

University Executive Council
May 9, 2017 | BA 290 | 1:30 p.m.

- Update on Apartment Fire and Impact on Students (Michael Stark)
 - UPD and Safety & Risk Management coordinated to move affected students into Smith Hall
 - 28 total students affected, 10 of whom are being housed in Smith
 - Currently reaching out to students to determine their summer plans and find ways to help with housing
 - One student will be able to move back into their apartment as soon as the water and electricity have been reconnected
 - Other complexes are offering deals including no security deposits for those affected by the fire
- Enrollment Update (Lee Young)
 - Presentation (attached)
 - Data should be used to inform our decision-making
 - Working on sending more strategic reports to Deans (not just advisors)
 - Retention and persistence are the largest portion and most important factors in enrollment growth
 - Freshman and sophomore year experience programs are important to maintaining enrollment
 - Spring enrollment is the greatest predictor of Fall enrollment
 - Areas in need of improvement
 - Differentiating recruiting for different areas/regions
 - More automation of data pulling
 - Alumni recruitment training
 - Alumni are not professionals—they are sharing a story
 - Need to be engaged and see why recruitment is important
 - Training will be provided
- Academic Calendar (Jeremy Gamez)
 - Academic Calendar is now more visible:
<http://www.tamuc.edu/aboutus/administrativeOffices/academicAffairs/academic-calendar.aspx>
 - The list pulls from the Master Calendar
 - Notice will be sent to the VPAA listserv
- Academic Affairs Update (John Humphreys)
 - New Dean of the College of Business
 - Dr. Shanan Gibson
 - Start date: August 1st
 - Vice Provost for Research & Dean of Graduate Studies
 - Under negotiations with Dr. Jacob Warren
 - Dr. Warren's partner, Dr. K. Bryant Smalley, would be coming as well
- Associate Vice President for Institutional Advancement Update (Ray Keck)
 - Keturi Beatty was recommended by the committee, and she accepted the offer
 - Expected start date: July 1st
 - Will be visiting Commerce soon to look for homes with her family
- New Logo Set (Scott Cason)
 - Will not replace the block logo
 - Designed to give additional options to choose from
 - Incorporate the lion head and the familiar "A&M-Commerce" and "TAMUC" names along with our founding date
 - Comprehensive brand style guide in the works
 - New logos will be available for use after the publication of the style guide
 - If a logo is needed before the completion of the style guide, contact Marketing Communications

- Announcements
 - Alumni Event in Fort Worth on May 4th
 - Ted Paup (College Station graduate) offered to host an alumni event -- outstanding
 - Paup made a significant contribution for the War & Memory project – matched by alumnus
 - Susan Simpson Hull
 - Comes from three generations of A&M-Commerce graduates (all also superintendents)
 - Currently superintendent of Grand Prairie ISD
 - Dr. Keck met with her during his trip to Austin this past weekend
 - Fall Assembly
 - Send suggestions for speakers
 - Focus on four-year experience and engage our hearts and minds; not motivational
 - Maybe Director of Liberal Arts Academy or a panel
 - Spring 2017 Commencement
 - Alumni representative moved earlier into the program; only allotted 60-100 seconds
 - Some verbiage cut from the program
 - Speakers are both humbled by our invitation to speak
 - James Thrower
 - Owns 26 McDonald's franchises
 - Former track, basketball, and football athlete
 - Ted Lyon
 - Successful lawyer and former state congressman
 - Lobbied legislature for ETSU/A&M-Commerce to not be closed
 - Faculty Housing survey will be sent out on listserv in the next two days
 - Legislative Update
 - No official word until August
 - Do not speak to the legislators alone—talk with Alicia Currin or Dr. Keck first
 - We should not bother the legislators at this point