

Industry Advisory Council Minutes April 25, 2003

The Spring meeting of the ULM School of Construction Industry Advisory Council took place on Friday, April 25, 2003 at the ULM School of Construction. A quorum was present (see item 1: by-laws amendments). Seventeen (17) were in attendance:

Don Beach	Ken Holland	Charles Poole
Robert "Popie" Billeaud	Jud Jacobs	Steve Terrill
Chip Carlson	Todd Littleton	Scott Thompson
David Dorsch	Karl Meeks	
Laurence Favalora	Paul O'Donnell	<u>Non-IAC Members:</u>
Don Greenland	Keith Parker	Thurman Potts
		Vanessa Prevost

Laurence Favalora, Chairman of the IAC, called the meeting to order at 8:00 a.m. The members introduced themselves. Minutes of the previous meeting were reviewed and approved. Dr. Keith Parker presented the Director's report. The members of the Advisory Council met with Dr. Carlos Fandal, Dean of the College of Arts and Sciences; and with the School of Construction faculty and students. The Advisory Council had an open lunch with the Dean and the students.

Summary of Discussion

- **By-Law Amendments**

Previous to the meeting and per the Industry Advisory Council's request, Dr. Parker sent out e-mail ballots to change the by-law definition of a quorum to "12 members" instead of "50% of the voting members" to avoid future voting difficulties. (Article IV, Section 2.) Over 75% of the members (i.e. 25 members) voted in favor of the change. Therefore, the by-law definition of "a quorum" is now "12 members."

- **Director's Report**

Enrollment: Dr. Parker reported that the current enrollment is 189 students. The university has started to make state-wide efforts to increase enrollment. The School of Construction has attended numerous recruiting and promotion events in and out-of state.

New Faculty: The School has been given permission to hire two new faculty members. One to replace Mr. McCaskill, who is retiring at the end of the semester, and one additional member. Dr. Parker is confident that the School will have the two new faculty members by Fall.

Financial Report: Dr. Parker handed out copies of the detailed report of the Potts Fund, and described all the expenditures that occurred. He also gave a detailed report of income and expenses of the Director's Challenge Fund to Ken Holland, Finance Committee Chairman.

Multi-Media Lab: The School is putting together a new multi-media laboratory, which will include 12 brand new computers with CD burners, a large scanner for digital plans, as well as large printers. Unlike the current computer lab, the multi-media lab will not be an open lab and will only be used for classes and work projects. The students will not be allowed to download programs from the Internet. The lab should be in operation by the Fall semester.

- **ACCE accreditation**

The ACCE visiting team came to the School on March 8-11, 2003. Although Dr. Parker has not yet received the official visiting report, he felt confident that the School passed the visit. The final report will be presented at the ACCE July 2003 meeting and the accreditation vote will follow. Dr. Parker should receive a copy of the initial report from Jack Landers before July.

Don Beach, who served as the industry observer for the ACCE visiting team, reported that being involved with the accreditation team was a very positive experience. Among the weaknesses that are expected to be cited in the report are the fact that the School does not have an active outcome assessment program, and the fact that the students do not fully use the University Library. The School will address and resolve those issues by next year. The independence of the program; the strong involvement and support from the IAC; the quality of the faculty; and the cohesiveness of the student body among others are expected to be cited as strengths of the program.

- **Recruitment Video**

Per the IAC's request at the last meeting, Mr. Poole took charge in starting the process of updating the recruitment video. The School used the services of the local company Showcase Video Production to produce a new digital video. The video lasts 10 minutes and cost a total of \$5,394 for video production and copy on 300 CD-ROMs and 50 VHS tapes. The video will be distributed to the IAC members and sent to High School guidance counselors. The IAC members viewed the video and expressed satisfaction.

A motion was passed to spend up to \$7,000 from the Potts Fund to reimburse the School of Construction Foundation account for \$5,394 and to produce more copies of the video as needed.

Mr. Poole suggested that the council ask the Licensing Board to pay for the cost of the video production and copies out of their education fund. Popie Billeaud and Steve Terrill will get in touch with the members of the Licensing Board to present the case, and Dr. Parker will write a letter to the Board to make a formal request. A motion was passed that the money spent to produce the recruitment video be put back into the spendable portion of the Potts Fund if received from the Licensing Board.

- **Dean's Report**

Dr. Carlos Fandal, Dean of The College of Arts and Sciences, confirmed the hiring of two new faculty members. Dean Fandal reported that the University is starting its own strategic planning activities. The University will contact some IAC members to ask them to participate in focus groups to get feedback about the direction the University is taking. Dean Fandal stressed the importance of

getting opinion and input from the IAC. Dean Fandal reported that the Louisiana legislature was currently in session, and that the University was hoping for support. The University is focusing on recruitment and retention and is organizing and attending events throughout the state. Retention is a big problem. The University lost about 1/3 of its incoming freshmen between the fall and the spring semesters. Dean Fandal reported that Louisiana retention trends in general are bad.

Since the merger, the College of Arts and Sciences is the largest college and is very demanding because of the diversity of the programs. The Dean is working on developing unity and making sure resources are allocated appropriately. The Dean reported that the University is committed to the School of Construction, and the President of the University is very impressed by the members of the IAC because of their emotional and financial support as well as their loyalty and constructive criticism.

- **Fundraising**

The Finance Committee will help in resource development by requesting funds from the CETF, by contacting other IAC members and alumni to establish a new professorship, create long term funding mechanisms, increase the Potts Fund and meet the short term equipment needs. The Finance Committee chair is Ken Holland, other members are Chip Carlson, David Dorsch, Laurence Favalora, John Kent, Keith Parker, and John Hunter.

New Potts Professorship: A motion was passed for the Finance Committee to raise \$20,000 by the next IAC Meeting in November 2003 to be matched by the Licensing Board to set up a new Potts Professorship.

Potts Fund: Funds are still needed to increase the principal in the Potts Fund as discussed at the previous meetings. The goal of \$30,000 for short term needs set at the April 2002 meeting has not been met yet. So far, a total of \$12,700 was raised. Any funds raised above the initial \$30,000 will go towards increasing the principal in the Potts Fund.

Dr. Parker renewed its fundraising efforts with the “Director’s Challenge” by making his second \$1,000 personal donation to the School of Construction Foundation. IAC members are strongly encouraged to pledge their minimum contribution of \$500 per year for two years. Long-term commitments are also needed. Donations should be made to the “ULM Foundation – School of Construction.”

The faculty members will submit to the council a wish-list of equipment and other things needed.

- **Membership**

The IAC Chairman will send out letters to members who have not been attending the last two meetings and did not provide a reason to find out if they are still interested in being members.

A motion was passed to accept the following new members:

Mitch Stentiford – America’s Home Place, Jackson, MS

David Dando – MCDR, Memphis, TN

- **Strategic Planning**

A motion was passed for the Strategic Planning Committee to reconvene to make needed adjustments to the current strategic plan and to work on a plan for the next five years. The strategic plan has been a very important document for the school and needs to be adjusted since the School’s situation went from survival to growth. All the goals of the current plan have been met except the enrollment numbers. The Strategic Planning Committee members are Don Beach, Chip Carlson, Laurence Favalora, Don Greenland, Steven Hallman, and Keith Parker. The members will meet this summer and will submit the revised plan to the council members at the fall meeting.

- **Recruitment/Retention/Marketing Committee**

A motion was passed to activate the Recruitment Committee set up in the by-laws. The objectives of the Committee are to increase enrollment and improve name recognition. The following IAC members volunteered to serve on the Committee: Don Beach, David Dumas, Keith Parker, Steve Terrill, and Scott Thompson. The members will decide on strategies to achieve the enrollment goals of the School, revise the recruitment video, and create a marketing plan to target appropriate groups in a cost-effective manner. The IAC members mentioned placing a large, highly visible School of Construction sign outside of the School.

- **Internship Committee**

A motion was passed to create an Internship Committee. The purpose of this committee is to investigate the possibility of developing a system of internship/summer jobs for the students of the School of Construction. The committee will find out what is available and report its findings to the IAC at the next meeting. The members of this committee are Jerry Fields, Jud Jacobs, Paul O'Donnell and Karl Meeks.

- **Fall 2003 Meeting**

The Fall 2003 IAC Meeting is scheduled for October or November 2003. The exact date is to be announced.

The meeting was adjourned at 3:40 p.m.

Laurence Favalora, IAC Chairman

Dr. Keith Parker, SOC Director

Date: _____

Date: _____