

To: President's Cabinet  
From: Denise M. Trauth  
Subject: President's Cabinet Meeting  
January 16, 2019

### **University Branding**

Dr. Bourgeois and guests, Mr. Dan Eggers along with Ms. Kim Hallman, Chief Marketing Officer, and Mr. Brandon Shockley, Chief Research Officer, from 160over90 reviewed brand strategy recommendations from the 160over90 research initiative. Cabinet members engaged in a lengthy conversation about the importance of marketing Texas State's academic excellence, including the quality of its faculty. The next step for 160over90 will be to test messaging that was developed from their research with three different audiences: prospective students, their parents, and alumni.

### **Future Articles in Hillviews (#643)**

Dr. Breier and guest, Ms. Sandy Pantlik, AVP Communications, reviewed the summer 2019 Hillviews story budget, which is focused on safety. Cabinet members were reminded that the focus of the current edition is on science and engineering and the spring 2019 edition is on creative expression. For the summer 2019 edition, Cabinet members approved the proposed topics and suggested to weave in information on two of Texas State's legislative priorities, the Texas School Safety Center (TxSSC) and Advanced Law Enforcement Rapid Response Training (ALERRT), and on new University Police Chief Laurie Close. Other topics that might be of interest to the readership were suggested and included the upcoming 60<sup>th</sup> anniversary of the Strutters, Texas Medal of Arts recipient Dr. Craig Hella Johnson, women's volleyball, and new head coach Mr. Jake Spavital. For the fall 2019 edition, Cabinet members suggested to focus on health and the university branding research initiative.

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

Dr. Lloyd discussed the Texas Higher Education Coordinating Board meeting on January 24, 2019. Dr. Lloyd highlighted the agenda items that involve or impact Texas State, including the board's approval for: Texas State to offer a bachelor of science in civil engineering; Texas State faculty to serve on a variety of field of study advisory committees; and certification of gifts that are fundable through the Texas Research Incentive Program.

### **University Alcohol Policy (#554)**

Dr. Lloyd discussed revising UPPS 05.03.03, Alcoholic Beverage Policy and Procedure. Cabinet members provided suggestions and asked to revisit this item at a future meeting.

**RTA: 3/11/2019 Continue discussion on revising UPPS 05.03.03.**

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

Dr. Trauth announced that the 35<sup>th</sup> Annual Reverend Dr. Martin Luther King Jr. Day Celebration will be on January 22, 2019, and asked all Cabinet members to attend.

Dr. Trauth discussed the Base Bill Recommendations for the House recently released by the Legislative Budget Board, which will become House Bill 1 once filed. President Trauth highlighted that the recommendations included maintaining formula funding rates and appropriating \$9.1 million to the TxSSC and \$4 million to ALERRT.

**Commencement (#143)**

Dr. Trauth announced that General John M. Murray will be the speaker at one of Texas State's May 2019 commencement ceremonies.

**Significant Issues (#01)**

Mr. Alge announced that the grand re-opening of Chick-fil-A will be on February 5, 2019.

Dr. Smith announced that she has been invited to attend the post sit-in dialogue on February 13, 2019.

DMT:ta

Posted to web at <http://cabinet.president.txstate.edu/> March 12, 2019.