

To: President's Cabinet
From: Denise M. Trauth
Subject: President's Cabinet Meeting
Minutes, February 5, 2014

SACSCOC (#37)

Provost Bourgeois reported that the December 2013 SACSCOC Annual Meeting provided useful information. Dr. Cynthia Opheim noted that SACS President Belle Wheelan shared her perceptions of the eight biggest current issues for higher education. Dr. Beth Wuest reported that four of our eight attendees were presenters, and all presentations were well received. She has already provided an update to the Council of Academic Deans and will brief the Council of Chairs soon. She noted that we are reviewing the list of the five most cited areas in Fifth-Year Reports, the top three of which are institutional effectiveness, particularly student learning outcomes (cited for 47 percent of institutions), adequacy of full-time faculty per program (cited for 40 percent of institutions), and having qualified program coordinators (cited for 31 percent of institutions). We are focusing on demonstrating continuous improvement and on administrative outcomes. Dr. Wuest noted that a draft UPPS has been developed on defining outcomes and will be circulating soon. She reminded Cabinet members that as we update documents that will be in effect through 2016, we should remember that this is the documentation we will use for the Spring 2016 Fifth-Year Report. She noted that we have developed an improved electronic template for documentation on a Wiki site for this report.

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

Dr. Michael Heintze shared links to institutional promotional videos for Sun Belt schools, noting that these 30-second announcements were either broad thematic videos or sharply focused on a particular area within the institution. He will send an electronic version of these links for easy access. Dr. Teis noted that we have six more regional basketball broadcasts with 30-second spots available this year and will have similar opportunities next year. These opportunities are in addition to those during football games. Eleven of our twelve football games in 2013 were televised. President Trauth commented on a University of Iowa promotional video that she recently saw, noting that it employed rapid flashing campus images. Dr. Breier observed that we can use these videos to promote the theme of Texas State's academic excellence. President Trauth indicated that two guiding principles should be that our videos will be fast paced and focused on academic substance. Dr. Heintze noted that we should expect that each 30 second video will cost a minimum of \$20,000 to produce. President Trauth asked Dr. Heintze to suggest a list of 10 possible themes or images. Cabinet members commented on a very effective Austin Chamber of Commerce video they had recently seen that used a framing device of an image of someone writing with other images popping in.

RTA 2/24/14 Continue discussion of Texas State Videos for the 2014-2015 athletic season.

Transportation and Parking Issues (#668)

Due to time limitations, this topics will be returned to the next meeting's agenda.

RTA 3/3/14 Guests: Ms. Nancy Nusbaum and Mr. Stephen Prentice Continue discussion of remaining parking issues, including proposed changes to UPPS 05.07.02.

Legislative Appropriations Request (LAR) (#607)

Provost Bourgeois reported that after discussion with President Trauth, we have concluded that we will develop an institution-wide Exceptional Item request. We will begin by considering a request for funding to replace tuition and designated fee costs associated with our extraordinary service to veterans and their dependents who are eligible for Hazlewood exemptions. President Trauth will discuss this approach with Chancellor Brian McCall.

RTA 2/24/14 Continue discussion of Exceptional Item requests for the LAR for FY 2016 and 2017.

President's Update (#556)

President Trauth noted that adverse weather conditions are again being forecast for the mornings of February 6-7, 2014. She asked Cabinet members whether we can make an earlier decision on University operations to announce the decision at an earlier hour. Cabinet members agreed that we will implement a revised process calling for a decision to be made at approximately 2:00 a.m. Dr. Smith will convene a group later today to confirm this new plan. Dr. Gratz agreed to draft an announcement to the campus community for review at that meeting, including information regarding evening athletic events.

Significant Issues (#01)

Provost Bourgeois noted that the sculptor who created the Texas Door for the new Performing Arts Center, Mr. Miguel Zapata, passed away on February 3, 2014.

Mr. Nance reported that we have received a new Freedom of Information request regarding contracts.

Dr. Breier noted that Mr. Matt Flores is developing a media strategy for the Performing Arts Center Grand Opening and will be contacting media outlets regarding the best story for this celebration.

Dr. Smith reported that the Texas State Leadership Institute Annual Conference is being held on February 21-22, 2014, and the opening speaker for the Conference will be the Mayor of San Antonio, Mr. Julian Castro.

Dr. Smith also noted that Texas State will be hosting a Spring Family Day on April 5, 2014.

DMT:ta

Posted to web at <http://cabinet.president.txstate.edu/> on March 26, 2014.