

Cabinet Minutes
Tuesday, January 7, 2014
9:00 a.m.
President's Office Conference Room

Cabinet was called to order by President Turner at 9:00 a.m. He welcomed the group back from the Holiday Break.

Members present were: Dr. Steve Turner, Dr. Pam Fly, Mr. Tim Foutch, Dr. Laura Boren, Mr. David Koehn, and Mr. Ben Hardcastle

Members absent were: None

Academic Affairs Update: Dr. Fly led a discussion regarding potential ways to improve the balance of college advisors across campuses and programs, particularly at peak times. As the new advisement model is implemented, we are seeing more connections with students which is a positive trend. But, those increases and our planned intrusive advising efforts will bring additional pressures on advisors and workload during peak times. The group will continue to discuss how to accomplish our advising goals and at the same time provide a reasonable load for college advisors across campuses.

Dean Search Funding Request At Dr. Fly's request, the Cabinet approved a one-time budget request to support the search for a new Dean for Science and Health Professions after the resignation of Dr. Martin Venneman effective January 1, 2014.

Enrollment Update: Dr. Boren gave an update on current enrollment numbers stating that Head Count numbers are down 3.8% with a 3.0% Credit Hour Production difference with this same time last year. This week enrollment numbers should show an increase with students returning from the holiday break. She also reported that high school concurrent enrollment numbers are higher this year with 113 currently vs. 83 last year; freshman enrollment is about even with 42 vs. 43 respectively; and Transfer numbers are slightly down with 250 vs. 279 respectively. Dr. Boren announced that Orientation for currently enrolled freshman students will be held this Thursday. Cabinet members discussed marketing efforts as well as additional efforts for increasing numbers and future strategies for improvements.

FY15 Budget Planning: Mr. Koehn provided the group with and outlook for next fiscal year considering current enrollment figures, adjunct faculty costs, fee waiver funding, salary commitments for faculty and staff, current and new program costs, and mandatory costs. The group discussed the timeline for finalizing/prioritizing needs as well as possible cost saving initiatives. Discussions will continue throughout the budget preparation cycle.

Student Recruitment Campaigns: Mr. Hardcastle reported to the group that meetings are planned this week with enrollment management leaders regarding recruitment initiatives and digital advertising campaign outcomes. He also explained how advertising funding is utilized with dynamics and audience needs being the focus. Mr. Hardcastle advised the group of the launching of a campaign utilizing Pandora and the Alumni Ambassador program to recruit students utilizing a landing page that will guide students to our site.

Teacher Prep Reputation Campaign: Mr. Hardcastle reported that Communications & Marketing is working on an advertising timeline to co-inside with legislative agendas to get information out regarding the Teacher Ed Program. NSU has good stories to tell and we should be telling them.

"Stay On Track": Mr. Hardcastle reported that the "Stay On Track" initiative will continue on to phase IV "What can goNSU do for you" utilizing the Riverhawk foot. The Riverhawk foot will be placed on the doors of all buildings to increase usage.

Standardized NSU Clinic/Center Branding: Mr. Hardcastle discussed the need to standardize the graphics utilized to identify departmental areas. Cabinet members requested that Communications and Marketing work on a graphics standard protocol to be approved and adopted. A proposal will be brought forward through the proper committee and forwarded to Cabinet for approval when finalized. They are also continuing to work to finalize the standardized Departmental pamphlets.

Student Housing Renovation and New Construction: President Turner began discussions with the group regarding changes in the new construction of the housing project. Changes are being made to the design of new housing project due to budget restrictions. The new project will house 344 beds; renovate Wyly to house 122 with renovations to Leoser. Forums will be held in the next few weeks to keep everyone informed regarding plans.

Start-up Schedule and Announcements: President Turner informed the group that it is time to revisit the Disney training to ensure our core values are embraced. The tools provided to us by Disney are a valuable resource.

Strategic Plan Update: President Turner updated the group on the work being done by the Strategic Planning Group to prepare documents that will be brought to Cabinet for discussion and approval.

RUSO Board Items for January 2014: President Turner reviewed the items that are being submitted for approval at the January 10th Board meeting.

Announcements:

Chancellor's Visit: President Turner reminded the group of the upcoming presentation by Chancellor Johnson on Friday, January 31, 2014, at 1:00 p.m. in the Webb Auditorium. Everyone is encouraged to attend. This event will be ITV'd to the BA and Muskogee campuses.

Higher Education Day: President Turner informed the group that Higher Ed Day is being planned for Tuesday, February 11, 2014.

The meeting was adjourned at 12:00 p.m.

Respectfully submitted,
Robin Hutchins