

**MINUTES
BOARD OF REGENTS
MIDWESTERN STATE UNIVERSITY**

November 14, 2008

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 14, 2008. Regents in attendance were Mr. Munir Lalani, Chairman; Dr. Carol Gunn, Vice Chair; Mr. Stephen Gustafson, Secretary; Mr. Charles Engelman; Ms. Charlye Farris; Dr. Lynwood Givens; Mr. Shawn Hessing; Ms. Jane Spears; Mr. Ben Wible; and Student Regent Haley Lain.

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 Advancement and Student Affairs; and Dr. Robert Clark, Vice President for Institutional Effectiveness and Enrollment Management. Other university personnel attending the meeting included Mr. Keith Lamb, Associate Vice President for Student Affairs; Mr. Allen Goldapp, Associate Vice President for Facilities Services; Mr. Charlie Carr, Director of Athletics; Mr. David Spencer, Internal Auditor; Ms. Dianne Weakley, Director of Human Resources; Ms. Ann Medford, Chair of the MSU Faculty Senate; and Mr. Chris Gore, Chairman of the MSU Staff Senate. Also attending the meeting were Dr. Patti Hamilton, Dean of Graduate Studies; Ms. Barbara Merkle, Director of Admissions; Ms. Gail Ferguson, Controller; Ms. Valarie Maxwell, Director of Budget and Management; Dr. Dan Stoicescu, Director of Institutional Research, Planning, and Assessment; Ms. Janus Buss, Director of Public Information and Marketing; Ms. Cindy Ashlock, Executive Assistant to the President; Ms. Julie Gaynor, Public Information and Marketing Assistant; and Ms. Debbie Barrow, Director of Board and Government Relations. Representing the news media was reporter Ann Work, Wichita Falls *Times Record News*.

Chairman Lalani called the meeting to order at 9:02 a.m. Dr. Farrell presented the invocation and Ms. Buss introduced the guests.

Public Comment

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

Reading and Approval of Minutes

09-37. The minutes of the regular Board of Regents meeting August 7, 2008, were approved as presented.

Reading and Approval of Minutes

09-38. The minutes of the regular Board of Regents meeting August 8, 2008, were approved as presented.

Executive Committee Report

Mr. Lalani noted the items presented at the Executive Committee Meeting for committee approval and for information only, and items discussed with no action taken. Information

concerning these items can be found in the minutes of the Finance and Audit Committee Meeting held November 13, 2008.

Item Presented for Committee Approval Only

09-01. Committee Minutes, 8/7/08 – approved by Committee as presented.

Item Presented for Information Only

09-02. Maintenance Plan Update – MP2 and MP4

Items Discussed/No Action Taken

09-08. Deliberations about Real Property

09-09. Deliberations Regarding Gifts and Donations

Executive Committee Consent Agenda

The following items were approved by the Executive Committee and placed on the Consent Agenda for consideration by the board.

09-03. Legislative Appropriations Request (LAR) – authorized the addition of requests for Tuition Revenue Bond (TRB) projects to the MSU LAR as presented.

09-04. Instrumental Music Hall Project – authorized expanding the scope of the project to \$2.63 million and authorized the administration to seek approval from the Texas Higher Education Coordinating Board (THECB). Further authorized the financing of \$1.13 million of these costs through the Texas Public Finance Authority (TPFA) and the Texas Bond Review Board, and committed Higher Education Assistance Funds (HEAF) to support the repayment of these funds during the next five years. Finally authorized the president to work with the Board of Regents Executive Committee as necessary should a decision be required concerning the building's foundation.

09-05. Office of General Counsel – 2009-2010 Budget – authorized the administration to establish an Office of General Counsel beginning with the 2009-2010 budget as presented.

09-06. Wichita Falls Museum of Art at Midwestern State University – By-Laws Change/Student Member – authorized the addition of a student member position on the Museum Board as presented in the agenda document and further approved Michelle Harris as the student member for the 2008-2009 academic year.

09-07. MSU Charitable Trust Membership – approved adding the Chairperson of the MSU Board of Regents and the Chairperson of the Board of Regents Finance and Audit Committee as trustees of the MSU Charitable Trust, effective immediately. Further approved requesting that the trustees of the MSU Charitable Trust meet no less than twice each year.

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

Finance and Audit Committee Report

Mr. Lalani noted the item presented at the Finance and Audit Committee Meeting for committee approval only. Information concerning this item can be found in the minutes of the Finance and Audit Committee Meeting held November 13, 2008.

Item Presented for Committee Approval Only

09-10. Committee Minutes, 8/7/08 – approved by Committee as presented.

Finance and Audit Committee Consent Agenda

The following items were approved by the Finance and Audit Committee and placed on the Consent Agenda for consideration by the board.

Items Approved by Committee and Placed on Consent Agenda

09-11. Review and Acceptance of Financial Report – accepted the July, 2008, financial report as presented.

09-12. Degree Completion Scholarship Fund – authorized the allocation of \$50,000 from Undesignated Local Tuition to provide scholarships for students who are within 30 hours of completing the undergraduate degree and whose previous MSU scholarships have expired.

09-13. FY 2007-2008 Item \$50,000 & Under Approved by President – ratified the budget change as presented.

09-14. Salary/Title/Position Changes in 2008-2009 Budget Approved per Board Authorization – ratified the changes as presented.

Mr. Lalani asked if there were items any member wanted to remove from the Consent Agenda. There being none, Mr. Hessing moved approval of the Consent Agenda. Mr. Engelman seconded the motion and it was approved.

Personnel and Curriculum Committee Report

Dr. Gunn noted the items presented at the Personnel and Curriculum Committee Meeting for committee approval and information only. Information concerning these items can be found in the minutes of the Personnel and Curriculum Committee Meeting held November 13, 2008.

Item Presented for Committee Approval Only

09-15. Committee Minutes, 8/7/08 – approved by Committee as presented.

Items Presented for Information Only

- 09-16. Faculty Report
- 09-17. Staff Report
- 09-18. Enrollment Report – Fall 2008
- 09-19. Small Class Report – Fall 2008
- 09-20. Review of Personnel Reports for FY 07-08 Budget
- 09-21. Review of Personnel Report for FY 08-09 Budget

Personnel and Curriculum Committee Consent Agenda

The following items were approved by the Personnel and Curriculum Committee and placed on the Consent Agenda for consideration by the board.

- 09-22. List of December 2008 Candidates for Graduation – approved the list of candidates for graduation as presented with the provision that they meet all requirements as prescribed by the faculty and administration.
- 09-23. Approval of Revised 2008-2009 Academic Calendar – approved the revised summer 2009 academic calendar and four-day class schedule as presented.
- 09-24. New Academic Program Option – Psychiatric Mental Health Nurse Practitioner (PMHNP) – authorized the addition of this program as an online option within the Master of Science in Nursing degree program, pending approval by THECB.
- 09-25. MSU Catalog Change – Student Drop Date – authorized changing the final drop date during the long semester and summer terms as presented.
- 09-26. MSU Catalog Change – Graduation Requirements – authorized that the maximum number of semester credit hours required for a baccalaureate degree will not exceed 120 as required by Texas Education Code §61.0515, with the understanding that the university may request an exception for certain degree programs if it is determined that there is a compelling academic reason for additional required hours. Further authorized removing the minor from MSU’s baccalaureate degree requirements.
- 09-27. Requirements for a Double Major – authorized allowing students to count a course among the requirements in more than one major.
- 09-28. *MSU Policies and Procedures Manual* Changes – approved changes to the following policies as presented:
 - A. Policy 2.24 – Board Contract Signing Authority
 - B. Policy 2.338 – Administrative Council, Competitive Scholarship Committee, and University Data Standards/Security Committee.
 - C. Policy 3.212 – Staff Hiring Procedures

Mr. Lalani asked if there were items any member wanted to remove from the Consent Agenda. Mr. Hessing asked that Item 09-28A be removed from the Consent Agenda for further discussion. Dr. Gunn moved approval of the Consent Agenda with the exception of that item. Mr. Wible seconded the motion and it was approved unanimously.

MSU Policies and Procedures Manual Changes

09-28A. Policy 2.24, Board Contract Signing Authorization. Ms. Barrow presented a revised recommended policy as shown in Attachment 1. She indicated that this revised wording (Section B of the policy) was approved by Roger Lee.

Mr. Hessing moved approval of this revised policy as presented. Mr. Gustafson seconded the motion and it was approved.

Student Services Committee Report

Ms. Farris 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 13, 2008.

Item Presented for Committee Approval Only

09-29. Committee Minutes, 8/7/08 – approved by Committee as presented.

Items Presented for Information Only

09-30. Student Government Report

09-31. Americans with Disabilities Act (ADA) Annual Report

University Development Committee Report

Mr. Gustafson 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 13, 2008.

Item Presented for Committee Approval Only

09-32. Committee Minutes, 8/7/08 – approved by Committee as presented.

Items Presented for Information Only

09-33. Summary of Gifts, Grants, and Pledges 9/1/07 – 8/31/08

09-34. Summary of Financial Support 9/1/08-10/03/08

Athletics Committee Report

Mr. Wible 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 13, 2008.

Item Presented for Committee Approval Only

09-35. Committee Minutes, 8/7/08 – approved by Committee as presented.

Item Presented for Information Only

09-36. Athletics Status Report

Other Business

Presidential Performance and Compensation Review Committee Appointment

09-39. Mr. Lalani noted that in the past a special Presidential Performance and Compensation Review Committee has been appointed to make recommendations to the Board of Regents concerning the university president's contract and compensation. The full board has then participated in the performance review process. He stated that since the board recently extended Dr. Rogers' contract and addressed the compensation issue, he would not appoint a committee at this time. He indicated that he would ask the full board to review the president's performance at the February board meeting. Mr. Lalani asked Dr. Rogers to submit a self-evaluation for the board's review. He asked that copies be sent to all of the regents at least two or three weeks prior to the next board meeting.

Board Committee Appointments

09-40. Mr. Lalani reported that when he became chairman of the Board of Regents he retained his position as chairman of the Finance and Audit Committee. He indicated that he wanted to allow the new board members time to get acquainted with the workings of the board and time for him to determine who might have the time and be interested in chairing this committee. He noted that prior to the next meeting of the board he would name a chair for the committee and that this would likely result in other committee membership changes.

MSU Marketing Program Presentation

09-41. Dr. Rogers reported that he had asked Ms. Buss to present information to the regents concerning the efforts being made to market the university. Ms. Buss presented a power point presentation as shown in Attachment 2. She reported that the Board of Regents provided financial support in 2001 to establish a full-fledged marketing campaign. The goal of the campaign was to improve the university's name recognition and create a spirit of pride among students, faculty, staff, business leaders, donors, alumni, and potential students. The university embarked on the program using the slogan "It's My University, Make It Yours!" Ms. Buss's presentation included information regarding various efforts that have been initiated including painted vans, billboards, cinema advertising, print advertising, transit ads, brochures and mailing pieces, book covers, radio advertising, flags, pole banners, the university website, and *Sunwatcher* magazine. Dr. Rogers asked Janus about the cost of this marketing program. Ms. Buss responded that the cost is approximately \$240,000 each year for these efforts.

Mr. Lalani asked how often the copy on the billboards is changed. Ms. Buss responded that the billboards are made of vinyl and are kept up for one year. Mr. Lalani noted that although the same slogan has been used for a number of years, the message continues to

be fresh. Dr. Givens indicated that he was very impressed with what the university is doing in this regard. He added that he was surprised that the cost was not more, given the quality and breadth of the marketing program. Dr. Rogers indicated that he was very proud of what has been accomplished.

Mr. Lalani asked Janus if she had considered increasing the distribution of some of these efforts. He noted that once the creative and production costs are paid it would likely take a minor increase in funds to expand the distribution. Ms. Buss responded that she would like to do more, but the lack of available funds has been a hindrance to further expansion. Mr. Lalani encouraged her to consider the possibility. He noted that if the university could extend its reach by 50-60% at an additional cost of only 10-20%, it would be worth considering.

Dr. Givens noted that he currently teaches part time at a private high school. He indicated that while the students there are considering attending Harvard, MIT, and Stanford, they are also strongly considering MSU, not because of the cost, but because of the sports programs and the education provided.

Ms. Buss distributed MSU bags to the regents and reported that these would be given to faculty, staff, and students. She added that the bags are made with recycled material which fits in with the student body's conservation efforts.

MSU Student Recruiting Program

09-42. Dr. Rogers noted that when Ms. Merkle became Director of School Relations the university could not use state appropriated funds to recruit students. He stated that this is now such an important part of the university's operation a report must be submitted each year to THECB regarding recruiting efforts. Dr. Rogers then introduced Dr. Patti Hamilton, MSU's new Dean of Graduate Studies. He noted that Dr. Hamilton is a Professor of Nursing and previously taught at Texas Woman's University. A few days after she arrived on campus it was announced that she had been awarded a \$300,000 grant for her research. He explained that Dr. Hamilton uses statistical analysis for planning and analyzing the field nursing. He noted that she has developed a recruiting plan for the graduate program, which was included in the packet of information provided by Ms. Merkle (see Attachment 3). Dr. Hamilton thanked the board for the privilege of attending the meeting and being a part of the MSU administration.

Ms. Merkle presented a packet containing Admissions Office information, general merit scholarship information, graduate recruitment information and plan, and an international recruitment plan and information piece (see Attachment 4 for complete listing of items included). Ms. Merkle reported that her office deals with recruitment of all students and is responsible for application processing for undergraduate and graduate students. Her office makes admissions decisions for undergraduate, post-baccalaureate, and teacher certification students. She added that while her office processes and preliminarily evaluates graduate applications and transcripts, the decision to admit is made by the graduate dean and the graduate coordinators. Ms. Merkle reported that MSU is a member of the Texas Association for Collegiate Registrar and Admissions Officers (TACRAO). This organization determines the college day and night schedule for the year and MSU participates in these events. MSU has six admissions officers and they recruit throughout

the states of Texas and Oklahoma. Ms. Merkle reviewed with the board many of the items in the packet. She noted that her office coordinates Mustangs Rally, which is the MSU college day preview event, in the fall and the spring. Ms. Merkle presented an MSU bag and t-shirt to the regents. She noted that these items would be given to the Mustangs Rally participants the following day. She presented the MSU Viewbook and noted that this information piece is mailed to every student who submits an application to the university.

Ms. Merkle reported that her office participated in the High School Plus program whereby admissions officers meet with eighth graders as they are selecting their high school curriculum and beginning to consider colleges. Currently 25 schools in the area participate in this program. She added that MSU also participates in the University Crossroads program. Through this program fourteen institutions work with the Dallas ISD high school counselors and assist students in completing college applications.

Ms. Merkle then provided additional information as a power point presentation (see [Attachment 5](#)). She noted that her office only processes applications for those students who have paid the application fee. She noted that 45% of the students who were accepted for admission enrolled at MSU. Ms. Merkle presented maps indicating freshmen prospects for the fall 2009 by state and in Texas by county.

Dr. Clark commended Ms. Merkle and her staff for the tremendous job they do with the resources they are given. He added that when the Board of Regents authorized the administration to offer resident tuition plus \$30 per semester credit hour to any United States citizen, this presented a great recruiting opportunity and challenge. Dr. Clark noted that additional resources are needed to get the MSU message to potential students.

Ms. Farris asked about international recruiting. Ms. Merkle noted that an information piece prepared by Dr. Randy Glean was in the packet (see [Attachment 6](#)). She added that the Office of International Student Services recruits all international students. Ms. Farris asked about the percentage of international students enrolled at MSU. Dr. Rogers responded that international students represent 7% of the overall enrollment. Mr. Lalani asked how many of the international students are from the Caribbean. Dr. Clark responded that approximately two-thirds are from the Caribbean. He noted that this is the longest established program at MSU and that it has been very successful.

Dr. Rogers reported that Dr. Grant Simpson, Dean of the West College of Education, would present a report at the February board meeting concerning MSU's efforts with the P-16 Council in Region IX. He added that he would soon invite Dr. Hamilton to make a presentation to the board concerning graduation recruiting and graduate programs at MSU.

President's Report and Discussion

09-43. Dr. Rogers presented information to the board concerning various university matters.

- A. Construction Update – Dr. Rogers thanked Mr. Allen Goldapp, Mr. Kyle Owen, and Mr. Juan Sandoval for their leadership with construction projects at MSU. He then provided the following information concerning campus projects:

Student Health and Wellness Center:

- Glass windows are being installed and the building will be in the dry by Thanksgiving.
- The bridge raising is complete.
- Final inspection is currently set for March 17, 2009, assuming no additional lost weather days.

McCoy Engineering Hall:

- Substantial Completion Inspection should be held the week of November 17.
- Landscaping will be completed by late December.
- The project is within budget and will be occupied at the start of the spring semester.

Ligon Coliseum:

- The schedule is being developed and finalized; the project is moving forward.
- An in-depth evaluation of the dome's roof revealed its poor condition and it must be reroofed. This was not part of the original infrastructure repairs budget.

Band Hall:

- Design is complete and bids have been received.

Martin Hall:

- Humidity control HVAC system installation is 80% complete.
- Sheet rocking and painting of walls, including two classrooms converted to offices, is complete.
- Estimated completion is January 2, 2009.

Liberty Bell:

- The structure is in place; delivery and placement of the bell is scheduled for November 18.
- Project completion is anticipated by Thanksgiving.

Ms. Spears added that the wall at the front of the museum has been removed and it looks very nice. Dr. Rogers noted that the Museum Board is working with the director on the strategic plan, which will include the renovation of the museum.

- B. Incentive Funds and Nursing Growth Funds – Dr. Rogers reported that the university received its incentive funds. The model that was finally adopted provided funds based on the numbers of graduates from each university. Additional funds were provided based upon numbers of graduates in the science, technology, engineering, and mathematics areas, as well as graduates who were considered at-risk students. The administration estimated incentive funding in the amount of \$700,000 when the budget was developed. The funds received totaled over \$950,000.

He added that the university also received funds through the Nursing Shortage Reduction Act and Program. Funds in the amount of \$274,357 were received in recognition of the expansion of the university's nursing program. MSU ranked 5th out of the 35 universities in absolute dollars because of the increase in the number of nursing graduates at MSU.

Mr. Lalani asked if a campus tour might be included in the schedule for the February board meeting. Specific locations mentioned included McCoy Engineering Hall, the new Student Health and Wellness Center, and the Library.

Mr. Lalani encouraged regents to participate in Commencement December 13 if their schedule permitted.

Adjournment

There being no further business, the meeting was adjourned at 10:44 a.m. The next regularly scheduled meetings of the Board of Regents will be Thursday and Friday, February 12 and 13, 2009.

Stephen A. Gustafson, Secretary

I, Stephen Gustafson, 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 14, 2008.

Stephen A. Gustafson, Secretary

ATTACHMENTS:

1. Policy 2.24 – Board Contract Signing Authority (FINAL)
2. Marketing Program Power Point Presentation
3. Graduate Recruitment Information and Plan
4. List of Recruiting Program Handouts
5. Recruiting Program Power Point Presentation
6. International Recruitment Plan