

11/4/22 Administrative Council Meeting Minutes

Participated in Zoom meeting: Dr. Brian Anderson, Mea Ashley, Dr. Dorothy Berglund, Russell Brandon, Dr. David Brooking, Aaron Brooks, Karen Clay, Jennifer Claybrook, Rachael Damms, Mark Ellard, Rodney Godfrey, Jessica Harpole, Dr. Marty Hatton, Jody Kennedy, Dr. Holleen Krogh, Dr. Brandy Larmon, Melinda Lowe, Carla Lowery, Shannon Lucius, Penny Mansell, Iika McCarter, President Nora Miller, Jennifer Moore, Andrew Moneymaker, Mackenzie Pearce, Anika Perkins, Amanda Clay Powers, Laura Quinn, Susan Sobley, Dr. Scott Tollison, Randy Vibrock, Dr. Kim Whitehead, and Ken Widner

President Nora Miller called the meeting to order.

Minutes -

Following a motion by Carla Lowery and a second by Andrew Moneymaker, the minutes from the October 2022 meeting were approved.

University Update –

President Miller reported IHL has released the final headcount census for Fall 2022 enrollment. With the exception of Ole Miss, all institutions reported a decrease. Decreases ranged from 1.9% at MSU to 9.0% at Valley. The W's decrease was 5.6%.

She said the university is taking a number of measures to address this enrollment challenge, in addition to the naming taskforce. There is a search for an Executive Director of Enrollment Management to provide additional analysis and to guide our efforts going forward. Adam Connelly from Ruffalo Noel Levitz (RNL) was on campus last month to do an opportunity analysis of enrollment management. At the conclusion of his visit, he presented some recommendations, and the university has contracted with his firm to work on the approach to student search and engagement, marketing, outreach to parents of prospective students, enrollment projective modeling and analysis, and the build-out of Slate CRM. Some of this will be geared towards current high school sophomores and juniors, so the university will reap the benefits of this over the next three years. The goal is to sustain much of this work internally after the first year or two. Having the Executive Director of Enrollment Management work closely with the RNL contact, the Enrollment Management Council and staff with the more complete adoption of Slate will help to enable this.

The W also has engaged with Lightcast to provide an economic impact study. This report will include an operations spending impact generated by the university's payroll and purchases for supplies and services, construction spending impact, student spending impact, visitor spending, volunteer and community services and alumni impact. In addition to these impacts, the report will also include investment analysis of The W's students, comparing the present value of their higher earnings with the costs of their education, the taxpayer investment analysis that looks at the increased tax base along with public sector benefits and the social investment which measures the benefits to

society as a whole in terms of added income, tax revenues and avoided social costs. Many are involved in accumulating this data. In addition to Institutional Research and University Accounting, many others are compiling information about visitor counts for various events and activities and community service and volunteer hours. She has asked President's Cabinet members to circulate a spreadsheet for the accumulation of visitor counts from their areas. Those visitor counts are due to her by next Friday, November 11.

Speaking of November 11, President Miller noted there will be a lot of activities and visitors to campus that day. The Diversity, Equity and Inclusion Council will host an event honoring Veterans Day that morning. The Foundation Board will meet on campus, and Presidential Scholarship Award recipients will receive certificates and interview for Honors and Centennial awards. She asked the Administrative Council members to be prepared to park a little further that day and to be ready to offer a welcome and some directions to help people get to where they need to be. She concluded by saying there is a great deal going on between now and the end of the semester, which is less than a month away. She encouraged the members to take advantage of visiting the gallery, attending tonight or tomorrow's play, and several concerts, the honors research symposia, and athletic events coming up.

President Miller called on Amanda Clay Powers to give an update on the Naming Taskforce. Ms. Powers said the naming survey closed the night of October 31. She does not have the full report from the marketing firm, but initial reports are 3,400 people completed the survey and 682 volunteered to participate in focus groups. The Naming Task Force will get a presentation from the marketing firm on November 8 and then will decide what to include in the focus groups. The firm will randomly choose from the volunteers for the focus groups and will conduct the focus groups. President Miller added that the survey link was sent out to as many people as possible, including alumni, employees, current students, prospective students, high school guidance counselors and others. She is interested to see the breakdown of responses.

Faculty Senate Update –

Dr. Holleen Krogh said Faculty Senate has accepted 14 applications for Fund A at approximately \$4,550 and three applications for Fund B at approximately \$1,800.

Staff Council Update –

Rachael Damms said Staff Council met November 2 and reviewed policies that have been accepted into the review process. The group also plans to move forward with drafting a letter of support for the name change process. She announced the Staff Recognition Luncheon and Meeting is scheduled for December 8. Staff Council again plans to do the annual Salvation Army toy drive, so she encouraged Administrative Council members to look for the donation boxes that will go up soon.

SGA Update –

Mackenzie Pearce said there were 340 survey participants for the needs assessment SGA recently conducted. A lot of great information came from the assessment. She has met with Chief Randy Vibrock about some safety concerns and will send out information on what the MUW Police Department does to keep the campus safe. She's also met with Sodexo. The dining hours were recently changed, and they are looking at ways to serve athletes who are returning to campus late from practices and games. An open forum will be held in the spring to discuss the issues addressed in the needs assessment. Administrative Council members can request a copy of the needs assessment survey by contacting her. Ms. Pearce said the student Presidents Council discussed during the October meeting how to get more involved with athletics, and SGA is partnering with SPB to sponsor a second chance prom.

Other Updates –

Jennifer Claybrook announced that women's volleyball, women's soccer and three women and three men from the cross country team received bids to participate in the USCAA championships. Academic notifications will be sent for each student athlete who will miss classes. Ms. Claybrook mentioned that the university is required to do an equity in athletics report and put it on the website. That has been completed. She also noted that the university's United Way campaign will end next week, basketball media night was held November 1, and the pool is open with limited hours as they search for additional lifeguards.

Jody Kennedy said the custodial department is almost fully staffed.

Laura Quinn said information about search committee training will go out today.

Mea Ashley announced the Office of Student Life will sponsor a mixer for first generation students, faculty and staff on November 8 in honor of National First-Generation College Celebration Day.

Policies –

Following a motion by Mr. Moneymaker and a second by Aaron Brooks, PS 3301 (Allocation and Use of Information Technology Resources) was accepted into the review process.

With a motion by Ms. Lowery and a second by Russell Brandon, the Administrative Council meeting adjourned.