

University Council Notes
November 9, 2015

Members present: T. Arceneaux, J. Blohm, J. Bowie, E. Cook, P. Cottonham, L. Deaton, G. Fields, R. Kolluru, L. Landry, A. Martin

Members absent: J. LeBlanc, E. J. Savoie

Guests: Aimee Bullinger, Associate Director of Web Communications; Dr. Mary Farmer-Kaiser, Dean of the Graduate School; Drs. Vanessa Hill and Melinda Oberlietner, Co-Chairs, Strategic Planning Task Force

1. Mr. Martin introduced Ms. Bullinger who updated Council on the initial stage of web development. She reported that 120 of 200 websites have been updated with all sites now mobile. She shared some examples of department websites that had deleted the content from her office and asked for assistance. Dr. Henderson suggested she attend the next deans meeting to discuss those issues. Phase Two, to be completed by the end of 2017, includes an overall face lift for all sites and then a focus on SEO (search engine optimization).
2. Dr. Farmer-Kaiser reviewed the status of all graduate programs as of Fall 2015, noting that international enrollment is down by 20% over the last five years. She discussed the marketing initiatives noting that doctoral programs have an \$1,800 per year marketing budget while masters programs have no marketing budget. She reported further that the University has prioritized digital marketing over the last year. In response to the goal to increase graduate enrollment so that graduate students comprise 18% of the student body, Dr. Farmer-Kaiser reported on a joint initiative with Communications and Marketing wherein an outside vendor was contracted to conduct an SEO Audit and program-level competitive analysis. She reviewed the results of that analysis and reported that the University would continue to work with the vendor this academic year.
3. Drs. Hill and Oberleitner presented the “final” draft of the Strategic Plan which had been circulated to Council earlier for review. They explained the entire year-and-a-half-long process, culminating in meetings with all stakeholders and the collection of comments from the University community. They noted that all comments/input were vetted by Dr. Henderson and the co-chairs and recommendations built into the plan when possible. Comments from Council included the following:
 - a. Mr. Martin wondered if there was a way to integrate the community into the documents. Ms. Landry also noted that the former plan was seemed more student-focused. Drs. Hill and Oberlietner responded that the placement of faculty and student initiatives first in the plan was strategic and the intention was to shift the focus to faculty.
 - b. Dr. Henderson reported that he had a discussion on Friday afternoon with President Savoie who requested that narrative about the University’s overall funding relative to peers be acknowledged in the plan. He is also concerned about

target of student to faculty ratio as our peers have a higher percentage of graduate student enrollment than do we allowing them to have a lower faculty/student ratio. Dr. Henderson pointed out that targets are aspirational. Dr. Savoie also wanted a reference to transfer students since they are a focus of UL System and Board of Regents initiatives.

- c. Dr. Henderson reported that the vice presidents had vetted the plan last Monday. He noted a change requested by Vice President Blohm in the fundraising section.
- d. Mr. LeBlanc is concerned about how we operationalize the plan.

Council approved the plan pending the addition of the following:

- In the Executive Summary, a statement was included that indicates the role that our total funding in comparison to our peers can play in our ability to fund key performance indicators, and it suggests that, along with an annual progress report, we provide a comparison of total funding with those peers.
- A explicit reference to transfer students in Strategic Initiative 1, and in KPI 3 under that heading. The Rationale for KPI 3 contains more detailed references to community college transfers.
- As Aaron suggested, we've moved the phrase 'for all members of the University community' to follow 'Foster a stimulating academic environment' in the overall description of the Strategic Initiative for Research.

As a next step, we will assemble a list of accomplishments related to initiatives in the 2009-2014 Strategic Plan.

4. Mr. LeBlanc had asked Council to discuss the cages on the Dupre Library third floor. It was determined that Council will visit the cages at the first opportunity. Meanwhile, Ms. Landry will seek guidance on what should be retained by the President and Dr. Henderso will consult Dr. Triche regarding the individual currently responsible for records management on campus.
5. Mr. Fields announced that the Help Desk has been relocated to the first floor of Stephens Hall across from the training labs.
6. Mr. Martin distributed the latest issue of *La Louisiane*.
7. Dr. Bowie announced the celebration of thirty years for the Cajundome.
8. Mr. Blohm announced that, to date, the phonathon has solicited contributions from 520 new donors.