

# MINUTES

## LSUA Chancellor Cabinet

9/27/2017 9:00 AM | *Meeting called to order by* Chancellor Huang

### In Attendance

Dr. Guiyou Huang, Dr. Barbara Hatfield, Melinda Anderson, Deron Thaxton, Shelly Gill, Stephan Moore, Erin Weilbaecher

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

- All campus meeting tomorrow. This will be a semester tradition to keep everyone informed from the Chancellor's viewpoint.
- A New Faculty Luncheon is being hosted today by the Chancellor and the Provost. We want to make this a new tradition for new faculty hires.
- The Retention Plan has been released. The Retention Committee reports to the Chancellor and is the owner of the plan. Academic Affairs and Student Engagement are the co-owners. Retention is a huge issue of which everyone is a part. All of the departmental plans will be added to the main Retention Plan to publish together. Retention is everyone's job.
- We are currently at 3,389 in enrollment, which is a 3.48% increase, 114 new students, from Fall 2016. The increase mostly consists of online students. This increase allows us the ability to honor faculty and staff raises.

### Academic Partnerships Presidents' Summit Meeting.

- Three categories that affect revenue: international students, students in alternative credentials (for LSUA that is in Continuing Education), and graduates returning to universities online. Our disadvantage is offering only a small spectrum of undergraduate degree programs.
- The percentage of universities reaching out internationally has decreased. We need to focus on this area and take advantage of universities not recruiting abroad, which opens up a larger pool for us.
- One of our focuses overall is growing enrollment, both online and internationally. This year, LSUA's online and international numbers increased. The triangle that we need to focus on is FTF Traditional, Online, and International enrollments. The Enrollment Plan reflects this focus.

### Shelly Presented the Enrollment Plan

- One area that we struggled with this year was yield rate with admitted to enrolled. We have set some aggressive yet attainable goals to increase FTF, Transfer, and International Student enrollments.
- On-campus events for recruiting will increase. There are two open houses as well as tours every Saturday starting the 2<sup>nd</sup> week in October. We are asking that students RSVP for the tours, which can be done online.
- We are hosting a breakfast where we bring high school counselors onto campus to educate them about LSUA and to meet with the Chancellor and the Vice Chancellor of Student Engagement.
- We will increase our communications with high schools and work with their registrars to get graduate lists from them, using these to focus on both on-campus and online enrollments.
- Tellin is working with LSUE to have students better able to see what classes they need to take at LSUA to complete their degrees.

- We are still recruiting in Canada and monitoring our efforts in India and Vietnam to see if more trips are warranted. J-1 Visas are a work in progress.
- Dr. Huang stated that the Enrollment Plan is a strong document and we should be able to grow to 5000 students by 2027.

### **Greek Life**

- The Cabinet discussed the possibility of a Greek life on campus.
- There are a lot of requirements to look into. Administration has always been in support of this. We need people in town to help support the Greek chapters. Everyone agreed that sustainability is the key.

### **Hiring Vacancies**

- The new LCRP Director, LaKeshia Dalton, has been hired and will start mid-October.
- Deron's committee has interviewed 2 IR Director Candidates and will have a recommendation for that position soon.
- Dr. Hatfield reported that the Systems Administration Librarian position has been filled by Michael Waller, who will start mid-October.
- Deron reported that the Police Chief search is still ongoing. The pool of applicants overall is not very strong and we are thinking about advertising it again.
- Dr. Huang will continue to interview all tenure-track faculty and director-level candidates.

### **Civil Service Employee Wage Adjustments**

The Cabinet discussed wage adjustments for Civil Service Employees and agreed that the minimum hourly rate for most Civil Service Employees will be increased to \$9.25, effective immediately and will be reflected on their next full pay-period. Dr. Huang said he would like the wage adjustments to be in effect before the next state mandated increase on January 1, 2018.

Many Civil Service Employees do not have immediate access to view memos and announcements and feel uninformed. Dr. Huang asks that departments help inform their employees about all memos and announcements that are distributed campus-wide by printing and posting them in a designated area.

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### **Barbara Hatfield**

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- Working on new departments, hiring new department chairs for those departments, and working out the cost.
- Institutional effectiveness is a focus. We need to update the reporting departments based on the new organizational structure. Once the new IR Director is onboard, we should purchase/devise a better way of reporting Institutional Effectiveness.
- The Cabinet discussed a package tuition deal. This would be one tuition price for a student to graduate in 4 years, which would be a great tool for retention and would also help with payment plans. Dr. Huang says we should have a few departments pilot this idea. It would be a great incentive for students to not only attend LSUA, but to graduate in 4 years.

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## Melinda Anderson

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- Gala! Melinda has been on morning TV shows to promote the event. The Foundation has \$65,500 secured already. They are continuously working on awareness for the Gala.
- The Foundation is in the middle of an audit.
- Patrons & Pastries was well attended. Thank you to all who went.
- Fundraising on this campus on any level must come through the Foundation. You must go through the proper channels when fundraising. This is for all levels: faculty, staff, and students.

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## Deron Thaxton

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- We recognize the university grounds need maintenance. We have received a few quotes from companies and are exploring our options. We need a minimum of 5 full-time staff members to help maintain the grounds and right now we have one. We are hiring a second staff member, but we are still very short handed. We need to budget each year to help with this issue. It is a huge first impression for prospective students. We are relying on departments and student organizations to help out right now, especially on Beautification Day.

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## Shelly Gill

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- Shelly wants to recognize Kaitlyn Nichols for doing an excellent job as the Senior Associate Director of Admissions. Thank you, Kaitlyn!
- Recruiting staff is currently on the road. Shelly has a very enthusiastic group of new recruiters.
- She will send out an email about the Rapides Parish Fair. There will be an LSUA information table at the fair.
- Meeting with Advising on Friday.
- Financial Aid and Admissions Offices are attending FAFSA workshops. Some of the procedures have changed for October. They will be at UA next week to show students how to fill out the FAFSA form.

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## Stephan Moore

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- Need more counselors.
- Asked if we have an EAP (Employee Assistance Program). Human Resources confirmed that we do not. This is an external service. Dr. Hatfield said it would be good to look into this and it would free up the two counselors we have for students. This could increase counselors as enrollment and retention increase.
- Received a mediation request. Lynette Burlew does mediation (HR).
- LSUA Cares form is on the website and is active. It has been used by students already.
- There is a summer academic boot camp program, Monday – Friday, at no cost except for lunch. It is a 2 week program for a total of 100 students, 50 each week. It focuses on Math and English programs. Saturday is when the students will take the accuplacer. LSUA hopes to absorb the cost of the accuplacer, but that is still being looked into.
- Customer service initiative – students can fill out a form. There might be a quarterly reception to recognize faculty and staff who have great customer service. This is still being developed.
- Partnering with the Department of Business. Dr. Langford wants to host a graduate college fair. An information session will be held in early October.
- Deron, Chad, Boyd and Stephan walked the Oaks. They are waiting on a contractor to see what it would take to make appropriate updates.

- There is a Rapides Parish transportation initiative. A survey, which should be available Monday, will be taken. The parish is willing to work with students to have an app that students can put in their information to have shared rides.
  - Trying to start/implement a designated club, which would target promised students. Kathy Wimmert is working on seminars. If students were to attend the seminar and increase their GPAs, their names will be entered to win a prize. This is also targeting the retention initiative.
  - Partnering with the Nursing Department this summer, offering group advising for their students.
  - Oct 17<sup>th</sup> is College/Spirit Night at Chik-Fil-A. It will be an LSUA block party: DJ, dunking booth, etc. Still getting a schedule made for ongoing events. LSUA organizations will receive 15% of the proceeds. Say you are with LSUA! This is good for dining in, drive thru, and to-go orders.
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Respectfully submitted by Erin Weilbaecher

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The Next Meeting will be Wednesday, October 11, 2017, at 8:30 AM

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