Grants, Trusts & Foundations
 - We continue to write grants and send requests to viable funders. We have several deadlines in July.
- Education
 - Camp Carter is being offered at the old Lecompte High School because of the damage to Carter C. Raymond School. The students are still being served by the RPSB feeding program at the elementary school.
- Community Programing
 - Family and teen workshops are on Saturday, June 17. The teen stop motion animation camp is the last week of June.
- Board Relations
 - The Board approved a slate of candidates for new members to reach out to. The Vote will happen at the meeting at the end of the month – the last meeting of our fiscal year.
 - The finance committee will meet this month to finalize plans to move funds to investment accounts at Red River Bank and Southern Heritage Bank.
 - It looks like we will end the year breaking even though we are down on fundraiser and direct support income this year because of other funds we have received and donated art work.
- Staff
 - The staff continues to perform above and beyond expectations. 19-25.
- Building
 - The recent power outage in town damaged the HVAC monitoring system. We have estimates and will move forward with the repair soon. We will file an insurance claim. The freight elevator motor has been replaced.

- The 6 additional panels in the vault for collection storage have been installed and are already being utilized.

Leana Wilson

- Registration is ongoing
- I hired a new employee to serve both transfer credit and the catalog with the new software
- National clearing house to automate our system of transcripts. We can't offer students an automated process to order transcripts and have them done in a certain amount of time. I am working with Matt to work out issues to get this out electronically.
- I met with Dr. Treuting for new faculty orientation. There isn't the best communication with my office and the departments, especially adjuncts, with getting attendance and grades and our policies.
- We may do videos that could go on the website to help keep everyone informed and on the same page
- Live form- a workflow process for our forms. Students will have a seamless process to upload to docubase.

Steve Cox

- Summer enrollment is in great shape
- Fall enrollment looks to be in good shape, too
- Fall retention is almost the exact same as of a year ago.
- Ed Shihadeh from LSU is a retention specialist and has our data. They are working on it to identify variables of students that aren't staying. I am hoping to have percentages by the end of the month so that we can better identify students who are at risk of leaving.
- Barnes and Nobles offers Loud Sight which provides real time retention analytics. They have worked with some large universities but I also heard they are talking to LSUE too. I'd like to have a meeting and a demo relationship with them to do real time analytics so week by week we can calculate how students are doing and where we need to spend our time.

Shelly Gill

- Applications are looking good
- Summer up 20% in apps and up about 17% enrollment
- Fall applications are up 11%
- Recruiters are having retreats this summer. We met with Adam and Sarah already and it's been informative to make sure we are all on the same page
- Two staff members are going to Vietnam next week. The expo allows us to have 30 time slots to invite agencies and schools to talk to/meet with. All 30 slots are filled and 24 on wait list.
- There is also a student recruitment day to meet with more families and we have a translator
- Two staff going to India in July.
- I am working to complete the 10-year Enrollment this summer.

Christof Stumpf

- Faculty are working on the amounts for Promotion