

DELTA STATE UNIVERSITY

PRESIDENT'S CABINET

Minutes

Meeting date: December 12, 2016

Members in attendance: President William LaForge, Dr. Vernell Bennett, Mr. Keith Fulcher, Dr. Leslie Griffin, Dr. Chris Jurgenson, Mr. Ronnie Mayers, Dr. Charles McAdams, Dr. Michelle Roberts, Ms. Christie Rocconi, and Mr. Jamie Rutledge (Ms. Claire Cole – recorder)

Members not in attendance: Allie Rose Parker

Guests: Ms. Jennifer Farish, Director, Communications and Marketing
Ms. Nancy LaForge, First Lady
Dr. Kent Wyatt, President Emeritus

Call to Order: A regular meeting of the President's Cabinet was held in the President's Conference Room on December 12, 2016. The meeting convened at 1:30 p.m. with President LaForge presiding.

APPROVAL OF THE MINUTES

On motion by Dr. Jurgenson, seconded by Dr. Bennett, all Cabinet Members present and participating voted unanimously to approve the Minutes of the Cabinet Meeting held on November 28, 2016.

GENERAL OVERVIEW

- President LaForge gave an overview of the schedule from the past couple of weeks. The recent Handel's *Messiah* performance was a huge success and a big deal for the Cleveland community. The Major Foundations Task Force met a couple of weeks ago, and they are continuing to work on developing relationships with major foundations. President LaForge attended the Cleveland Music Foundation's Board meeting last week. He met with international students prior to exam week to calm their fears and answer any questions about the recent election.
- President LaForge asked Dr. Bennett to give an overview of Carols for Cleveland. Dr. Bennett stated the event was well attended. She has been approached about participation for next year's event. A group of students from Clarksdale participated in the event, and she is trying to bring them back to campus for a basketball game.
- President LaForge attended the National Football Foundation's Awards dinner last week to honor student-athlete Mr. Tyler Sullivan. President LaForge stated Mr. Sullivan represented Delta State well.
- President LaForge thanked Dr. Roberts and Mr. Mayers for attending the ground breaking ceremony of the West End Development on behalf of Delta State. After the ground breaking, President LaForge visited with Lieutenant Governor Tate Reeves and Lieutenant Governor Billy Nungesser of Louisiana to discuss combined tourism efforts.
- Mr. Fulcher gave an overview of the Retiree Christmas party held on December 8. Twenty-five retirees attended, and they expressed their appreciation for events that allow them to get together. The event was used to recruit for the Dedicated Statesmen Association. Mr. Fulcher asked Cabinet Members to

give him any names of retirees that didn't attend, so he could send them their ornament.

- President LaForge and the GRAMMY Museum® Mississippi staff met with Dr. Bob Santelli, Executive Director of the GRAMMY Museum in Los Angeles, regarding the future John Lee Hooker exhibit and the possibility of Delta State and GRAMMY Museum Mississippi teaming up for an educational symposium.
- President LaForge had the privilege of giving the keynote address at the Chickasaw Council Distinguished Citizen Award Dinner last week. The dinner was in honor of former Delta State Foundation Board member, Mr. Willis Frazer.
- President LaForge informed Cabinet Members of the passing of former IHL Board, Dr. Stacy Davidson. President LaForge attended the funeral, and he thanked the Delta State family for supporting the Davidson family during this time.
- Dr. McAdams shared with Cabinet Members the success of the RESSON Gold-AACN White Coat ceremony. He explained that the ceremony is based on a foundation that promotes twin pillars in nursing: care and respect to patients. The ceremony is for first semester students across all nursing programs. During the ceremony, students were given their white coats and pins and took an oath affirming that compassion would be the center of their care.
- President LaForge stated Commencement ceremonies went well. He thanked Cabinet Members, and all involved, for their help in making it a success. During the second commencement ceremony, President LaForge inducted three more members into the Legends of Delta State: James Broom, William Kethley, and James Ewing. President LaForge and the Executive Committee hosted a luncheon, prior to the second commencement ceremony, for the families of these Legends of Delta State. Dr. McAdams stated we graduated approximately 300 students, and he confirmed spring commencement would be held in the BPAC.
- Mr. Mayers gave an update on Athletics. The swimming and diving teams are hosting the annual Christmas Invitational this week. Mr. Mayers stated this is the best swimming he has seen in years. Several members have qualified for nationals including Ms. Melanie Tombers and Mr. Matteo Fraschi. Ms. Tombers and Mr. Fraschi excelled in all of their events on Sunday evening. Mr. Mayers worked with Institutional Research to submit a report to IHL about which sporting events have the most hotel stays and gas purchases. He informed Cabinet Members that swimming and diving was at the top of this list.
- President LaForge and Mr. Fulcher will travel to Atlanta on Thursday to visit with Dr. and Mrs. David Abney, Mr. Tim Harvey, and Dr. and Mrs. Fred Carl.

CABINET TOPIC

Marketing Messages and Branding Dr. Roberts

Dr. Roberts introduced Ms. Jennifer Farish and gave an overview of the threefold Cabinet topic.

Dr. Roberts informed Cabinet Members of the need to polish the university's elevator speech and update the target audience messages created in 2007-08. The messages of the university have changed slightly over the years and need to reflect current practice. The university created a new logo and branding design in 2008, and it is no longer being used consistently within some departments. Ms. Farish and her staff have been working to develop strategies to reeducate employees on our branding efforts. Dr. Roberts stated the last area Ms. Farish will cover is how to handle media calls by knowing what to say, what not to say, and whom to call as a resource. Ms. Farish gave Cabinet Members a document detailing the different target audiences and the messages that resonate with each. The document has been updated to reflect the university's changes and accomplishments. Ms. Farish plans on working with Alumni and Admissions to find out their key messages and incorporate those into the document. A goal for the semester is to create documents specific to each college/school for recruiting purposes and use in the Capital Campaign. The messages in the document should distinguish Delta State from other universities in Mississippi. Ms. Farish asked Cabinet Members to send her any suggestions by December 21 in order to have the document

finalized in January. Secondly, Ms. Farish introduced the rebranding plan created to educate employees on the Identity Standards Guide. Ms. Farish has created several strategies to ensure that the new logo and identity are used consistently, both internally in communications and with external audiences. Ms. Farish plans to distribute the Identity Standards Guide to campus leadership, offer training sessions, work with Human Resources to have the guide distributed to new employees each month, and reestablish the Marketing Committee to review and update the brand and any sub-brands and guidelines for both. Lastly, Ms. Farish shared with Cabinet Members the Media Relations Tips and Guidelines document. She advised that this document and the Communications and Marketing staff are resources for faculty and staff when working with the media. The university does not want to dictate what employees can say to the media, but employees need to be timely and accurate with responses. Ms. Farish advised Cabinet Members that all requests for quotes or interviews from employees do not have to be vetted through Communications and Marketing, but the request should be reported in order to track Delta State in the media. All requests for filming on campus should be coordinated with Communications and Marketing.

BUSINESS

Action

Scholastic Honors Policy (first reading).....Dr. McAdams

Dr. McAdams brought to Cabinet the Scholastic Honors Policy for a first reading upon the recommendation and approval of Academic Council. The policy was revised to conform to current practice. The definition of the Honor Diploma and the Doyce Stallings Mitchell Honor Diploma was changed to reflect a student obtaining a 4.0 GPA in order to earn the diploma. If no student(s) obtain a 4.0 GPA for an academic semester, an honor diploma will not be presented.

Motion: Moved by Dr. McAdams to approve the Scholastic Honors Policy for a first reading and seconded by Dr. Jurgenson. **This motion was approved.**

Naming Committee recommendation Dr. Roberts

Dr. Roberts presented to Cabinet a recommendation from the Naming Committee to name the Outdoor Recreation Education Laboratory in honor of Mr. Dave Heflin, Assistant Professor Emeritus of Health, Physical Education, and Recreation. Based upon his service to Delta State and his contributions to the field of educational recreation, the Naming Committee feels this is an appropriate opportunity to honor Mr. Heflin's legacy. Dr. Griffin informed Cabinet Members that Mr. Heflin's family provided funding in 2008 to continue emphasizing the outdoor recreation program in Mr. Heflin's honor. Dr. Roberts stated this naming would not be due to a gifting option; rather, based on his service and contributions to Delta State and the Outdoor Recreation program.

Motion: Moved by Dr. Roberts to approve the recommendation of the Naming Committee and seconded by Mr. Mayers. **This motion was approved.**

Discussion

Visioning Process Template and Timeline..... President LaForge

President LaForge shared with Cabinet Members the further revised Visioning template and asked Dr. Roberts to explain the changes. Dr. Roberts explained an additional field was added at the request of Cabinet Members for Delta State's strategic goals to be used for SACS applications. The new field has a drop down menu listing the strategic goals. President LaForge announced each of his direct reports should be prepared to present their completed forms at the January 23 Cabinet meeting.

Diversity Task Force ReportDr. Bennett

Dr. Bennett informed Cabinet Members the Diversity Task Force was charged with reviewing the university's various diversity initiatives and reports conducted in recent years, and to recommend a comprehensive and unified system for coordinating all diversity efforts with the goal of enhancing the university's strategies and accomplishments. The Diversity Task Force identified all current diversity initiatives with the intention of placing them all under one umbrella — a Chief Diversity Officer. The task force reviewed diversity officer job postings that were on various employment websites to see what other universities were looking for and what responsibilities were afforded to the position. In addition, they reviewed the CUPA-HR salaries of Chief Diversity Officers from universities our size. The Diversity Task Force's recommendation is to create a full-time Chief Diversity Officer position. To be considered for the position, an applicant would need to have a minimum of a master's degree, but a doctorate degree is preferred; a minimum of three years of post-graduate experience and five years of work experience in diversity and inclusion; demonstrate experience with coordinating diversity efforts with faculty, staff, and students at an institution; demonstrate experience developing and implementing training and programming in diversity and inclusion. The Chief Diversity Officer would chair the Diversity Committee, coordinate the Winning the Race Conference, complete IHL's diversity report, serve as Delta State's representative on the IHL Diversity Committee, work with the Quality Enhancement Plan, advise President LaForge on diversity issues, be the voice for the campus on diversity matters, and create a campus culture of inclusiveness. This position will be submitted during Phase II of the budget cycle.

FY18 Budget Timeline Mr. Rutledge

Mr. Rutledge presented the FY18 budget timeline to Cabinet Members. The timeline has three phases: Phase I – Facilities/Capital Improvements, Phase II – New/Expanded Activities, and Phase III – Ongoing Operations. Phase I and Phase II were sent to the President's direct reports on December 9 in order for them to distribute them to their departments. Phase I includes requests for major and minor renovations to campus such as roofing, fire alarms, replacing light fixtures in large areas, etc. Phase II includes requests for new personnel, addition of vehicles, office furniture, and scholarships. Phase I and Phase II requests need to be returned to Mr. Rutledge by January 27 and March 10 respectively, and will be brought to Cabinet for discussion. Phase III includes a continuation of regular items with current dollars budgeted. All Phase III requests will be sent out on April 14, and need to be returned to Mr. Rutledge by May 5. Mr. Rutledge informed Cabinet Members about the Governor proposing a 2.7% cut to the IHL budget as well as an email from the Legislative budget office detailing an additional budget cut of 6.8% from appropriations. This would total a \$917,000 reduction for the FY18 budget. Dr. Roberts stated these proposals are recommendations and could change significantly by the end of the legislative session. She informed Cabinet Members the state has brought in a consulting group for the K-12 funding formula, and she believes the State will invest significantly in this new funding model, which would mean less money for higher education and other areas. President LaForge stated the IHL system is going into the legislative session asking for restoration of the three mid-year cuts and \$25 million for capital improvements.

Facilities Projects update Mr. Rutledge

Mr. Rutledge informed Cabinet Members that bids went out last Thursday on Zeigel Hall, and the winning bid of \$5,086,000 was \$100,000 under budget, including all technology and furniture. R.C. Construction, based out of Greenwood, MS, will begin construction in February. The construction design documents for Young-Mauldin Cafeteria should be in before Christmas break, and bids will go out in January or February. The construction for the cafeteria will begin in June and will last eighteen months. The cafeteria will be housed in the State Room of the Union during that time. Mr. Rutledge stated temporary service charges were going to be paid for out of the construction costs, but it would take away money needed for the theater and private dining area. Instead, any temporary services for the cafeteria will be paid for out of

auxiliary funds received from Aramark. The bids for Statesmen Boulevard will go out in January or February. The renovations for Fugler-Hammett should be complete in January. Mr. Rutledge said he was pleased that more renovations were completed in Fugler-Hammett than he thought would be able given the available budget. The dorm received new flooring, paint, boilers, and hot water heaters. Mr. Rutledge and Dr. Griffin have created a list of cosmetic changes needed for Ewing Hall, and renovations will begin soon. Mr. Rutledge had to secure a new vendor for the asbestos removal at the old President's home, which delayed the demolition process. The President's home will be demolished prior to Christmas break.

Other Discussion

- President LaForge informed Cabinet Members that the university is pursuing the idea of purchasing property adjacent to the campus. A price for the property has been requested, and more information will be available at a later date.
- Dr. Bennett announced the "Dancing with the DSU Stars" event is scheduled for April 22 at the BPAC. The DSU stars include President LaForge, Dr. McAdams, Dr. Roberts, Coach Todd Cooley, Dr. Temika Simmons, and Ms. Madison Nash (2016 Homecoming Queen).
- Mr. Fulcher stated the Capital Campaign is continuing to take shape. The campaign consultants are hosting weekly meetings with the Alumni-Foundation staff, and are pleased with the progress.
- Dr. Roberts informed Cabinet Members of the Music across Campus project. President LaForge has spoken of Delta State's music culture, and one way to highlight that is to have music played throughout campus. Dr. Roberts met with Mr. Jeff Barkman and Dr. Edwin Craft to begin the process. The initial plan is for 14 primary areas around campus to have rock speakers playing music from the radio station. Mr. Barkman feels this could be done without getting in the way of the grounds crew. Dr. Craft has ordered speakers to test the sound and range, and he believes it will run through the current coaxial cable. The initial stage of the Music across Campus project will be paid for by a donation from President LaForge. The IHL Board approved an increase in the salaries of the regional presidents and the DSU Foundation increased the President's supplemental salary this year. President LaForge donated the salary increase to the Foundation to help with this project. This project will be something that everyone can enjoy.
- Ms. Rocconi announced the Staff Council Breakfast is on Thursday in Kent Wyatt Hall Atrium at 8:30 a.m. She asked that everyone bring a toy to finish out the toy drive.
- Mr. Mayers announced the Athletics Department's Christmas party is Tuesday night at The Warehouse beginning at 6:00 p.m.
- Dr. Jurgenson informed Cabinet Members about a resolution passed by Faculty Senate regarding faculty grievances. The resolution states the Faculty Senate president should be the liaison between the faculty member and the accused party. This is to help solve an issue prior to the committee getting involved. Dr. Jurgenson will check with Ms. Lisa Giger to make sure all HR policies are covered. Also, Faculty Senate is looking for a new faculty senate president for the next term.
- President LaForge thanked Cabinet Members for a great year, and announced the next Cabinet meeting will be held on January 9 at 1:30 p.m.

INFORMATIONAL/CALENDAR ITEMS:

- Christmas Holidays, December 22 – January 2
- Martin Luther King Holiday, January 16
- Alonzo King LINES Ballet, BPAC, January 31, 7:30 pm

NEXT MEETING:

- Next Cabinet Meeting – Monday, January 9 at 1:30 p.m.
- Next Cabinet Meeting Topic – TBD

Adjournment: The meeting adjourned at 3:22 p.m.