

**MINUTES
BOARD OF REGENTS
MIDWESTERN STATE UNIVERSITY**

November 10, 2006

The Board of Regents, Midwestern State University, met in regular session in the Board Room, Hardin Administration Building, Wichita Falls, Texas, at 9:00 a.m., Friday, November 10, 2006. Regents in attendance were Mr. Mac Cannedy, Jr., Chairperson; Mr. John Bridgman, Vice Chairperson; Ms. Pat Haywood, Secretary; Ms. Pam Gough; Mr. Reno Gustafson; Mr. Don Ross Malone; Mr. Ben Wible; and Student Regent Will Morefield.

Administrative staff members present included Dr. Jesse W. Rogers, President; Dr. Friederike Wiedemann, Provost; Mr. Juan Sandoval, Vice President for Administration and Finance; Dr. Howard Farrell, Vice President for University Development and Student Affairs; Dr. Bob Clark, Associate Provost; and Mr. Keith Lamb, Associate Vice President for Student Affairs. Other university personnel attending the meeting included Ms. Gail Ferguson, Controller; Ms. Valarie Maxwell, Director of Budget and Management; Dr. Robert Redmon, MSU Faculty Senate Chairman; Mr. David Spencer, Internal Auditor; Mr. Allen Goldapp, Director of Physical Plant; Ms. Janus Buss, Director of Public Information and Marketing; Ms. Barbara Merkle, Director of Admissions; Ms. Cindy Ashlock, Assistant to the President; and Ms. Debbie Barrow, Executive Assistant to the President. Representing the news media was Ms. Ann Work, reporter for the Wichita Falls *Times Record News*.

Chairperson Cannedy called the meeting to order at 9:00 a.m. Dr. Farrell presented the invocation and Ms. Buss introduced the guests.

Public Comment

07-32. Mr. Cannedy noted that in accordance with the Board of Regents By-Laws, MSU Policy 2.22, members of the public were invited to address the Midwestern State University Board of Regents through written and oral testimony. Mr. Cannedy noted that no one signed up to speak during this time.

Reading and Approval of Minutes

07-33. The minutes of the regular Board meeting November 9, 2006, were approved as presented.

Reading and Approval of Minutes

07-34. The minutes of the regular Board meeting August 4, 2006, were approved as presented.

Executive Committee Report

Mr. Cannedy noted the items presented at the Executive Committee Meeting for committee approval and information only. Information concerning these items can be found in the minutes of the Executive Committee Meeting held November 9, 2006.

Item Presented for Committee Approval Only

07-02. Committee Minutes, 8/3/06 – approved by Committee as presented.

Items Presented for Information Only

07-03. Maintenance Plan Update

07-04. Construction Update

Executive Committee Consent Agenda

The following item was approved by the Executive Committee and placed on the Consent Agenda for approval by the Board:

07-05. Architect Selection – Fowler/Engineering Hall Project – approved the selection of SHW Group, LLW Architects of Dallas to provide architectural services for this project.

Mr. Cannedy asked if any member wanted to remove this item from the Consent Agenda. There being none, Ms. Haywood moved approval of the Consent Agenda as presented. Mr. Malone seconded the motion and it was approved.

Finance and Audit Committee Report

Mr. Cannedy noted the items presented at the Finance and Audit Committee Meeting for committee approval and information only. Information concerning this item can be found in the minutes of the Finance and Audit Committee Meeting held November 9, 2006.

Item Presented for Committee Approval Only

07-06. Committee Minutes, 8/3/06 – approved by Committee as presented.

Items Presented for Information Only

07-07. General Endowment Fund Report

07-08. Land Proceeds Fund Report

07-09. Higher Education Costs – Tuition and Fees

Finance and Audit Committee Consent Agenda

The following items were approved by the Finance and Audit Committee and were placed on the Consent Agenda for approval by the Board:

07-10. Review and Acceptance of Financial Report – accepted the July 2006 Financial Report as presented.

07-11. Salary/Title/Position Change in FY 05-06 Budget Approved per Board Authorization – ratified change as presented.

07-12. Salary/Title/Position Changes in FY 06-07 Budget Approved per Board Authorization – ratified changes as presented.

07-13. FY 2006-2007 Items \$50,000 & Under Approved by President – ratified these items as presented.

Mr. Cannedy asked if there were items any member wanted to remove from the Consent Agenda. There being none, Mr. Bridgman moved approval of the Consent Agenda as presented. Mr. Malone seconded the motion and it was approved.

Personnel and Curriculum Committee Report

Mr. Bridgman noted the items presented at the Personnel and Curriculum Committee Meeting for committee approval and information only, and an item removed from the agenda. Information concerning these items can be found in the minutes of the Personnel and Curriculum Committee Meeting held November 9, 2006.

Item Presented for Committee Approval Only

07-14. Committee Minutes, 8/3/06 – approved by Committee as presented.

Items Presented for Information Only

07-15. Faculty Report

07-16. Enrollment Report – Fall 2006

07-17. Small Class Report – Fall 2006

07-18. Review of Personnel Reports for FY 05-06 Budget

07-19. Review of Personnel Reports for FY 06-07 Budget

Item Removed from the Agenda

07-23G. Proposed New Records Management Policy

Personnel and Curriculum Committee Consent Agenda

The following items were approved by the Personnel and Curriculum Committee and were placed on the Consent Agenda for approval by the Board:

07-20. List of December 2006 Candidates for Graduation – approved the list of candidates for December 2006 graduation with the provision that they meet all requirements as prescribed by the faculty and administration.

07-21. New Faculty Position – 2006-2007 Budget – authorized the addition of a respiratory care faculty position beginning with the spring 2007 as presented.

07-22. Organization of University Administration – approved the following title changes:

A. From Executive Assistant to the President to Executive Associate to the President

B. From Director of Physical Plant to Associate Vice President for Facilities Services

07-23. *MSU Policies and Procedures Manual* Changes – approved changes to the following policies as presented:

- A. Policy 2.333 – Organization – Provost – Graduate Coordinators
- B. Policy 2.338 – Academic Council
- C. Policy 2.338 – Academic Advising Committee
- D. Policy 2.338 – Bookstore Advisory Committee
- E. Policy 2.338 – Student Success Committee
- F. Policy 3.133 – Summer School Teaching

Mr. Cannedy asked if there were items any member wanted to remove from the Consent Agenda. There being none, Mr. Wible moved approval of the Consent Agenda. Ms. Haywood seconded the motion and it was approved unanimously.

Student Services Committee Report

Ms. Haywood noted the items presented at the Student Services Committee Meeting for committee approval and information only. Information concerning these items can be found in the minutes of the Student Services Committee Meeting held November 9, 2006.

Item Presented for Committee Approval Only

07-24. Committee Minutes, 8/3/06 – approved by Committee as presented.

Items Presented for Information Only

07-25. Student Government Report

07-26. Americans with Disabilities Act (ADA) Annual Report

University Development Committee Report

Mr. Malone noted the items presented at the University Development Committee Meeting for committee approval and information only. Information concerning these items can be found in the minutes of the University Development Committee Meeting held November 9, 2006.

Item Presented for Committee Approval Only

07-27. Committee Minutes, 8/3/06 – approved by Committee as presented.

Items Presented for Information Only

07-28. Summary of Gifts, Grants, and Pledges 9/1/05 – 8/31/06

07-29. Summary of Gifts, Grants, and Pledges 9/1/06 – 10/13/06

Athletics Committee Report

Ms. Gough noted the items presented at the Athletics Committee Meeting for committee approval and information only. Information concerning these items can be found in the minutes of the Athletics Committee Meeting held November 9, 2006.

Item Presented for Committee Approval Only

07-30. Committee Minutes, 8/3/06 – approved by Committee as presented.

Item Presented for Information Only

07-31. Athletics Status Report

Other Business

Executive Session

Mr. Cannedy announced that the Board of Regents would go into closed session as allowed by the Texas Government Code Chapter 551, Section 551.073, Gifts and Donations, to consider item 07-35 (Deliberation About Donation). The closed session was properly announced at 9:12 a.m. Board members, Dr. Rogers, Dr. Farrell, Mr. Sandoval, Dr. Clark, Mr. Lamb, and Ms. Barrow remained for the discussion.

Open Meeting Resumes

The closed session ended at 9:25 a.m. with an announcement by Mr. Cannedy that no action was taken during Executive Session. The open meeting immediately resumed.

Deliberation about Donation

07-35. No action was taken concerning this item.

Naming of University Facilities and Administrative Entities

07-36. The administration recommended naming the “Munir Abdul Lalani Center for Entrepreneurship and Free Enterprise” within the Dillard College of Business Administration in recognition of the generous gift to the university from the Munir Lalani Family. Ms. Gough recommended approval of this recommendation. Mr. Malone seconded the motion and it was approved.

Presidential Performance and Compensation Review Committee Appointment

07-37. Mr. Cannedy appointed a Presidential Performance and Compensation Review Committee to make recommendations to the Board of Regents at the February 2007 meeting concerning the university president’s service and future contract. The individuals appointed were Mr. Munir Lalani, Chair; Mr. Don Ross Malone, and Mr. Reno Gustafson. Mr. Cannedy indicated that he had asked President Rogers to prepare a self-evaluation that will be forwarded to the committee for review. He indicated that while Dr. Rogers has a three-year contract the Board must still review his performance and salary.

President’s Report and Discussion

07-38. Dr. Rogers presented information to the Board concerning various university matters.

- A. First-Year Experience Committee Report – Dr. Rogers reported that Dr. Bob Clark, Associate Provost, chaired a committee to review the first-year experience at MSU. The committee has completed its initial work and has presented its recommendations. The committee was made up of staff, administrators, and faculty from throughout the university. He thanked the committee for their commitment to the project.

Dr. Rogers noted that MSU must do more to see that freshmen have a great first year, that they connect to the university, and are successful academically. The university's efforts must be organized. He then asked Dr. Clark to present information concerning the report (see [Attachment 1](#)).

Dr. Clark stated that work on the project began in June 2005 under the auspices of the Foundations of Excellence® in the First College Year Self Study. The Student Retention Committee (renamed the Student Success Committee) was enlarged to include individuals from all over campus that were involved in student success in a variety of ways. The committee began with an intensive investigation of what the university does for students in the first year. This was a year-long process that was driven by a 27-member committee. He added that a steering committee, made up of Matt Park, Jamie Wilson, and Sally Henschel, guided the process of the larger committee. The group found that while a great deal is done in the first year at MSU, there is not a coordinated effort across the campus to address this critical phase in the educational process. He indicated that other areas still need to be addressed at MSU. The report includes recommendations and priorities. He noted that this process and report would assist MSU in its "Closing the Gaps" efforts, as well as with future reporting required by the Southern Association of Colleges and Schools (SACS) as part of MSU's continued accreditation. Dr. Clark thanked the members of the committee for their efforts.

- B. Recruiting and Admissions Presentation – Dr. Rogers introduced Ms. Barbara Merkle, Director of Admissions. He noted that Ms. Merkle and her staff are responsible for recruiting a freshman class each year. He indicated that the university recently had private donations available and an additional \$50,000 was allocated to help with the recruiting program this year. He asked Ms. Merkle to explain the university's approach to recruiting students.

Ms. Merkle reviewed with the Board samples of information pieces her office uses for freshmen and transfer student recruiting and admissions (see [Attachment 2 – copy of Viewbook not included](#)). She noted that her office has now purchased a program through ACT called "Enrollment Information Service." Information received from this program will provide demographic information to target students from outside of Texas who meet MSU's profile. She added that her office is targeting large air bases because of Sheppard Air Force Base, and is also targeting the areas around other COPLAC universities.

She reported that six admissions officers travel throughout the states of Texas and Oklahoma, personally visiting high school programs. These individuals attend over 700 programs each year.

Ms. Merkle noted that with the additional \$50,000 allocation, her office will now mail the MSU *Viewbook* to students who have submitted an application for admission, whether they have paid or not. Previously, this document was not mailed until students were accepted for admission.

She noted that the admissions officers also participate in High School Plus, which is the Middle School Project. They go into the middle schools and provide generic college information. This has been a successful program, particularly with the parents.

Mr. Gustafson asked how MSU's application fee compared to that charged by other universities. Ms. Merkle responded that MSU's fee was low compared to the rest of the state. She added that she recently received information from College Board which reported on the "competition overlap" of schools that students sending scores to MSU sent elsewhere. Based on this information, MSU's top competitors for students are, in priority order, the University of North Texas, Texas Tech University, the University of Texas at Austin, Texas A&M University, Texas State University, Baylor University, Stephen F. Austin, the University of Texas at Arlington, and Texas Christian University. She noted that too often, because of MSU's athletic conference, it is assumed that MSU is in direct competition with Tarleton and Angelo State. According to this report, that is not the case.

Dr. Rogers noted that the Board previously saw a presentation from Janus Buss concerning the university's overall marketing program. He indicated that while this is different from Ms. Merkle's efforts to recruit students, the offices depend on each other and cooperate in planning. He added that a large part of the promotion budget and the recruiting budget is provided by private sources.

Mr. Gustafson asked if the recent allocation of \$50,000 would be used for scholarships to attract students. Dr. Rogers responded that it would not. He stated that these funds would go directly into expenses for recruiting. He added that funding for the scholarship program is entirely separate.

Mr. Bridgman asked where the university would house students that come to MSU from around the country. Dr. Rogers stated that was a good question. Ms. Merkle indicated that when her office corresponds or talks to prospective students they remind the students that they must apply for housing very early. Dr. Rogers added that when MSU officials have to tell students in early summer that there is no on-campus housing, student undoubtedly decide not to attend MSU. Mr. Lamb noted that while enrollment dropped by 200 students, housing is full. Mr. Bridgman asked if the matter of additional housing could be addressed soon. Dr. Rogers responded that as soon as Marchman Hall and McCullough Engineering Hall can be razed, this will provide space to hopefully build new housing. He stated that every university that is showing an increase in enrollment is building housing. He added that campus housing at MSU must be addressed soon. Mr. Lamb indicated his agreement, but also indicated that the administration and board must proceed with caution so that Pierce and Killingsworth halls are not left empty because of the debt the university holds on these building.

Mr. Cannedy asked how MSU's admissions standards compare to other regional schools in Texas. Dr. Rogers stated that while it is difficult to compare, MSU has probably moved slightly above some of its sister institutions. He added that a recent comprehensive study by ACT reported that 28% of the high school students that graduate from high school in Texas are prepared to do rigorous university level work. MSU's minimum ACT score is four points below the minimum ACT recommends for people who are ready to do rigorous work. He indicated that in time, the administration would recommend another increase in admissions standards. Mr. Cannedy stated that he was asked by an individual at the Texas Higher Education Coordinating Board (THECB) meeting if MSU required the recommended or distinguished high school plan. Ms. Merkle responded that MSU requires the recommended plan. Dr. Rogers added that with the shortage of foreign language, math, and science teachers in Texas, it is still difficult to require the distinguished plan.

Mr. Gustafson stated that he recently "shadowed" a tour that Ms. Merkle provided on a weekend for a prospective student from Fort Worth. He indicated that she did a great job and encouraged other Board members to do so if they had the opportunity. He indicated that the student and parent were very impressed with MSU.

Mr. Malone asked why MSU experienced such an enrollment decline considering the university's aggressive recruitment efforts. Dr. Rogers responded that it was the increase in admissions standards that pushed enrollment down. He added that public senior education enrollment in Texas, with a base of 500,000 students, only grew by 5,000 students this year. Dr. Rogers noted that with the decline in the population around Wichita Falls, MSU's enrollment would have certainly declined more if not for the aggressive recruiting and promotional effort.

- C. Legislative Session Preliminary Update – Dr. Rogers indicated that he would travel to Austin the following Monday to testify before the Senate Finance Committee. He noted that this would be earliest he recalled that this committee has met to take individual state agency testimony regarding the legislative appropriation request. He presented to the board a copy of the Council of Public University Presidents and Chancellors Legislative Agenda (see [Attachment 3](#)). He indicated he was pleased that the presidents of Texas colleges and universities have cooperated in developing this legislative agenda. He reviewed with the board the areas that the state institutions will be working supporting (page 3 of Attachment 3) as shown below:
- a. General revenue funding, distributed through the two basic operating formulas (Instruction & Operations and Infrastructure) as proposed by THECB's recommendation of a total All Funds Appropriation of \$4.59 billion for the 2008-09 biennium;
 - b. Full funding or principal and interest for all authorized TRBs to complete the commitment of HB153 (79th Third Session) to build and renovate facilities;

- c. Funding for HEAF institutions, specifically at the increased funding level as passed in HB3001 (79th Regular Session) providing \$262.5 million per year beginning in FY2008;
- d. Restoration/elimination of the proposed 10% general revenue reductions;
- e. General revenue funding for TEXAS Grants as proposed by THECB of \$600.6 million for the biennium, will increase this form of student aid to a level projected to fund 70 percent of all eligible students; and
- f. Funding for the Advanced Research Program (ARP) as proposed by THECB to \$75 million for the biennium.

He commented that if approved, MSU's special item request, Model for Student Success, would provide \$1.685 million to the university during the two-year appropriation. This item, primarily administered through the Academic Support Center, includes funding for the loaned counselor program, the P-16 program, and other student success initiatives.

Mr. Gustafson asked Dr. Rogers when the university would know if those dollars would be forthcoming from the state. Dr. Rogers responded that final action by the Legislature would be taken by the end of May.

Mr. Cannedy indicated that he recently saw a graph which indicated that in 1994 MSU's student to faculty ratio of 30.82/1. He asked if this information was correct. Dr. Rogers indicated that he had Mike Snow recheck that number again and it is correct. He added that it is always a balancing act between the student-teacher ratio, the number of faculty employed, and compensation issues. Mr. Cannedy added that he noticed MSU's Hispanic enrollment since 2001 has been flat. Dr. Rogers indicated that this is an area the university is putting additional resources into in hopes that the numbers will increase.

Adjournment

There being no further business, the meeting was adjourned at 10:28 a.m. The next regularly scheduled meetings of the Board of Regents will be Thursday and Friday, February 8 and 9, 2007.

Original Signed

Patricia A. Haywood, Secretary

I, Patricia A. Haywood, the fully appointed and qualified Secretary of the Midwestern State University Board of Regents, hereby certify that the above and foregoing is a true and correct copy of the minutes of the Midwestern State University Board of Regents meeting November 10, 2006.

Original Signed

Patricia A. Haywood, Secretary

ATTACHMENT:

1. First Year Experience Report
2. Admissions and Recruiting Pieces
3. Council of Public University Presidents and Chancellors Legislative Agenda