

DELTA STATE UNIVERSITY

PRESIDENT'S CABINET

Minutes

Meeting date: July 31, 2017

Members in attendance: President William LaForge, Dr. George Beals, Dr. Dave Breaux, Ms. Ashley Griffin, Mr. Patrick Hundley, Mr. Ronnie Mayers, Dr. Charles McAdams, Dr. Michelle Roberts, Mr. Jamie Rutledge, and Ms. Caitlyn Thompson (Ms. Claire Cole – recorder)

Members not in attendance: Dr. Vernell Bennett

Guests: Dr. Debbie Heslep, Dean, Enrollment Services

Call to Order: A regular meeting of the President's Cabinet was held in the President's Conference Room on July 31, 2017. The meeting convened at 1:30 p.m. with President LaForge presiding.

APPROVAL OF THE MINUTES

On motion by Mr. Mayers, seconded by Dr. Beals, all Cabinet Members present and participating voted unanimously to approve the Minutes of the Cabinet Meeting held on July 17, 2017.

GENERAL OVERVIEW

- President LaForge stated the final transfer orientation session was a great end to a wonderful orientation season.
- President LaForge and Mr. Keith Fulcher visited with alumnus Mr. Percy Malone a few weeks ago. President LaForge briefed Mr. Malone on the Capital Campaign.
- President LaForge and Mr. Rutledge met with Dr. Glenn Boyce and Mr. John Pearce, from IHL, to discuss the financial sustainability of Delta State. IHL requires this meeting each year to determine the soundness of each schools financial situation.
- Mr. Rutledge gave an update on the Statesmen Boulevard groundbreaking event. He stated it was a great and well-attended event. Malouf Construction has started the project. Mr. Rutledge believes the working relationship with Malouf Construction will be great.
- President LaForge stated the Cabinet Advance was a great start to the new year. A recap will occur in two weeks at the August 14 Cabinet meeting. President LaForge reminded Cabinet Members to turn in their Visioning forms to Ms. Cole by Thursday.
- Mr. Mayers stated the Dixie Youth Baseball Tournament was a great opportunity for Delta State athletics to partner with the Chamber of Commerce to host the opening ceremony. Thursday evening is the annual Football Family Bash. Mr. Mayers invited Cabinet Members to attend. He stated the football field turf needs to be replaced prior to the start of the season in September.
- The Major Foundations Task Force meets tomorrow. President LaForge stated the group has not met in a while, but hopes the group will have fresh insights from new members.
- Mr. Hundley informed Cabinet Members that the Greenwood-Leflore Alumni meeting takes place on Tuesday evening. He believes it is shaping up to be a great event, and estimated attendance is 70.

- Mr. Rutledge announced this is the last week for summer hours. Ms. Lisa Giger has an announcement ready to send out on Thursday to remind faculty and staff. Mr. Rutledge stated the summer hours schedule went very well, and he received few complaints. Summer hours have been approved for next summer.
- President LaForge will travel to Indianapolis, IN on Monday, August 7 for the Division II President’s Council Meeting.
- President LaForge announced that formal New Member Recruitment begins on August 10.
- Mr. Rutledge stated the change order for Zeigel Hall should be approved today, which will allow work to commence again.

CABINET TOPIC

Recruitment Plans.....Dr. McAdams

Dr. McAdams stated this topic will give Cabinet Members a better understanding of the recruitment process and will allow for suggestions for improvement. Dr. Heslep stated the main goal of the Office of Admissions is to recruit qualified students for Delta State. She has eight full time employees who work on the recruitment process: the Director of Recruitment, two transfer recruiters, and five high school recruiters. Dr. Heslep stated she and her staff are always looking for additional ways to better their recruitment efforts. Factors that influence a student’s decision to attend college are constantly evolving. Recruitment needs to be the responsibility of all faculty and staff in order to nurture the seed planted by the Office of Admissions. Delta State faces several hardships with recruitment: lack of a top-notch fitness center and recreational center, lack of modern housing, an underdeveloped honors program and study abroad program, minimal competitive scholarships, lack of need-based aid, etc. Another challenge for the Office of Admissions is finding the best way to communicate with Generation Z. This generation has a limited attention span and wants immediate results. Their preferred methods of communication are e-mail and social media, and they enjoy receiving mail. Two of the biggest concerns of Generation Z students are academics and cost. Many factors go into developing a recruitment plan. Through the Recruit system, the Office of Admissions tailors their communication to students based on their interests. The communication plan changes often and it includes the different outlets, a timeline for communication, and a specific audience. The Office of Admissions faces high turnover rates with their recruiters. The national average for recruiter turnover is 1.8 years. A recruiter’s job is to build relationships not only with students but also with counselors and teachers within their territories. Relationships dwindle during high turnover. Dr. Heslep plans to reorganize her recruiter territories to acknowledge the lack of students who attend Delta State from the southern part of the state. She would like to have recruiters in Tennessee and Alabama and to have a recruiter move back to the Desoto County/Memphis area. A huge growth area going forward will be the Dual Credit program; however, it is both a concern and an opportunity. Dual Credit can hide enrollment declines and it is very volatile. Some university administrators and professors question the quality of the program taught in high schools. Since the program does provide enrollment for us, the Office of Admissions plans to recruit teachers and have training sessions for them. Dr. Heslep wants to have the genuine support of Cabinet Members and to receive honest suggestions on how to better the recruitment process. She stated the public school graduating class of 2018 is expected to be the largest since 2013, and then the rate will drop until 2025. Private school graduation rates are projected to decline until 2032. Dr. Heslep acknowledged that they have work that needs to be accomplished, but she stated the Office of Admissions and the university have approximately eight years to plan in order to get it right before high school enrollment increases again.

BUSINESS

Action

Class Attendance policy – revision (final reading).....Dr. McAdams

Dr. McAdams brought to Cabinet the Class Attendance policy for a final reading, based on the recommendation and approval of Academic Council. A revision was made to the Class Attendance policy to ensure that attendance for online courses is more precise. Students are expected to engage regularly in an online course. Student attendance for an online course is counted based upon completion and submission of an instructor-prompted activity, such as a discussion or quiz. The advising system deeply encourages professors to take attendance in regular and online courses. Taking attendance helps with reporting “no shows” and the withdrawal process with regards to financial aid.

Motion: Moved by Dr. McAdams to approve the Class Attendance Policy for a final reading and seconded by Mr. Rutledge. **The motion was approved with one abstention.**

Use of Removable Media and Mobile Computing Devices policy – new (first reading) Mr. Rutledge

Mr. Rutledge brought to Cabinet the Use of Removable Media and Mobile Computing Devices policy for a first reading. This policy establishes safeguards for using removable media in conjunction with Delta State’s computing resources and data. Appropriate security of all removable media, whether owned by Delta State or by individuals, is required to prevent the spread of viruses, the loss or compromise of sensitive data, and other risks to the Delta State network. If an employee of Delta State downloads files from a Delta State owned computer, the information will automatically be encrypted. All Delta State owned computing devices and personal computing devices, including cellphones, must be protected with a password if official business is conducted on the device. Dr. Roberts suggested that Mr. Rutledge change the third bullet under Procedures and Responsibilities to state that all removable media and mobile computing devices must be properly encrypted and password protected.

Motion: Moved by Mr. Rutledge to approve the Use of Removable Media and Mobile Computing Devices policy for a first reading and seconded by Dr. McAdams. **The motion was approved.**

Amorous Relationships policy – new (first reading)..... Mr. Rutledge

Mr. Rutledge brought to Cabinet the Amorous Relationships policy for a first reading. Under the advisement of general counsel at IHL, the Office of Human Resources created this policy. This policy addresses amorous relationships between employees and between employees and students, as well as the actions that must be taken to address such relationships. Amorous relationships can undermine the University’s mission when persons in positions of authority abuse or appear to abuse their authority. Dr. Roberts asked Mr. Rutledge to organize the various scenarios listed in the policy so that the proper protocols for each scenario are defined.

Motion: Moved by Mr. Rutledge to approve the Amorous Relationships policy for a first reading and seconded by Mr. Mayers. **The motion was approved.**

Employee Separation/Transfer Clearance policy – revision (first reading) Mr. Rutledge

Mr. Rutledge brought the Employee Separation/Transfer Clearance policy to Cabinet for an amendment to the policy to include retirees. If requested, an email for retirees will be provided with an address of username@retiree.deltastate.edu. This email will provide limited access to the University email system. Dr. Roberts asked Mr. Rutledge to include the Retiree Benefits policy in the Related Documents section.

Motion: Moved by Mr. Rutledge to approve the Employee Separation/Transfer Clearance policy for a first reading and seconded by Dr. Beals. **The motion was approved.**

Discussion

None

Additional Information

- Mr. Rutledge informed Cabinet Members that the university is to keep files for review under the “Access to University Information Technology Resources” policy for thirty days. Files can be kept longer by request.
- Ms. Thompson announced that Express Registration Day is August 17 from 8:00 a.m. to 2:00 p.m. in Kent Wyatt Hall atrium. This day provides a time for students to finalize their registration.
- Ms. Griffin informed Cabinet Members that Move-In Day is Sunday, August 20 beginning at 1:00 p.m.

INFORMATIONAL/CALENDAR ITEMS:

- Convocation, August 17, 3:00 pm, BPAC
- Welcome Back luncheon, August 18, 12:00 noon, Second Floor, H.L. Nowell Union
- Day and night classes begin, August 21
- Welcome Week, August 21-25

NEXT MEETING:

- Next Cabinet Meeting – Monday, August 14
- Next Cabinet Meeting Topic – Cabinet Advance recap (President LaForge)

Adjournment: The meeting adjourned at 4:37 p.m.