



The Spring meeting of the ULM SOCM Industry Advisory Council (IAC) took place September 26 of 2025 at ULM.

IAC Members Attending:

- | | | |
|---------------------|--------------------|---------------------|
| 1. Andrew Barber | 9. Jeff Davis | 17. Ryan Kemp |
| 2. Joshua Kidd | 10. Paul Turner | 18. William Lambert |
| 3. Nick Spillers | 11. Ty Barnhill | 19. Ethan McDowell |
| 4. Donovan Stewart | 12. John Franklin | 20. Todd Roberts |
| 5. Chandler Conrad | 13. Josh Tellifero | 21. Jerry Brasher |
| 6. David Dorsch | 14. Chris Thompson | 22. Steve Traxler |
| 7. Addison McDougle | 15. Jacob Ramsey | 23. Nick Hardy |
| 8. Larry Favalora | 16. William Ray | |

Honorary Members: Randy Alford, Ken Naquin, Spencer Stapleton, Evan Roak, and Friday Ellis

ULM: Dr Clint Martin, Greg Smith, Adam Traweek, Marshal Hill, and Michael Davis

Lunch/ Welcome/ Call to order- Josh Kidd

Josh Kidd, Chairman, called the meeting to order at 8:04am, on September 26, 2025, with 23 members present at ULM SOCM Rm 100.

- All members went around and introduced themselves
- Josh introduced the new IAC members
- Reminded everyone about signing in as well as getting a parking sticker to put in their vehicle.
- Josh reminds the members to pay their dues

Moment with the Dean- Dr. Rodríguez

- Appointed as the new Dean of the College of Business position for almost 4 months now
- There has been an Increase of 3-4% for the University as whole
 - Roughly 8k students on campus
 - Graduate program enrollment up
 - Dual enrollment down
 - School of Construction Management enrollment up 37%
- Facilities have a budget to maintain basic keep up and upgrades for the SOCM



- Handle through the VP office
- This is funded through by the students who pay a maintenance fee each semester
- Michael Davis (ULM Facilities Director) will look into what funds are available for SOCM restrooms upgrades
- There is a new strategic plan for the college of business place
 - Created every 5 years
 - Focusing on more hands-on instruction
 - Funds allocated to Help students pay for internships (first month of rent/ flight)

Moment with the Director- Dr. Martin

- Increased enrollment – up by 37% from 154 – 196 students
 - Credits increase to faculty's grass roots efforts
 - Bayou Bash and Career Fair very successful
- The Meta project brining visibility to program
 - Dr. Martin does not have to tell students they will need to move off to find a well-paying job in construction
- Increase Visibility and Marketing
 - The students are building a Mardi Gars Float. Which will be displayed in local Krewe of Janus parade
- Student Engagement
 - Student held a 3–4-day resume workshop ahead of Fall Career Fair
 - Shannon Knighten will be highlighted in the Deans newsletter coming out in the next couple of weeks
- Accreditation
 - Currently in ACCE self-study year
 - A year to document progress. After all documentation is complete, there will be a third-party team coming in and reviewing all documentation next fall
- Introduction of special attendees/members
 - Todd Roberts (National AGC President)
 - Class of 1982
 - Owns a heavy civil company
 - Excited to be a part of the IAC and be back at ULM and involved with the IAC
 - Randy Alford
 - Rep for NELA AGC
 - Background in sales
 - Looks forward to serving his members from Alexandria to Monroe and everywhere in between
 - Got to meet justice McCallum and Speaker of the house Mike Johnson
 - Wants to get more involved in middle and high school to start building relationships early on with them to get them thinking about careers in Construction
 - Pursuing a grass root effort trying to bridge the workforce and education gap



- Happy to be here and happy to serve
- Faculty Spotlight
 - Attending professional development
 - Faculty members stepped up to fulfill workload with minimal faculty and resources
 - There are 7 courses being taught by adjuncts and or Grad students
 - New faculty requisition by dean
 - Need more qualified faculty members
- Support from the ULM Administration
 - Dr. Castille supports the SOCM program
 - The provost makes the decision for the program
 - We have a good relationship with provost
 - President told Jerry Brasher she was all “in” all we need to do is “knock on the door” to receive the help that is being offered
- Q&A with the Director
- David Dorch asked about a newsletter being sent out
 - Information being sent out via email through Wild Apricot
- DD: How do we get information to all Alumni who may not receive emails?
 - We will have to get creative and send utilize resources available to us to reach as many people as possible
- DD: Have we thought about hiring someone to reach out to high school students for advertising and marketing?
 - Dr. Martin has talked to a few people but was not impressed by their services offered
- DD: Has enrollment increased?
 - Yes, there was almost 40% increase in CM students. 7 recent transfers.
 - Andrew Barber: Have we reached out to Charles Berryman (LSU) to see where their enrollment is, and they are up as well.? Dr. Martin to reach out.
 - All CM programs across the country are up in enrollment
 - Participation at the Career Fair has been steady with 42 contractors at this year’s Career Fair
- Paul Turner: Where are marketing efforts focusing?
 - Dr. Martin focusing at local level 1st then regional, then national. Dr. Martin to look at high school football score boards
- Trends in higher education (Ken Naquin)
 - KN stated there is an attraction to get out of state students (They pay more in tuition = money grab)
 - Online students are taking over “(Money grab)”
 - LSU is about to build a state-of-the-art facility and that will attract more students. They have 1600 students currently
 - Other schools are taking advantage of online presence



- Dr. Martin asked if licensing money can be specific for students who are considered “in-state”? KN stated formula would have to be changed. Burden would fall on the university to prove in-state vs out of state. Don’t need to make it hard on licensing board to allocate dollars.
- Marketing for the Program
 - They have material for Mardi Gras float. However, still in need of a trailer
 - Larry has a contact for biggest bead distributor in Louisiana. He is supposed to provide that contact to Dr. Martin and faculty
 - Alumni and Industry committee will help get funding
 - Most students are from this area so we can have KNOE 8 news come in a broadcast any volunteering efforts
 - Chandler Conrad to provide contact for news station

Moment with ULM Facilities Director- Micheal Davis

- He updated on the final design and status of the new building
 - ~7500sf
 - Three main rooms (Flex room, tech lab, and instruction)
 - A lot of exposed elements in the building as learning tool
 - There will be a crane installed
 - (2) OH doors to allow materials entering the building
 - No issues with concrete pouring/ cleanup
 - There is a 1% art fee that must be allocated into the building.
 - In the final documentation review phase
 - Bid goes out 1st of Nov
 - Tentatively to break ground ~1/2026
 - ~12 month project
 - Funding is still the same as when it was approved
 - \$3.6 mill
 - Will have add alternate for additional 882sf of instruction space
 - Had to provide alternates in each package
 - The building will be roughly 7,500sqft.
- Michael stated that Dr. Martin and Adam Traweck have been very involved in the decision-making process of the design process for the new facility
- 15% of enrollment are out of state students
- Enrollment at ~8500 students
- Took a few of the students to tour Sugar Hall renovation. Will be displayed in the ULM magazine

Check Presentations/ Recap- Josh Kidd

- Review of the CETF check presentation
 - KN: Largest amount collected to date ~\$1.6M. Largest check to ULM SOCM ~\$263K. Total of \$5M over the years
- Chris Thompson with Diamond D
 - Presented a check for \$5k to the SOCM



- Larry Favalora
 - Presented a check of \$3k into the Potts fund from proceeds generated by the fishing tournament

Moment with the Provost- Dr. McEacharn

- Dr. McEacharn introduced as the new Provost
- President wanted her to fill provost because of her education and financial experience
- They will be working hand and hand. They will be seen everywhere together
- There has been some budget issues, and they had to make some tough decisions and let some people go due to budget cuts
- President sends out a weekly communication to faculty and students
 - Before the message is sent out its reviewed by both the VPs
- David D asked about advertising company to help market SOCM
 - There is a meeting every Friday to address everything from academics to Marketing. Which all run underneath Dr. McEachern's office. This is to help with recruiting efforts (social media, news, etc.)

Moment with the President- Dr Castille

- She is a native of South La
- Dr. Castille traveled in from South La due to her father's sudden passing
- Her father was a builder, so she is familiar with construction and knows its significance
- This university has "good bones"
 - People love talking about "my ULM".
- There was a \$6 mill budget deficit last year and a \$12mill deficit this year
 - She knew this was coming into the roll and accepted the challenge
- The SOCM program is a priority for her
 - "Three" (4) key factors are 1. Recruitment 2. Retention 3. Graduation 4. Replacing our students with jobs KPIs
- Had to let roughly 80 people go due to the budget cuts
- Went from five VPs to two
 - She likes a tight ship "lean and mean"
- She understands the longevity of the program. She stated that the Universities 100 Anniversary is in 2031, and this program will still be standing strong.
- Recalibrating the culture
 - We had a culture of spending
 - Changing the mindset ordinary and unordinary spending for each program
 - Does not foresee any changes in the CM program
- When you start evaluating programs it can become very bloody
- Three other priorities



- 1. Open communication.
- 2. Transparency
- 3. Be data driven for input (Stopping students and faculty to see what they are thinking about and keeping them up at night. Takes that info back to the 2 VPs to what/how they can improve)
- Ways we can enhance our program. Collaborating with other universities
 - Curriculum and technology
 - Meeting with Meta and strategically working with them
- \$12mil deficit came from spending too much
 - Using non-reoccurring funds on reoccurring items (Ex raises)
 - Dr. Castille going back to the “well” to ask for more money
 - Funds for Pharmacy
 - Budget cuts in Athletics
- Leasing space to LA workforce commission for \$3mill for 3 years with the potential to sell it. It appraised at \$35mill
 - Can’t cut our way into a balanced budget
- NIL separate from the university funds
- Discussed creating partnerships with Southeastern and LDCC for recruitment
- Jerry Brasher asked for help with faculty
 - Need to understand what our short term and long-term goals are
- We are exceeding expectation
 - Looking at receiving State and federal money
 - We are thriving despite with financial conversation from early

Financial Report- Nick Spillers

- Dues are due by Oct 1. Of each year
 - Direct deposit is available
- Please sign in the Sign in Sheet so we can get updated information
- Review bank balances
 - A new account has been created for the Golf Tournament
- If we come in over budget on the new practices lab Ken Naquin suggested putting a plan into place to borrow against the foundation licensing fee money. Ken has already had conversation with Dr. Castille. We would be able to borrow the money for interests free. If it comes down to that we will need to review and make sure we are still covered from previous commitments within the strategic plan.
- Golf tournament
 - How will this money be allocated?
 - Scholarships
 - Student Competition
 - Industry Conference
 - Student Activities



- Pricing a third-party tax firm
 - To help keep track of our financials as we grow as an organization
 - We are now in a different tax reporting bracket
 - Andrew gave Nick a contact for the Foundation auditor
 - Getting proposals from a few other companies
 -
- University looking at an Interior designer for faculty suite and restrooms
- Review Strategic plan
 - Copies are printed out on the table in the front.
 - Columns added to show where money has been moved
 - Reviewed account balances
 - Which account requires a vote to spend
 - La Contractors Fund and Contractors fund. It's in the Strategic plan for these funds are already accounted for
 - If funds are less than \$2,500 it can be spent without voting
 - The foundation committee hired Goldman Sachs and manages the endowment account
 - In line with S&P ~8-10% interest rate
 - Only money that can be used for bricks and mortar is the checking and licensing board account

Subcommittee Breakout

- Executive Committee- Room 133
- Alumni & Industry- Room 123
- Enhancement- Student Lounge
- Curriculum & Accreditation Room 126
- Strategic Planning- Room 116

Moment with Directors Assistant- Lillian Sims

- Review Wild Apricot
 - We went through the layout of the website and explained how to navigate to navigate.
 - Lillian provided members with their sign-in information
 - Username: Personal Email
 - Password: SOCMiac1234!
- Still confirming access levels for alumni once into the website to view other alumni contact info
- Lillian to breakout list for to show male vs female alumni

COMMITTEE REPORTS

Alumni & Industry – Chair Josh Tellifero

- Continue to seek potential partners to support student learning through scholarships and direct



student engagement (S2.7)

- Funds – ULM Golf Tournament
- Research and confirm best approach and application process to distribute funds to deserving students.
- Work with ULM's marketing team to create marketing items that increase the program's visibility (S4.1)
 - Research local advertisement options on billboards, high school jumbotrons and local restaurants
 - KNOE Relationship
 - Put together possible handouts for open houses / Tailgates
- Work with industry partners to help promote the SOCM (S4.5)
 - Goal: World of Concrete, AGC national conference and industry competitions.
 - Funding: Golf tournament funds from 2024
- Produce annual on-campus alumni reunion events by graduation decades (12.1)
 - Golf Tournament – Friday of Masters - Adam as the student advisor
 - Golf Tournament Sub-Committee
 - Golf Tournament Sub Committee Meeting – Invite all alumni relations committee members to the kickoff meeting
 - Clay Shoot – After the Spring Career Fair – Adam as the Advisor
 - Josh Tellifero & Addison McDougale to set up meeting with students to review plan.
 - Spring Career Fair – Thursday - *Tentative*
- Develop, maintain, and execute an IAC communication and social media strategy tailored to alumni and other stakeholders (12.2)
 - Goal: Ethan McDowell to partner with Lillian to create one brand for all accounts and remove old accounts.
- Produce annual regional SOCM alumni events (12.3)
 - Local Chapter Meet & Greet – Summer
 - Josh Tellifero (Dallas)
 - Matt / William – Nabholz (Arkansas)
 - Ty Barnhill (Monroe)
- Produce a SOCM 60th Anniversary event in 2026 (12.4)
 - Josh Tellifero / Larry Favalora
 - Sub-Committee kickoff meeting
 - JT to reach out to alumni and industry relations committee requesting possible award nominations for 60th
- How are we advertising IAC membership upon graduation? Put together invitation
 - William Ray to help facilitate this effort
 - Help put together invitation to the IAC that will be given to all graduates alongside QR code creation for account creation on wild apricot
- Motion



- Motion to allocate all funds from the Pelican Classic Golf Tournament to new Golf Tournament Bank Account. The funds will be distributed into the following categories
 - Scholarships
 - Student Competition
 - Industry Conference
 - Student Activities

Enhancement – Chair Chandler Conrad

- Software
 - Students gave provided their feedback on the following Software's
 - Procore- Is being incorporated into the curriculum. Would like a little more overview on how to navigate.
 - Bluebeam- Was introduced to the students. However, students would like a deep dive into how the software works as well as more exposure in the course that its being taught in
 - Scheduling- Students are currently using Microsoft projects. Students would like to use more industry standard software such as Oracle (P6). Jacob Ramsey has a contact with Oracle and will investigate getting an educational license for the School.
- Upgrade Computer lab Accessories
 - Students expressed the need to replace the keyboards in one of their computer labs. As the current ones are broken and not working properly.
 - Students expressed their concern for the need of new chairs for the computer lab. As the ones currently being are worn out.
 - There have already been (30) new chairs ordered for that computer lab. Still waiting on delivery date.
- Review of RFI's and Submittals
 - Students would like a deeper understanding, and more time spent learning RFI's and Submittals.
 - What is an RFI? How is it generated and the process from getting to the Design team for response and back to Trade partner to execute. Also, how do you track change and cost after response has been returned?
 - How do you review a Submittals? How do I compare drawings vs specs to ensure the Trade partner has submitted the correct information?
- MEP Courses
 - Need updated drawings. The ones currently been used are all from previous administration books.
- Safety Course
 - Students feel there is a lot of information being taught and reviewed in the current Safety class. However, they do not get any certification for taking class. IAC to help faculty see



what it will take to get the OSHA 30 class back in place. If not OSHA 30 OSHA 10. This way students will have some type of safety credentials when they graduate.

- Estimating Course
 - Students would like a different set of plans to review. The current drawings are from a residential project
 - IAC to help get the students a new set of drawings to review.
 - We discussed utilizing the drawings for the new practices lab as well as some of the other projects currently going on around campus
- More Involvement and Engagement from IAC
 - Students would like to get more engagement from the IAC. They are grateful for the pancake drive that Jeff Davis with Diamond B provides each year. However, would like more activities like that throughout the year.
 - IAC to produce a hand full of activities to stay engaged with the students throughout the year. Attending their monthly meetings and even speaking at the meetings could be one way.

Curriculum & Accreditation – Chair John Franklin

- Discuss adding new courses to the curriculum to keep up with industry standards.
 - How can we incorporate AI into the curriculum to keep our students up to speed to industry standards?

Strategic Planning – Chair Larry Favalora

- As of 09/23/2025 LA Contractors Fund had balance of \$1,051,268
- Reallocate surplus funds from fiscal year 2024
 - Total allocation from 2025- 2026 \$433,500 increased to \$635,166 (~\$201,000 surplus from 2024-2025)
- Allocations for 26-27 budget are \$ 266,000, 27-28 budget are \$ 277,500, and 28-29 budget are \$240,000. These three years allocations total \$ 783,500. This will amount to a shortfall of \$ 367,398. This shortfall will have to come from future licensing board funding which has averaged around \$ 260,000 over the past two years.
- Ken Naquin has warned in the general meeting that LSU has an aggressive goal to expand their program. The licensing board formula is paid out based on the number of graduates each program produces. It is imperative that ULM increase their efforts on recruitment, retention, and graduates.
 - Adjustments requested by faculty
 - Refresh Facilities (S1.3)
 - Revise from \$25k to \$15k (Deduction of \$10K)
 - Relocate temporary practices lab (S1.3.1)– completed and will be invoiced 2025-2026
 - Add \$40k
 - Update Faculty Suite (S1.3.3)
 - Revise from \$200k to \$175k (deduct \$25k)
 - Remodel Existing Restrooms (S1.3-4)
 - Add \$70k



- Create Marketing (\$2.3)
 - Revise from \$10k to \$20k (Add of \$10k)
- New line item: Continuation of marketing – (\$2.9)
 - Build a Mardi Gras Float. Students will use this as a learning tool, as they will be constructing the float in the Practices lab.
 - Float will be used as marketing tool to help promote the SOCM
 - Add \$50k to this line item
- New line item :Reaccreditation for Self-Study (\$4.8)
 - Fee to hire a third-party consultant
 - Add \$10k to this line item
- The (7) adjustments above total the surplus from fiscal year 2024.
- Note: Temporary Outdoor Space relocation was allocated in 2024-2025 (\$1.3.1)
 - Allocation for 2024-2025 was \$100,000, but actual spent was \$40,000. Resulting in a surplus of \$60k.
- Chairman Favalora suggested that once a Prime contractor is awarded the contract on the new lab building pricing be obtained by the University with them to remodel the men's and women's toilet rooms in the existing building and faculty suite to see if we can get the most cost-effective pricing to get these projects done during the summer break in 2026.
- Note: Key performance metric goal was to have an enrollment of 160 students. As of Fall 2025, we have exceeded the 2028 goal to date with a current enrollment of 196 students. As of Fall 2025, there were 37 graduates for the academic year ending summer 2025 which exceed the 2028 goal of 33 graduates.
- Current new student breakdown = 64 freshman, 12 transfers, 1 transfer readmit, 1 readmit.
- Revision of student goals and graduate goals need to be reviewed at the spring meeting 2026.
- Motion
 - Motion made by Larry Favalora to make the adjustments to the funds allocated in the Strategic plan as listed above. The motion was seconded by membership. No opposition.

Executive Committee – Chair Josh Kidd

- Accreditation (Self Study)
 - Once the faculty has completed their self-study. Dr. Martin wants to hire a third-party consultant to review their self-study prior to submitting.
 - Once consultant has reviewed, study will be submitted Spring 2026
 - Dr. Martin to provide executive committee quote for the consultant
 - Marshall Hill and Adam Traweck to visit other universities to see how they are doing their self-study
 - Need to confirm funds for travel and reallocate as needed
 - Money already allocated in account 92220 (Total of \$14K)
 - A total of \$5,400 has already been spent from another account
 - There will be \$8,500 left over from account 92220 to allocate towards travel
- Professional Development
 - Strategic Plan line item S3.2



- Need to confirm how we can pay the faculty more despite new rules and regulations by the University of paying faculty members more than their contracted salary amount.
- Dr. Martin to submit a plan to Andrew Barber stating the rules for paying more than the contract salary.
- Marketing
 - The Mardi Gras float may be more expensive than was previously accounted for
- Motion
 - Motion to allocate \$10k to hire outside consultant to review the self-study for accreditation (S1.7)
 - Motion to allocate \$55k to purchase new computers for a computer lab. This will be to provide updated software for existing computer lab to meet University standards computers as well as (S2.6.2)

MOTIONS BY COMMITTEE

Executive Committee – Chair Josh Kidd

- Motion
 - Motion to allocate \$10k to hire outside consultant to review the self-study for accreditation (S1.7)
 - Motion to allocate \$55k to purchase new computers for a computer lab. This will be to provide updated software for existing computer lab to meet University standards computers as well as (s2.6.2)

Alumni and Industry- Chair Josh Telfero

- Motion
 - Motion to allocate all funds from the Pelican Classic Golf Tournament to new Golf Tournament Bank Account. The funds will be distributed into the following categories
 - Scholarships
 - Student Competitions
 - Conference
 - Student Activities

Strategic Planning- Chair Larry Favalora

- Motion
 - Motion made by Larry Favalora to make the adjustments to the funds allocated in the Strategic plan as listed above. The motion was seconded by membership. No opposition.

No further motions.

New Business - Upcoming Events & Other Business:

- Student Clay shoot



- Date TBD. Will be coordinated with Golf Tournament team
- ULM SOCM Pelican Classic Golf Tournament
 - 4/10/2026
- IAC Thurman Potts Fishing Tournament, Barataria, LA, Sponsorships available. Contact Larry Favalora 504-444-3403 or lfavalora@favcondesignbuild.com
 - 5/29/2026-5/31/2026
- Spring IAC meeting
 - Will be held 3/19/2026- 3/20/2026
- The CMSA student request
 - Would like to invite all IAC members to attend their monthly meeting to help build and strengthen the relationship between students and alumni
 - Future Events
 - Homecoming tailgate
 - (3) more additional football tailgates
 - Watch party in Room 100. Date TBD
 - Bowling event to build comradery. Students looking for sponsors
- There will be a separate description added to the Potts fund to allow for additional donations

Special thanks to Lillian Sims for setting up and coordinating the event

Meeting adjourned at 2:00pm 9/26/2025

Respectfully submitted:

Josh Kidd, IAC President

Signed,

Dr. Clint Martin, Director