

DELTA STATE UNIVERSITY
PRESIDENT'S CABINET
Minutes

Meeting date: October 2, 2017

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

Members not in attendance: Dr. George Beals, Dr. Vernell Bennett, Dr. Dave Breaux, and Dr. Michelle Roberts

Guests: Mr. Mark Belcher, Consultant, Alexander-Haas
Mr. David Shufflebarger, Consultant, Alexander-Haas

Call to Order: A regular meeting of the President's Cabinet was held in the President's Conference Room on October 2, 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. McAdams, all Cabinet Members present and participating voted unanimously to approve the Minutes of the Cabinet Meeting held on September 25, 2017.

GENERAL OVERVIEW

- President LaForge traveled to Jackson last week to recruit at Canton Academy and Germantown High School. President LaForge stated he had great visits, and we have 25 to 38 provisionally admitted students from each school.
- President LaForge continued his dorm visits with Blansett Hall last week. He stated the visits continue to go well.
- President LaForge attended the Cleveland-Bolivar County Chamber of Commerce Annual Meeting last week.
- President LaForge and Mr. Fulcher traveled to Jackson to attend the Gertrude Ford Foundation Board meeting and to meet with Mr. Lester Diamond, CEO of St. Dominic's Hospital. President LaForge stated the Gertrude Ford Foundation continues to be impressed with Delta State. President LaForge had a great visit with Mr. Diamond, and he believes Mr. Diamond can open several doors for Delta State with regards to the campaign.
- President LaForge attended the Academic Support Lab Open House last week. Dr. McAdams stated this event was very successful and informed Cabinet Members the lab is utilized by 300 to 350 students each day. Dr. McAdams announced the Mississippi Department of Human Services will give additional grant money to the Student Success Center again this year.
- President and Mrs. LaForge were invited to have dinner with President and Mrs. Lee Royce prior to the Delta State and Mississippi College football game on Saturday. President and Mrs. LaForge had a great time at the dinner and football game. President LaForge informed Cabinet Members of President Royce's retirement in May.

- President LaForge attended the opening reception of the International Conference on the Blues on Sunday and stated the event went very well. The opening session this morning was well attended and a great start to the conference. President LaForge reminded Cabinet Members of several of the Blues Conference’s events including a free concert on the lawn of the Courthouse and the Blues in the Round event at Mississippi Grounds. Tuesday will highlight Mr. Aaron Neville as the keynote lecturer and conclude with a performance by him at the BPAC.
- Mr. Rutledge gave an update on Facilities Management projects. Construction on Zeigel Hall continues to be ahead of schedule. The contractors believe it will open in March. Construction will begin on Young-Mauldin Cafeteria this month. The drainage portion of Statesmen Boulevard is complete, and the road construction portion of the project is commencing. Mr. Rutledge is pleased with all construction companies working on our three main construction projects. Mr. Rutledge informed Cabinet Members Facilities Management Director Jeff Barkman found extra tracks for the stairwells in Ewing Hall, and they will begin work on that project soon.
- Mr. Mayers gave an update on Athletics. Mr. Mayers stated the DSU vs. Mississippi College football game had great student and alumni support. A big weekend is coming up with Pig Pickin’ and the Athletic Hall of Fame induction.
- President and Mrs. LaForge plan to attend the BPAC performance of Aaron Neville Duo on Tuesday evening.
- President LaForge gave an overview of the activities for the next week. He will work with Facilities Management staff for a half-day on Wednesday, and he and Mr. Rutledge will host a cookout for the staff at lunch. On Wednesday evening, President LaForge will visit with Cain-Tatum Hall. President LaForge will welcome attendees of the 46th Annual Alabama/Mississippi Social Work Education Conference on Thursday. President LaForge and Mr. Fulcher will travel to West Point, MS on Thursday to visit with Mr. and Mrs. George Bryan.
- President LaForge reminded Cabinet Members of the Pig Pickin’ events scheduled for Friday and Saturday. Mr. Hundley stated plans for the event are moving along, and he believes we will see increased crowds.
- Ms. Thompson informed Cabinet Members of DSU Day, which is scheduled for Saturday. Approximately 250 students have registered thus far.
- President LaForge plans to attend the Baseball Reunion luncheon on Saturday and will share two saved voicemail messages from Coach Boo Ferriss.

CABINET TOPIC

Campaign Strategy Study Report..... President LaForge

President LaForge introduced Mr. Mark Belcher and Mr. David Shufflebarger, Delta State’s campaign consultants from Alexander-Haas. Mr. Shufflebarger reminded Cabinet Members that the initial step of the Campaign Strategy Study was to conduct a Campaign Readiness Assessment. After determining Delta State was indeed ready for a campaign, the process began by drafting a preliminary case summary, a range of gifts table, and an interviewee list. The Executive Committee spent a considerable amount of time refining the university’s priorities and creating a first tier of priorities. The Campaign Strategy Study Committee, chosen by President LaForge, met in February to review the case summary and make recommendations in order to launch the study. Following the Campaign Strategy Study Committee meeting, the Executive Committee refined the priority list. Alexander Haas began conducting interviews in February and concluded in September. The Campaign Strategy Study’s main purpose was to determine Delta State’s potential for raising major gifts; to determine potential leaders and recommend strategies for recruiting leaders; to specify an approximate amount of funds that can be raised in a specific time frame and from what sources; to analyze and arrange the needs and priorities of the university in a compelling way to

present to prospects; and, to draw conclusions and make a recommendation as to the best case for support, strategy, timing, and goal for the campaign. Mr. Shufflebarger informed Cabinet Members the case for support was well received by those interviewed. The interview process was enhanced because of the care and thoroughness with which the university went about briefing prospective interviewees. The consultants recommend the university not start a campaign at this time. Instead, they recommend that over the next nine months the university make a concerted effort to lay the foundation for a successful campaign. The consultants believe the strongest aspect in the University's preparations was the Case Summary, and they recommend that it not be revised; however, the Case Summary should be refined into two roughly equal tiers of priorities. Mr. Belcher stated it is important for a culture of philanthropy to permeate throughout the organization.

BUSINESS

Action

Facility Reservation and Rental Policy (first reading) Mr. Rutledge

Mr. Rutledge brought to Cabinet the Facility Reservation and Rental Policy for a first 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. Prior to her approval of an event, Ms. Smith will have to get approval from several areas such as the building manager and Police Department. The policy states Delta State reserves the right to allow an individual or organization to use its facilities and/or equipment. This 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 created a committee to review the University Facility Reservation Policy Manual and Guide and to make necessary changes. The committee increased the amounts of several daily charges; created a termination fee for users; and, created fees for the use of additional equipment and technology. Mr. Mayers stated that he needed Mr. Rutledge to work with him on several agreements regarding Athletic facility rentals. Mr. Rutledge asked Cabinet Members to send to him prior to the October 16th Cabinet meeting any suggestions regarding the policy.

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

Discussion

None

Additional Information

- Dr. McAdams informed Cabinet Members that Delta State's Complete 2 Compete degree was approved by the IHL Board of Trustees at the September Board meeting. Dr. McAdams stated the degree will be retroactive to the beginning of the semester. Delta State has 70 leads for the program: two have been referred to other areas to finish their original degrees; 13 are ready to graduate this semester; 11 need more hours to complete their degree; and, 44 have not replied to Delta State's initial contact. Delta State plans to move forward with the 13 people who are ready to graduate as soon as those 13 people have reapplied to Delta State and applied for graduation. Dr. McAdams stated a student has to pay both fees unless there is an extenuating circumstance.

- President LaForge informed Cabinet Members that Mr. Marvin Dennis will be a guest speaker for the College of Business and Aviation's Lecture Series next week.
- Mr. Rutledge informed Cabinet Members that, starting next year, revenue from fines and tickets will go into an auxiliary fund to replace outdated supplies.
- Ms. Thompson stated she has included the topic of Employee Morale on the agenda for the Staff Council meeting on Wednesday.

INFORMATIONAL/CALENDAR ITEMS:

- International Conference on the Blues, October 2-3, GRAMMY Museum® Mississippi.
- Aaron Neville Duo, October 3, 7:30 pm, BPAC.
- Pig Pickin' Weekend, October 6-7, Statesman Park.
- DSU vs. University of West Alabama, October 7, 6:00 pm (Wear Green), Parker Field. President's Reception at 5:30 pm in the Dorgan Center.
- Colloquia Lecture Series, Dr. Rod Paige, October 10, 6:00 pm, Jobe Auditorium.
- Brothers Osborne with special guest, Ashley McBryde, October 19, 7:30 pm, BPAC.

NEXT MEETING:

- Next Cabinet Meeting – Monday, October 9
- Next Cabinet Meeting Topic – Retention (Dr. McAdams)

Adjournment: The meeting adjourned at 3:53 p.m.