

DELTA STATE UNIVERSITY
PRESIDENT'S CABINET
Minutes

Meeting date: October 16, 2017

Members in attendance: President William LaForge, Dr. George Beals, Dr. Dave Breaux, 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 and Ms. Ashley Griffin

Guests: Mr. Jeff Barkman, Director, Facilities Management
Mr. Cecil Barnett, Grounds Supervisor, Facilities Management
Mr. Jeff Borganelli, Plumbing Supervisor, Facilities Management
Mr. Eddie Butler, Mechanic Shop Supervisor, Facilities Management
Mr. Craig Clemons, Housekeeping/Janitorial/Setups Supervisor, Facilities Management
Dr. Debbie Heslep, Dean, Enrollment Management
Mr. Jeff Jackson, Electrical Supervisor, Facilities Management
Mr. Michael Kemp, Carpentry Supervisor, Facilities Management
Mr. Mike Little, HVAC Supervisor, Facilities Management
Ms. Elise Mallette, Coordinator, International Student Services
Dr. Beverly Moon, Dean, Graduate and Continuing Studies
Mr. Don Smith, Locksmith Supervisor, Facilities Management

Call to Order: A regular meeting of the President's Cabinet was held in the President's Conference Room on October 16, 2017. The meeting convened at 1:30 p.m. with President LaForge presiding.

APPROVAL OF THE MINUTES

On motion by Mr. Rutledge, seconded by Dr. Breaux, all Cabinet Members present and participating voted unanimously to approve the Minutes of the Cabinet Meeting held on October 9, 2017.

GENERAL OVERVIEW

- Mr. Rutledge welcomed the Facilities Management supervisors to Cabinet, and expressed his gratitude to them for their hard work over the summer on finishing several large projects in addition to 11,000 work orders. The finished projects include: the temporary kitchen in the Union; renovations in Ewing Hall; renovated Fugler-Hammett Hall; renovated four rooms and five offices for the Student Success Center; painted a third of Foundation Hall; painted all of Blansett Hall; finalized Caylor/White - Walters Hall; and, moved Zeigel Hall classrooms and offices to Bailey Hall. Facilities Management staff members stepped up and completed tasks outside of their job descriptions. Mr. Mayers stated he couldn't do his job without the supervisors. President LaForge expressed his appreciation to each supervisor and thanked them for the work they do with their individual crews.

- President LaForge extended his gratitude to Cabinet Members and Dr. Leslie Griffin in recruiting an excellent crowd for Dr. Rod Paige’s Colloquia Series lecture last week. President LaForge felt Dr. Paige was well received and believes he enjoyed his time at Delta State.
- President LaForge attended the College of Business and Aviation Lecture Series last week for guest speaker, Mr. Marvin Dennis. President LaForge hosted Mr. Dennis during a portion of his time on campus, and he stated Mr. Dennis had a delightful time.
- President LaForge traveled to Hernando last week to recruit juniors and seniors at Hernando High School. President LaForge stated it was a great visit, and he is pleased that the principal at Hernando High School is a Delta State graduate.
- The Delta Music Institute hosted a release party for the third edition of the Fighting Okra Records CD. President LaForge attended a meet and greet session with those who produced the CD, and he welcomed the crowd at the event. President LaForge stated it was a successful event. Mr. Hundley is purchasing 1,200 copies of the CD to give as a gift to those giving to the Annual Fund.
- Mr. Mayers informed Cabinet Members that the Midnight Madness event went well. The attendance was approximately 180, and the event lasted two and half-hours.
- Mr. Rutledge gave an update on Facilities Management projects. A bid will be awarded this week for controls to be put in Gibson-Gunn Hall. The project will be funded by money saved from the utilities cutback program implemented during the summer months.
- Mr. Mayers gave an update on Athletics. The women’s soccer team, the football team, and the tennis teams won last week. The football team and the cross country team compete this week.
- President LaForge hosted his second Faculty and Staff luncheon at noon today. His guests included Ms. Camesha Benson, Ms. Cora Jackson, Mr. Richard Little, and Mr. Michael Stanley. President LaForge enjoyed the visit and stated the lunches are accomplishing his goal of getting to know more of the Delta State family.
- President LaForge gave an overview of the activities for next week. He travels to Jackson on Tuesday to attend the Mississippi Association of Partners in Education’s (MAPE) Winter-Reed Partnership Luncheon honoring Dr. Robert Khayat; meet with Mr. William Kirksey for a cultivation visit; and, attend the Mississippi Top 50 event. On Wednesday, President LaForge will visit with Brandon High School, and on Thursday, he will attend the IHL Board meeting. Thursday evening, President LaForge will attend the Laws-Elliott Professional Prep Laboratory Dedication as well as the BPAC performance of Brothers Osborne. On Saturday, Delta State hosts Valdosta State University in football. The President’s reception begins at 1:30 p.m.
- Dr. McAdams informed Cabinet Members the Laws-Elliott Professional Prep Laboratory Dedication coincides with the Elliott Symposium. He stated it should be a very nice event. Dr. McAdams stated Ms. Darlene Breaux has invited several physicians associated with Bolivar Medical Center to a reception and tour of Caylor/White - Walters Hall on Tuesday. Dr. McAdams hopes to develop for our students a shadowing program with these physicians.

CABINET TOPIC

Enrollment Report Analysis.....Dr. McAdams

Dr. McAdams stated that the offices of Enrollment Management, International Student Services, and Graduate and Continuing Studies are on the front lines of recruiting students. He thanked Dr. Heslep, Ms. Mallette, and Dr. Moon and their staff for their hard work and dedication in the recruitment of students for Delta State.

Dr. Beverly Moon distributed a handout showing enrollment figures for graduate programs. She informed Cabinet Members that graduate enrollment was down 9% for Fall 2017. The decline was due, in part, to

departments altering their entrance requirements. Also, a few cohort programs lost funding. Dr. Moon stated one of their current strategies involves working with community college students to show them our online programming options. She stated this initiative has been successful thus far. In order to help streamline their processes, Graduate and Continuing Studies began working with Curriculum Coordinators to determine all paperwork needed during the admissions process. Graduate and Continuing Studies plans on gathering all of the paperwork needed on a prospective student prior to turning the student over to their respective department. Dr. Moon advised Cabinet Members one reason students are not coming to Delta State for graduate school is the lack of funding for graduate assistantships.

Ms. Mallette distributed a report of Delta State's international students. In Fall 2017, 127 international students enrolled at Delta State. Ms. Mallette hired an International Admissions Specialist this fall to help with the admissions process. She stated another goal of this position will be to look into online recruiting companies to explore ways to enhance Delta State's presence in international recruiting. International Student Services will offer a full online admissions process by January. Ms. Mallette informed Cabinet Members that most of Delta State's international students find and choose Delta State based on the low tuition costs. Dr. McAdams suggested to Ms. Mallette to work with Mr. Jeffrey Farris to develop an International Alumni Association as a way to keep in contact with our international graduates as well as an additional avenue for recruitment.

Before beginning the discussion on undergraduate recruitment, Dr. McAdams reminded Cabinet Members that the university has room for improvement in specific areas even though we had an increase in enrollment. Dr. Heslep distributed a report on undergraduate enrollment figures, and she explained that the numbers are broken down into five categories: 1) complete enrollment, 2) degree-seeking students, 3) other demographic information, 4) classification, and 5) type of courses taken. Enrollment for first-time, full-time freshmen declined for Fall 2017, which the Enrollment Management office predicted due to the declining rates of high school graduates. Another reason a decline for Fall 2017 occurred was the lack of students in summer school and not having a developmental program during the summer. Dr. Heslep was encouraged by the makeup of the freshmen class in Fall 2017 due to 26% being out of state students and 39% receiving an academic scholarship. She stated out-of-state students could be a growth area for Delta State, and that the quality of students we are enrolling is increasing. Ms. Thompson gave Cabinet Members an overview of a few strategies the recruiters are using to strengthen their position in certain areas. A resident recruiter was hired for the North Mississippi/ Tennessee territory; they are increasing their out-of-state presence by attending several national college fairs; and, the Southeast Mississippi recruiter position was changed to an out-of-state recruiter position. They are working on new initiatives such as courting seniors from different high schools, attending athletic events at targeted high schools, and providing posters to alumni working in high schools. Dr. Heslep was impressed by the transfer class this fall as 30% of the students were a member of Phi Theta Kappa, and 49% of the students have AA degrees. Ms. Thompson stated recruiters are implementing plans to reduce barriers in preparing transfer students for their final years in college. One plan includes an advising partnership between community colleges and Delta State. Also, faculty members are helping to recruit at community colleges. A huge growth area for Delta State for Fall 2017 was Dual Credit with an increase of 341 students. Delta State has signed agreements with 20 schools that are offering 42 courses such as College Algebra and English Composition. We generated \$55,000 tuition from Dual Credit, of which \$33,000 will be profit. Ms. Thompson explained to Cabinet Members that most Dual Credit students don't know where their college credit comes from. But, Delta State is trying to break that mold by creating the "Experience DSU Day," which allows for Dual Credit students to come to campus with their class, receive a tour, listen to lectures, and become a Delta State student for the day. Dr. Heslep stated Delta State has to alter the way it has been recruiting as student enrollment from our core 11 Delta counties has decreased by 300 students in

the last five years. The main 19 counties Delta State has recruited from in the past has decreasing populations, and will likely continue to decline. With the new outreach for out-of-state students, Dr. Heslep stated Delta State will focus on Arkansas, Alabama, Tennessee, and Georgia. She has seen double-digit growth in students enrolling from Arkansas, Alabama, and Tennessee. Dr. Heslep stated Delta State had an increase of 3.25% in students taking online courses exclusively. President LaForge asked Dr. Heslep how Delta State can increase summer school enrollment to better our Fall enrollment figures. Dr. Heslep suggested looking in depth at the course level to see what courses students need most. Dr. McAdams thanked Dr. Heslep and Ms. Thompson for continually working to make sure students choose Delta State.

BUSINESS

Action

Facility Reservation and Rental Policy (new policy - final reading) Mr. Rutledge

Mr. Rutledge brought to Cabinet the new Facility Reservation and Rental Policy for a final reading. The policy references the University Facility Reservation Policy Manual and Guide as the premise for the policy. Ms. Tarnisha Smith, Coordinator of the University Calendar, will coordinate usage of all facilities available for rent on campus. The policy states Delta State reserves the right to allow an individual or organization to use its facilities and/or equipment, and that the decision to approve or deny usage will be based on whether or not the planned event and activities are in the best interest of the university. Mr. Rutledge changed the cost of renting Delta Field after speaking with Mr. Mayers. Dr. McAdams suggested adding under the “Requirements for Usage of Facilities by User” section the stipulation that facility reservations cannot be made more than six months in advance. President LaForge suggested adding language that states that requests for waivers of fees will be reviewed by the Executive Committee, the President’s Cabinet, or the President’s Office.

Motion: Moved by Mr. Rutledge to approve the Facility Reservation and Rental Policy for a final reading and seconded by Dr. McAdams. **The motion was approved.**

Discussion

None

INFORMATIONAL/CALENDAR ITEMS:

- Laws-Elliott Professional Prep Laboratory Dedication, October 19, 3:00 pm, Walters Hall, Room 109.
- Brothers Osborne with special guest, Ashley McBryde, October 19, 7:30 pm, BPAC.
- Delta State vs. Valdosta State, October 21, 2:00 p.m. (wear pink), Parker Field. President’s Reception at 1:30 p.m., Dorgan Center.
- Ailey II, November 2, 7:30 pm, BPAC.
- Kent Wyatt Lecture Series, November 6, 12:00 noon, Ewing Hall, Jacob Conference Center.

NEXT MEETING:

- Next Cabinet Meeting – Monday, October 30
- Next Cabinet Meeting Topic – Writing Skills Initiative (Dr. McAdams)

Adjournment: The meeting adjourned at 3:55 p.m.