

MINUTES

LSUA Chancellor Cabinet

10/25/2017 9:00 AM | *Meeting called to order by* Chancellor Huang

In Attendance

Dr. Guiyou Huang, Melinda Anderson, Deron Thaxton, Shelly Gill, Stephan Moore, Dr. Eamon Halpin (for Dr. Barbara Hatfield), Sarah Black, Erin Weilbaecher

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

Chancellor's Updates

- The Chancellor gave a recap on the October BoS meeting:
 - Request for infrastructural improvements is on the list from the LSU system to the state for lines of credit:
 - 6.12 million for infrastructure improvements.
 - 1.1 million for campus drainage.
 - 2.95 million for Coughlin renovation.
 - The BoS approved the B.A. in World Religions. This will next go to the BoR in December.
 - B.S. in Accounting was removed from the agenda. Dr. Hatfield, Eamon, and Kent Lachney are working on revisions as requested. We will resubmit this request to the BoS at a later date.
 - The BoS approved two new departments: Psychology and Criminal Justice.
 - The Department of Behavioral and Social Sciences will be renamed Department of History and Political Science.
- The LSUA Retention Plan was forwarded to LSU at the request of Dr. King Alexander. We need to publish a small brochure with the university and departmental retention plans.

Updates on Marketing and Branding – Sarah Black

- The Office of University Relations is renamed the Office of Marketing and Strategic Communications, which reflects the true function of the office and emphasizes both on-campus and community communication, marketing, and branding.
- Increased billboards advertising LSUA from two to four.
- Has sponsored advertisements on CenLa Broadcasting and Lagniappe.
- Has advertisements on KALB, KLAX, and ESPN Sudden Link.
- LSUA's preroll click through is 6x over the national average.
- We will have LSUA advertisements on Pandora starting Spring 2018.
- We will run advertisements on the back of Coke trucks for 2 months. This will reach 9-10 parishes on about 100 trucks.
- Finalized pole banners for on-campus and downtown.
- Content marketing – new articles on the Thailand trip, recruiter travels, Honors Program, and new commercial script in progress.
- Working with Shelly Gill on a view book

Rugby and Rodeo Scholarship Possibilities – Shelly Gill

- Students are concerned about losing out of state fee waivers.
- We cannot give money to club sports. If we are able to provide scholarships to these two sports, it must be from outside the university. The Foundation is looking into this. These scholarships would be used to recruit new students.
- Melinda is going to discuss the possibility of providing scholarships for these two club sports at the next Foundation Board meeting in November.

Eamon Halpin

- Resubmitted application for designation as an Exchange Visitor Program sponsor.
- Wrote a proposal for an Interdisciplinary Degree Program. This was not approved last week and he will edit for resubmission. The committee meets again next Wednesday.
 - This program will not belong to one single department.
 - We will need a program coordinator.
- In contact with the COPLAC membership chair about the application process. We have a visit being scheduled between November and January. Eamon is working on completing the application for COPLAC membership.
- Eamon spoke with Steve Cox about current enrollment in the Bachelor of General Studies Kinesiology concentration. Steve indicated that the concentration's numbers exceed those of any of the other BGS concentrations, with 114 students. Eamon has been working with Melissa Parks to draft a curriculum for a Bachelor of Science in Kinesiology. This will be presented to the Education Department Friday. If the department approves, Eamon will start to write a Letter of Intent and submit to the LSU System for consideration.
- Kerry Ordes and Eamon are working on creating an Aviation Management Program. We need to have an approved curriculum. This will be a concentration in the BGS Program. The teachers for these classes must be on LSUA's payroll and 15% of the students have to be non-veterans. While this is being created, the program will fall under the Department of History and Political Science until a permanent home is identified.

Melinda Anderson

- Gala is this Friday!
- Thank you to Sarah Black and Camille Cook for the Gala video, which highlights 3 students.
- \$111,000 raised so far from the Gala.
- Had 2nd completion team meeting. Working on a final draft of the Strategic Plan, which emphasizes capital campaign, marketing and branding, and academic success.
- The Foundation Board is supportive of the Campus Master Plan.
- In January, committees and teams will begin their strategic work, which will include but not limited to acquiring more donors, expanding programs, etc. It will be fully vetted in a year.
- Continue to work with the Rotary Club and the Chamber.
- Abbey Bain has been selected for 20 under 40! Congratulations!

Deron Thaxton

- Conducting three audits at one time – Athletic, BoR, and Foundation/GAA/Oaks.
- The Mulder sprinkler system repairs are 90% complete.
- Spoke about Flywire at the Enrollment Management meeting. This is a free service that will allow international students to make payments while keeping fees at a minimum. Having a low fee outlet to make payments has been the largest request from international students. Flywire serves over 1,000 institutions nationwide. We are trying to have this in place by Spring 2018.
- On November 10th, LSUA is hosting a conference to go over acquiring a new student software. We are hoping to have this implemented for Spring 2018. We will need to have a dedicated team during this transition and will look into hiring temporary employees to fill the positions of those on this team. This software will replace PowerCampus.
- Had a meeting with LCRP and Northwestern State University.
- Finished up the first quarter budget/expenditure review. We are stable, but we still need to have an increase in spring enrollment to cover the salary increases given this year.
- The Custodial Supervisor position has been filled by Donald Mills from Chartwell's. He starts next week.
- We are working with a Supplier Diversity Program, which works with more minority and women-owned businesses.
- LSU now has standardized hire dates – they only hire on the 1st or 3rd of each month. They do large orientations at the start of those dates. Smaller schools are not doing this. However, we do need to have New Hire Orientations at LSUA.

Shelly Gill

- Handed out latest admissions report. We are down in applications for the spring, up for the summer, and even for the fall.
- Working with Teresa Seymour regarding National Distance Learning Week. A ZOOM session will be available on the evenings of November 6th, 7th, and 8th for students to log into for an online class tutorial. They will learn how an online class works, have a department head speak about their specific program, have financial aid questions answered, learn about admissions, etc.
- Going to the Chambers Business Expo.
- Going to more community and campus events, such as Art Walk last Friday, Trick or Treat Street tonight, and hoping to be at Winter Fete.

Stephan Moore

- Advising opened for spring and they are contacting students.
- Working with Dr. Hatfield on a Think 30 Campaign.
- Meeting with Rodeo and Rugby teams today.
- Advising Office is going through a name change. Drafting a proposal to add "Success" into the name.
- The UPD is putting together a proposal about university policing.
- Sent out surveys to all of the employers who attended the Job Fair. Stephan will present the feedback when he receives all of the completed surveys.
- Working on the Customer Service Initiative and will partner with the Office of Marketing and Strategic Communications.
- LSUA has a new part-time counselor. Stephan received a call from LSUE, which is in need of a counselor. He will look into the option of having a shared full-time counselor.
- Working with Dr. Cynthia Thomas regarding graduate programs to receive assistantships.
- The Chik-Fil-A LSUA Block Party was a success!

Respectfully submitted by Erin Weilbaeher

The Next Meeting will be Wednesday, November 8, 2017, at 9:00 AM
