

President's Cabinet
Minutes
December 17, 2007

The Cabinet met on December 17 at 9:00 a.m. Present were: Burke, Byrd, Clark, Gregory, Hall, Jackson, Kennedy, Loos, McMillan, McQueen, Mulkeen, Robinson, Struckmeyer, and Wilson.

Special guests: Michael Becraft (on behalf of Bruce Speck) and Terri Damron, Assistant Director of Marketing.

- Hall distributed an informal summary of the APSU Strategic Plan for 2005-2010 and asked the Cabinet to review.
- Hall distributed a position comparison by headcount and FTE among the TBR universities. It compared the number of our administrative/professional, faculty, and clerical/technical/support positions to the other institutions. The report showed that APSU has one of the highest student/faculty ratios and is understaffed on all areas compared to all of the TBR universities. Mulkeen questioned the headcount and FTE. The information from the report was provided by the TBR as of September 10 and did not include APSU's Fort Campbell Fall II enrollment.
- Hall stated that student success is not strictly dependent upon the performance in the classroom. It also entails the social and academic environment the student faces.
- Terri Damron presented a report on a conference she attended entitled "How Emotion and Engagement Affects Retention." The Department of Education reported that 60 percent of all students will transfer out of the first college they attend and only 2 percent will tell the university why they are leaving. She stated that it is important that we build trust with our students and deliver on the messages that we are sending to them. Students want to be heard, want to trust the university, want a human face that personifies the university and want the university to make a positive contribution to their lives.

Damron stated that APSU has created a "Town Cryer", a costumed student from the Theatre Department, who will be in the University Center at certain times in the Spring announcing events on campus. This is part of creating unexpected experiences for the students to let them we know we care about them. Hall stated that everyone should make it a part of their day to personally interact with students in a random conversation or act of kindness.

APSU shows our enthusiasm when our students return during "Welcome Back" week. How can we build on this initiative and get departments involved? McQueen stated that the sense of caring about our students is being demonstrated now as our faculty contact students in their major who have not registered for Spring.

APSU needs to share good news about our students and our alumni internally and externally to build a sense of pride. Other suggestions included:

- Create displays in the different buildings on campus signifying their history and involve the library who will be creating some displays for the Inauguration ceremony.
- Create displays of student and alumni successes.
- Get more involved in the community by having concerts and productions held at the Roxy Theatre.
- Create attractive signage directing people to the campus.
- Develop a story about the history of APSU to relate to others.
- Develop a tradition around APSU.
- Send a message to students who are coming back from academic probation/suspension encouraging them to take advantage of the support services available to them.

The meeting adjourned at 10:30. There will be no Cabinet meeting on December 31. The next Cabinet meeting will be January 14 at 9 a.m. in the Iris Room.