

To: President's Cabinet  
From: Denise M. Trauth  
Subject: President's Cabinet Meeting  
Minutes, April 9, 2014

### **Coordinating Board Meeting (#5)**

Cabinet members reviewed the agenda for the April 24, 2014, meeting of the Texas Higher Education Coordinating Board. Mr. Nance noted that formula funding recommendations for the 2016-2017 Biennium are on the agenda for approval.

### **Holiday Schedule/Energy Conservation (#89)**

Cabinet members reviewed the proposed holiday schedule for fiscal year 2015 to be submitted to the Board of Regents in May 2014 for approval. This schedule includes the same days as in 2014, but since there are two more State holidays, two fewer Energy Conservation days are included.

### **Developing Improved Strategies for News Stories about Texas State**

Mr. Matt Flores was a guest, and he shared a summary of press releases by category created this year. He reviewed his conversations with veteran journalists in the Austin and San Antonio news markets about which stories would be found newsworthy at certain times. He noted that only awards that are national in scope and significant monetary gifts are likely to find their way into newspaper stories. Cabinet members agreed that we should be more judicious about what stories we release to prevent what these journalists described as "press release fatigue."

### **Texas State Videos for Televised 2014-2015 Athletic Games (#699)**

Dr. Michael Heintze met with Cabinet to discuss plans for 2014-2015 videos, suggesting a series of talking points related to "big numbers" to be included in "whiteboard explainer" format 30 and 60-second commercials. He provided a production calendar and a suggested vendor with estimated costs. In addition to the talking points, Cabinet members stressed the need to emphasize student success and campus diversity. Cabinet members agreed that we should proceed with this proposal in preparation for the football season, then evaluate the product to determine how many additional commercials are needed for the basketball and baseball seasons. Dr. Teis agreed to look into our options for purchasing additional optional time slots on ESPN and other sports network presentations.

### **UFCU Proposal (#702)**

Due to time limitations, this topic will be returned to the next Cabinet agenda.

**RTA 4/17/14 Review the only proposal received in response to RFP for additional ATM locations on campus.**

**Beverage Pouring Contract (#425)**

Due to time limitations, this topic will be returned to the next Cabinet agenda.

**RTA 4/17/14 Discuss the beverage pouring contract.**

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

President Trauth reported that we are about to engage an independent contractor to assist in evaluating a potential cooperative development opportunity presented by an alumnus.

She also noted that we have signed a clinical affiliation agreement with the Seton Hospital network.

**Significant Issues (#01)**

Provost Bourgeois reported that Texas State students have won several major national awards, and he encouraged Cabinet members to review news releases on these awards. He also noted that we hosted a three-day start-up conference with over 50 students engaged in the process.

Mr. Nance expressed concern about last night's meeting with the *Star* Editorial Board, noting that the *Star* follow-up article on parking emphasizing debt did not accurately reflect the major emphasis of the discussion.

Dr. Hustvedt reported that we concluded a major trash awareness event and are planning a future display at The Meadows Center.

Dr. Wyatt provided background information on the major international vulnerability on passwords, reporting on corrective actions taken at Texas State.

**Campus Disaster Procedures (#558)**

Dr. Smith reported that Student Affairs representatives met regarding RAVE, and she will bring new information to the about new opportunities to a future meeting.

**RTA 4/17/14. Discuss the RAVE text messaging opt-out university policy.**

DMT:ta

Posted to web at <http://cabinet.president.txstate.edu/> on June 5, 2014.