

DELTA STATE UNIVERSITY

PRESIDENT'S CABINET

Minutes

Meeting date: July 13, 2015

Members in attendance: President William LaForge, Dr. Libby Carlson, Dr. Butch Caston, Dr. Leslie Fadiga-Stewart, Mr. Keith Fulcher, Dr. Debbie Heslep, Mr. Ronnie Mayers, Dr. Charles McAdams, Mr. Steve McClellan, Ms. Marilyn Read, Dr. Michelle Roberts, Dr. Myrtis Tabb, and Ms. Leigh Emerson

Members not in attendance: Mr. Mikel Sykes

Call to Order: A regular meeting of the President's Cabinet was held in the President's Conference Room on July 13, 2015. The meeting convened at 1:30 p.m. with President LaForge presiding.

GENERAL OVERVIEW

- President LaForge welcomed Dr. Carlson, Academic Council Representative, to her first Cabinet meeting.
- President LaForge announced he had lunch with a group of key community members to share with them things taking place at Delta State.
- President LaForge commented on the success of the Legislative Facilities Tour and dinner. Representatives from the Legislature, Institutions of Higher Learning, and the Bureau of Buildings office were in attendance. The following facilities were highlighted on the campus tour: Walter Sillers Coliseum, Zeigel Hall, Hill Apartments, interior of Court of Governors, Young-Mauldin Cafeteria, Wyatt Gym, and Whitfield Building – DMI.
- President LaForge attended the Grammy Board Meeting last week. They are on schedule for the November 14th opening. They have a lot of contractors on site working, and the displays are being built off site.
- President LaForge met with representatives from Arts and Sciences to discuss the possibility of implementing a film program at DSU.
- President LaForge attended "A Gathering of Delta Jewels" program in Mound Bayou, sponsored by the Mississippi Delta National Heritage Area and the Delta Center. It was a good event with a lot of great discussions.
- President LaForge held a meeting last week to discuss plans for the 2015 Blues Conference, which will be held October 5-6. He stated the plans are going well, and the Blues minor will start in the Fall.
- President LaForge reminded everyone of the Delta State Family Roadshow, which will be held at Vince's Restaurant in Leland tonight. Coach Jim Boone and Coach Todd Cooley will be there to give a sports update. He thanked Mr. Matt Jones and Mr. Jeffrey Farris for organizing these events.
- President LaForge asked Dr. Caston to give an update on Orientation. Dr. Caston said 73 students attended the third Freshmen Orientation session, and we have 113 students registered for the second Transfer Orientation session. The feedback he received from the parents was very positive, and our Orientation Leaders did a great job.
- President LaForge announced that our first Colloquium speaker, Judge Mary Ellen Williams of the United States Court of Federal Claims, had to cancel, and so we are pursuing Poet Laureate Natasha Tretheway who has an honorary doctorate from Delta State.

- President LaForge reminded everyone of the upcoming Course Cancellation/Purge date of August 6th. If payment hasn't been received by August 25, students will be removed from all classes, dorms, and meal plans. Letters have been sent to employees to let them know to have their Tuition Remission forms completed by this date. All scholarship letters will be e-mailed soon, and so students should know how much they owe.
- President LaForge informed Cabinet Members that there will be an IHL Board meeting held via conference call on Thursday.
- President LaForge had lunch with Baxter's new plant manager Glenn Burney. Mr. Burney plans to stay in this role for one year and then he will retire.
- President LaForge reminded Cabinet Members about Dr. Wayne Blansett's retirement dinner tomorrow night at Bellazars. He also reminded everyone to give to Leigh their money for the gift.
- President LaForge informed Cabinet that the Radio Station deadline to be on air is July 27 or we will lose our license. The decision was made to proceed with the Radio Station using private funds.
- President LaForge discussed the Mayors' Summit we had last year. We are planning to host the group again this year. A suggested idea is to discuss topics for the upcoming Race Conference.
- President LaForge asked Dr. Heslep to give an update on Admissions. She said numbers are showing a slight increase overall from last year. At this time last year, we had already hosted our second transfer session, and so the numbers are not a direct comparison.

APPROVAL OF THE MINUTES

On motion by Mr. McClellan, seconded by Dr. Caston, all Cabinet Members present and participating voted unanimously to approve the Minutes of the Cabinet meeting held on July 6, 2015.

CABINET TOPIC

Academic Initiatives.....Dr. McAdams

Dr. McAdams presented a plan for academic initiatives as an introduction to the Cabinet Advance. The goal is to increase academic excellence and to determine how we get to the next level. He will host open forums in the fall and spring to discuss this question. He will also pilot two strategies: 1) Student Research Showcase, and 2) bring to campus an authority on pedagogy to present workshops for faculty to hone teaching and/or advising skills.

Recruiting: Vision, Plans, and StrategiesDr. Heslep

Dr. Heslep announced personnel changes in her office. Chris Gaines, Director of Recruiting, is leaving August 1st and Caitlyn Thompson will take his position. Spencer Ashley will replace Aleia Segars as Coordinator of Admissions. She has also hired three new recruiters: Harrison Downs Wood (Jackson area), John Mauney (Transfer recruiter), and Kara Tally (Northeast Mississippi area). Angela Carter (Memphis area) resigned recently. In the last few years, she has had eight recruiters to leave after only one year. The average tenure for recruiters is two years. We need to address this issue at some point. She discussed issues with the implementation of the Customer Relations Management (CRM) program we purchased. It is working, but not as planned. Ellucian is still working on issues. She stated that we need an overall Enrollment Management Plan. It would involve the whole campus and especially the academic community. The 5 key principals for the plan are:

1. Students are the number one focus
2. We need to establish goals for recruiting
3. Academic programs need to be delivered effectively
4. The decisions we make need to be financially sound
5. We need to improve our level of service

Dr. Heslep stated that a faculty representative needs to lead the Enrollment Plan, not Admissions. From the Cabinet Advance, she needs clear direction and a unified decision on where to take our enrollment management efforts: are we interested in total enrollment numbers or quality students; which majors are key; do we focus on national merit finalists; and, do we need more scholarship/marketing money.

BUSINESS

Action

CCHEC Board: Operational DocumentDr. McAdams

Dr. McAdams presented the proposed operational document for the newly revised Community Advisory Board for the CCHEC. The Executive Committee has reviewed and approved the document.

Motion: Moved by Dr. McAdams to approve the CCHEC Operational Document and seconded by Dr. Roberts. **The motion was approved.**

Discussion

Cabinet Advance.....President LaForge

The agenda for the Cabinet Advance was distributed. We will meet at the Jack's Barnhouse next Tuesday and Wednesday.

Mississippi Flag Statement.....President LaForge

President LaForge said that we need to issue a statement regarding changes to the Mississippi flag because of the role we play in leading conversations about race relations. We haven't been asked for a response, but he received requests from Diversity Committee members, professors, and students. A draft statement was e-mailed to Cabinet Members and various other leaders across campus. President LaForge commented that he recognizes that we will not make everyone happy, but we need to do what is right.

Other Discussion

- Mr. Mayers announced the State Long Course Swim meet will be hosted at Delta State from Thursday through Sunday. We will have 500 high school swimmers on campus. We will provide them with free pizza and soft drinks and a DJ for entertainment on Thursday at 7:15 p.m.
- Ms. Read announced we will host 500-600 students from 15 schools in the Delta on September 15th for the Chick-fil-A Leadership Academy.

INFORMATIONAL/CALENDAR ITEMS:

- Cabinet Retreat, July 21 and 22, Jacks Barnhouse
- Mayor's Summit, August 4, Simmons Room, 1:00-3:00 pm
- Delta State Family Roadshow, August 6, Cleveland Country Club
- Chamber Welcome Back Reception for Faculty/Staff, August 13, Warehouse Restaurant, 5:30-7:00 p.m.
- Opening Session, August 14, 10:30 am, BPAC
- Student Move-In Day, August 16, front of Dining Hall, 1:00-5:00 p.m.
- The Legends, August 24, BPAC

- Chick-fil-A Leadership Academy, September 15
- DSU's 90th Birthday Celebration, September 16
- GRAMMY Museum Mississippi, Grand Opening, November 14

NEXT MEETING:

- Next Cabinet Meeting – Monday, July 27, 2015 at 1:30 p.m.
- Next Cabinet Meeting Topic – Cabinet Advance Recap

Adjournment: The meeting adjourned at 3:15 pm.