

August 6, 2002

Staff Council Guest Speaker: Lisa Mader

Marketing and Public Relations Lisa Mader, director of Marketing and Public Relations for Southern Miss, addressed Staff Council with regard to the new and exciting changes in her department. She introduced David Tisdale who will serve as the beat writer that will cover the news from Staff Council.

There is a need to develop an updated image for the University. Decisions on which gold to use, which slogan to use, and a central logo must be made. We need to make sure we are representing ourselves properly both locally and nationally. The University will begin a “branding” process with The Godwin Group out of Jackson. This should take between 6–8 weeks to develop what we are and decide how we want to represent ourselves. Logos, graphics, Web sites, and advertising will all be considered. The multiple identities of USM Gulf Coast, Stennis, Marine Education Center, and the Hattiesburg campus will be dissolved and we will all be known as The University of Southern Mississippi with one central logo. There are currently too many logos representing Southern Miss. It is very important that we all be seen as one University.

Web site changes will all be governed by a central set of standards that will be monitored by the department of marketing and public relations. Currently our web site is difficult to navigate. The central standards will make it smoother for people to visit Southern Miss on line. These standards are not being set to stifle creativity, but to keep consistency.

Public Relations will be out and about more. There will be more involvement in the happenings at USM. The campus community has been divided in to beats that each has a dedicated writer. This will ensure that we have good quality media representation. In the future public relations will distribute all articles to the media. This will no longer be done by each department hoping for coverage. Public relations will receive information from the different campus departments and make the decisions on which articles will be released each day to the media. There will be between 1 and 2 good quality articles each day distributed to the media. In the past 3–4 different campus groups would vie for media attention and the

media would choose which articles to print. From now on our public relations department will make the decision on which information is to be printed. There is a marketing and public relations staff meeting every Monday morning. Every one is invited to attend.

Please get information on events to public relations as soon as possible. PR will write a press release and distributed appropriately. Positive news is very important to our image and we need to get as much of this out as possible. It is very important that we have one on one contact with the media. We are currently planning on inviting the editorial boards of the Mississippi major newspapers on campus to look at USM.

Questions?

If we go to one university logo, what will happen to the individual department logos currently in use?

With help from The Godwin Group decisions like this will be made.

Will the beat writers be announced?

Yes, this is something that is new. The deans, directors, and vice presidents will all be notified.

Will all media information go through public relations from now on?

Yes. This is to give the media one place to call for any information they may need. It will also insure that stories and information given to the media are accurate, complete, well written, and dispensed in a timely fashion.

Who is the beat writer for Stennis? When will the University family learn there are other locations of this university?

Judy Isabell will be the beat writer for Stennis. There will be a concentrated effort to make sure all news from all locations is distributed to every USM employee. This will hopefully help educate employees on the different locations. There will also be a campaign to get more employees and students to sign up for eagle mail.

Do student organizations need to use public relations for their events also?

Yes, the department of marketing and public relations will be the media contact for ALL university events. Please remember that the department of marketing and public relations is here to help. Call anytime if you have questions, 266-4491.

1.0 Call to Order

President Posey called the meeting to order at 10:04 a.m.

The following members were present: Rusty Anderson, Joan Brashears, Bradley Bridges, Cheryl Burnette, Kim Busche, Melissa Carpenter, Shannon Davis, Carol Dunaway, Tommy Dye, John Green, Lin Harper, John Hayman, Kathy Hayman, Keri Hensarling, Myra Herndon, Robin Johnson, Kenton McNeese, Pam Posey, Jan Roberts, Ray Scott, Mary Virgil, Trisha Wilbanks, and Sam Williams.

2.0 Adoption of the Agenda

The agenda was adopted with the correction under 7.6. David Kinsey gives the Parking Appeals report and Polly Odom gives the Transportation Committee report.

3.0 Call for Proxies

The following members were represented by proxy: Susan Blackwell by Cheryl Burnette, Mary Ann Iverson by Jan Roberts, David Kinsey by Kenton McNeese, Sally Donovan by Robin Johnson.

The following members were absent without representation: Charmine Hill and Larry McMickle.

4.0 Approval of Minutes

The minutes of the July regular meeting were approved with minor corrections.

5.0 Officer's Reports

5.1 President's Report – Pam Posey

Cabinet Meeting – July 8

On Monday, July 8, 2002, I attended my first official cabinet meeting as President of Staff Council. Dr. Thames discussed his vision and what the focus of all USM personnel should be and outlined specific objectives. As a public institution, we must be efficient and accountable in all areas. A copy of Dr. Thames' comments is attached to this report and will be part of the Staff Council minutes. Feel free to distribute this handout.

July 8, 2002 – Distributed to Cabinet by Dr. Shelby Thames

First Cabinet Meeting of New USM Administration

This Cabinet has been given the authority to manage one of, if not the largest business in South Mississippi— a \$250 million annual business! It is a business! It is a business for which we are responsible—responsible for assuring that a world-class education is provided in an efficient and cost-effective manner.

Make no mistake, our major focus, as the leadership of USM, is to provide quality education to our students. The complexity of our institution, its comprehensive status, and its influence in our State and Nation is such that this goal can and must be accomplished in a variety of ways. Principally, we currently utilize classroom instruction bolstered by significant research and outside-the-classroom activities. However, as a pro-active, contemporary management team, we should always be open to new and innovative ideas. I encourage each of you to give thought to how we can best accomplish our mission, not caring too much about how we have handled issues in the past.

This Cabinet must be characterized as a class group; a high caliber group in quality, manner and dress—a well educated, energetic, dynamic, loyal group of professionals who work together for the best interest of USM. We are here to find ways to do what needs to be done, not to find reasons why they cannot be done. It is imperative that you instill this “can do” attitude in each and every employee under your supervision, whether direct supervision or not. We must live to help others have the opportunities to grow and develop at their own rate, not by institutional policies that limit

growth, but rather by policies that encourage growth and development. Our daily focus should be on how we can help others meet their professional objectives.

I have chosen each of you because I believe you possess and value these characteristics, and I am looking forward to our success as we work together to make USM the finest University in America. I truly believe that we have been given an opportunity that but a few have, i.e. an opportunity to lead USM into the sphere of greatness that it deserves and can achieve. However, USM must have strong and talented leadership to meet its destiny and that is our responsibility.

We must focus on EFFICIENCY of effort; and thus, we must define how we, as USM's principal leadership body, will define EFFICIENCY. We must do so while keeping in mind our status as a State supported institution, as a comprehensive University, and as a Carnegie Doctoral/Research-Extensive University. There are some that must be maintained as we pursue EFFICIENCY of higher education, and they are

- * Maintaining the Carnegie status,
- * Maintaining and expanding our research output and influx of external dollars ,
- * Expanding our influence on economic development in our State (we also should attempt to define ways in which we can evaluate this function),
- * Seeking/maintaining certification/accreditation for every program for which certification/accreditation is available,
- * Establishing a first-class, fine-tuned University Development office that is effective and represents USM in the light we wish to be portrayed, and
- * Finally, if we are to achieve these goals, effective personnel, and monetary utilization is an absolute necessity. This includes ALL personnel, including faculty, staff and students alike.

Nothing is sacred—we must evaluate each and every operation on our campuses. We must do so with the view to efficiency and institutional focus. Top administrators are those who can achieve a great deal with limited personnel and with minimal financial resources. Building empires is not what this administration is all about; instead, we must be committed to the concept of a lean,

highly efficient, customer friendly, and rapid response administration.

The highest percentage of expenditures in the USM budget involves personnel, and consequently, we must focus on effective personnel utilization at all levels. We must minimize administrative and support costs while devoting a larger portion of our resources to the academic mission of our University.

Cabinet Meeting – July 15

There was a communication error pertaining to the July 15 cabinet meeting. I showed up at 10 a.m., but the time had been changed to 9 a.m. (My email address has now been corrected—Pam Posey NOT Pamela Posey, please.)

Expanded Cabinet

Expanded Cabinet will only meet quarterly. The next scheduled meeting is in October.

IHL Board Meeting

Kenton McNeese and I attend the IHL Board Meeting on Thursday, July 18, in Jackson. The Board did approve the equity tuition increase for USM and JSU. Tuition will be raised an additional \$92 per semester at USM effective January 1.

Mr. Roy Klumb is serving as Chairman of the IHL Academic Affairs Agenda for 2002–03 and stated that he desired to have quality programs but that he was concerned over the duplication of programs. There was some discussion over the approval of new academic programs at MSU and UM.

The President's Council, currently chaired by Dr. Clinton Bristow, announced that they supported the 15% overall increase of FY 2004 proposed appropriations request in addition to a request to restore funds that have been lost in budget cuts over the past several years.

Mr. Scott Ross, Chairman of IHL Building/Facilities Agenda, asked for approval of initiation of project to review the possibility of renovating the IHL 9th floor boardroom or to possibly move to

Universities Center. The 9th floor is getting a little crowded for board meetings; however, this resulted in some discussion. Mr. Roy Klumb asked why universities sent such a large delegation to meetings. Other board members stated that many times clarification is needed and it is very convenient to have these people present to call on as needed.

The IHL Board will have a retreat in August to discuss IHL missions, tuition and fees, IHL management report, etc.

Press Conference

I did attend the press conference on Wednesday, July 3, and sent out an email to all Staff Council members informing them of the announcements. Dr. Thames made the following appointments: Dr. Jay Grimes, Provost for Hattiesburg Campus; Dr. Tim Hudson, Provost for Gulf Coast Campuses; Dr. Cynthia Easterling-Moore, Associate Provost for Hattiesburg Campus; Dr. Jim Hollandsworth, Dean of Graduate School; and Ms. Lisa Slay Mader, Marketing and Public Relations Director. On July 17, Dr. Thames announced the appointment of Dr. Angeline Godwin Dvorak to serve as Vice President for Research.

Summer Commencement

On August 2, I attended the 2:30 p.m. and 6:30 p.m. commencement exercises as a platform guest. Haley Barbour, national and state republican leader, addressed the more than 900 graduates in two separate ceremonies. Two Board members, Virginia Newton and Ricki Garrett, attended both ceremonies, and Carl Nicholson and Bryce Griffis attended the 6:30 p.m. ceremony.

MASCO

The Mississippi Association of Staff Council Organizations (MASCO) meeting date and location had been changed several times and was finally scheduled for Wednesday, July 31, in Oxford. Fortunately Kenton McNeese was traveling “north bound” to another meeting and represented USM at this meeting. He will report under the president-elect’s report. Thank you Kenton for reworking your traveling route to represent us!

Body of the letter to Dr. Thames regarding July MSU payraise

Sent on July 3, 2002

Dear Dr. Thames:

Thank you for taking time from your busy schedule to address the Staff Council yesterday morning. It was a good meeting and we appreciated your remarks.

At the end of the meeting a copy of an email from Mississippi State Interim President Charles Lee was distributed. This email announced that employees at MSU would receive a four percent (4%) raise beginning July 1, 2002. For some of our staff this is disturbing and difficult news. They are aware that 18 of our colleagues here at USM were laid off to help offset our budget cuts and over 50 positions will remain vacant. They have difficulty understanding how some universities can give raises while others are cutting and/or leaving positions vacant.

As I understand it, MSU has other sources from which to fund these raises and they do receive more in tuition monies. Perception-wise, the general public doesn't understand how one university gives raises and others do not when we all report to the IHL Board and are asking for tuition increases. All IHL employees deserve a raise.

Regardless, Dr. Thames, I thought you should be aware of the email and the impact it has on our staff. Additionally, I believe it gives you additional evidence, if you will, for your request to the IHL Board for a tuition equity adjustment.

I look forward to working with you and keeping the lines of communication open throughout this year as we all continue to take Southern Miss to the Top. Please let me know if I can be of any assistance to you. Thank you.

Other

I have been serving as the Higher Education Council Chairman for the National Association of Educational Office Professionals (NAEOP) and left for Greenville, South Carolina on Friday, July 19, to attend the national board meeting followed by the annual conference the

week of July 22–26. Thank you to Kenton for being available if needed.

5.2 President–Elect’s Report – Kenton McNeese

Thursday, July 18, 2002, Board of Trustees Meeting

Pam and I attended the monthly board meeting. Chairman of the Academic Affairs Committee suspended the approval of a new academic program at The University of Mississippi for 30 days. The program was to establish a doctoral degree in educational administration with an emphasis area within higher education. Mr. Klumb’s statement was that there is a need for qualifying programs and the need to delete programs to prevent duplication of programs offered by our institutions. He also concluded that in his tenure on the board, that a new program had not been denied, and that is something that he would like to be sterner on in the future within the Budget and Financial Affairs portion of the agenda, a lengthy discussion took place concerning the transfer of Medicaid for the University of Mississippi Medical Center. The budget shows a loss of \$12 Million for this fiscal year. A discussion also followed concerning the distribution of \$5 Million for the technology enhancement of Banner within the State Institutions. The allocation of the funds was of debate, and discussion will take place at a later date concerning this issue.

Mr. Roy Klumb dominated the discussion concerning pay raises as submitted in the 2004 budget request. Mr. Klumb feels that the avenues taken for raises was not fair and should be left to the discretion of each Institution President. This though was discussed and Dr. Thomas Layzell explained the budgeting process at the legislative level so that all may understand how the funding of raises is discussed within the legislative body. Mr. Klumb made an observation and asked why the Presidents traveled to IHL with such a large traveling staff. He viewed it a possible cost savings if these large bodies were not present at the IHL meetings.

The Board voted to raise tuition at USM by \$184.00 and at JSU by \$150 for the upcoming academic year.

Approval was given to USM to allow a temporary cellular tower to be placed behind the old West Building Materials Building for a sum of

\$500.00 monthly by Bell South Mobility. Concerns were given about the aesthetics of this structure, but Dr. Thames asked if anyone had actually viewed the old West Building Materials Building. A laugh was given and the meeting moved on.

The approval was granted for awarding the construction contract for the Student Life Center at USM.

A charge was issued to the Presidents to develop and provide a unique plan of tuition that is supported by the market. The plan may or may be adopted by the Board, and a plan may differ from institution to institution. The institutions must get creative in developing this plan to assist in the budgeting situation that lies in front of them.

July 31, 2002, MASCO Meeting

I attended the MASCO meeting held at The University of Mississippi. Mississippi State, Mississippi Valley State, University of Mississippi, and The University of Southern Mississippi were represented. A majority of institutions were not represented, so official business could not take place. Dr. Carolyn Staton addressed the membership with positive comments of staff achievements and contributions made in the past. She urged the membership to work with the Faculty Senate's and bring our expertise to the groups. Dr. Staton stated that she would like to see that all married employees of the institution receive 100 percent tuition for dependents and the deletion of the minimum GPA requirements. She stated that the tuition discount is a benefit, not a scholarship. Dr. Staton concluded that the environments that we work in should be the best possible. Adding a window if possible or simply promoting the kind environment that we are surrounded by aids in the development of a satisfied staff at our institutions.

The dependent scholarship proposals were discussed by the membership. It was decided that each council should prepare and present their views to their presidents. After the presentation has been made, it was suggested that MASCO come together at the next meeting and draft a letter to the Board of Presidents as a body to stress the views of our membership. This will take place and each institution is urged to participate so that the impact will be of great proportion.

The council at Jackson State University requested suggestions for staff development training. It was pointed out that each institution offers courses, both credit and non-credit for the development of staff skills and education. Any suggestions from individuals should be directed to George Daniel at Jackson State.

The next item of business was at the request of Mississippi University for Women's council concerning the development of a Profession Society for IHL employees. The discussion was short and it was concluded by the group that the society would have to be represented as a Union and would not be discussed further at this time.

The membership discussed amending the MASCO constitution to cut the meetings from bi-monthly to quarterly. It was agreed upon, but could not be made official due to lack of a quorum. During the discussion, the need for teleconferencing options or proxy voting was discussed and decided that we must develop the teleconferencing option to allow for a more productive meeting of our membership. Campus reports were given at this time and the meeting was adjourned.

August 3, 2002, Eagle Fan Fair

I attended the Eagle Fan Fair and glad to report that we will have a successful year with our athletic program as reported by all the speakers at the event. The graduation rate of our athletes is on the rise, the new athletic facility is now online, and our leadership is strong. Of all the items mentioned, the campaign presented by Dr. Thames to have our student enrollment at 20,000 by 2005 was of utmost interest. I am certain that planning has been devised for this bold goal, and that we, as a University will attain this goal.

5.3 Assignment of Action Items - none.

6.0 Old Business

6.1 Committee Assignments

Committees were assigned in the best manner possible. Please remove Charlene McMillen's name. She is no longer on Staff Council.

7.0 Committee Reports

7.1 Constitution and By Laws – Kathy Hayman

The committee will meet immediately after the next Staff Council meeting on September 3

7.2 Legislative – Rusty Anderson

The committee will meet immediately after the next Staff Council meeting on September 3.

7.3 Salaries and Benefits – Shannon Davis

The committee will meet immediately after the next Staff Council meeting on September 3.

7.4 University Relations and Cultural Diversity – Robin Johnson

The committee will meet immediately after the next Staff Council meeting on September 3.

7.5 Technology and Training – Lin Harper

The committee will meet immediately after the next Staff Council meeting on September 3.

7.6 Other Committee Reports

1. Parking Appeals Committee – David Kinsey – no report
2. Transportation Committee – Polly Odom – no report
3. Master Plan – Rusty Anderson – no report
4. Student Life Center – Kathy Hayman

The bid opened in July came in budget – 25 million dollars. The Bureau of Building will do the actual awarding of the bid most probably to Yates Construction. A very nice model of the new building will be set up in the lobby of the union hopefully by the

time fall semester starts. Our Polymer Science department is making this model.

E. Sexual Harassment Committee – Joan Brashears – no report

8.0 New Business

8.1 November 21 – American Recycle Day

There has been a request that Staff Council help with American Recycle day by distributing recycling bags at the Southern Miss home game on November 14.

Questions are: Can we get volunteers? Should we just put them at the concession stand? What about spreading them to the tailgating areas? We will discuss this more at our next meeting.

9.0 Announcements

9.1 The next meeting is September 3 in Union Room C. The executive committee will meet on August 20 in the Bobby Chain Technology Building.

10.0 Adjournment

The meeting was adjourned at 11:04 AM.

Kim Busche
Recording Secretary
August 6, 2002