

Deans Council Meeting
Boardroom, BA 290
July 29, 2008

Attendance: Dr. Mary Hendrix, Dr. Sharon Johnson, Dr. Hal Langford, Dr. Allan Headley, Dr. David Crenshaw, Dr. Brent Mangus, Dr. Deborah Hebert and Stephanie Holley.

Marketing Communications – Randy Jolly and Ken Dickinson met with Deans Council to provide an update regarding the university website update, Crisis Communication Plan and a procedure to be used when requesting marketing projects.

Website - The upper tiers pages are due for completion by the end of August. As the website is updated, the primary target is to keep in mind both prospective and current students. Consistency and easy navigation are key factors to an effective website. There will be a box on the main page for current news events. Internal information will be moved to an intranet site. Departments and/or divisions will eventually need to identify person(s) in their area to be responsible for their updates.

Crisis Communication Plan – A copy of the plan was shared with Council members. Recently an unannounced drill was held on campus to see how effective the plan would be carried out in the event of a crisis. The results will help identify areas which need refining and improvement. Another drill will be held later in the fall. Marketing Communications will be the point of contact for communications in the event of a crisis. Meetings will be held so that everyone will know what to say or do in the event of a crisis.

Electronic Sign - The University has an electronic sign located on the corner of Highway 50 and Culver Street. Studies have revealed that the most effective messages run for 15 seconds per message. Following this guideline will allow persons to see at least four (4) messages during the one minute traffic stop where the sign is located. Messages should not exceed ten (10) words. Eventually the sign will be able to display graphics and animation. Requests for placing notices on the sign can be made by accessing the online request form. Requests should be submitted no less than one week prior to the message going public. This will allow for the message to be posted on the sign for one week prior to the event and the message will end at the conclusion of the event.

Request for Marketing Projects – A form has been developed to assist departments and/or divisions when submitting requests for marketing projects. The form will assist marketing staff to determine who the audience is; set priorities; and assure timeliness.

Enrollment – We are monitoring our enrollment progress by day. Thus far, we have achieved 69% of our 10,000 goal. Accountability will be tied to department, college, recruiters, etc., The call campaign is contacting students who have already attended orientation. We currently have 800 applications files that have not been closed. It appears that students are thinking when they are dropped due to non-payment that they are considered as withdrawn from the university. The Registrar will be alerted to this issue.

The College of Arts and Sciences reported a situation of variable hours where the student's course showed upon on the transcript as one hour; however, the student had paid for three (3) hours. Dean Holley stated she would discuss this situation with the Registrar.

Presidential Retreat - President Jones is planning a full off campus retreat. The Provost will check the President's schedule and notify Council members of possible dates.

Off-Campus Site Survey - The off-campus site survey has not been completed. The consultant will not make any recommendations; they will only provide information. President Jones will make the decisions regarding proposed location(s) for additional teaching facilities.

Texas Higher Education Board (THECB) – The Provost shared updates she received recently while attending the Coordinating Board Meeting in Austin on July 24, 2008. A copy of the Closing the Gaps by 2015: 2008 Progress Report was shared with Council members. Money is being pended regarding House Bill 1 “Transfer Students”. There was discussion and concern expressed regarding the situation where institutions can now be considered as a college if they have approved accreditation.

Graduate Assistantship – The academic deans, along with the Dean of Graduate Studies, recently met to discuss and recommend a plan as to how to achieve the goal of recruiting and retaining top quality graduate students who will be effective graduate assistants (GA). As a result of the meeting, the recommendation will be made to equally distribute the amount of GA funding provided by the President to each college. No later than the end of October, a complete review of the GA program will be conducted. In an effort to attract and retain quality graduate students, consideration will be given to providing attractive and competitive stipend packages for GAs, including covering the costs of tuition and fees.

Student Affairs –

Residential Life - Dr. Hebert provided an update stating the university is currently at 74% capacity (including Prairie Crossing).

Career Services – Three (3) quality candidates were interviewed for the Director of Career Services. A selection of the top candidate will be announced shortly.

Reorganization – Student Affairs is currently undergoing a reorganization. Following the reorganization, the Assistant Dean of Student Affairs will be responsible for the supervision and budget for the following areas: Recreational Center; Student Health Center and Counseling. He will work with Rick Miller and Connie Mears regarding the Student Center. Robert Dotson will assume responsibility as Interim Director of Judicial Affairs. There are also plans to have marketing and media personnel for the Student Center.

International Fee –Dr. Hebert would like to propose \$40 for long semester and \$20 for short semester. Currently there is not a form to use for international fees.

Graduate Studies and Research – Debbie Porter is working on a grant proposal for National Science Foundation (NSF). Gil Naizer is working on a grant proposal for work study mentoring where tutoring will be provided to students.

Provost Update –

On July 29-30, the day before the Board of Regents meeting, universities will present their Exceptional Items and Tuition Revenue Bond (TRB) requests to the Chancellor. Proposed Exceptional Items and TRBs must coincide with goals outlined in our Strategic Plan and budgets.

The university budget is scheduled to be approved Friday, July 25, 2008.

Following the issue of fall contract letters by the Provost Office on or about August 4th, merit letters for faculty and staff will be issued by Human Resources.