

Deans Council Minutes
October 15, 2012
1:30 PM
Allen 611

Members Present: Jerry Gilbert (chair), Richard Blackbourn, Steven Brown, Linda Buehler, Tim Chamblee, Pat Matthes (for Frances Coleman), Lou D'Abramo, Greg Dunaway, Jerry Emison, Kent Hoblet, Julia Hodges, George Hopper, Brandon Jolly (for Joan Lucas), Sharon Oswald, Mike Rackley, Lori Bruce (for Sarah Rajala), Chris Snyder, Jim West, Park Wynn.

Others Present: Phil Bonfanti, Teresa Gammill, Bill Kibler, James Orr, Scott Roberts, Judy Spencer, Steve Taylor.

Minutes Taken By: Martha Thomas.

1. Upon a motion by Lou D'Abramo and second by George Hopper, the minutes of the September 17, 2012, meeting were approved unanimously with no corrections.
2. Announcements:
 - a. Jerry Gilbert reminded the Deans Council that Homecoming would be occurring during the weekend of September 22-23.
 - b. Dr. Gilbert announced that Residence Life & Housing has offered to allow colleges and departments to create living and learning communities within the residence halls. These communities would create a peer group of students that would be living and learning together. Dr. Gilbert stated that there is sufficient time to create a community prior to Fall 2013.
 - c. Dr. Gilbert announced that he is in the process of finalizing the search committees for the Dean of the College of Arts & Sciences and the Dean of the Graduate School and Associate Vice President.
 - d. Dr. Gilbert reminded the Deans Council that interviews for the position of Registrar would be occurring over the next few weeks. Dr. Gilbert encouraged participation in the interviews.
 - e. Dr. Gilbert discussed the plan to address salary compression of faculty members. The university has committed approximately \$500,000 during FY2012-13 and approximately \$500,000 during FY2013-14. Dr. Gilbert stated that this initiative would be effective January 1 of each year and would be separate from any potential merit raises. Dr. Gilbert stated that he wishes there was more money to work with to address salary compression and that it would take approximately \$5-6 million to fully address it at the professor level.
3. Targeted Recruitment Strategies:
 - a. Dr. Gilbert stated that he has been encouraged by discussions over the past few weeks regarding recruiting students to MSU. One goal of the strategic plan is to raise the ACT of incoming freshmen from 23.6 to 25. To do so will require targeted recruitment of distinguished students. Dr. Gilbert stated that one strategy to be implemented is the establishment of the second residence hall for Honors students (North Hall). He stated that MSU will be the only university in the state with sufficient space in

residence halls for all Honors students. Additional strategies include the university seeking a Phi Beta Kappa chapter and ARL status. Dr. Gilbert stated that he invited Phil Bonfanti to discuss targeted recruitment strategies to help us attract the students we want to bring to MSU.

- b. Dr. Bonfanti stated that the university had a decrease in enrollment this year (down 59 students in Fall 2012 as compared to Fall 2011). This was the first fall semester without an enrollment growth in seven years. The goal is to have 22,000 students by 2015.
 - c. Dr. Bonfanti stated that enrollment is down at both the Starkville and Meridian campuses and in the Graduate School. Steve Brown has presented plans to address Meridian enrollment and Lou D'Abramo is preparing strategies to address graduate enrollment.
 - d. Dr. Bonfanti discussed several reasons for the decrease in enrollment.
 - e. Richard Blackburn asked why there was a decrease in graduate students. Dr. D'Abramo answered that there was a decrease in returning distance education students and a decrease in unclassified students. He believes this to be attributed to programmatic changes.
 - f. Dr. Bonfanti stated that the university would be following three broad strategies to address enrollment: expanding market reach, increase scholarships, and targeted recruitment.
 - g. Dr. Bonfanti stated that help is needed from the colleges and departments to explain to students why they should come to MSU. Dr. Bonfanti stated that previously it was said that Student Affairs "passes the baton" to Academic Affairs at Orientation and that this now needs to occur when students are admitted.
 - h. Dr. Bonfanti discussed two upcoming events: National Merit Semifinalist reception at President Keenum's home and Enrollment Insight event on Monday, October 29.
 - i. Dr. Bonfanti stated that he would like to ask each college to hold an event for admitted students in the spring (modeled after the Bagley College of Engineering's Breakfast of Champions). These events can be modeled after the Enrollment Insight event on October 29. Dr. Bonfanti's office will assist with each event.
 - j. Dr. Gilbert stated that this event would intend to move the excitement of the send-off parties from the summer to the spring.
 - k. There was discussion regarding the awarding of scholarships and how the process varies at different universities.
 - l. There was discussion regarding the program which allows state universities to waive out-of-state tuition for certain groups and regarding MSU's approach to this program.
 - m. There was discussion regarding additional recruitment ideas, including through sporting events, Chorus and Band, career development and opportunities, and having a set of talking points that faculty can use to make the case for MSU.
4. Other Items:
- a. Mike Rackley announced the dates of the 5th Annual Cyber-Security Awareness Week.
 - b. Dr. Hopper announced that MSU placed first in the International Society of Horticulture.