

## **10/1/10 Administrative Council Meeting Minutes**

**In attendance:** Dr. Sheila Adams, Dr. Gary Bouse, Allegra Brigham, Kate Brown, Dr. Gloria Bunnell, Phillip Cockrell, James Denney, Cassie Derden, Melanie Freeman, Gail Gunter, Dave Haffly, Jessica Harpole, Dr. Marty Hatton, Dr. Hal Jenkins, Dr. Sue Jolly-Smith, Larry Jones, Jody Kennedy, Mary Jo Kirpatrick, Cay Lollar, Dr. Bill Mayfield, Kennedy Meaders, Nicole Patrick for Dan Miller, Nora Miller, Brandon Newsome, Sirena Parker, Anika Perkins, Dr. Tom Richardson, Mary Margaret Roberts, Lindsey Shellnut, Susan Soblely, Dr. Quiteya Walker, and Leander Williams.

**Absent:** Angie Atkins, Lucy Betcher, Roger Busby, Bryant Cook, Johnnie Sue Cooper, Andrea Holcombe, Lana Robinson, Dr. Roy Ruby, Perry Sansing, Sarah Sumners, and Dr. Tom Velek.

Ms. Allegra Brigham called the meeting to order.

### **Minutes** -

The minutes from the September 2010 meeting were approved.

### **Academic Affairs Update** -

Dr. Hal Jenkins said the College of Education and Human Sciences and others partnered with Sale Elementary last year as part of Sale's magnet school designation. MUW will be working with them again this year. The dates are October 13-15.

Money received from new grants since July 1 totals \$915,000.

The V3 College has secured agreements with 13 of the 15 Mississippi community colleges for the Bachelor of Technology Program.

### **Finance & Administration Update** -

Nora Miller reported Susan Soblely has been named Director of University Accounting effective today.

Construction work has begun on Poindexter Hall.

The notice to proceed on the street repair project should be received soon.

Terry Woodard, Director of Sodexo Food, gave a presentation at MUW yesterday on social media. He sent Ms. Miller the link so she could share it with Administrative Council members. The presentation focuses on using Twitter, You Tube and Facebook to create connections and increase name recognition. These media allow organizations to get news and information out to its customers and potential customers, increase customer service, advertise events and contests, and work on brand building. The use of video and providing mobile apps can be effective. The success of using these media can be measured through increases in revenues, Google searches, hits on the website, and comments left. Ms. Miller said many offices on campus already use social media. She

asked them to send her the links for tracking purposes. Dr. Bill Mayfield commented that most users of social media are mobile viewers. Phillip Cockrell and Cassie Derden said Student Services and Admissions, respectively, use Facebook and Twitter. Larry Jones said 80% of the campus computer lab users are on Facebook. Ms. Derden added that live chat has increased and some universities have a person on staff who does nothing but live chat. Ms. Brigham said MUW should get a team of people together to see how the university can benefit from social media.

### **Student Services Update** –

In the absence of Dr. Roy Ruby, Ms. Derden said applications for next fall are about the same as this time last year.

She announced some important dates for next year:

Scholars' Day (Freshmen) – November 19, 2010 and March 4, 2011

McDevitt Day (Transfers) – March 25, 2011

Orientation Sessions for Fall 2011:

Transfer 1 – June 10

Freshmen 1 – June 30

Transfer 2 – June 17

Freshmen 2 – June 20

Spring Scholars registration – April 18, 2011

Spring Transfer Scholars registration has not been set yet.

Interviews for the Vice President for Student Services will begin soon.

Financial Aid submitted the annual federal report.

Bryant Cook gave a workshop on the website for people in Student Services.

Ms. Derden said she and others will be attending next week's MAC conference.

She and Ms. Brigham have been visiting with the deans about enrollment opportunities.

Lindsey Shellnut reported the zumba fundraising event had about 150 participants with nearly \$1,400 raised to benefit the Columbus-Lowndes Humane Society.

Phillip Cockrell noted MUW is the host for the Golden Triangle Job Expo set for October 6, and national speaker Fonzworth Bentley will make a presentation October 6 at 6:30 p.m. in Rent Auditorium. Both of these events are free.

### **Institutional Advancement Update** -

Dr. Gary Bouse announced work has begun on a garden in memory of Dorabell Craig by her children. It will be a very nice addition to campus.

The Welty Gala is set for October 14 with Marlee Matlin, a worldwide critically acclaimed actress and author, as the speaker.

The next Town & Tower meeting will be held October 6 with Ms. Brigham as the speaker. Dr. Mark Bean, president of the organization, will have some project announcements.

MUW will host a Columbus-Lowndes Development Link Business Before Hours event in the Rec Center on November 4, and the Link will have a Celebration of Teachers Event on November 17 in Rent Auditorium.

Bryant Cook continues to do training on campus for the new Joomla web program, and the migration of web pages continues. A person from Atlanta will do some beginner and intermediate training sessions on Jumbla if there is enough interest.

Anika Perkins reported Janie Guyton Shields has been hired in the Office of Public Affairs as the new Office Manager/Editor. Also, Public Affairs is updating the Experts Guide.

#### **Police Department/Human Resources Update -**

In the absence of Perry Sansing, Melanie Freeman noted October is open enrollment month for changes in insurance.

Chief Kennedy Meaders said the Police Department will implement a new program called Silent Witness. It is an anonymous reporting program through the website.

#### **Faculty Senate Update -**

Dr. Gloria Bunnell said Faculty Senate is pleased to have a new office space in Reneau Hall Room 123.

#### **Staff Council Update -**

No report.

#### **SGA Update -**

Leander Williams said SGA is planning its annual Bachelor Bid event for October 19. SGA also is partnering with the Center for Academic Excellence to host a Sweet Success event on October 27.

#### **Other -**

Mary Margaret Roberts announced Alumni Relations is working on the October e-newsletter. Please send information for inclusion as soon as possible.

Chief Kennedy Meaders said he will be featured in a movie, and the shooting for the movie will take place in downtown Columbus next week.

Larry Jones said ITS is receiving proposals for a campus wireless project.

Dr. Jenkins announced Cay Lollar will be leaving the university as the Registrar at the end of October. He thanked her for her many years of service.

Ms. Roberts added that Carol Newell in Alumni Relations will be retiring at the end of October with 26 years of service.

Dr. Sheila Adams mentioned the dedicated simulation area in Martin Hall that was funded by some donors. There will be an open house soon.

Dr. Tom Richardson reminded the group about the Welty Symposium set for October 21-23 with Connie May Fowler as the headline speaker.

Mr. Cockrell said Oktoberfest is set for October 19. This is a free event for the campus and the community.

### **President's Report** –

Ms. Brigham noted she and others have attended alumni meetings in West Point, Starkville, Jackson and Birmingham recently. Her message to alumni continues to be that all alumni need to come together to support MUW through recruitment, giving, and promotion. Additional alumni meetings are planned for November.

The university has unofficially announced a \$2 million campaign for student scholarships to free up university money for other things.

She has been and will continue to speak at community meetings. In her remarks, she tries to make sure the members see the value of the university to the community.

Ms. Brigham participated in the recent Paccar dinner and ribbon cutting. She hopes MUW will be able to partner with Paccar.

She attended the Center for Creative Entrepreneurship Board meeting this week.

She visited with Dr. Martha Saunders of the University of Southern Mississippi and Dr. Dan Jones of the University of Mississippi when they were on campus to speak to MSMS students. Dr. Mark Keenam of Mississippi State University will visit soon. MUW also will speak with MSMS students about furthering their education here.

Ms. Brigham recently attended a partnership launch between Franklin and the University of Mississippi Medical Center.

The IHL Board retreat was held in Nesbit in September. There were two major projects discussed – branding IHL by focusing on building a system and forming a group to work on meeting the educational needs in Mississippi.

The Welty Gala is set for October 14 with the Foundation Board also meeting that day and the Alumni Board meeting October 15.

Ms. Brigham reminded the group how important it is to work together for the betterment of the university. We cannot let challenges stop us. We have to focus on what is good for the university.

**Policies** –

New policy (Textbook Adoption) was approved with one small change.