

>> Good morning and welcome to day two of our winter -- fall meeting. We are going to have a formal board meeting after lunch and we are going to open this morning, and so . Thank you madam chair. Yesterday we had extended conversation about the fine arts expansion project. And its budget and how to get there from here. And so I think we will benefit locally today from that extended discussion yesterday with fairly brief discussion I think we got our brains wrapped around it. Again, from work if you have updated your diligent portal it's page 1908 of 509. So take note if you want toll along, it is going to require you to [Inaudible]

>> Thank you, Mr. Chairman, following our discussions yesterday, action item addresses the direction [Inaudible] to the college of fine arts expansion project budget. So the recommendation from administration will be to increase our fine arts expansion project scope, total project budget not to exceed \$50 million. It will include essentially the \$45 million a presentation we saw yesterday which would discuss 4 to \$6 million. Inclusion the project budget is recommended to you at \$50 million. Fund sources to support that will include allocations of proceeds to one stop shop. Investment earnings and donations. Further recommend as we do, give the authority to sign associated purchase or, with contracts, in association with this board delegating.

>> Are there any questions.

>> I think we questioned it to death.

>> I think we're good.

>> All right. Any other questions from members of the board? We'll offer that motion of this afternoon. Madam chair, 9 other item yesterday one policy assigned to this committee [Inaudible] I believe that exhausts our agenda. I would refer discussion update from Danny in our board vote which we didn't review, is in our books for regents to are view [Inaudible] to offer anything else?

>> Nothing significant, chairman. Yesterday in the initial [Inaudible] did want to point out that we provide the gmp basketball practice failsity our next step in that project will be to issue notice to proceed kdw quickly.

>> And that was information that we --

>> Action if necessary.

>> Madam chair, that includes our committee meeting.

>> Thank you. We will now move on to finance and audit and Tom if you would like --

>>> We'll call the meeting order for the finance and audit committee. Coleman is here, regent bosun is here. We'll go to the first item on

our list, item 10 to be considered regarding receipt of audit services and you may want to go to item 11 which is regarding the annual audit report. Audit chargers. We'll have Gina make her report.

>> Thank you, Richard mace on.

>> We are excited to start with the audit reports. Straight to the first one is our follow-up audit, we do this at least on an annual basis as required by audit standard, audit plan that I presented in July we would start doing it more often during the year. We list out the 43 audits and projects that have outstanding management [Inaudible] tumbling back to 2014 through the audit that we presented at the July board of regents meeting. If you turn to page 2 you can see that out of those we excluded some of those for follow-up because we have audit that we have to do on a regular basis, we follow-up, information security management. Contract management audit. And then any it [Inaudible] e certain findings we are going to follow-up SEply. Any management action plans that weren't due by August 31st so date into next year. We like to show how many are related to each responsible administrator, as you would expect Dr. Bullard has the most departments across campus, he has the most on the follow-up list, for the provost we're 25 [Inaudible] university of affairs 14.5 some share implementation. Cio 2.5 and athletic director has one. Audit objective was to gain insurance as of August 31st regardless of what the implementation date was last year, as of August 31st if it had been implemented and if you go to page 4 of the audit report, if you flip over it show that we did find that 22% were verified, 82% implemented for overall 74% implementation rate. The other 26 are in process but the responsible administrator needed to extend the date. Some of those are due to changes in management of the department or changes in circumstances, whatever it needed to be. And that carries to last January of 19 we had an 82% rate. February of 2018, 76%. So we're still in the range of what it's been over the last few years. And out of those that have revised target implementation date most of them out of the 58 will be implemented by April 30th of 2020. You can go through the status, you all heard all those audits throughout the year. Any that you want to ask about, there are some -- we have to track audit recommendations or findings from the state auditors or other entities in a exercise oversight over the university. You will see where some favors all, they went through the fact process for the audit, we didn't follow-up if they were included in that process. With that, we can move to the veterans service department on audit. So many of our audit that we just completed were in the university affairs division. The coordinator since October 2013. But he has left since the audit. So he is in there --

>> Not because of --

>> Let's point that out. The veterans office they are over just prorating efforts and serve as a hub for veterans that are students on campus. [Inaudible] small budget 68,000, small property inventory of 23300. Faculty and staff of 1. At the time of the audit they were supported by other university affairs departments. And we find they generally conformed they had opportunities for improvement and document

and policies procedures. Key cards and tram. Dr. Westbrook gave a future implementation date of March 31 for that person to be hired and coming in and doing some updates to the policies and procedure. Then, I will keep going, counseling services departmental audit in the same division. The director since November 2011, they have \$900,000 budget. 11 faculty and staff and they are over the counseling for the students, they generally conformed but had opportunities related to documented policies and procedure. Procurement cards, information technology system, their travel and training. And some of those have already been implemented as you see from the audit report. And then moving forward to disability services, again another department within university of bayers, Tiffany rivers is director of that department when she started in July of 2012, you can about etid expenditures of \$500,000, \$20,000 property inventory, 14 faculty and staff, 75 large number of student worker that help with assisting students in that area. We also found they generally conform but had opportunities for training [Inaudible] and travel and both of those have already been implemented as you see in the audit report. The next one is the title 9 departmental audit. At the time of the audit Dr. Michael walker was over the office he has since moved into a faculty position. When we audited he was exercising oversight. The budget expenditures of 325,000 property inventory \$6000. And student workers of 2. And we did find they also generally conform but have opportunities for improving policies and procedures for Huron cards travel and training. Those are our departmental audits for the quarter. And I know Dr. Westbrook may have some brief organization going on in that area, there will be some different department heads. And oversight. As far as other projects, we also did a cash count of all locations on campus. And from the period the end of May until June, and we are glad to report that the cash was as we found it. But we did notice opportunities for improvement in some of those areas. Under our update on the audit plan, the last thing that happened there. A review of athletics and the football audit showed opportunities for improvement but we were able to confirm nca compliance in those areas. Then we have several I mentioned oversight agencies, we have several audits going on from other oversight agencies. The state auditors are doing benefit proportionality audit for 2018, expected to release that report either late November, early December, board of regents receive those from state auditor, coordinating board finished the audit that they came on campus for right after the board of regents meeting in July. And results of the audit said that sfa complied with the relevant coordinating board rules and regulations for enrollment data used for formula funding in compliance with Texas education coat and no reportable findings so that was a good audit by the coordinating board. Comptroller's office, doing audits at the same time that they are. The comptroller's audit is doing a review and anticipate that being ready December/January in that time frame. Then we have several projects with our external audit firms, we have Myers and staffer doing an andal tissue wounds of benefit processes and control that we expect them to report on in January to board of regents in that meeting. We have entered into agreement for closeout of the federal program, agreed upon procedures review about the firm [Inaudible] with Houston and they will be doing our stacks review of our financial statements and these will all occur hopefully before the January 4 meeting as well as our ncaa financial statement compliance

review with charter school findings and review, by golf and Harrington, additional Myers and staffer have to file. I expect all the external audits reported on at the injure 4 meeting. In our office we are also working on our medical billing audit, payroll audit and we have two departmental audits open with military science and -- communication and legal services. So that -- legal studies. Thank you. So that's the update on the audit plan under -- if anybody has any questions? If not I will go to agenda 11.

>> Would like to make one comment. Great job, really, I know how hard what the resources that you have, I think your audit department and plan -- with the amount of work that you guys do. I just wanted to give you little public kudos for that.

>> I appreciate it. Thank you.

>> That was it, thank you.

>> Okay so move to the next item approval of our annual audit report and audit charter as Harvey discussed. The Texas person internal annual audit report and this morning to see this is my 14th or 15th one to in the audit report we include the audit charter, overall in the annual audit report we report on our progress and effectiveness over the last fiscal year. So it outlines every audit that we presented to the board of regents last year, we did a summary form. I am not going into those, there were 23 audit that we completed. 5 audits in progress. Our other special products and investigations and committee service, those kind of things we assist with. We also received our quality assurance review report that I presented in answer, internal assessment audit and external assessment of our report to see if we were in complain, yes we are also audit from text audit act and Baylor university director of audit and did that assessment and received it at the end of the August, it did show we are in compliance with relevant auditing standards for generally accepted government auditing standards for Texas, Texas annual audit standards. So that will be good for three years and then every three years we have to have a new assessment done. And the last thing is --

>> If I can interrupt. It's really impressive when an outsider comes into our community and assesses how well we assess ourselves. And in this case.

>> It says it's good.

>> We expect that, but, so again, thank you very much, Gina, for the conciseness, that your group does, it has been recognized by our peers outside the university.

>> And the last thing included in the audit report among the many other things is just our internal audit charter which is the authority from the board of regents to do the audit that we do because you are aware our mission is to assist the board of reg weren'ts, president and management with the efficient and effective discharge of their duties across campus by operating operations and assessing them. And in the

audit charter it does say that we have unrestricted access to any university information personnel, anything we need to finish an auditor conduct an investigation. And that ffa should make every effort to assist that. And I appreciate there is not one person -- I mean they say they don't want to be audited.

>> But they really do.

>> But, I do appreciate the cooperation that we get from everyone to try to get in and out as quickly and efficiently as we can. So that is my audit report.

>> If not approval of the audit items. Thank you very much. We'll go to agenda item number. [Inaudible]

>> Thank you Mr. Chairman. Item addresses are still building budget. I think as we talked before, we are required and should do so bring do you budget approaches on construction projects. So initially we established a budget of a funding source utilized for particular project. In this case, [Inaudible] bonds project, we initially had 4 to 6 -- allocated to this project and proceeds and had a budget established at that level. Subsequently we came to you and asked you to recognize investment earnings in the amount of \$850,000. To increase the budget as we discussed and difficult conversation on building and ground we used those to do alternates in the project that allowed us to enhance the surrounding port and still [Inaudible] so at this point in time our investments have totaled \$904,167 and it's totaling \$920,000. So what I am asking to you do is to increase the budget by an additional \$78,000 [Inaudible] we will spend to the level ofment earns so county with continue to close out the process. Anticipate if things work as it should coming back to you in January for a formal closeout. So we'll talk about where we ended up in totally, talk about the punch list assessment, so, just want the recommendation is to increase the still building -- still project budget to \$47,320,000.

>> Any questions on this item? Recommending that we approach that increasing budget as requested.

>> Let's move to agenda item number 13 which has already been discussed to the building and grounds committee. Any other comments to make here?

>> [Inaudible] to actually approve -- to \$50 million. Commensurate with the recommendation building and grounds recommendation to commence increased follow-ups extension project budget \$50 million.

>> We'll be recommending that for approval during our committee meeting, board meeting.

>>> Move to agenda item 14 approve agenda course fees. [Inaudible]

>> The course fees are itemize 0ed on page 263 of 509. We're asking for changes as you can see any any are deletions are provided presidential approvals league course fees, we bring these back to confront approval. Modifications are necessary because they are modifying their

curriculum and discovering the cost of some of these programs that will help get the costs in line, fees and wanting -- and in the college of fine arts music courses once added as new courses in the fall, but when the program director submitted them online, he thought course approval, he thought that was adequate to approve the fees. That is not the case, so we're bringing these to you for approval.

>> We will be recommending approval to changes of course fees as requested by Dr. [Inaudible] any questions? Comments? We'll move to item number 15. Amendment to the earmark contract [Inaudible]

>> Yes, we spent a significant amount of time yesterday talking about student experience and thing that matter for student retention and success. Of of course our dining program is part of that because we have all of our residential students are mart of that and have a large number of voluntary meal plans that are purchased every year. So we talked a lot about our new dining hall. And what we would be doing with that. But we do have another dining hall in the student center renovated, had a major renovation last in 2007/08, it is time. The issue became how to fund that because that was part of our discussion yesterday on all of our projects. So we worked with our dining services provider air mark to increase their financial commitment as part of their agreement about \$4 million to do a major renovation of the student center dining hall. The plan would be to close that dining hall sometime in April. And have it available to our students at the beginning of the fall semester. So this will be a major recall of that. A little bit in advance of the new dining hall opening to replace east college cafeteria. You may remember that our agreement with aaronmark the term ends in August of 2021. So, within about a year we'll becoming to you to put that back out on the market forbid so you may ask how is this going to work on a \$4 million change to their financial commitment. In the business, it may be in your business, too, it's called a contract overhang, it's common in the way food service programs work on college campuses. So basically what we are asking is approval of an amendment to the Aaron mark contract where they will increase financial commitment by \$4 million. We basically agree that if we do not reselect them to be our provider at the time we make a new selection, then we will assume light for what has not yet been amortized out of that. What happens at that point who ever you do select then assumes that and it becomes part of that agreement. So, that's the way this process works. We have two overhangs in place right now. You might remember those of you who have been on the board I can't, we renovated Starbucks, Chick-fil-A and asking authority to amend the contract to fund this renovation of the student center dining hall. The agreement is included there and it basically just amends our current contract to increase their financial commitment by \$44 million. Am or at thissization period is 10 years, we have two years left. If we were to reselect them they would roll that into our next agreement. Whoever we selected would bite that off relevant to their approval. So I will answer any questions you might have.

>> So am amortization.

>> 0% loan.

>> 0% loan.

>> Do you make those?

>> No, we do not.

>> I asked Judy and she wouldn't respond.

>> Different ways of discounting.

>> Yes.

>> I do -- I do have one question. Does this kind of arrangement intimidate -- do you expect that potential aal bidders on this contract would be intimidated by this contract overhang, inside track kind of status that ar.

>> Bidders would be surprised if there weren't overhangs -- this is very very common. Very common.

>> What is the -- the original contract was --

>> So we would be renewing at probably a 15 year?

>> Well, that's -- things change.

>> What's normal?

>> Would say -- I'm not sure there is a normal anymore. What we looked out -- because as we prepare we looked out what has recently been done. See, I would say 10 is fairly normal. We see fives with an option for a 5. Texas state just did a 5 plus a 5 plus a 1-1. Everything is --

>> Micromanaging there?

>> Yeah, a little odd. So, I don't -- I hate to say there is a normal anymore. Would think -- our thinking right now is we would likely look at a 10. That allows some capital -- because we'll ask for more capital going forward. There are other things we are going to need to fund going forward. We have to provide our partner time to amortize out. 5 plus a 5 might work. We need to -- we'll protect ourselves in that as best we can. One of the thing that we are doing now, Kay is working with us now, what we are going to engage with a consultant to help us prepare our rfp, evaluate our responses and also make sure that as we develop our enough contract that we don't leave anything on the table because we're dealing with people that do this all the time, we haven't done it in 15 years, we warrant to make sure we don't get -- I am not going to say taken advantage of, you have different party in contract negotiation.

>> That is why I ask, I understand that the food services organization also needs to have some kind of, you know, longevity in order to invest what they are going to invest. But r and p process on our behalf

is pretty in-depth, too, it take has lot of time and money and so that's why I asked how long.

>> Well, we will --

>> And we've not had a lot of problems over the last 15 years. They've been very responsive to us. We had some discussion about -- well, we had them -- the history with them, there was a 5, a 5, a 5 and then a 15. And the reason we went 15 we needed capital because we were changing our dining program by adding [Inaudible] which we never had before. And we needed capital to do that, they needed term to amortize that out. One of the things that we learned that process, 15 is a long time, it's hard to sort of pinpoint what you need in the out years of that, the capital. That is why we have overhangs coming along. We couldn't foresee 15 years not future, I don't even know -- I guess Starbucks was a thing. 15 years into the future what the next thing is going to be. So, but we've been please weekend their service for us. But, we let them know that we are going back out and test the market.

>> Any other questions?

>> Let me just say even before the end of this term we are going to becoming to you with additional fees, because otherwise we have to wait three years until we get a new fusion of capital to do some things that need to be done now. So, we are just going to work through these and make sure that we're doing the right things. But, even whoever our new partner is that -- potentially aarmark our provider, there are things we need to do for students meeting what their desires are. This may not be the last one that you see before August of 2021.

>> Thank you Dr. Westbrook. Any oater questions? If not we'll be recommending approval of that contract and give present authority to sign as discussed. Let's go to item number 16. Some grant awards and Dr. --

>> Thank you, Mr. Chairman. Since our last meeting in July, we had awards phys value year 19 have increased \$343,792. For fiscal 20 awards grant awards have increased \$5,394,092.

>> Thank you very much. Any questions on grant we will be recommending approval of that item as [Inaudible]. Let's go to item number 17. Approval of financial affairs policy revisions involves food purchase item number 17 of 6. I will ask you to comment first.

>> Mr. Chairman I will comment on that. This is clarification with regard to our arrow mark providing food service on campus. We just asked, this just clarifies use of other food sources on campus for various activities for example, for groups for their own consumption, vending machines, concessions in facilities, et cetera, this is a clarification of one in which specified [Inaudible]

>> We are not taking exception to our food truck, are they?

>> I hope not. I hope not.

>> Any questions on this aisle --

>> That point, do we need to address that [Inaudible] or is that part of the Aaronmark they've been support of that, that is part of -- they've been support of that. And have not been --

>> Thanks for that clarification. We will be recommending approval of that policy provision. We skip to new agenda item annually revised text item number 19 temporary suspension of general council review of contracts in -- let's see, is that one David you would like to comment on?

>> Yes, I'm sure the people sitting around the table and in the room can a test. The contract review has reached the point to where looking at you need to increase staff to meet the workload or reduce the workload, given the budget situation as it is, wanting to recommend that what we do is a temporary suspension of the board rules and policy as it retains to the required amount of review. This action here, give me the authority to issue procedures I still want to come through my office and which ones to bypass. I have the term January 1 to July 21st. Will give us 6 months to analyze to see if this plan worked. And then give me a few weeks to put together any other changes that need to be done if we need to make it permanent or go in a different direction. It's temporary. It's an attempt to see what happens.

>> All right. Any discussion on this item? I think as we have discussed this is consistent with what other universities do terms of limiting the scope and eliminating the very small dollar items, routine sort of items that would take up time in the general canteen ill's office. We'll be recommending approval for that change [Inaudible] and we have now report on contract monitoring.

>> Thank you, Mr. Chairman. Mr. Chairman this next item is requirement of Texas government code. And it requires us to report to you [Inaudible] contract levels and fresh hold. We have contract updates related to three vendors. Richards [Inaudible] the total estimated aggregate amount for that particular firm \$7,097,453.84s. So that's the first item. Second is with populous, ark picture firm selected to design the basketball practice facility. Total \$112,420. Total estimated aggregate amount [Inaudible] and third and final is contract with Dalton, Wilson, that particular contract currently [Inaudible] contract period February of 19 through February of 23. That comply with our reporting of requirement of Texas code.

>> There is no board action required.

>> No, sir.

>> As a result of that report? So I believe that concludes the finance committee report. Madam chairman.

>> Okay, great, thank you. Next we will move into -- sorry. The academic of student affairs committee. Other first report --

>> We decided we would sign rights and take interest. He has done -- so we have another one. And I'm recommending we do the same thing in this situation. [Inaudible] and faculty member agrees. He needs to file that within the next couple days. So, I recommend we go ahead and approach this so we can get it filed.

>> This is the same -- that we have typically?

>> Yes. It will be in a cord apse with our it policy.

>> Next would be a U.S. army rotc agreement. And fellowship. Dr. Bull hard.

>> Madam chair is an agreement that we have with the U.S. government regarding our rotc program. A 9, 15 a that general council has reviewed that it's a renewal of that general agreement for them to be on campus. 9, 18 b is an amendment to that which covers certain specific things and what would be appovalled for example, it ensures parking and ensures their access to the swimming facility for training and ensures a new stipulation which is a scholarship, basically a rate waiver that will allow them to recruit more cadets. We recommend approval of that [Inaudible]

>> That particular scholarship, at 21 -- fiscal 21 rates, it \$266 expect initially up to 16 scholarships to fiscal 221. Fiscal year would be \$69,000 plus. We expect up to 230 come arrest ships at one time. The value of that 329 [Inaudible] access capacity Andrea so this is an opportunity to strengthen award scholarship or award scholarships for unused [Inaudible]

>> You know, let me ask Dr. West Brock on that. We do those kind of things, we have access to [Inaudible] but on something like that, is the goal to try to get everybody in the same area? No?

>> We have this discussion a lot on the use of unused rooms for scholarships. Because typically where the bulk of our space is, there is a bulk of space there because it's the last place students decided to live. To use it as an incentive -- and so what we've done is we've taken the base line amount. The lowest price hall is how we valued those. So if a student does want free housing, they can have it if they would like to live in a knewer facility then they can apply that same amount and discover the difference. So it does provide for no cost housing, if they would like to have that. If they would like to supplement their scholarship some to cover the cost of living in one of the facilities.

>> Does that apply across the board to athletic as soon as just a general question-prompted it it for all of those type of scholarships. We don't necessarily clump groups --

>> Generally speaking we don't clump groups.

>> We don't say here is where you are going to. There is an application of a certain dollar amount, you apply that however you want to to the inventory available to you. I can't even think of a group right now that we require to live anywhere, it's just a particular dollar amount that if free house something what is most important and you need that, it's available. But if you want to live in a hall that has a higher price tag, then you -- you know, you can buy up the difference.

>> Okay. I think one of the big points today that has added this particular scholarship is a lot of the cadets they qualify for federal tuition -- so it really helps us recruiting certain cadets to be able to come to campus I think this is a really strong supportive move for rotc [Inaudible]

>> Rot Dr. Is there a limit? We can candle x or is it like hey, all of a sudden we get 400 -- I mean, is there --

>> Good question. Major I don't know if he is here or not. We've talked about this and he feels like these numbers are relevant, appropriate for us at this point. Did he share with me there is a lot of closure that is taking place nationally with rotc battalions. There is a lot of competition.

>> Specific goal [Inaudible] I think it's 15, we've been below that goal. [Inaudible] so this is an effort to incentivize.

>> We have a tremendous influence, we have to revisit.

>> No, I understand. I guess that was my question, all of a sudden we have -- now we're doing it, was there an underlying reason, obviously it's just a recruit thing.

>> Okay. I think I'm correct, is it the last time this was signed the president [Inaudible]

>> Wow.

>> It's been --

>> That's true.

>> Okay.

>> Just now getting around to it.

>> You've been busy.

>> Any more questions on that topic?

>> Nope.

>> Okay. Next we are going to move on to approval of academic and student affair policies and revisions. Anyone like to point out something in particular?

>> Madam chair would point out we are on a 3-year review cycle. Many are standard, some of them minor clarification changes in learning, a few are not changed at all. They are reviewed, and I did want to just highlight a couple because there are some that are not just standard renewals. For example, academic appointments and titles on page 295. Did you notice that last sentence under the specific ration ail says added new title Jasmine Monroe

tight expectations, a moved by the student council, we created career latter for nontenured track faculty so they so they can achieve promotion. It's a way to retain high quality people.

>> [Inaudible] we -- ranked previously?

>> Yes.

>> And then we look on -- page 3 of 7, academic promotion. You will see the same thing, because [Inaudible] rankings, it's important to structure that for all full time faculty be. You can see parentheses on page 307 tenured and nontenured tracks. It's important to update that policy. [Inaudible] an area of assessment. And then on page 314, academic unit and appointments. The reason for that was in response to audit finding. We are really just cleaning up some of our operations so that they are consistent with good practice. [Inaudible] you see it's being completed, added to [Inaudible] on page 316 added to administration of academic units, policy [Inaudible] those are the only ones I would like to highlight. There are other policies that cover other positions [Inaudible]

>> Thank you.

>> I mean I just have a couple.

>> Anything you want to --

>> I will just address discipline discharge policy 11.4 headed to specifically prohibit duly interfering with activities on campus [Inaudible] language was included as legislative updates under a timely matter management. Clarification, revisions [Inaudible]

>> Thank you.

>> On behalf of the president [Inaudible] highlight this two days ago. Forgot to ask me about it. New language there is should the president be temporarily unable to perform his or her duties, contained [Inaudible]

>> I wonder if we need temporarily there and strike temporarily?

>> We could. I was [Inaudible] sometimes we have this issue and we've been plucking it and fixing it over the past year or two, for some reason we have a policy that says the exact same thing. I have been trying to restrict that policy and keeping to the board rules.

>> Unfortunate circumstance of a -- is death of president, for example. That wouldn't -- that wouldn't be obviously unable to perform duties. But it would be temporary.

>> You would be naming an interim. I think that's the best --

>> Right.

>> In that case we're getting -- and then on page 366, gifts, we're explicit making that library nonmonetary gift somewhere was before it included monetary donations. So tell me why we're doing that. I mean, stricken out monetary donations, --

>> Monetary dough nations [Inaudible]

>> Okay. It is that -- if that is included in another policy, covering that, --

>> [Inaudible]

>> I think we've got some cases where nonmonetary use had not been appraised and maybe we discovered some of that to be consistent not just in the library but in the --

>> It's easy to appraise monetary gifts.

>> You are always right.

>> Anything you would like to highlight, anything? Okay and Dr. Westbrook any --

>> I will answer any questions but I don't have anything to highlight.

>> Okay. Now we're ready --

>>> Hour and 10 minutes ahead.

>> Okay. We are going to take about a 10 minute break.

>>> Our first report is coming to Dr. Bull hard.

>> Madam chair, this is a report yesterday briefly we mentioned how we have to adapt, we have to evolve to meet the needs of our students on our society. I think we have one college leader setting a great example, she has been involved in a very significant reorganizing programs I'm asking to come forward and summarize what she is recommending for change, but we're reporting so you will be aware these changes and bringing -- but it's -- yesterday when I made a comment, we have to take serious the college level. We are not shying away from that either. But I just wanted to give Dr. Abbott a good chance to summarize, it's been due to her leadership that this has come about. Five academic programs merging them into four.

>> Thank you. Thank you. This is a nice opportunity to address the board so thank you very much for this opportunity and this is just for information, and so I would everybody courage there to be questions, because we have extra time, this is so important to me. And eager to answer questions. So the Perkins college of education is the largest college on campus. And generally of the six colleges. And it's not surprising because the university began as a normal school and in 1923 with focus on the preparation of educators for public schools. And so over the years, as we move from a state college to a university, the programs that were related to strongly related to education preparation stay contained within an -- within the academic unit, and of course tremendous growth over the last 30 years, 40 years 5:00 years since we've become a university. So, can you think of the college of education you think of educator preparation. But right now in our college only 50% of the programs, the degree, 50% of the degrees in the college of education, it's really not true, less than 50%, he related to education preparation. The other 50 plus percent are related to professional preparations. We think of ourselves as a professional college. And so right now we have -- and since in the 70s when we became a college, there have been five academic units. So we have a department of elementary education in which has the focus has been on the preparation of teachers at the undergraduate level and then advanced debris for those teaches. We have a department of secondary Ed in leadership which has been focused on no undergraduate -- educator preparation at the secondary level. Because all of the degrees for secondary educator preparation are in the content areas and we provide the minor, the sequence for a mine or some degrees, it's a difference -- for educator preparation, so we partner with every collegement and leadership is preparation of principles superintendent and then the advanced degree in that. Then those are our two primary I had Cate I don't remember preparation academic units, then a department of human services which is primarily -- there are undergraduate degrees there but advanced licensing degrees. Licensing is not certifications from pea, most of the degrees are advanced licensing. Like speech language pathology, like professional counseling, like rehab studies counseling. Like school psychology. So, licensing. The department of kinesiology and health science has a very small educator preparation section in kinesiology but far more than three quarters of their majors are in professional areas and fewer than 25% of them comes into educator preparation. But they have advanced programs that we talked about yesterday. Kinesiology, and then at the graduate level they have a masters in kinesiology and athletic training. Then the school of human sciences. And you know, that's the hospitality administration, interior design, fashion, merchandising, child development, family development, and human studies. Consumer sciences. Construction management. So you think holy smokes, what are all of those doing in the college of education? In the old in days, of course, that was correct. So, you know, the field's been changing, you know that enrollment in educator preparation programs hand been reducing across the nation, certainly in the state of Texas and all of that institutions. We're seeing a little bit of creep down in our elementary Ed enrollment and to some degree across the other colleges and a number of secondary Ed Stewart Cates. It's feeling a little bit of that. But we're also feeling decreases in our professional preparation

program. And so what we've been talking about for over six years, one is changing the name of our college so that it's more inclusive of who we are. We may be coming to you with that. And so, again, when you think of the college of education you think of educator preparation. When I think of the college of education I think allied health services and human ecology because those are the three buckets that we can put our -- if we get a degree sort we can put our degrees into. So there is that issue going on. But with the changes in educator preparation in particular, the need to rethink the way that we're doing educator preparation in the way we are organized around educator preparation and given that as well as some other issues that arose and created little bit of possibility for some changes, we've had some leadership changes, some retirement, some leadership that haven't been fruitful for us and secondary Ed and Ed leadership. The leadership team determined that we could -- what if we reorganized? Like leadership council. What if we took our courses, especially around educator preparation and resorted those? And thought of a way of how do we meet all the Texas education agency mandates and requirements as well as our significant accreditation requirements, what if we did it differently? And so what -- we did was take three academic units, elementary Ed, secondary Ed and human leadership and human services because they had majority of the educator preparation degrees in them and thought about what if we just resorted them. So if we poured all of the degrees out on the table and resort it? And we resort it around two themes that seem to emerge. So we have a theme of educator preparation. And we have a theme of advanced licensing and professional community services. And given those two things, we put them into two buckets instead of having our degrees in three buckets and took a look at that, and took it to the faculty. Talk today them about it. It created quite a bit of anxiety.

>> Can I imagine.

>> Kept coming back to the table, I have to say we just kept coming back to the table. Many of you know I have a high tolerance for ambiguity. I do. And via high tolerance for sharp -- I do. So I kept coming to the table, the ideas began to settle in a little more easily on folks within the college. So what we're kind of settled on, we're not quite ready to give it to you as a recommendation, we hope in January. But what we've settled on is this idea of these two new units. A unit around preparation and the -- right now the current name that's most supported by the faculty is would be the department of -- the department of education student ids. With the idea that we would be also applying probably for school education studies. And the other unit as a department of human services and leadership studies with the idea that we would also be applying for a school services and leadership studies. Now you might think about in the department of education studies at the undergraduate level we have the bsis, the largest degree that -- in the university.

>> Do you mind saying change the state law on granting education degrees just because [Inaudible]

>> So, in addition to the culture change and the concern about the pipeline for educator preparation across the nation -- and

we have been working as a team, last year we pulled together the language for the change in legislation, and the systems schools took that in to the -- their contacts, you know, our representative -- ashby on behalf of the systems, there was allegation change that the degree in education could be rushed as an active degree. It had been eliminated in 1987. We hadn't had any degrees in education since 1987 because of the concern about depth of knowledge for our future candidates. And the legislature was very firm in 80s and 90s, emphasis was on depth of the knowledge in the content areas, that is where the bsis arose because it's a bachelor of science in interdisciplinary student Is, so there were more hours poured into each of the interdisciplinary studies math Matt particulars, science, social studies, English -- for elementary Andrea secondary education degrees were eliminated and went to the content areas and had to get a degree in the content area with a minor in -- [Inaudible] and so the legislature changed that this last year and the universities are rethinking, reworking how they are going -- thinking primarily about the secondary areas degrees. And there will be -- you will begin to see some action across the university, not to a return, no one is talking about a return to the old way preparing secondary. No one want that because we want depth of knowledge. 40, 50 years of demonstrating the depth of the knowledge. But there are different ways to prepare middle level and [Inaudible] so that has changed. So, what we have in this department and this proposed department of education studies would be the bsis degree which is our [Inaudible] within we brought in one other degree, batch largest school of deaf and hard of hearing, why? Because every candidate, every student gets a degree in deaf and hard of hearing becomes a teacher. There is not a way to get a degree at the undergraduate level in deaf and hard of hearing and not become a teacher. It needs to be part of the grouping. We have minors in early childhood, the minor in secondary Ed, we brought the secondary Ed group and always had a supplemental in English as a second language. But at the masters level, what we did was not only have all of the secondary Ed masters, mat and -- and secondary education and teaching and learning, but we brought in the special education masters. Now, at the undergraduate level special education has been a bsis degree, but the faculty sat in human services because the masters degrees were originally in human service. So we pushed that group over to the department of education studies because it all is done next today educator preparation. At the masters level in special education every concentration save one, relates to an advanced degree in educative prep. So education diagnostic, masters in special education, education, vision impairment teacher. It's so tightly connected to the vision impairment, it went with that. So now we have an academic unit that is truly vested in -- educator prep with one academic leader and a whole collection of support personnel because it's now the department of elementary Ed was already the largest department on campus. And we've almost doubled the size. So we have about 42, 46 faculty in we're proposing in that new academic unit. Really big.

>> Which is larger than a couple colleges.

>> Yes, but when it was the department of elementary Ed it was still larger than a couple of colleges. Yes. And so now it's really larger

than a couple of our colleges, oath colleges. But, we believe that having one leader over those programs that are responsive to the Texas education agency and the accreditation requirement, we feel like we have to check about degrees today because education e education is so regulated we feel this is a good move for this institution and it will bedder support our secondary partnering were a colleges across campusment in the department of what we're calling human services and leadership studies, we pulled -- so, special Ed went out, deaf and hard of hearing went out. But what came in was educational leadership. The ned and educational leadership and the edd in educational leadership, and we believe the sense of really good fit for those in education leadership programs with the other advanced licensing programs. So, already in the department of human services was the Ph.D. in school psychology, it's been in existence now for 11 years it's small, heavily regulated licensure program. The edd coming in to that which the university had since 1997, I believe was when the first class was admitted, is provide some opportunity for some shared courses especially around research and research methodology. So, both of those terminal degrees result in a dissertation. And when you're working with dissertations, you need depth of knowledge in -- research methodology and research. And we believe that there is value in having some standard cross program courses around research and research methodology, it won't be totally a relax, it will be quite a bit of overlap in the research and research methodology section. Then we also know that the meb and leadership, the largest graduate program on campus, this year, it's still the largest graduate program on campus. It's all online, it has a tuition adjustment for incentive so that we can compete with higher UT/Tyler, and Lamar. And so we're working there. But also in human services, ma degree [Inaudible] student affairs and higher Ed. Well, the med and Ed leadership and the ma and student affairs and higher Ed has opportunity for some strengthening own either side of those two degrees. So, we're having the med and the edd in the same academic unit as the ma -- the ma around student affairs and higher Ed and the Ph.D. in school psychology provides opportunity for realigning some of our courses, supporting we would like to see some of that. Would like to see student affairs and higher Ed moved to more of an online approach. So that we can reach out and partner with community colleges and institutions around especially east Texas to better prepare student affair personnel to work in higher Ed. And they can profit and benefit from the interaction with the [Inaudible] so, that -- our first phase of proposed reorganization of the college -- the faculty I would say about of the group that we're talking about, which is about two-thirds of the faculty, about 993% of those, two-thirds are like [Inaudible] there is a small percent that says no, we don't want to miss [Inaudible] and we're not confident that this reorganization is going to work. But the good thing is, they are already out 6 their new offices, organization of office space this summer, they are in new spaces, they are trying that on. They are holding their classes in new spaces and after we're what, about 6 to 8 weeks into our semester, they are like okay, this isn't so bad. So the anxiety is of a handful of people definitely lessening. And there is the beginnings of real synergy of real people in a new space, thinking about ways of meeting the community's needs especially around educate off preparation and licensed professionals for hospitals, communities

and schools. You see differently than what they [Inaudible] and I'm projecting it's a powerful experience. So we're sharing this information with you today, we hope we expect to be coming to you January with new names, and so you may know this kind of -- sort of sequence, but really what we're going to be asking you to do is to dissolve three standing academic units in the perfect college of education and recognize two new academic units within the college of education. That's really what we're asking to happen. Because it's the unit that is responsible for the degrees. So that's why this need to be done really carefully. So we're dissolving the units that were responsible for the degrees and proposing two new unit to be responsible for the degrees. With your approval of that change and the names, then we can take that request to hire a coordinating board and get on their April agenda, because they have will to approve it because of the shifts in who is responsible for the degrees. Once they support that then we will notify -- we are not seeking sac approval, right, mark? We're notifying them of the new names of the unit with the degrees that are associated with them. And then we would hope, if everything goes perfectly, and [Inaudible] in August of 2020 with the new academic year we can go live. So, we're still operating with 5 academic units within the Perkins college of education this year. However, we have people moved and in place in four units. And they're working with their new colleagues to learn about each other, put together curriculum changes. Think about their next steps. As we're going through the approval process. So, the new names I was proposing to you has not yet gone to the Dean's council. They just come out of the college. And so they are still approvals all around with the college [Inaudible] and at the university level. But it's a big deal. It's a big deal. Yes, sir.

>> Yes, do the students feel or see any change?

>> No.

>> As they pursue their degree program?

>> Yes. They are in new buildings. Yes, they have -- even starting this fall, some different faculty who are assigned to courses because we had some highly qualified people who were in this academic unit and not in this one, now that we're together they can be assigned for courses, and so they are meeting new faculty, having their new classes in new space and getting accustomed to doing that. -- in ways that are informative and more communicative than what we had done in the past. But most students, I state to say that, I don't even know the name of their degrees much less the department in which their degree resides. Some of us don't always know the name of their college. And not that that's make it is all okay, but, you know, it just gives us more opportunity than trying to inform [Inaudible] we do think if -- with the reorganization, if we can come with enlarged name for our college, that that would be helpful for students and families, especially students and families for the 50% plus who are not related to educator preparation and every year they say, why a I in orientation with college education? I'm in interior designer. I intend to be a

food nutrition and dietetic, the name of the college isn't [Inaudible]

>> I am going to give Dr. Abbott credit. Because she has lead this including the time when Dr. Westbrook was interim president so it's been a process to get to dissolving things and resorting and recreating, create has lot of anxiety. So, when she literally said she pushed that group over for 7% that was literal. Wouldn't have happened without her leadership. So I just want to give her credit for that. As we move forward I think it will be a very good thing.

>> I agree. I commend your forward thinking and out of the box thinking and how we have to shift things and do them a little bit differently if we are going to be successful. And you know, this really sounds like something that has needed to change for some time and thank you for pushing forward.

>> Yes, agreed.

>> It's exciting time.

>> Thanks for the update.

>> Real quick. You brought up the enrollment, you know, challenge. You mentioned Lamar and UT/Tyler I think it's here maybe competitors, maybe others, I kind of like to know what's happening in those colleges of education in the institutions you regard as our peers and competitors, do you see that same kind of drop in enrollment in those colleges as well?

>> Let me -- to build on that question, for context, do you mind saying why the do happened because that's [Inaudible]

>> Sure the con tech Yule information is that [Inaudible] changed the standards in testing related related to Ed leadership went out and really worked their retention lists, their enrollees to call to the attention of those teachers who were pursued med and Ed leadership to get with it or they are going to be under the new standards which are much more rigorous and the cost of testing is three times the previous cost and time consuming. And so we and others were successful in really pulling in those people who had already enrolled with that, and were going slowly, or who were wanting to get in under the new change. And so, we saw that spike because of our -- the change in the context in our hard work in getting people in.

>> And we expected it to drop. And with the drop it dropped further than what it was before, and that's because the way that the pda standards are really discouraging teaches who had been choosing an med and principal certification as an advanced degree rather than advanced degree in content area, and so there has been some changes there. So really what that is demonstrating that there are fewer people who were going to be going into the -- Ed leadership. You are very aware that Lamar university continues their relationship with the company academic partnerships. And they continue to source -- I love the language,

students and they increased again this year. Much smaller, much smaller percentage increase than what they have increased in the past. But they did in our peer group they did. UT/Tyler also increased by about 30 students I think it is. And that's a newer program that has been on this trajectory, UT/Tyler's premium cost for their -- program is the lowest on the market in the state of Texas. -- comes in second with our premium reduction and Lamar and upr -- as academic partnership schools. And so of our peer groups, Lamar went up, UT/Tyler went up some. But the other schools went down. We all are going down. After the spike, I mean we all did a big push and then we got [Inaudible] so, I also would have to say is the timing of our reorganization, the support services that have been -- a little disruptive, I don't really like accusation nothing this, but I acknowledge there has been some disruption in our business and that disruption occurred over the summer. And that, too, may have been -- had something to do with some of the reduction that we had that we weren't as aggressive because we were moving spaces and locations and so we are in our space and we're back to being aggressive in contracting those lead that we have.

>> The ball drop in the graduate level and some drop in the undergrad as well?

>> There was some drop in the [Inaudible] you know, maybe 1%. I mean, it's pretty small.

>> Pretty small.

>> But, it is compressing some and so we got some marketing ideas that we are going to do with that and are are getting that stronger, too. Our edd program was less this year, too, you may have noticed that. We've had a number of retirements, you know, when you are reorganizing, doing significant reorganization there is retirements that come earlier than what you anticipate, and so we have a number of openings in the med and ned program in Ed leadership. We have the -- two searches open right now. We have an acting coordinator with safety [Inaudible] being a coordinator of the ned. We are working on our staff support there. But we expect that those decline. We are also transitioning our former face to face only executive model in the ned to a more hybrid model and [Inaudible] in our potential working results for students. So you said zoom is being done right now with that.

>> Do we have anymore questions or comment? More information probably than you wanted to know.

>> No, that is great.

>> Spent a whole day on this. Thank you so much.

>> Thank you. We appreciate that. Our guests are here a little early and are prepared to move. He would like to move to the next item.

>> Yes, yesterday we talked development and alumni relations so today we are going to talk marketing communications [Inaudible] at the university. We talked a little bit yesterday about the movement 20 it

12, 2013 being marketing communications office which was actually titled public affairs. To that university division. When we did, did that I think you might recall yesterday we talked about how we hired that firm, which a few of will remember. They assess the whole marketing at that time. They found we were more of a kink could's print shop as they put it into research results and that we had created -- to strategic marketing. After interviewing across campus many of our internal stake holders, some outside allowances as well that our brand was not clearly defined, due to these findings they recommend that we got the brand identity research all stake holders and hire a firm that would help us with the rebranding. So, as you some of you have seen, hopefully, I know some of you have joined us just in last year, we show from the research where it shows clearly that all of the stake holders know us add purple and lumber Jack, very few know us for academic program. We determined in this rebrand process we really wanted to make our heightened awareness about our programs. Hence the lumber Jack make great campaign. We started five years ago, so, this spring 2020 should end that five year time frame when scar borrow said we would need to come back and ack and check that level. Our rebrand firm to tell us about what we are at this point.

>> Thank you so much. Quickly talk about at general da and recap on since fiscal year 199, fiscal year 20. Our website progress we are doing all the colleges. Our mission video which I can't wait to show you, and we had a chance to meet Dr. Gordon, that was great. We filled him in from the word where lumber Jacks in purple [Inaudible] and San Marcus school party school. Great vision on the university where he wants to take it, it was a good day for us. Moving on. This gets -- I want to comment on it as we were discussing this.

>> As part of fy 19 recap, so we were excited to see the undergrads saw a very slight increase our messaging primarily focuses on undergraduate message. Part of the this graduate participation, there was a decrease passed the fiscal year. So that is a big priority right now in conversation.

>> Here is -- city want to comment because we look at all the higher Ed all the time and how -- almost 19% increase in undergrad. But the graduate number is down all over the country because this is what a strong good economy can do, you don't have to get your masters, you don't have to get that higher Ed degree, science degree, so it's down, people get jobs, they don't need it. That is how economy hurts higher Ed.

>> So we are having some conversations about ways we can step in start supporting graduate messages more, so we'll show a little bit, we did a test this past summer and additional working with the college of fitness on a campaign starting today focusing on a couple graduate and other program messages. Fy 19 last time we spoke we were wrapping up spring. So our media reminder was billboard and digital for fiscal year 19 and continue to utilize the most efficient Bill board opportunity we found this is a great space to build awareness. So as jail is talking about that ultimate goal of helping people understand what our brand is, define is clearly, and get that message out there and really -- we

found this is a great way to support three of our university marketing objectives primarily to increase reception, we enforce internal pride and recruit and retain high caliber students. So we did that rotating strategy for Houston and Dallas so that is rotating billboard physically cases as well as rotating with creative message every four weeks for a total of 8 weeks in the fall and spring.

>> I think mere we gave you your big award from the higher end marketing, billboard done in university under 20,000 and the whole series won the billboard campaign [Inaudible] I will say about this, we did focus groups before we did this, east Texas, Houston and Dallas, everyone knew the purple campaign, lumberjacks make great but wanted to know about our student life here. What is lifelike on campus. Have you to come here, have you to take the tour and do showcase Saturday. This is a great -- people are really thrilled about our -- what is going on, and college life that occurs here.

>> Absolutely. So, you know, using that creative rotation strategy allows us to get back different messages on the billboard, increasing the number of impressions around towns. So that has continue today be effective. Our year round [Inaudible] in the fall we were in Tyler, Waco and harlejan and tried to mix up the other Texas market in the fall and spring campaign. 122million impressions on billboards. That is a lot of eyeballs on the fsa brand so excited to share that. Digital messaging we continue to use the approach of program of get to campus campaign, talking about showcase Saturday. In addition of course we're including that apply message and in the fall that is applying by December 1st for priority benefits and you are seeing an example of that here. More apply now it's not too late. So driving those types of messages for both campaigns but again trying to get people to come to campus and experience fsa is like in person. And our targeting tactics, so we use age demo, we are targeting perspective students and parents as well. We are using that look alike targeting tactics, this is to target pro peck testify students, students we already have similar behavior other students online have that they do. So that tactic allowed us to bring in new students, matching allows us to continue communicating with students already educated in interest of fsa, this is incorporating your crm data a reminding them about the fsa brand and retargeting as well. This is a mix of students that are coming to the fsa website to key and interfere web pages, students that have seen it and signed up for a tour or signed up for showcase Saturday, now we know okay this is a student that might be interested and ready to receive that apply message. A mix of tactics here. And so the performance overall for fy 19 digitally we had 21 million impressions delivered. Over 141,000 clicks from our digital ads to key web pages online. A lot of traffic to your website. And then over 36,000 conversions from paid digital. This one is a amazing to me, 6389 hours spent with sfa video. Really powerful, and hard to achieve. So excited about that number. And then over nearly 11,000 reactions on Instagram. Lots of touch points. And again I mentioned we did mini digital campaign, two at the end of fy 19 with repapers of funds to produce two small pilot tests, a handful -- so we'll give you specific example of what those look like. Sf A&M ba program ad, we continue have a lot of has sets to -- worked with us to organize photo shoots and they

provided the assets which is great. So this ad here, down at the bottom and up at the top earn your nba on campus, at home or both. Sfa with zoom lets you participate in live classes at home. Attend info session with zoom. Dates of all the info sessions at the bottom. Through the mba landing page, so objective primarily of this particular ad was driving people, getting them to look at the informational sessions and hopefully sign up, so we wanted people to experience this so they could see the informational message, but it was an example of what the experience would be like. Again, this had a small budget, marketing for 4 weeks. We found it to be effective and had over 513 internal impressions. 2600 link clicks to the landing page.

>> 7 to 10 inquiries directly a tribute to the campaign. So, you know, a now students -- a thousand dollars per student from what we understood, this time last year it was about 8 students that have come in to capture through --

>> Westbrook, how much is an mba here for us on zoom, do you recall?

>> Total?

>> Yeah.

>> Tuition and fees only?

>> If I remember right -- where's Tim, \$15,000?

>> \$15,000, 15, 5, something like that.

>> They were thrilled with this. The business they were so thrilled with the result again, nba -- I know that but I thought it was great for a thousand dollars per student we got \$15,000 in turn.

>> Online program push that this ad was a carousel ad, earn your masters degree through sfa online, online programs are a credited, accessible and affordable click to learn more. We identified five different programs supported with this year's ad and we are able to use asset that we had. This shows you, you know, the five and random rises so every time -- so it's not always the same order, random rises what [Inaudible] and this ad in particular, this dev to the sfa online landing page and media budget was 3000 and ran about 3 and weeks, another quick test. Result on this we had 476,000 impressions, 200 Lynx clicks to the land be page, 81 applications during the campaign the ad was live.

>> Unlike-we were able to track, we were able to do that grab online information we did receive back with 81 application, and while the campaign was live. Excited to get that back. We consider both campaign to be a success and doing another round of work we'll show that creative here in a bit. Fy 20, where we are now. So we'll walk through the media mix and the plans that are going into the fy 20 year so far. So, media evolution, in addition to maintaining a presence in billboard and digital space, we are adding in airport signage, so we had the opportunity to go back in.

>> [Inaudible] 0 higher end median, every school is there, [Inaudible]

>> -- and still using rotator strategy, these is a creative message that we have in the market. In the spring in market over 74 million impressions. And this is just -- I don't think shows the max in awhile. Helps us. This is Houston, you know we have two -- all of the green here, those are the first flight, those are in market right now. We saw a couple coming into town, additional rotation included. So [Inaudible] for fall and spring combined in Houston. And then in the Dallas area, purple is our first flight, blue is second flight. 10 boards in the Dallas market. And so excited to see this as well. A little more spread out in Dallas. We have a presence centrally. Carrollton and Richardson, stem out from central Dallas. East Texas rotation, so in the spring right now Tyler, Wakefield and Bluffton. We don't rotate for the smaller market. [Inaudible]

>> And I have a question on the billboards, when you say, five creative messages was that a billboard that rotates.

>> The billboard on south street. And so that has five throughout the course of the year. Up for a few months.

>> Fort bend county, have we been there with billboards in the past?

>> Fort bend?

>> I know primarily, you know, Carthage, Tyler, Waco.

>> [Inaudible]

>> Let me go back here.

>> Rosenberg.

>> Oh, yeah, out towards this way?

>> Percentage of case from that area?

>> Would is have to go back to look and see. Do you recall?

>> Where students have come from, we may not have a big number in fort bend. We -- look alike in bend.

>> We have a lot just northwest Houston. Southwest Houston.

>> Sure, yeah.

>> We are a --

>> I will have to look and see times -- I know we have looked at the-[Inaudible] I will get back to you.

>> Proving they are coming out of there. That is great, a good idea. Thank you.

>> But then in digital for the spring right now, again we're in market with display on that work with -- with Youtube and video and -- and Google search as well. Spaces beneath our strategy remaining to drive specific showcase Saturdays and get to clients. Filling the top of the funnel building consideration there. And we added in Geo targeting tactic here, so we're starting ads to students, competitive conquering approach. Reaching students at open houses and high school college fairs, open houses for other universities so we can hey, you're looking, you're in that mine set, when considering where to go to school. We are continuing to find that strategy, always pressing our vendors to talk about producing new thoughts to us, new tactics, those type of things that could be in the best fit for fsa, new unit for at least what was done with ffa, the vertical video ad space, we'll be adding that. In we did shift the segmentation of our prospective student and parent mix a little bit. We are talking to each of them. FaceBook talking to Instagram where we are focusing on perspective students, that's where they are. And then conquering, so continuing to refine this as we go, I wanted to show you this collection ad again, I believe we showed it last time we were here as well, it continues to be a top performer, it's an engaging unit, this is what it looks like when students are in their feed scrolling down and you know, usually ads don't have this piece at the bottom. You right off the bat you know it's something different. If you engage the ad it opens up the school takeover and it's really all sfa, so we found it to be a great opportunity to capture image and can you swipe through, it's an engaging unit all about our uniquely sfa campaign showing off the student experience. And like we said we have the increased conversation about grabbing messages, wanting to make sure with' focusing on what is a priority to sfa. Right now we're starting conversations -- have been asking conversations starting campaign today for college of business [Inaudible] so we're talking about sfa, mba, banking, accounts, sports business specifically in the Lone Star area. So we'll walk you through the creative for each of these. Each of these has slightly different objectives and goals. For the fsa and -- we are driving spring enrollment, all of these start today and run for about four weeks. There is a possibility we'll be promoting this particular program in the spring. But we're trying to spring a moment and really targeting the e-mail lists of current students that might want to come back, fans of sfa, start thinking ahead early. Targeting business as well. - off students we are targeting Geo 0 dates. And then specific [Inaudible] and this is the video here that says sfa, mba at campus, at home or both. Participate in live classes now. So they really want to show off the experience that there are digital screen, students in person, students can raise their hand and ask questions online. And then -- so this objective here is awareness. So, this will be an awareness campaign, we set it up differently. Whenever we are trying to build awareness. Secondary is to drive fallen rollment. Matching student e-mails. Focusing on dsl unit in Houston. This ad says the family banking program, [Inaudible] apply now. Down at the bottom for all reiterates what program we are talking about and the class start date. So this video says sfa banking program. Down here. Finance

focused careers. Help advice others. And this shows off, this is the experience business -- additionally college logo with the university as well. Accounting, this one we're driving fallen rollment and using similar tactics for banking as well. This one says, the Gerald school of accounting, earn your bachelors and masters currently in five years so apply now. Sfa accounting program. Hands on experience. Earn two degrees in five years which we know is such an appealing offer to students. So have to get that message in there for sure. And lastly, the sports business, this is again promoting that Lone Star college partnership, around the primary focus here is [Inaudible] Montgomery campus, apply now. Lifelong career in sports. Highlights [Inaudible] that map of the Woodlands. Sports business here, so we want to make it clear specifically talking about the Woodlands program. Moving on to airport signage, we'll show you what this looks like, we are in -- soon to be starting in Houston and Dallas love field. So this strategic use of high impact space, it's the place to be for higher education, you have a really strong presence in air ports in the past. We start to have this graduate conversation, we think the airport would be a great place to reach those business travelers, people interested incoming back to get a graduate degree. So we've included in our first flight it's a general branding push, building off of our billboard campaign and then our second flight, which will be another four weeks. We will be incorporating a graduate message there. Excited to continue to have the information with the marketing team about what the appropriate message is there. Talking about specific programs, talking generally the number of graduate degrees with sfa, a lot of strategizing to do, this is a new message for us to communicate. Houston hobby airport.

>> Holiday travel season so we'll be there. The ones 59 hobby are static. You can see Houston right there next to us. [Inaudible] and these are are static. Billboards so walking to and from your jet lag, you will see our billboards up there. Super impose these over a couple years ago campaign. [Inaudible] so again, -- so we're there as well.

>> A little movement to keep people's eyes.

>> Up here with that building animation, this will capture their attention.

>> Try, again, these are still shots but tries to get your attention by incorporating movement. In Dallas vertical signs so we'll be buying them this way. We like the vertical signs for that. Very nice.

>> Really interesting.

>> Love that one.

>> This is up in November. Early November. This was a -- we actually bought a world series spot on Friday's game. Go astros, had to say it. We won by the end. Dr.Hubbard received 10 e-mails, I saw you on the game, Dr. Hubbard. So noticing him. And we'll hear about the results hopefully. [Inaudible]

>> Jumped on it, yes.

>> Inexpensive.

>> Inexpensive?

>> What about tomorrow?

>> Just that one game. We were in a game that we won though.

>> That's a good thing for sure.

>> So additionally, as we are talking about graduate and how we can incorporate that forward, what other spaces can we start featuring that. So, as I said gathering footage that we can use that graduate message, gathering more of that we'll have more opportunities to be in more places. Airport will have the presence, if possible we can do billboard layout in the spring for graduate if that is a right fit as we have those discussions. Social, Google display. These are places we can start incorporating that, the conversation will be what's the right segmentation mix here? What percentages are we picking for continuing to talk perspective students but also pulling in dollars in and dedicating to graduates so we can have the captive presence for our undergraduate audience. We are currently in phase 4 with the website forestry and agriculture is we got the design on Friday. All of the links are ready for our team to take a look at now. And we'll go to review those. The final stage now is to make sure everything was implemented designed and the final check with all of the sent trick matters.

>> Follow the --

>> College of education Dr. Abbott was speaking to the restructuring there. We did have delays for college of education as that was occurring to avoid the double dipping as we move things we are moving around. Now that that is done we are diving back into college education. When we first started we were able to have a lot of the early conversation. So we're jumping in not at square one but the second phase with them. Not that that has been sorted we'll guide them. And I heard Dr. Abbott mentioned I think August of next year that will be finalized, we'll work with them to make sure all the degrees are in the right places. That will be a continuing conversation until that is live. So college of forestry and agriculture, a quick look at the home page. This should be up in a month, keep an eye out for that. And then -- and then phase 5 is on the horizon, next conversation, college of fine arts is next up that is still on our radar and still be handled in fy 20. Additionally we have been asked to scope out the work for the development campaign knowing that now we did notice when we were starting the fy 20 conversation, that is going to be a fall initiative rolling out to the general public with that capital campaign. So we are adding that in to fy 20 and we'll make necessary adjustments in media and --

>> We'll deal with --

>> Yes --

>> We're counting on it.

>> I don't know if this sound is turned up.

>> Just before -- came to us, admission and said we have video that is so old and it's not right, and boaring to the kids and parents, so can you give us a more exciting video to show before you go on the tour on showcase Saturday, get people excited. They sit down and had a talk, here we'll show you this short video, how long is it?

>> P 3 minutes.

>> 3 in had thes long. 3 minutes long, we say [Inaudible] how many this, how many that, so we talk beyond the numbers. [Inaudible] our college life here. So you can see the numbers ranking, our approach, these are all real sfa -- kids came out, kids got lucky. You are it. Great. As you will see right in the beginning. Again, recruiting events, we go to high schools. Visual advertising and we put it on different part of our website. We can edit it down. 3 minute long [Inaudible] for our future right here.

>> Look beyond the numbers, will you find sfa.

>> Expand your mind. State of the art facilities. Or at the largest observatory in Texas.

>> Sfa you will discover a campus that buzz z purple pride and never miss a chance --

>> If you don't want to cheer get involved with intramurals.

>> You can find inspiration through the arts.

>> Sfa has performances and exhibitions throughout the year. Music, theater and visual arts.

>> Of course, you will spend plenty of time in class, too.

>> You will be happy to hear sfa class size is 27 students, you will benefit from one on one from friendly faculty who know your name. But not all classrooms have four walls. Sfa committed to providing truly transformational experiences and plenty of hands on experience. Lumber Jacks make a big difference in the community which helps students receive after they graduate from sfa.

>> And if you need help studying for a test or wrote ago paper, meet with an on call tutor.

>> When it's time for a break you will find Plenty choices on and off campus like our mobile food truck.

>> Or get out and explore. Oldest town in Texas and full of history.

>> Back on campus the student center is loaded with your -- and coffee. Lots of coffee.

>> You can even catch a movie for two bucks.

>> And sfa has new traditions to enjoy, traditions will you -- even after you graduate.

>> So the numbers don't overwhelm you, remember the one school, truly feels at home, even -- oh, and one more thing --

>> I get tears in my eyes every time I see it. It really showcases the school.

>> So where will that be.

>> When students are coming on campus before they go on a tour.

>> [Inaudible]

>> Seniors tomorrow.

>> Right here in the grand bathroom.

>> And where will it be accessible.

>> Every day Monday through Friday, tours at 10, noon and 2:00 shown to all the visitors on regular days as well as our showcase Saturdays, any large group visit. Admissions counselors go out to our territories and present to the area colleges, community colleges, high schools and community colleges, they will be presenting and utilizing that as well to those particular groups. So definitely utilizing it as much as we can. Also two high school counselor updates, community college updates.

>> So is it accessible to a regent who might want to e blast it to a thousand people?

>> I'm going to work with Shirley on that. I would probably say yes, it's something we can work with.

>> I mean it's really that good.

>> Absolutely.

>> So I think mainly just over working with externally that messaging and how we are wanting to present it and get it out, Shirley and I can team up together with that we already talked about starting a conversation how do we present it and position it for social media sharing as wealth. One thing for me and literally we got this on Thursday or Friday -- last week, but I also want to make sure that students arrive and visit on campus they've already seen it already all

over the place. I want that elementment of what you just experienced in this room just now. Do we take small this is 3 minutes and 12 seconds. Our old video was 12 minutes and I can't remember. But it was long. So, how can we capitalize and confine 5 to 7 second snapshots of this to lead to you something. And so --

>> Yeah, I like that I think pieces of it could be used to get people to campus.

>> Absolutely.

>> I understand what you are saying. This is for once they are on campus to close the deal. But, it's also got some really Goodellments to pique interest.

>> Some of our prospective students may not have had the opportunity to come to physically come to campus this can be a tool as admissions counselor working with that student, that familiarly trying to get to know sfa little better we can be corps rate this in our communication system to give them a little more glimpse of the campus, out of state student or a familiarly down in the valley, maybe haven't been able to physically get here. We want to make sure we're utilizing it in positive ways as well.

>> That is a good question, we've had that debate. Let's hold back, an not put it on our website yet. I think we should sent it to the regents as well.

>> Did you say those were random kids that walked up off the sidewalk.

>> We did a campaign ad, she showed up,.

>> Maria, she is a student worker in our admissions office. Red head girl, so three or four of them.

>> So we had it helps playing all of this, but have some of the students had interview sign up and try out. The one in the beginning she walked up, what are you doing? We were like do you want to try?

>> The red head you -- [Inaudible]

>> We have two more slides and then we can --

>> Just a quick overview. So in November we know there is lot of budget conversations, we are aware those, we are working with Shirley and Jill to talk about options and what question can move around. Those conversations are under way. So hopefully in November those details can be ironed out and we'll make whatever changes are necessary.

>> The big thing on the budget, we know we need to have some reduction but not to cut into the muscle. So we are trying to get as much of you guys out there, reduce our fees, so we'll work through that.

>> It's possible we don't want to hinder your voice and share of the market, so addition alley launch of college of forestry college. In January recapping the fall campaign that is -- starting effort with spring and getting that up and running. Excited about where we are standing, cited to have this great video. Thank you so much for your time and we'll open the floor to any question.

>> So, why hobby and -- intercouldn't.mental airport and dfw.

>> We had been out there, hobby and love when you are in there you are in there. If you go to dfw you can be in one of the terminates and it's more expensive. -- Southwest airline is interstate. Same thing with love field. It's a commuter type of airline for inside our state of Texas. That is why we chose that. Plus, you're folks are in two terminals. Air couldn't mental you could be all ld be all over the place.

>> You get the shorter trips, people are coming in and out of travelers, we want people that are here and international travel you get missed impressions, not wasted impresses but for your brand people coming from too far away.

>> Well, you know, to follow-up, multiple times when I have been hobby, the last time I think it was up I was sitting there waiting on my flight. A father son came back walking by, where is that, that is -- they were having this conversation as they were passing me by, guy knows -- holy cow, it's that kind of -- every time I have been out there at hobby I've never been to love when they were there, there is always people talking about the sign. Prices there now, Tulane everybody is inundated, we started this, I will say. Everybody is following us now at some point.

>> And I will say I have been there as well. Intercouldn't thenal as er-continental as well. And it's very in your face.

>> It's in your face. I no individual what is at ihh. I might not be in the terminal where they are station. I want to mention, I fullled up the FaceBook page while you all were talking about what is being toasted what is coming up. I was going to take a look. Some of you haven't in awhile. I love the cover video. Instead of a cover photo, isn't it the cover? Yeah. It's really cool, recurring one with the lumber Jackie really like that.

>> Also, walking through --

>> Well, it's several of them. It's actually the cover. It's him and then other people appear and then the next one, the next one, the next one.

>> Marketing team for that one.

>> Is' really good. Take a look if you haven't.

>> Grandparents on FaceBook.

>> And that's why I'm looking.

>> And you are on the right device, too.

>> Yeah. It's really great. Really great.

>> I would like to comment that several of the kids have said that Dr. Gordon -- he is on insta garage.

>> Twitter.

>> Because you haven't pulled it up.

>> Instagram.

>> I was going to ask if you made strides to twitter, I know that twitter is very much --

>> Yeah, well from a pay advertising perspective we have found the most effective reach to be FaceBook and Instagram. Organic presence I believe there is -- sfa twitter account used for advertising, we tend to prefer --

>> Going from Instagram to intra stories, twitter is not been the greatest advertising medium yet.

>> They are not as targeted. They don't have opportunities over the back end to reach who you are wanting to reach. Advertising perspective we tend to focus on FaceBook and Instagram.

>> Is' graduate level LinkedIn is too in pensive.

>> [Inaudible] just get so much higher. We haven't gone into that space for maximizing our impression dollars elsewhere. It's something we'll keep an eye on. If it ever gets to that --

>> I hate to display my ignorance, miq platform.

>> Miq is a display ad network, when you are looking attains on your phone and you get served -- ads in the middle where you see a thing at the bottom, they are on -- they have a collection of websites and -- ads all over the place. It's not just people that utilize a single platform like Youtube where you have a presence, we're reaching people that may not be own social media or Youtube users, any website that they are going on to see content or read articles. It's a mix of those types of websites.

>> Miq.

>> Miq is the name of the vendor. I'm not sure if they have a parent company or not. We have radar work with a hand full of networks as well. We are always making sure since we do work with a handful that we are working with the best one [Inaudible]

>> So I asked the question, where will -- they say we check the algorithm. --

>> And they can tell us --

>> Relates to your emphasis on graduate recruitment, graduates and recruitment, my impression is that is a very different type of marketing, I just wonder I don't know what will be most effective, I know that we are not competitive right now in graduate assistance -- I don't know the problem there is a marketing, Dr. Ward as much as you all, I don't know whether it's a marketing dollars gap or whether it's, you know, what problem is. And so I just would be careful about that and make sure there are dollars, I don't know the answer at all. I'm just saying, I don't know where the dollars should go in the graduate recruitment issue, whether you should go to marketing or graduate assistance -- I put that out there.

>> That is the question right there, because I say we go 50/50. 60/40. We'll work with you guys on what that secret number is.

>> It's a competitive space to advertise in the graduate space. Conversation still needs to be had.

>> As we talked yesterday, in the graduate universe, there is different components of that. There is some you want to continue education right out of undergrad experience but others, so it's a bit unwieldy I guess.

>> The audience looks so different so, yes, definitely the even within the graduate level is important.

>> The key audience will be undergraduate sfa, and what it continues, we got that number one. Number two how do we affect the other folks, nba, et cetera, we'll walk through them directly b 21 and above different media for them.

>> I do have one question. On the website -- it says phase 4.

>> Yes.

>> How many phases of websites construction do we have?

>> Phase 5 is the final for the colleges. After phase 5 there are, you know, other components of the website as a whole that still need to be finished out and redesigned. Colleges were the biggest priority to start and of course now we're adding in the sfa website as well. But phase 5 is the final [Inaudible] is in play. Phase 4 was fy 19 and wrapping it up now. Phase 5 is fy 20. And it will be done for colleges. There will be other efforts.

>> So, that seems very leading in that okay when we finish phase 5 phase 6, phase 7, fizzle 8?

>> Let me give you little background. When we first started the website -- I think that we maybe [Inaudible] campaign 5 typically a year or two to develop the website pages. But regardless, we wanted to start with the admissions related, we knew perspective student were shopping. All of those sites anything related to admissions were developed first. And then after that we knew they would be shopping in each of the colleges for academic programs, so wanted to finish those. In the meantime we knew when we switched software systems and I can call Jason and Shirley for the details on that, of course. But when we did that we were going to centralize the web development in university marketing communications versus the system that we at the time red dot we had 30 to 40 different folks on campus. So we bring it all in, be consistent once redesigning that, we add a website developer each year to that staff. And so we've been doing that as we go, so our staff is working on other pages while they are working on the colleges. In particular, they are working on the red dot site coming off red dot so some of those registrars procurement, so on. And there is a mix of Shirleys and Jason's team working on them, -- I know when will we finish? And so, Jason, could you -- and Shirley would you mind tell us where you are with your team. We also this year and next year be adding the idea was to add about 5 positions. So that they were dedicated to each of the colleges in other areas so that anytime someone needs something updated they would go to that one person. So I --

>> If you done --

>> I think that leaks into what my next question would be, how current is that conversation, we're we're in phase 4 that means phase 1 is -- four years old. So, when we finish five do we have to go back to phase 1 or is phase 1 about updating all the time?

>> Yes.

>> We are constantly updating.

>> We have our team of web developers and writers and university marketing communications office, we have certain people dedicated to each college. And so as that plays out, does it need to be updated, we handle all that. So once the college of business looks like, for example one of the first college site that we launched, we've been doing continuous updates and refinements to it, as more colleges are launched, -- about a month or so, once in a while we will take that on and continuously updating and modifying and updating it as it needs to be.

>> I would also like to mention as we add those web positions there was no budget for are that, and with what we're experiencing now, so those summary cost benefits costs, it comes out of the marketing budget. So year by year by year that is where you are seeing that created in addition to other --

>> That's good to understand. [Inaudible]

>> Thank you all, appreciate your time.

>> Any other questions? Thank you all.

>> Okay. Next since we're running a little built ahead of schedule. We are going to jump to January and give you preview of a presentation that Dr. Westbrook is going to give us in January, but he is going to give us a little bit of a introduction to that, so it won't be so overwhelming in January.

>> I'm not sure it would overwhelming in January. Since we had some time I just mentioned a little background, we encomiast have students all the time that end up with financial emergencies. And sometimes they are large. But a lot of times they are relatively small. A student that is financially stressed, their paycheck may not cover to the last five days of the month. They my have a bill due that their check hadn't hit yet or financial aid hadn't applied yet, we haven't had a generally structured way, we deal with those things on and off. Sometimes out of our own pockets but there wasn't a general way to involve everyone in an effort to work with this. I will have to give earmark credit to the food in security piece, they provide probably about 5000 meals for us a year when we have students that have -- that can't make the end of the month, they have no food. And we don't want any 6 our students going hungry. Even with our food pantry we still deal with that. So, several years ago, this is an issue across the country, obviously, several years ago the coordinating board pulled together convening state institutions and they looked at different ways of how people were dealing with student emergency aid funds. And how they marketed that. Most schools are hesitant to market the -- asking students who need help to come to any one place for that because there is no resources for it it. So you hate to ask students to come and ask for help, we don't have anything to give you. So foundation alley we knew we needed to do something to address that before we built too much of an effort to work with students to meet those short-term emergency needs. Sometimes those were need that were creating 0 students not to be persistent. And if -- there are things that are fixable. And so, we participated in that and out of that coordinating board offered a grant program, we applied for one of those grants. We are one in five schools in state we received a \$10,000 grant, we developed a marketing campaign, and a fundraising platform to do that. So we've been working with development on in a. But we knew we needed to put together some marketing materials. Just didn't have it altogether right to do a presentation to use on that today. As a matter of fact, the cabinet hadn't seen the video they are about to see. We were going to preview that tomorrow, that's how close it was. We thought we would come back and give you presentation in January. But we're going to go ahead and watch the platform, the fundraising platform. And we have ads that are going to be in sawdust magazine as part of this. And internally we developed a video and we do have a website that is available, you just don't know the link to it yet. And so we are going to right now just preview that video. We'll let you see that and we'll answer any questions you may have. So, Nick, take it away.

>> Frustrated? Frustrated for sure. Sad, angry, and alone. I really do feel alone.

>> Because for me I've all always been a good student, this time -- this year just financial problems, really just brought me down.

>> For me it's been every semester I think about, you know, is it really worth it, I know it is.

>> You have to have a degree to get a job these days.

>> Coming here as an international student, I applied -- so when I found myself answer situation I had to balance -- I had a balance I couldn't pay, because I'm having problems transferring from my country to the United States.

>> Without a degree it changes how people look at you. They see a more well rounded person. College degree you should have more grid and determination.

>> It's difficult because I -- put in 18 hours, working two jobs and no matter what I do it wasn't cutting it.

>> When I'm doing my homework, -- should I be focusing on this right now or focus on making money to pay for being here.

>> I wasn't going to be able to do what I wanted, or have any options.

>> It was a point where I feel like it felt like everybody else had their parents give them money or call and they could pull up this loan and they were financially able to do it, I felt like I couldn't because I'm a first year student, I don't come from a family that doesn't either, there is only so much money the government can give you. I felt alone, how do I get through college? Nobody ever really talk bus this, you know.

>> Financial aid only goes so far, it can cover the big ticket items, tuition and fees get covered at the start of the semester. There is a lot more expenses that go into living through their time here at sfa. And sometimes particularly first generation students, just aren't aware what those expenses are going to be. And they just find themselves unfortunately unequipped when they come about.

>> So I'm a freshman college student, so there is that pressure of new recruitment, entire family that I need to graduate from college, -- I feel like they -- big achievement.

>> We know that the most expensive college Qud is the one never received. So once those students successfully receive that degree they are going to change their lives and the lives of their family.

>> To me family means that I'm -- myself, I failed my parents, I failed my parents, I felt everybody that is at home supporting me.

>> There were definitely students at sfa who are pushing really really hard and have a lot of pressure on them to feel like they need to

graduate. But, at times when they feel like they can't afford it, it is a huge defeat. Because sometimes going to college makes it seem like you have to have all the money in the world, totally ready for if I financial obstacle is. For students like me having somebody or having some type of brand that is accessible for you to complete using all the confidence in the world to push harder.

>> I try to get help basically no one can help me but [Inaudible] I'm now graduate in May.

>> For anyone looking for ways to touch a student's life, in ways that may not be able to contribute a lot, but every little bit is going to make a strong difference in the life of our students.

>> Now we know the website.

>> Still working on the online part. Go on the online the donation part, 11 more days, it is to the going to be 11 more days, it is going to be an on going fundraising piece. If you can pull up the -- okay, here is the ad that is going to be in the sawdust. And then we also have a brochures that are going to be available and made available. And then we have some little thank you lapel pins for donors as a thank you gift. So this is -- we need to under pin the funding of an emergency aid fund before we can really reach out to our students and begin to address some of these issues. Because he will be -- he has been working on this and will help manage this. Sort of what the amounts we are ' talking about and the type of funding we're talking about. Adam, you might mention.

>> Certainly. Let me mention something first, we had broad auditions for the role of vice president of university affairs, Steve Westbrook is by far it the best. What we hope to do is build arch endowment, but we also know we are going to need funds immediately. We are hoping to straddle between those two things, build an answer do youment and create an amount that we can spend, obviously any significant donations are going to help that quite a quit because we will be able to do that faster. But what we are really excited about as Dr. WestBrooke mentioned we have students stories, they owe less than a thousand dollars, that could cost them an opportunity to continuing in college, through this found we hope to be able to meet to those demands, I would love to get to a place, when we get close to the drop dead deadline we have funds to reach out to students who are likely to be dropped and make that difference and truly be the tip iting point for them that keeps them having to withdraw.

>> Eventually if we can grow the fund to a right around, you know, we worked with institutions across the country and everybody deal with this. And there are other expenses, we're really focusing now on sort of expenses that a student has with others and how do we help them overcome that. Along the way, laptop breaks, a car breaks down, can't get to work, it's -- there are all of these, these aren't giant numbers generally but they are giant stories in the life of that one student that is working on the edge all the time. And you may -- you heard me say this number many times, 72.9% of graduating class year is

considered at risk, that doesn't always mean it's a financial at risk. There are other things, but about had 44% of our students are have [Inaudible] that means they come from financially stressed backgrounds and it doesn't take much to make them drop their Brocks and go home. And their families will never change if that happens. So, that's why this is important. So, again, we've not had a coordinated effort to build these funds, to make this happen, so with the grant from the coordinating board, we thought that's our best use of that. \$10,000 would be gone in 30 minutes as grants itself. But if we can use that to plant the seed to grow the fund, then we would be able to over the long term help address some of our students aniseed. This is all still a little bit rough, it's not as put together as we would like it to be, but we had a little time and thought we would go ahead and share it with you.

>> You see making loans as well as grants?

>> Well, loans are available, it's to some extent through our financial aid office. This is primarily focused on small micro--

>> One time.

>> One time and we've talked about, we're still putting the parameters of that together. We are going to be able to deal with one student 12 times, if there is going to be a -- there will be a cap at some point. So, it's not meant to solve one person's problem, it's meant to help a lot of people across the face of this institution.

>> On top of loans, again this is a national problem, some universities are creating what amounts to a public private partnership involving loans, and Purdue is on this direction, an investor, private person is the loan person, giving the loan not a bank, not a commercial institution. And the university is partnering with them to get the student through school in the way the loan is paid back, they negotiate the percentage of salary for so many months after you graduate. Everybody is invested in the studenting about successful being able to contribute. Completely different model.

>> Who right now would make a decision to determine on a student's need? And are there limitations I assume?

>> Anything with financial aid is very complex and that is why they've been partners with us from the beginning. Very a completed proposal, we are still still working out the kinks a little bit. We have certain limited amount of emergency funds now that are depleted very quickly. So there are representatives from the students success center, financial aid and my office, my office is where they originate. Then we have to make decisions quickly about the time a student comes to you, it's already pretty late in the game. So, that group will work together. One of the most important things is to make sure that there are unintended financial implications of giving them sort of aid. And so again, financial aid, we actually used the Texas hiring board did which had a useful flow into it, how to make determinations that this would be aid to benefit the student.

>> But the best practice is, you need to respond [Inaudible] and so we have to click a bunch of boxes to make sure that we aren't, you know, we don't hurt a student's other financial aid and that we meet all these criteria and we get bogged down in bureaucratic process a lot. These kids don't have time in bureaucratic process. Coordinating boards, information, I mean, with institutions from across the country that have high functioning mercy aid program the, don't make [Inaudible] get into it and make quick decisions, get the aid applied quickly. One of my first questions is, how do we apply the aid? And that is one of the reasons we're limiting it to balances with us. Because we can credit their account. If their Correas is broken down it's more difficult, what do you do? Write a check, give them cash, give them a voucher? You begin to ease out into that. We are going to walk before we run. We don't even have -- our funds are done -- we probably had \$10,000 each, that's available. And so the idea is, let's get some funds, we'll work through these issues, we're not the only people doing it and there is a lot of best practices. But one thing that two years ago when I first noticed when one of our professional organizations did a landscape study across the nation. People said we have these programs, we don't market them because we don't have enough money. So, we -- and it's sad because basically if students can find us, there is a chance. But we don't get out there and tell them how to find us.

>> And we were addressing that we are going to market heavily to faculty and staff, they come across authentic case that are good for us, you know.

>> Give one example, just this past semester, one student Jack at a time story, we have to be authentic and live it, not just talk about it. One example I think came to Dr. Turillo would you tell that story briefly, she wound up reaching out to the individual faculty to get course material in any way possible for a student.

>> We had a student that came to the student's success center and she was homeless, identified homeless but the concern was she had no told anybody, she was trying to get into school and the one barrier that she had at that time were textbooks, so the student success center, others reached out to the faculty and the faculty stepped up with three copies that they had received, textbooks are now online and so they have a certain package that comes with them. You know, and testing and they have this disc that come with it, they are about \$100 so three -- four faculty reached out to, one of them actually reached to the company and said I have a kid that needs something. The company gave it to us. One of the other professors said I have my extra copy, I will let her have it. It was that team of people working together because this student had identified as homeless. And what came transpired from that equally was, what are we doing with our homeless students during our long breaks? Because they identify, do we have a space for them? Reached out to Dr. Peck, able to find out, yes, we do. We have a dorm open, or dorms open during the long breaks for our identified homeless students and they can stay there. So, from one need came another need and a solution.

>> Continuing example of why we need that one stop, students need a place to go to ask.

>> The other thing is, you know, giving out just regular scholarships, the education foundation that I work with, our scholarships are heavily based on need, the one of the reasons you don't advertise, hey, everybody, is because you rarely get the whole story. And you end up with an influx of really needy student and then this other group that is, yeah, immediately but there is, you know, they may have resources that they don't identify or not tell you quite the whole story, and so you end up missing the students that really really are in need. So I think identifying with your faculty is a brilliant idea.

>> We'll be navigating through this. Again, that's why I went down and said, we have a little time, I wanted you to see it I think it will be in a couple of weeks we'll have it nailed down better, January is being so far away. And these will be added to sawdust before then. To give you preview of it. I wanted you to know we were working on it, number one. We appreciate the grant from the coordinating board. We have going to use that to pull ourselves up by bootstraps and get something started.

>> That is a refreshing thing.

>> Okay. We are a little early. Brought -- I encourage you with your extra 17 minutes to go support the bookstore, buy some purple shirts, a purple top, a purple hat. I understand the bookstore was closed yesterday and several people went to go get some things. Let's go and support them today. And lunch will observed at 11:30 and then we will reconvene with our formal meeting at 1:00. Across the street in the president suite. [Event concluded]