

Deans Council
August 15, 2011
1:30 PM
Allen 611

Members Present: Jerry Gilbert (chair), Richard Blackburn, Tim Chamblee, Pat Matthes (for Frances Coleman), Lou D'Abramo, Jerry Emison, Halston Hales, Kent Hoblet, Julia Hodges, George Hopper, Joan Lucas, Dennis Mitchell, Gary Myers, Sharon Oswald, Sarah Rajala, Peter Ryan, Christopher Snyder, Butch Stokes, Jim West.

Others Present: Mark Binkley, Teresa Gammill, Judy Spencer.

Minutes taken by: Martha Thomas.

1. Upon a motion by Gary Myers and second by Sarah Rajala, the minutes of the July 25, 2011, meeting were approved with no corrections.
2. Announcements:
 - a. Jerry Gilbert welcomed Christopher Snyder, new dean of the Shackouls Honors College, to Deans Council. Dr. Gilbert announced George Hopper's appointment as Dean of the Colleges of Agriculture & Life Sciences and Forest Resources, effective August 19, 2011. Sharon Oswald was selected as dean of the College of Business and started on July 16, 2011. Steve Brown will become the Dean and Associate Vice President of MSU-Meridian October 1, 2011. Dr. Gilbert thanked Dennis Mitchell for his service as interim dean, stating that his work made this transition an easy one with great leadership.
 - b. Dr. Gilbert discussed the deans and department heads meeting on August 12, 2011 and encouraged deans and department heads to ask questions in advance of any problems.
 - c. Dr. Gilbert discussed the classroom building, New Faculty Orientation, the IHL meeting in October that will be hosted at MSU, the Early Start Program, and the fall faculty meeting that will be held August 30, 2011.
 - d. Dr. Gilbert discussed his hope to hire additional faculty members based on the growing enrollment and funding for this initiative.
3. Capital Campaign (John Rush):
 - a. Mr. Rush gave a presentation on a possible capital campaign and asked the deans to provide information about real projects that could be funded by a capital campaign.
 - b. Dr. Gilbert suggested a potential project would be an endowed fund for faculty professional development.
 - c. There was discussion about the importance of endowed funds and how they are beneficial to the university and appealing to the donor.
 - d. Mr. Rush stated that he would not anticipate the capital campaign going public until the end of 2012.
 - e. George Hopper asked about the requested size and scope of the potential projects to be funded by a capital campaign. Mr. Rush suggested that the deans start big and ideas can be scaled down as necessary.
 - f. Dr. Gilbert suggested a potential project would be funding a new childcare center on campus that would increase the number of children of faculty and staff served.
 - g. Mr. Rush discussed the potential tie-in to arts and culture.

- h. Mr. Rush requested that deans submit Campaign Initiative Worksheets to Jack McCarty by September 28, 2011.
4. The Drill (Halston Hales):
- a. Mr. Hales discussed The Drill, his intent to make The Drill more of an academic event, and several initiatives to make the event less like a pep rally.
 - b. Dr. Gilbert commended Mr. Hales for listening to the deans and modifying The Drill per their input.
 - c. Mr. Hales stated that he would send information about The Drill via e-mail to the deans.
 - d. Mr. Hales discussed the Zipcar program and its benefits to students without vehicles.
5. Academic Operating Policy 13.05 – Faculty Grievance Procedures:
- a. Peter Ryan stated that there were edits made by General Counsel and Associate Deans Council to better define what issues were governed by this policy.
 - b. There was discussion about the need for additional edits to reflect situations in which department heads were a party to the grievance.
 - c. **Upon a motion by Dr. Ryan and second by Dr. Rajala, AOP 13.05 – Faculty Grievance Procedures was approved unanimously, pending language revision by General Counsel to reflect the discussion above.**
6. Operating Policy 01.21 – Post-Tenure Review Policy:
- a. Dr. Gilbert stated that there are two ways to trigger post-tenure review: two “below satisfactory” annual reviews and six years following the last promotion or last time examined by the deans.
 - b. **Upon a motion by Dr. Ryan and second by Dr. Rajala, OP 01.21 – Post-Tenure Review Policy was approved unanimously with no revisions.**
7. Other Items:
- a. Dr. Hopper announced that the Student Association of Society of American Foresters placed first in the nation in a recent competition.
 - b. Butch Stokes stated that it is very important to get graduate students enrolled in research/dissertation credit hours prior to the tenth day of class.
 - c. Mr. Stokes announced that textbook assessments are due to the bookstore November 1, 2011.
 - i. Dr. Rajala expressed concerns regarding the exceptions process related to textbook adoptions.
 - d. Mr. Stokes discussed Thursday football game class arrangements and fall commencement. He also discussed future schedule changes to improve flexibility.
 - e. Dr. Ryan discussed the problem of students taking advantage of the Academic Common Market program and requested permission to engage in a discussion with department heads to develop criteria by which students are accepted into the program in order to lessen the opportunity for misuse of the program. Dr. Ryan stated that students in the program need to be actively engaged in the degree program to which they were accepted through Academic Common Market. MSU also needs

to ensure that students are making sufficient progress towards receiving their degrees.

- i. Mr. Rush stated that it was also important to do so for students with private scholarships.
 - ii. Dr. Hopper asked that Associate Deans be included in the discussions regarding Academic Common Market.
- f. Lou D'Abramo stated that workshops were completed last week for graduate teaching assistantships and stated his appreciation for the faculty and staff who gave of their time for these workshops.

The meeting was adjourned at 2:45 PM. The next Deans Council will be Monday, September 19, 2011, at 1:30 PM in Allen 611.

Handouts

MSU Foundation Campaign Initiative Worksheets Instructions

Instructions:

1. Save electronic copy of the Campaign Initiative form/template onto your desktop. The form is formatted so you can tab through it. Free text spaces will expand as you add information.
2. Complete one worksheet for each campaign initiative.
3. Do “Save As” after each worksheet, title it appropriately, and then reopen original to start next worksheet.
4. Description. Describe the campaign initiative, including how it will help achieve your college or unit’s goals and objectives.
5. Impact: Describe what impact funding the campaign initiative will have on the people of Mississippi and beyond.
6. Cost. For initiatives to be funded by endowment, indicate the total dollar amount of the endowment required. For capital projects (e.g., facilities, equipment, etc.), indicate the total dollar cost. For initiatives to be funded annually, indicate the yearly dollars required. For initiatives to be funded through a combination of endowment, capital, and annual resources, please indicate the costs of each.
7. Funding Sources. Shows the breakdown of anticipated funding streams by source:
 - Private Gifts—from alumni, other individuals, corporations, foundations, or other organizations.
 - Public Dollars—from federal and state governments and agencies.
 - Other Sources—contract research, etc.
8. Donors. Alumni, other individuals, corporations, foundations, or other organizations.
9. Priority. Where this campaign initiative ranks in your /college/unit campaign initiatives.

Please complete and return your completed worksheets to Jack McCarty, Executive Director of Development, MSU Foundation, by September 28, 2011.

Questions? Please contact Jack McCarty at jmccarty@foundation.msstate.edu or 325-9580 or John Rush at rush@devalumni.msstate.edu or 325-9306.

**MSU Foundation
Campaign Initiative Worksheet**

College/Unit:

Initiative:

Description:

Impact:

Cost:

Endowment or Capital \$

Yearly (if applicable): \$

Funding Sources:

Private gifts: %

Public dollars: %

Other sources: %

%

%

Donors: Please identify your top five prospective private donors (alumni, other individuals, corporations, foundations, and other organizations) for this initiative, estimated gift amount, motivation each might have for supporting this initiative, and relationship to your college/unit.

Name	Estimated Gift (\$)	Motivation	Relationship to College/Unit
1.			
2.			
3.			
4.			
5.			

Priority Rank

Please rank this campaign initiative among your college/unit campaign initiatives (where #1 is highest).

#1

#2 to #5

#6 to #10

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SAMPLE

**MSU Foundation
Campaign Initiative Worksheet**

College/Unit: Bagley College of Engineering

Initiative: Robotics Center

Description: Expand existing robotics program to create a robotics center that would help fund start-up research programs for new professors, graduate student research projects, and outreach programs to Mississippi companies.

Impact: Enable companies and businesses located in Mississippi to increased productivity, production, and profitability through increased use of robotics. Increase the numbers of skilled robotics professionals in Mississippi.

Cost: **Endowment or Capital** \$ 10,000,000 **Yearly (if applicable):** \$ 500,000

Funding Sources: Private gifts: % 60% - corporations, individuals, and foundations

Public dollars: % 40% - NSF grants

Other sources: %

_____ %

_____ %

Donors: Please identify your top five prospective private donors (alumni, other individuals, corporations, foundations, and other organizations) for this initiative, estimated gift amount, motivation each might have for supporting this initiative, and relationship to your college/unit.

Name	Estimated Gift (\$)	Motivation	Relationship to College/Unit
1. American Eurocopter	\$10,000,000	Increase production efficiency and quality through expanded use of robotics.	Hires MSU graduates and takes interns; research collaboration.
2. Hearin Foundation	\$5,000,000	Programs to increase Mississippi companies' productivity and profitability.	Long-time MSU major donor committed to initiatives that impact Mississippi..
3. Geoge Jones	\$5,000,000	Built successful manufacturing business that use robotics.	1970 MSU graduate; contributed \$1,000,000 lifetime to Bagley College of Engineering.

SAMPLE

4. Harry Smith	\$1,000,000	Inventor and entrepreneur in robotics.	1966 MSU graduate; contributed \$250,000 to Bagley College.
5. Northrop-Grumman	\$1,000,000	Uses robotics extensively.	Hires MSU graduates in manufacturing areas.

Priority Rank

Please rank this campaign initiative among your college/unit campaign initiatives (where #1 is highest).

#1

#2 to #5

#6 to #10

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SAMPLE

5. Margaret Haxby	\$250,000	Taught high school for 40 years.	Has given \$50,000 to COE; big fan of COE dean.
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Priority Rank

Please rank this campaign initiative among your college/unit campaign initiatives (where #1 is highest).

- #1
- #2 to #5
- #6 to #10

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SAMPLE

MSU Foundation Campaign Initiative Worksheet

College/Unit: College of Arts and Sciences

Initiative: Dean's Excellence Scholarships

Description: Provide 20 students with \$5,000 annual, renewable scholarships, based on academic performance and leadership abilities and also provide them internship, research, and related opportunities to enhance their undergraduate education.

Impact: Increase MSU's ability to recruit and retain highly sought after high school students who maximize their educational opportunities at MSU and then make productive contributions to the quality of people's lives in Mississippi and beyond.

Cost: **Endowment or Capital** \$ \$10,000,000 **Yearly (if applicable):** \$ 400,000

Funding Sources: Private gifts: % 100%

Public dollars: %

Other sources: %

%

%

Donors: Please identify your top five prospective private donors (alumni, other individuals, corporations, foundations, and other organizations) for this initiative, estimated gift amount, motivation each might have for supporting this initiative, and relationship to your college/unit.

Name	Estimated Gift (\$)	Motivation	Relationship to College/Unit
1. Samuel and Mary Johnson	\$2,500,000	Want MSU to attract the best and brightest students.	Both are CAS graduates; have given \$500,000 for undergraduate scholarships.
2. Sally Sanderson	\$2,500,000	Memorialize her late husband, an MSU graduate.	Created three endowed scholarships in memory of her late husband.
3. Cadence Bancorp	\$200,000/year	Hire MSU graduates; several in senior executive positions.	Take CAS students as interns; CEO serves on Dean's Advisory Council.
4. Janice Anderson	\$1,000,000 estate gift	Continue scholarships she funds annually.	Currently, funds three annual \$5,000 scholarships..

SAMPLE

5. Harry Jones	\$100,000/year	Want to help outstanding students attend MSU.	1970 CAS graduate; current scholarship donor.
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Priority Rank

Please rank this campaign initiative among your college/unit campaign initiatives (where #1 is highest).

#1

#2 to #5

#6 to #10

Please complete and return your completed worksheets to Jack McCarty, Executive Director of Development, MSU Foundation, by September 28, 2011.

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Campaign Planning

Campaign Initiative Worksheets

Deans' Council
August 15, 2011

Objectives

- Develop campaign projects and initiatives for your colleges and units that donors and potential donors can understand:
 - What they are.
 - Why they are important to your colleges and units.
 - What impact funding them will have on the people of Mississippi and beyond.

Donor Motivations

Important Motivations for High Net Worth Donors: 2007 and 2009

- “Make a difference.”
- “Feel financially secure.”
- “Give to efficient organizations.”
- Give annually to same organizations.”
- “Give back to community.”

Motivation	2007 (%)	2009 (%)
World of New Gift Can Make a Difference	48.0	46.4
Feel Financially Secure	42.0	37.2
Going to an Efficient Organization	37.2	37.2
Support Same Orgs./Causes Annually	32.7	32.7
Give Back to Community	31.2	31.2
Public/Philanthropic Beliefs	29.4	29.4
Wishonor for the Organization	26.8	26.8
Give Spontaneously to Support a Need	24.5	24.5
Recently Issues Affecting Me Personally	23.5	23.5
Religious Beliefs	21.1	21.1
Being Asked	18.4	18.4
Not Example for Young People	16.4	16.4
Further Legacy of Parents	12.2	12.2
Other (e.g., social networks)	10.8	10.8
Business Interests	1.2	1.2

Source: Bank of America Study of High Net-Worth Philanthropy: Portraits of Donors (December 2010)

Impact

- “Impact” can be:
 - Economic development
 - Business competitiveness
 - Agricultural and forestry productivity
 - Educational attainment
 - Healthy children and adults
 - Civic leadership
 - Arts and culture
 - Others?

Campaign Initiative Worksheets

- “Initiative”
- “Description”
- “Impact”
- “Cost”
 - Endowed or Capital
 - Yearly costs
- “Donors”
- “Priority Rank”

Campaign Initiative Worksheets

- Example: Endowed Professorship in Curriculum Development (College of Education)
- Example: Robotics Center (Bagley College of Engineering)
- Example: Dean’s Excellence Scholarships (College of Arts and Sciences)

Timeline

- Complete one Campaign Initiative Worksheet for each proposed campaign initiative and return to Jack McCarty (September 28, 2011)
- John Rush and Jack McCarty complete individual meetings with deans to review campaign initiative worksheet submissions (October 15, 2011)
- Revise campaign initiative worksheet submissions and submit to Jack McCarty (November 15, 2011)
- MSU Foundation uses campaign initiative worksheets to develop campaign case materials (Ongoing)

9/16/2011

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