

University Executive Council  
November 21, 2016 | BA 290 | 1:30 p.m.  
Minutes

- Student Update (Will Horton)
  - SGA has made a concerted effort to understand what student sentiment is on campus (from student, staff, and faculty perspectives)
  - Concerns expressed by students
    - Lack of President's visibility on campus
      - Does not attend all events where invited
        - UEC RESPONSES:
          - President and family living in the Heritage House brings them into the heart of campus and makes them more accessible
          - Several events with student groups at Heritage House and other events throughout the year
        - Does not follow through on open-door policy (true of other administrators); students cannot usually walk in without an appointment
          - Student Suggestions:
            - Set aside time for student visitation hours (like Dean Aguirre)
            - Develop a comment box (or something similar) where students can voice their concerns and they know someone will read and respond
          - UEC RESPONSES:
            - This is not always practical, as meetings are scheduled in advance and often cannot be rescheduled
            - If students visit when there is no meeting on the calendar, often, they will be seen; students must respect the meetings on administrators' calendars as administrators respect the class schedules of students when scheduling meetings
      - Lack of traditions
        - Student Suggestions:
          - Traditions are more oral, perhaps have more written or physical set in place
          - 1 SCH course on university history and traditions
        - UEC RESPONSE:
          - Traditions and history are documented in books; there is an upcoming book in publication
      - University is moving in a direction that favors alumni, the community, and donors, rather than current students
        - Student Suggestions:
          - Work toward keeping students on the weekends; if there are no large events, students leave campus
          - Keep students involved and engaged during their time here so that they do not want to leave
          - If students enjoy their time and found it valuable, they will want to give back when they graduate
      - Students would like to be more in the loop to assist with transitions like the hiring of high level administrators or building planning
        - "Taxation without representation"
        - "In the dark"
      - Events and entities are not being advertised/publicized equally

- UEC RESPONSE:
    - Marketing Communications will take to heart trying to be more inclusive with the UpRoar newsletter
  - Positives
    - Students like the classes and majors offered here
    - “Feels like home”
  - Want to connect students and alumni to each other, perhaps at cornerstone events like the 100 years as a state institution or 20 years in the A&M System
  - UEC RESPONSES:
    - Consider developing a Student Solutions Committee to help you develop solutions to these issues that you can then present to this committee
    - Suggest going through the department first rather than going straight to the President
- University Calendar (Ray Keck)
  - AGREED: eliminate classes on the Wednesday before Thanksgiving
  - Will need to make up these 3 hours from somewhere else
  - If classes are started earlier in August, there will be extra hours available (allowing for this change), and graduation will be earlier in December
  - Genesis of late August starting date/common calendar
    - Federation of North Texas Area Universities schedule collaboration (also, with other partnerships (Navarro, Collin, Midlothian), and local school districts
- Formula Funding for Current Base Period (Alicia Currin)
  - Base Period SCH is used to determine the next 2 years’ funding
  - We are in the middle of a base period year now (started Summer 2016; continues through Spring 2017)
  - Each institution gets a market share (piece of the pie), and you must grow more than the other institutions to get an increased market share (larger slice of the piece = more money)
  - There is no guarantee that there will be additional funds available (a bigger pie), and sometimes, there are cuts (a smaller pie)
  - Current figures show a decreased market share because we did not grow as much as other institutions
  - Different SCH are weighted differently (STEM and graduate courses are weighted heavier)
  - Mesquite ISD Education students will provide increased enrollment numbers, but discernable increases may not be seen for 2 years
  - UT Austin’s market share is drastically decreased, and if their situation improves, it will decrease everyone else’s market share
  - UEC RESPONSE: work has begun with Steel Branding on targeted marketing to graduate students utilizing an emphasis on scholarships, Google adwords, paid search campaigns, display ads, mobile ads, social media, and continuation of *Funding Your Future* through February 1<sup>st</sup>
- Open Forums
  - Tuesday, November 15<sup>th</sup> Open Forum (Race, Religion, Ethnicity, & Respect)
    - In response to frightening presidential campaign rhetoric
    - On Mon. Nov. 14, Hindi student came forward to express concerns about safety (not on campus)
    - On Mon. Nov. 14, University student reported seeing a possible hate/bias incident (returned to President’s office the next day to report having hallucinated/imagined the incident)
    - Forum created to address student safety
    - Students are afraid of what will happen to them (in particular, international or DREAM Act students)
    - Students feel safe on campus
    - Issue arose with faculty and staff sharing workplace grievances
    - UEC RESPONSES:

- The invitation said that it was open to everyone: faculty, staff, students, and the community
  - Lack of structure was aggravating for some
  - Some students had trouble articulating their concerns on the spot
  - Consider speaking with young staff members in your department about professional etiquette (especially oversharing and appropriate venues to share certain types of information)
  - Free structure was chosen because it was more organic
  - Allowed for free and open dialog with no time limit
  - The next forum will have more structure and a moderator
  - Request a way in which to share concern for one another and then let each other know “I’m okay”
- Wednesday, November 16<sup>th</sup> “Healing Space” with Faculty and Staff
- Friday, November 18<sup>th</sup> Open Conversation hosted by Staff Council (Tina Boitnott)
  - Some staff members felt answers were too vague
  - They were happy to have the opportunity to meet with the President
  - Great forum to be able to dialog
  - Well-attended
  - UEC RESPONSES:
    - Vague questions were given, so the answers were necessarily vague
    - Encouraging that questions were submitted and there were questions asked during the forum
    - Emphasized the privacy of corrective personnel actions
- UEC RESPONSES:
  - In regards to efficiency, at the Student Access & Success forums, Mary Hendrix addresses issues brought up at the previous forum to show progress (forums take place once a month)
  - Employees and students are often uneducated on the policies & procedures and their rights & responsibilities
  - Perception is reality to the person telling you the problem—it is important to listen
- Athletics Update (Tim McMurray)
  - Football
    - First NCAA host since 1991
    - A Dallas Morning News headline
    - 2<sup>nd</sup> round game at Grand Valley State (a model school for A&M-Commerce; they are 11-0)
    - Game to be aired on ESPN3; kickoff is at noon central
    - Could host a home game on Dec. 3<sup>rd</sup> if we beat Grand Valley State and Colorado Mines beats Ferris State (if they do not, the next game will be in Michigan)
    - Thanks to Noah Nelson and Scott Cason for the Dallas Morning News digital marketing which advertised the game
    - Dallas Watch Party scheduled (Lakewood’s First and 10)
  - Women’s Soccer
    - Lost to Colorado Mines
  - Volleyball
    - 8<sup>th</sup> in the Region