

President's Cabinet
January 31, 2018
Minutes

Present: Dr. Robert Martin, Dr. Bill Sayre, Melissa Brown, Nena Martinez Anaya, Eric Davis, Laurie Logan Brayshaw, Carmen Henan, Aimee Balthazar, Judith Pepper, Patsy Phillips, Charlene Carr, Charlene Teters

1. Opening

Bill Sayre provided the opening.

2. Opening Positive Note

- Eric Davis reported that Nusenda Credit Union is still using the image of our students in their advertising.
- The New Mexican reported today that the Cleveland Indians will no longer use the "Chief Wahoo" image. Kudos to Dean Teters for her leadership in protesting the use of this offensive logo.

3. Approve Cabinet Meeting Minutes – January 17, 2018.

Minutes for the last Cabinet meeting are not ready yet. We will approve them next time.

4. Executive Assistant to the President – Dr. Martin

Dr. Martin introduced Melissa Brown, the new interim Executive Assistant to the President. Melanie Lopez is no longer at the institution. This is Melissa's first day. She has a BA in Film Making from the School of Visual Arts. She moved here two years ago from New York and has most recently worked at Santa Fe University of Art and Design. Melissa said she was pleased to be here and to be available to the institution. The position is a temporary one, and we will post an advertisement for a permanent replacement in the coming weeks. Cabinet members introduced themselves to Melissa.

5. Legislative Session Update – Dr. Martin

- Larry is at the legislature today attending NM HED Secretary Barbara Damron's weekly update.
- Dr. Martin hopes we can maintain \$250,000 in funding for dual credit tuition reimbursement (shared among all NM TCUs). Hopefully, it will be raised to \$300,000.
- The higher education bill that the legislature will consider will probably cap new tuition charges. The lottery scholarship is no longer large enough to cover 100% of tuition and fees.

- We are still seeking support to allow TCU students to qualify for this scholarship. Some of the other universities are opposed, however. They think that TCUs would take students away from them.
- February 2 is American Indian Day at the Legislature. Dr. Martin and Charlie Cooney, student of the year, will be guests of Senator Mary Kay Papen. Bryan Ortiz is helping us with a memorial that the Senator can read from the floor.
- Renting a booth in the rotunda is too expensive: the cost is between \$5,000 and \$10,000.
- Patsy thanked Dr. Martin for his work securing forward funding. He's worked on it since the day he got here, and it's finally happened. Haskell and SIPI still don't have it.
- Dr. Martin shared an email from Carrie Billy of AIHEC in which she discussed President Trump's state of the union address.

6. February Board of Trustees Meeting – Dr. Martin

- Cabinet reviewed the latest version of BOT agenda.
- James Lujan created a montage of student films for the Hostiles screening. Judith will find out if he can show it during the Board meeting.
- Dr. Martin thanked Judith for her work organizing the Hostiles screening.
- Eric Davis will check with Jon Davis if we can provide the prologue to Tommy Orange's book *There There* to the Board.
- There are four nominations for honorary doctorate. The committee will meet on Friday. Members include: Char Teters, Lara Evans, ASG representative, Charlie Galbraith, Ann Marie Downes, Larry Roberts and Judith Pepper.
- On Friday during the Board meeting there will be a Community Gathering for all faculty, staff, and students. Originally, the Board was just going to meet with students. Both Loren Kieve and Tiffany Adams think it's a good idea to increase the attendance.
- The Board will introduce themselves, talk about their backgrounds and service, and then respond to questions.

7. Campaign Planning Study—Judith Pepper

- Judith Pepper handed out a draft of the campaign planning study that is starting this month. The goal is to raise \$10M for scholarship endowment, endowed faculty positions, educational initiatives, program expansion, student housing and operations and maintenance costs. Dini Spheris, a consulting company in Houston, has been chosen to lead the effort. They will help us establish specific goals and identify potential donors, both local and from across the country.
- Cabinet members were invited to provide feedback about the campaign.
- Cabinet first discussed the need for scholarship funds to help students succeed at IAIA. Should existing scholarships be augmented, or should there be new scholarship initiatives? How can the scholarship program be more strategic in recruiting and retaining students? There is currently a gap between financial need and scholarships available. What is the estimated need?

- The endowment is one source of scholarships. The payout is 3% based on the prior 12 quarters.
 - Is there value in increasing the amount of student assistance funds, above and beyond scholarships? Nena Martinez Anaya reported that we do have a retention scholarship now, the Scallan scholarship, but that is running out of funds. It helps students who have or who will stop out to pay off their bills and re-register. The number one reason why students don't return is financial. The average amount provided by the Scallan scholarship is between \$500 and \$2000.
 - Dr. Martin often encounters former students who have participated in commencement but who have not actually graduated, as has Patsy Phillips. Students can walk with six credits still to complete.
 - Cabinet next discussed the need for additional funds to strengthen academic programs. Two areas for study are endowed chairs and the creation of new academic programs.
 - Charlene Teters reported that the academic division is nearing completion of the latest academic program review. The outcome will be recommendations for growth and new programs. Under consideration at present are a BFA in Performing Arts and a low-residency MFA in Studio Arts. However, all the departments would like to expand, and several have proposed a master's programs. For instance, there is a need to train museum curators. Char will have a summary of the academic program review by the end of the semester.
 - Cabinet discussed the benefit of seeking donations to support the debt on the residence hall. We owe between \$5 and \$6M and pay about \$250,000 per year in principal and interest. Auxiliary enterprise revenue does go toward paying the debt but finding a new revenue stream would add to other programs.
 - There would be value in raising funds for the digitization of the Museum's collection.
 - Additional housing should also be considered as a potential need.
 - A campaign planning study committee will be formed, with six to 10 members, representing the Foundation, Board, local residents, and individuals from around the country.
 - Faculty and staff are welcome to send Judith their thoughts. The consultants will interview people at the institution, locally, and nationally.
 - In the end, we want to provide potential donors with a menu of services and programs that they might want to support. Everyone will have a chance to approve the list before donors are approached.
8. Draft Admissions Report – Nena Martinez Anaya
- Nena reported that on campus numbers are up. Overall enrollment is down, because we had an unusually high number of dual credit students last spring. In fact, Spring 2017 had record enrollments.
 - The final enrollment report will be ready next week.
9. ATD – Student Success Audit due today – Dr. Sayre and Dr. Martin

- After discussion, the deadline was pushed back to Monday, February 5.

10. Website and Facebook statistics – Eric Davis

- Eric asked Cabinet to review the contact list on the website to ensure its accuracy. There have been some changes in personnel recently.
- Website sessions and users are up from December.
- Page view visits are up from 2.5 to 2.75 minutes.
- Facebook views tripled from last month
- The Museum is at 11,500 total likes, and there is consistent post engagement reach.
- More traffic is expected in the new semester.

11. Announcements

- Feb. 8-9, 2018 – New Mexico Pueblo Beginning Farmer & Rancher Agricultural Conference at IAIA. 100 to 120 participants will be in the CLE Commons.
- Board Reports are due today
- The Student Success Summit will be held on March 1. We will have flash mentoring again this year, and everyone is invited to participate. Please bring your business cards so that students can follow up with you
- Advancement will hold its annual Pie Day. This year, we will use the event to talk to students about philanthropy and giving back to the community.

12. Closing Positive Note.

Cabinet is looking forward to the Super Bowl.