

Associate Deans Council
May 13, 2015
Meeting Minutes

Present: Peter Ryan (Chair), Amy Adkerson, Wes Ammon, Tim Chamblee, Angie Chrestman, Cody Coyne, George Dunn, Nancy Fultz, Terry Jayroe, Rebecca Long, Ron McLaughlin, Pat Matthes, Elton Moore, Lynda Moore, Linda Morse, Ian Munn, Gail Peyton, Mike Rackley, Kevin Rogers, Steve Taylor, Rick Travis, James Warnock, Scott Willard.

Guests: Sid Salter, Checky Herrington.

Peter Ryan called the meeting to order at 12:30 p.m. in 4004 Lee Hall.

1. Consideration of the minutes.

Kevin Rogers made the motion and Rebecca Long seconded to approve the minutes of April 22, 2015. The motion was approved unanimously.

2. Announcements.

- Mike Rackley reported on electronic signatures.
 - The practice that has developed around campus for electronic signing of pdf documents, most with self-made electronic certificates are not official or verifiable.
 - Over the years, digital certificates issued by ITS have given authority to groups but the process requires several signatures.
 - There are plans to visit with offices on campus and discuss how to proceed. The electronic signature issue will need to be addressed for a solution.

3. University Branding.

Sid Salter, Chief Communications Officer, and Checky Herrington, Marketing Research Analyst in the Office of Public Affairs gave a presentation with information about the MSU branding and marketing campaign. Handouts of the official university signatures were also provided. A few of the presentation highlights were:

- A goal for MSU to be recognized as one of the nation's leading universities and an opportunity to clarify identity, build enthusiasm and redefine MSU.
- MSU's history is a diverse, land-grant university with one of the highest percentages of African American enrollment.
- The main objective is to boost MSU's ranking among the top national and public universities, US News & World Report's, the top 75 universities, and the Forbes top 100 list; and to drive MSU's enrollment beyond the 22,000 total over the next 2 years.
- Branding and marketing MSU should start internally to be successful. A few steps to boost the morale on campus would be to launch, accelerate and explain to everyone on campus; develop a 3 minute video with stories of MSU graduates; Presidential letters explaining the launching and follow up with employee meetings to talk about the impact and concerns; explain and make available the strategic plan to understandable terms; and launch Keenum notes with stories of accomplishments worthy of recognition for better morale.
- A bumper sticker and commercial campaign with the "We Ring True" logo will be launched to embrace the motto that we at MSU are authentic, we deliver, we lead the way, and we keep our promises. The campaign will be continued and be encouraged through radio, print ads, billboards, internet marketing, and building a stronger presence on social media.

- A new look for the MSU website with the new design will be developed to be included on each center, department and colleges for consistency and unity.
- The next step – modifications, secure a budget, develop a timeline and implement the plan to be plotted out by August.

4. Chair's Report - none

5. AOPs - none

6. Other Business.

- The regular scheduled meeting for May 27, 2015 will be canceled for an important meeting scheduled for academic deans and associate deans involving service learning courses.

The meeting was adjourned at 2:03 p.m.