

To: President's Cabinet  
From: Denise M. Trauth  
Subject: President's Cabinet Meeting  
Minutes, April 28, 2014

### **Protecting Texas State Brands (#703)**

Ms. Chrysta Bayliss, Partner Services Representative, and Mrs. Mary McElroy, Director of Partner Services, Collegiate Licensing Company, and Assistant Director of Athletics Bryan Miller met with the President's Cabinet to discuss the protection of Texas State brands. Dr. Teis provided a history of Texas State's licensing programs, and increasing success of branded products. Cabinet members discussed specific problems we have encountered with some local apartments. Other Cabinet members commented on the opportunity for increased sales through earlier inclusion of new styles, particularly for women's products. Mr. Miller noted that he works with an advisory group including Associate Vice President Michael Heinze and Associate General Counsel Diane Corley that provides assistance in specific situations, and Cabinet members agreed that a briefing from this advisory group would be helpful.

**RTA 6/2/14 Guests: Mr. Bryan Miller, Dr. Michael Heinze, Ms. Diane Corley Continue discussion of protection of Texas State brands with advisory group.**

### **Title IX (#704)**

Dr. Gilda Garcia provided an update on Title IX, the Violence Against Women Act, Campus Sexual Violence Elimination (SaVE) Act, and the developing federal landscape regarding these issues. Our Title IX Collaborative has done a great deal of background work on these issues and is continuing to develop further recommendations. Dr. Gratz shared a proposal from this group regarding updates to the University website specifically related to Title IX. President Trauth emphasized the importance of the timeliness of responses whenever we received a complaint related to Title IX. Dr. Garcia also noted the importance of clarity regarding who needs to be involved in specific kinds of investigation. She also observed that training for faculty, staff, and students is a key factor for review. Dr. Garcia noted that the Texas State University System is putting together a task force on these issues. She and Dr. Smith are members of this task force and will be participating in a meeting of this group at Sam Houston State University. Cabinet members agreed that Texas State has historically been proactive in these areas, and our expanding efforts should be characterized as preventative. Cabinet members agreed on the importance of developing a mechanism for directing reporting into a repository so that we can assure that any responses we provide in these areas are complete and correct.

**RTA 6/2/14 Guest: Dr. Gilda Garcia Continue discussion of Title IX issues, including follow-up from the System Task Force meeting.**

### **Enrollment Management (#9)**

Provost Bourgeois provided an update from the Enrollment Management Council, providing a summary of new initiatives completed by the office involved. He indicated that The Graduate College has been aggressive in its use of summer incentives. Freshman applications and New Student Orientation registrations remain up. We are doing well in the Pathways program, and hitting our projections for Emerging Stars.

### **President's Update (#556)**

President Trauth reported that she has selected Dr. Debra Feakes as our next Presidential Fellow. Although this assignment normally begins in September and is half-time through the nine-month school year and full-time in the summer, because of Dr. Feakes' project, her assignment will begin on a half-time basis in June 2014 and continue on a half-time basis through the following summer 2015.

President Trauth noted that she will be in Dallas on April 30, 2014, for another Pride in Action Celebration.

President Trauth announced that Distinguished Alumnus Dan Bates is retiring as CEO of Southwest Research Institute.

President Trauth asked for two new items to be placed on a forthcoming Cabinet agenda: (1) the Rededication of the Comal Building, a facility that formerly served as Texas State's lab school, on Homecoming Weekend with special invited guests, and (2) a Countywide 911 System and its impact on Texas State.

**RTA 5/5/14 Rededication of the Comal Building Discuss rededication of the Comal Building on Homecoming Weekend.**

**RTA 5/12/14 Countywide 911 System Discuss potential impact of countywide 911 system on Texas State.**

### **Significant Issues (#01)**

Provost Bourgeois reported that over 4,600 students will be graduating at the May 2014 commencement ceremonies.

Mr. Nance reported that former State Senator and TSUS staff member Pete Snelson passed away.

Dr. Hustvedt reported on a conversation with Director of Utilities Operations Sheri Lara regarding the Facilities and Environment Committee. Dr. Hustvedt noted that we do not have a separate committee charged with sustainability stewardship, and she has been discussing the question of whether we are maximizing recognition of the efforts that we are already making.

Dr. Smith noted that we are currently in the season of celebrations of student successes with many special events throughout April.

**Athletics, Softball/Baseball (#541)**

Dr. Teis reported that recently, our men's baseball team defeated the University of Louisiana-Lafayette, one of the top ranking teams in the country.

**Strategic Plan (#13)**

Provost Bourgeois distributed copies of the final Strategic Plan for Research.

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Posted to web at <http://cabinet.president.txstate.edu/> on June 11, 2014.