5/1/2026 Administrative Council Meeting Minutes

Participated: President Nora Miller, Brian Anderson, Brandie Branch, Marty Brock David Brooking, Aaron Brooks, Trish Caston, Jill Drouillard, Josh Dohmen, Asia Duren, Rodney Godfrey, Glen Halbert, Zander Hall, Marty Hatton, Erinn Holloway, Jordan Taylor, Jessi Jobe, Jody Kennedy, Brandy Larmon, Carla Lowery, Shannon Lucius, Penny Mansell, Matthew Miles, Clear Moore, Jennifer Moore, Andrew Moneymaker, Chad Murphy, Nicole Patrick, Anika Perkins, Hillary Richardson, Laura Quinn, Melissa Smith, Susan Sobley, Scott Tollison, Randy Vibrock, Kim Whitehead, Elise Wilson , Kelly Woodford, Zander Hall, Tyler Wheat

President Miller called the meeting to order.

Minutes -
Following a motion from Carla Lowery and a second by Kelly Woodford the April 2026 meeting minutes were approved.

University Updates-

President Miller thanked everyone who shared in the strategic planning efforts.

President Miller provided Administrative Council with updates on the budget, including IHL approval of funding formulas and administrative costs.

President Miller updated the council on the performance measures and the Foundational Funding model, which includes the Floor, Lean, and Comprehensive funding levels. Facilities and equipment maintenance needs, along with curriculum updates, were discussed, and facilities maintenance funding was reviewed. A final report is expected in June, and revenue sources were examined, with online revenue accounting for 48% of total revenue.

Dr. Anderson presented an update on the Strategic Planning process from the PIE + Council goals, which are projected through 2031 and will replace the 2021 strategic plan. He reported that the planning effort included broad campus participation, with a committee composed of campus representatives, alumni, elected members, and a total of 36 participants.

The planning timeline included initial discussions in January, input collection and the first committee meeting in February, and continued work on the new plan roadmap beginning February 27.

More than 30 goals were developed to strengthen campus connections and support institutional growth.

Draft strategic priorities were completed, and final feedback was accepted through April 15 under the plan titled *"Advancing Our Worth: The Blueprint."* Key focus areas include

Academic Excellence, Workforce Needs, Student Experience, Civic Engagement, Athletics, Lifelong Connection, and Student Support, encompassing eight primary goals. Additional categories of emphasis include Enrollment Growth and Retention, Recruitment Pathways, Operational Excellence, and Financial Priorities.

Faculty Senate-

Dr. Chad Murphy loss quorum in the last meeting and a special called meeting will take place at noon to vote on the new leadership.

Staff Council-

Jordan Taylor informed the council that the HVAC team were recognized for their hard work and dedication.

SGA-

Zander Hall gave the following updates from the SGA.

- Senate retreat planning
- Year End Events
- Stoles pickup scheduled for Monday
- Ice cream social/event mentioned

Other Updates-

Anika Perkins updated the council of the ADA accessibility extension to 2027.

- Continue updates and accessibility improvements
- Marketing discussions ongoing

Tyler Wheat updated the council on marketing and recruitment efforts. He reported that Dr. Brooking, Anika Perkins, and Tyler Wheat attended a recruitment conference where academic programs including Culinary Arts, MBA, Admissions, Education, Nursing, and Graduate Studies were highlighted.

Recruitment outreach has expanded from 10 to 13 states, with marketing efforts utilizing Facebook, LinkedIn, TikTok, Instagram, and the GoBoss platform.

Tyler reviewed current advertising and enrollment initiatives, including targeted campaigns aimed at more than 20 markets, advertising to the top 50 high schools, a college application campaign, website and program planning efforts, and the development of recruitment lists for Mississippi, Alabama, and Tennessee.
He noted that three advertising campaigns are currently active and have contributed to increased website traffic and student interest. Analytics from January through April showed significant growth, including 7,144 engagements compared to 2,700 during the same period last year, more than 75,000 website interactions compared to 33,000 previously, and over 3 million views generated through Meta platforms.

Dr. Watkins or Kelly Woodford reported on 139 students are in Culinary.

Brandie Branch updated the council on the FY27 Risk Assessment

Policy

No Policy Review

President Miller entertained a motion to adjourn.

It was so moved by Dr. Josh Dohmen and seconded by Trish Caston to adjourn.

Meeting adjourned.