

DELTA STATE UNIVERSITY

PRESIDENT'S CABINET

Minutes

Meeting date: February 10, 2015

Members in attendance: President William LaForge, Dr. Wayne Blansett, Mr. Keith Fulcher, Dr. David Hebert, Dr. Debbie Heslep, Mr. Ronnie Mayers, Dr. Charles McAdams, Mr. Steve McClellan, Ms. Marilyn Read, Dr. Michelle Roberts, Mr. Jeff Slagell, Mr. Mikel Sykes, Dr. Myrtis Tabb, and Ms. Leigh Emerson.

Absent: None

Call to Order: A regular meeting of the President's Cabinet was held in the President's Conference Room on February 10, 2015. The meeting convened at 1:30 p.m. with President LaForge presiding.

GENERAL OVERVIEW

- President LaForge announced he met with several potential donors last week: Jeff Ross and Jackie Capwell, Louis Baioni, and Milton Allen, Vice President of Helena Chemical Company.
- President LaForge announced he had a few busy and exciting days at the Grammy's last week in L.A. He met with Mississippi Tourism officials and Grammy Museum officials to discuss the official opening of GRAMMY Museum Mississippi. The Grand Opening is scheduled for September 26, and there will be a week of activities leading up to the grand opening. He also met with officials from the University of Southern California to discuss the Education Affiliation Program. We are one of five schools they are working with, and they hope to expand the program. Tricia Walker did a great job hosting an educational session for students in the area, and the Delta Music Institute All Stars made us proud with their performance at the Mississippi night event. Also, President LaForge filmed a Fireside Chat from Los Angeles, and he and Mrs. LaForge attended the GRAMMY awards on Sunday.
- President LaForge met with Tena Clark, founder and CEO of DMI Music and Media Solutions, while he was in Los Angeles. He was introduced to her by Pat Tigrett. Ms. Clark has produced several "big name" artists, and she gave the group a tour of her studio in Pasadena. She is interested in attending our Race and Blues Conferences, and she will be a great connection for Delta State.
- President LaForge will meet with Webster Franklin and other business leaders from Tunica County and with James Huffman, CEO for Baptist Hospital-DeSoto, on Wednesday. He will also speak to the Rotary Club of Hernando at noon.
- President LaForge announced he will be in the Union on Friday for his monthly First Friday Faculty meetings.
- President LaForge announced Delta State has been recognized as one of the top 10 businesses for contributions to the United Way due to the generosity of our faculty and staff. There will be an award presentation on Tuesday, February 24 at the Cleveland Country Club from 5:30-6:30 pm, and Dr. Blansett will serve as our representative.
- President LaForge asked Dr. Heslep for a weekly enrollment report. She stated that nothing has changed from last week's report because Banner was down this time last year; therefore, she does not have any comparison information.

APPROVAL OF THE MINUTES

On motion by Mr. Slagell, seconded by Dr. Heslep, all Cabinet Members present and participating voted unanimously to approve the Minutes of the Cabinet meeting held on February 2, 2015.

CABINET TOPIC

Foundation Support for the UniversityMr. Keith Fulcher

Mr. Fulcher distributed a binder of information/graphs detailing the Foundation’s growth over the last few years. They have three areas where they contribute to Delta State: Alumni, Foundation, and Development. He feels the greatest contribution they can give to the university is with helping to recruit the children of our alumni. Since 1998, they have entered into Banner over 2,000 names of children of alumni. The next phase will be to extract the names so the data can be used by the Admissions Office to recruit these students.

They track donor data, and the number of individual donors has declined over the last few years. The Foundation has a professional money manager, and the assets in our account have doubled since 2009. They have set a long-term goal of \$50 million in assets. Based on expected contributions, they should reach that amount in thirteen years. Annual giving is up by \$1 million from this time last year. They are also working on strategies to connect with alumni via LinkedIn. President LaForge thanked the Foundation for all of their hard work, and said the university is grateful for the contributions that help fund university budgets and scholarships.

BUSINESS

Termination Procedure Dr. Tabb

Dr. Tabb distributed a document outlining the proposed process to be used when we terminate employees. This would be a recommended practice and not a policy. Cabinet Members agreed with the essence of it, and asked Dr. Tabb to take it to Academic Council and Staff Council for their input.

* Dr. Tabb will work with Dr. McAdams and Ms. Read to take the proposed procedure to Academic Council and Staff Council for review and feedback.

“Preview Day in Memphis” RecapDr. Heslep

Dr. Heslep thanked everyone for attending the event and helping with the recruiting effort. We had 57 faculty/staff/students to attend the event. There were approximately 82 prospective students and family members who attended the event. We had hoped for a better turnout; but, overall, felt the event was a success.

Suggested areas of improvement:

- Advertise more and earlier
- Maybe do the media visits a few weeks ahead of the event so they can run stories, ads, etc. ahead of the event
- Capture the names and contact information for all prospective students who attend
- Invite someone from Housing and Food Services to attend

- Conduct the breakout sessions in the middle of the room instead of in a separate room so more students will attend. Approximately 32 attended the first breakout session and 16 attended the second breakout session.

The facility and setup were very nice. It cost about \$2,500 to host the event, but that is less than the cost of tuition for one student. We need to plan an event in Jackson this spring and possibly an event on the Coast this fall. We also need to make these annual events.

Discussion

- Mr. McClellan discussed the recent purge process. He suggested the need to form a committee to discuss the purge process while it is still fresh on everyone's mind. The process is broken. Suggested committee makeup include: Admissions, Student Business Services, Financial Assistance, Registrar, Mr. Hebert and another faculty representative, as well as Mr. Sykes and another student representative.

* Mr. McClellan will convene this committee as soon as possible, and will bring back to Cabinet a final report on the new process.

INFORMATIONAL/CALENDAR ITEMS:

- The Great Gatsby, Thursday, February 26, 7:30 pm, BPAC
- Go Green Weekend, March 27-28, Campus
- Race Conference, March 30-31
- Retirement and Service Award Program, April 24, 2:00 pm. Union 2nd Floor Lobby

NEXT MEETING:

- Next Cabinet Meeting – Tuesday, February 16, 2015 at 1:30 p.m.
- Next Cabinet Meeting Topic – Sightlines Presentation (Steve)

Adjournment: The meeting adjourned at 3:12 pm.