

# MINUTES

## LSUA Chancellor Cabinet

10/11/2017 8:30 AM | *Meeting called to order by* Chancellor Huang

### In Attendance

Dr. Guiyou Huang, Dr. Barbara Hatfield, Melinda Anderson, Deron Thaxton, Shelly Gill, Erin Weilbaeher

### Chancellor Huang called the meeting to order at 8:30 AM

- The Rapides Parish Fair starts today. We want to make sure our campus stays safe and foot traffic is monitored.
- The Job Fair is being held in the Brumfield Caffey Ballroom today. There are 44 companies and businesses attending the Fair. This is a good turnout and will benefit our students.
- The Score Card was briefly discussed. Some of the information reported on the Score Card is misleading. We want our information to be accurate for our prospective students.

### Chancellor's Highlights, Interpretations & Analyses of the 2014 Campus Facilities Plan

- It is time to start implementing the Master Plan.
- The Master Plan consulted the 2014-2019 Strategic Plan. We will have a new strategic plan for 2020, which will be in time for our 60<sup>th</sup> year anniversary.
- This Plan was created in 2014 when there was a 20% enrollment increase.
- Specifics of the plan:
  - Improves the learning and living environment at LSUA.
  - Better defines the image of the university, facilities, and marketing.
  - Reflects anticipated growth. Over 30% of the university's growth has occurred over the past 3 years, 50% over the past 4 years.
  - Focuses on development of the university in terms of enrolled students and academic program expansion.
  - The Plan addresses Student Services needs. This will be reflected with the addition of the new building, which should be called the Student Services Center.
  - Housing is discussed in the Plan. If we grow we need to accommodate the growth.
  - Utilization of acreage on campus:
    - Currently, campus is being used as: 32.5% open space; 22.7% roadways, corridors, and parking; 22.7% golf course; 8.4% athletic grounds, 6.5% academic, student services and administration; 4.8% residential; 2% maintenance; 0.3% Ag Center.
    - According to these percentages, we need to prioritize more with Academics.
  - Needs Assessment and Priorities
    - There has been continuous reduction in state funding.
    - The decline in student enrollment up to 2013 and in retention is an issue. "Potential enrollees with financial challenges have been impacted."
    - The perception of LSUA as a commuter college (2 year college) is still an issue. The words "four year college" need to be advertised. We have more 4-year than 2-year degree programs.

- Architectural design and coordination on campus is not consistent - We build when we have funds and we build in pieces. “This result is a chaotic mixture that fails to optimize space or create an enduring sense of place.”
  - Ways to address the above problems
    - We created plans for enrollment and retention. We are continuing the ideas that were created 3 years ago in the Master Plan. These will be continued priorities.
    - We need new facilities to attract more students. There has been no movement on adding new facilities over the past years. We hope to change this in the near future.
    - We have a QEP (Quality Enhancement Plan), which calls for provision of student clinics, hosting community festivals, and campus related shopping and dining facilities.
    - We need to make changes to our campus’ borders with new signage and landscaping to improve the image of the university to travelers on the highways.
    - We are expanding programs and enhancing marketing.
      - Identified marketing as a priority in the Foundation Plan.
      - We are expanding academic programs.
      - We hired Camille Cook to help with expanding university marketing.
- Priorities:
  - Drainage
    - This is being addressed. Our legislators say they will help with this campus problem. We will know more by Spring 2018.
    - LSUA should be at Baton Rouge meetings to better represent the university and its needs.
  - Program development and retention are both priorities.
  - The campus improvements mentioned in the Plan require strong consistent leadership.
- Needs
  - Campus infrastructure
    - We need to improve gateway entrances, fix campus drainage, improve signage, and identify educational facility/space needs for high demand low cost degrees: Social Work (we do not have), Criminal Justice (we have this and it is becoming a department), Aviation Management (Dr. Eamon Halpin and Dr. Kerry Ordes are working on this), Computer Science (we have this as a concentration), Hospitality Management (We do not have this. This was being looked into previously in a Culinary Arts degree.).
  - Student Services needs will be resolved with the Student Services Center, which will house all of the major facilities for students, such as Financial Aid, the Registrar, Recruitment, and Admissions.
  - The future success of LSUA also depends largely on its success with building strong partnerships with other institutions, businesses, and the wider community.
- The proposed facilities will provide space for future development of facilities that will enhance the interface between LSUA and the community by also providing important services to the campus population.
- LSUA will focus on enrollment growth first. If enrollment increases by 3-4% each year, we can use some of that generated revenue to implement more of the Master Plan and to hire more faculty and staff.

### **LSUA PD Presence at University Events**

- Use our police officers for security first, if possible, if you host university related events.
- We need to keep the UPD informed about all university events.

### **Policy Changes to Admissions – Shelly Gill**

- These are already in the LSUA catalog.
- 1. A student must reapply after sitting out two consecutive regular semesters or two consecutive online semesters.
  - This policy was amended to address any potential financial aid issues.
  - This updated policy is consistent with other universities.
- 2. If a student is required to reapply for admissions, they should be allowed to choose either traditional or online delivery.
- The Cabinet endorses these policy changes.

### **Career Compass – Shelly Gill**

- Career Compass has coaches that go into high schools to meet one-on-one with juniors and seniors and to help apply to colleges and pay the application fees. They are asking LSUA for \$20,000 to continue their partnership.
- Career Compass currently has paid partnerships with Southern Shreveport, Northwestern State University, LSU Shreveport, and Bossier Parish Community College.
- They will only talk about LSUA to high school students if we agree to pay for their partnership.
- The Cabinet thinks this is too large a fee and agrees that we will not participate in a paid partnership at this time.

### **International Agents & Enrollment Plan – Shelly Gill and Deron Thaxton**

- We are looking into using agencies to recruit international students. Several countries require that their students go through these agencies in order to attend U.S. colleges. The average cost for an agent is \$1500. We are going to start with a \$1000 offer to work with the agents. In addition to that fee, paying 30% of a student's tuition would be acceptable.
- Deron and Shelly will work together on contracts.

## **DIVISION REPORTS**

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### **Barbara Hatfield**

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- We had a Social Work 2+2 Program with NSU, which was implemented when we were a 2 year college. The Psychology Department does not want to renew this program because a student can do the same thing with a Psychology degree as with a Social Work degree.
- Stephen Kim, our new IR Director, will be on campus tomorrow. His start date is Oct 30<sup>th</sup>.
- The B.S. in Accounting is delayed within the LSU system because they want to verify that if we get accredited by the Accreditation Council for Business School and Programs (ACBSP) it will be accepted by the BoR.
- World Religions and the two new departments are on the agenda for the BoS meeting this Friday.
- Clinical Lab Science is changing its name to Medical Lab Science.
- Thanks Deron for getting her into the National Institute of Health for our adjunct professor in Biology to submit his research proposal.

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## Melinda Anderson

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- \$92,000 committed for Gala donations so far.
- Donors are still contributing.
- Still anticipating \$25,000 in restricted funds.
- Sold out of 50 for \$50 Gala tickets!
- Trying to set a date for a 6-member completion team that will present the final agreed upon Strategic Plan goals to the Foundation Board at the November meeting.

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## Deron Thaxton

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- Working with Darren Olagues, who put us in contact with a Baton Rouge company, with efficiency upgrades for public institutions. The company evaluates the institution and submits an application for funding. We are optimistic about receiving funding.
- Chartwell's made concessions to our first year agreement. This year they are doing better and we will get commissions back. Chartwell's is promoting Charlie to direct LSUA and LSUE food facilities.
- The Children's Center is starting an infant program. They are still working on their retention plan.
- We need additional students for Spring 2018 to make budget for salary increases.

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## Shelly Gill

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- Currently at 3,410 student enrollment for Fall 2017.
- Recruiters are on the road and are doing great.
- Working to add a minority recruitment section to the Enrollment Plan.
- Attending more community events:
  - Susan B. Komen Race for the Cure
  - Rapides Parish Fair
  - Chick-fil-A LSUA Block Party
  - Trick or Treat Street
- Working with the Advising Center.
- Training the new staff next week in applications, computer details, etc.

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Respectfully submitted by Erin Weilbaecher

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The Next Meeting will be Wednesday, October 25, 2017, at 9:00 AM

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