

To: President's Cabinet  
From: Denise M. Trauth  
Subject: President's Cabinet Meeting  
March 5, 2021

### **Marketing Plan (#493)**

Provost Bourgeois and guests Mr. Gary Ray, Associate Vice President for Enrollment Management and Marketing, and Mr. Elias Martinez, Assistant Vice President for University Marketing, discussed the university brand. Mr. Martinez reviewed the current Brand Campaign timeline, objectives, and results of the state-wide image and awareness survey conducted by 160over90. With the goal of developing a brand with distinction, Mr. Martinez proposed that Texas State's next branding campaign center around the word "next." With Cabinet approval, the TXST NEXT Branding Campaign will begin with a pilot placement on April 5, 2021, with advertisements in all terminals and baggage claim areas in the Dallas Fort Worth International Airport, George Bush Intercontinental Airport, and William P. Hobby Airport. Cabinet members approved replacing the Rising Star of Texas brand with the TXST NEXT brand and accompanying creative elements.

### **Apartment Rental Website**

Dr. Hernandez and Mr. Algoe discussed partnering with Rent College Pads to launch an apartment rental website to assist Texas State students in locating off-campus housing. Cabinet members approved the partnership.

### **Staff Job Title Consolidation Project**

Mr. Algoe recapped the progress made to-date regarding the revisions to the Office of Human Resources job classification system. Official staff job titles have been consolidated, while the use of functional titles has been expanded.

Mr. Algoe reviewed the newly designed staff job title consolidation project that will be launched campus-wide next semester. The compensation and classification structure had been improved and the entire market-match process has been revised to provide more accurate market data. The market compensation philosophy, last revised in 1981, was updated to bring it into alignment with current best practices. The philosophy previously compared the minimum of Texas State's pay range to the average of the market. Moving forward, the average of Texas State's pay range will be compared to the average of the market. The staff market data will be posted on the Office of Human Resources website.

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

President Trauth recapped conversations about fall 2021 that she and Provost Bourgeois had with Faculty Senate and Council of Chairs. Recently, United States President Joe Biden projected that

enough of the COVID-19 vaccine will be available to all adults by the end of May 2021, though the work of inoculating adults might extend well into the summer. With this outlook in mind, the following preliminary decisions have been made, with the caveat that final decisions will be based on guidance from state and federal agencies and health experts:

- Some of the Pandemic/Post-Pandemic Work Groups will be reconvened to be consulted about fall 2021 instruction, programming, and health and safety protocols.
- Vaccinations will not be required to work or to attend classes and disclosure of vaccine will not be required with the exception of certain programs that require close human contact/interaction, such as nursing.
- Department heads, in consultation with their supervisors, will be asked to determine the most effective ways (in-person versus remote) for their units to carry out university operations following the pandemic.
- The temporary COVID-19 workplace modifications are not expected to be extended into fall 2021. The Americans with Disabilities Act Compliance Coordinator, who oversees the temporary COVID-19 workplace modifications process, will identify circumstances that may require temporary COVID-19 workplace modifications to be granted for fall 2021.
- Some COVID-19 protocols may be in place, though density restrictions for instructional spaces and research labs will be lifted.
- The fall 2019 schedule is the basis for developing the fall 2021 schedule. In line with market demands, growth in hybrid and online instructional delivery formats are expected in some programs. More than 80 percent of classes are expected to be face-to-face in fall 2021.

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

Provost Bourgeois announced that for the purposes of finalizing summer course offerings and assisting students with making summer registration decisions, the temporary COVID-19 workplace modifications for faculty and students will be extended through the end of summer session II. The decision on how long to extend temporary COVID-19 workplace modifications for staff will be finalized at a future Cabinet meeting.

Provost Bourgeois announced that he has approved research-related international summer travel requests that have included detailed safety protocols.

Provost Bourgeois announced that he has approved a request from the Department of Theatre and Dance for an outdoor screening event to be held in April 2021.

Mr. Algoe announced that the Division of Finance and Support Services will soon be embarking on an energy study.

Mr. Algoe announced that visitors may park on campus using an app via a mobile device.

Mr. Algoe announced that CARES Act applications closed on March 4, 2021. The distribution of \$800 awards to more than 8,000 students will begin on March 6, 2021.

Mr. Algoe announced that his office is updating The Texas State University System's five-year Capital Improvement Plan. No housing projects will be listed, as all housing projects set to begin in the near term were previously approved.

Mr. Algoe shared that the City of San Marcos parks are now open, and face coverings are required.

DMT:ta

Posted to web at <http://cabinet.president.txstate.edu/> on March 31, 2021.