

MEMORANDUM:

To: University Community

From: Dr. Robert T. Smith, Chancellor

Date: November 14, 2024

Re: Agenda – November 15, 2024, LPC Meeting

The LSUS Planning Council will meet on Friday, November 15, 2024, at 2:00 p.m. on the third floor of the Noel Memorial Library. The meeting is open to all members of the university community.

1. Chancellor, Chair: Robert T. Smith
2. Provost and Vice Chancellor for Academic Affairs: Helen Taylor
3. Vice Chancellor for Finance & Administration: Shelby Keith
4. Vice Chancellor for Student Affairs: Demetrius Brown
5. Associate Provost: Helen Wise
6. Chief of Staff: Kim Ramsey
7. Associate Vice Chancellor for Community Engagement: Kenna Franklin (**absent**)
8. Faculty Senate President (or Assign): College of Education & Human Development: Cassandra Williams (**absent**)
9. Faculty Representative: College of Business: Amin Saleh (**absent**)
10. Faculty Representative: College of Arts & Science: Marisa Connell
11. Dean of Graduate Studies: Sanjay Menon (**absent**)
12. Dean, College of Business: Mary Lois White
13. Dean, College of Arts & Sciences: Tibor Szarvas
14. Dean, College of Education & Human Development: Dennis Wissing (**absent**)
15. Dean, Noel Memorial Library: Brian Sherman (**absent**)
16. Senior Associate Vice Chancellor/Dean of Students: Paula Atkins
17. SGA President (or Assign): Devesh Sardad
18. Staff Senate Representative (or Assign): Business or Student Affairs: Angela Burton
19. Chief Information Officer: Scott Hardwick
20. Director, Human Resources: Robert Lindsey
21. Director of Alumni Development: Jazmin Jernigan (**absent**)
22. Director, University Athletics: Lucas Morgan (**absent**)

Ex-Officio (Non-Voting)

- Executive Director, LSUS Foundation: Laura Perdue (**absent**)
- Director, Media and Public Relations: Erin Smith
- Executive Assistant to the Chancellor: Brandy Hayse

1. Welcome (Smith)

Chancellor Smith welcomed everyone and thanked them for attending the LPC meeting.

2. Approval of minutes from October 14, 2024 LPC meeting

Minutes from the LPC meeting on October 14, 2024 were approved as distributed.

3. Early Fall 2025 recruitment numbers and process changes (Demi Brown)

Chancellor Smith asked Demi Brown to discuss Fall 2025 enrollment.

Demi Brown stated he wanted to use this opportunity to help everyone see how enrollment happens. Adding, the data is important, but how do we get to these positive results consistently? The last admissions report did have some good early news. Demi thanked Admissions, Matthew Culpepper, Recruitment, Financial Aid, and Media and PR. They all take part in producing the numbers.

Shelley Moore and Erin Smith reported on enrollment marketing with encoura.

CHALLENGE

encoura®

Encoura > Success Stories > Louisiana State University Shreveport

The enrollment team at Louisiana State University Shreveport (LSUS) had a unique recruitment strategy prepared for the year. Rather than focusing on moving students through each stage of the enrollment funnel, the LSUS team's plan involved empowering students and their families with information to map their dream careers with a clear path to achieve those goals at LSUS.

Additionally, they aimed to expand to new markets to advertise their programs and differentiate their brand, even with a smaller team of recruiters. The enrollment team knew that reaching students and families successfully required the right timing and the right channels—along with the right message—to effectively share their story as an institution in a way that would assure prospective students they belonged.

SOLUTION

encoura®

Encoura > Success Stories > Louisiana State University Shreveport

LSU Shreveport partnered with Encoura to execute a digital strategy that would promote brand recognition and generate applications in new markets. While staying aligned with their vision to empower prospective students by meeting them where they are, the university turned to Encoura to effectively provide market analysis, demographics knowledge, and digital solutions that would achieve their goals.

In collaboration, Encoura Digital Solutions and LSUS boosted student engagement in targeted markets, strategically refocused recruiter efforts by student program interest, increased applications, and successfully launched an innovative career guidance campaign for students and families.

DIGITAL MARKETING PROCESS



RESULTS

encoura®

Encoura > Success Stories > [Louisiana State University Shreveport](#)

- In first 6 months, new market applications increased 130%
- 109% increase in applications from minority students over the prior year; a 10% increase in the total application pool
- Students excitedly approached recruiters in response to digital marketing
- Focused recruiter travel to locations with highest program interest
- Parents/Guardians informed in admitted students' decisions
- Surge in brand awareness in the more competitive areas of the state

Who are we targeting?

- **First-time, Full-time Freshmen** – catching them at school, home, and online
- **Parents** – focusing on the talking times of families to be able to give parents talking points to chat with their students
- **Dual Enrollment** – same reasons as above, get them now to stay with us later
- **Transfers** – geofencing the community colleges and hotspots near feeder schools, online ads via display and social media
- **Face-to-face Master's Students** – all online via social ads, connected TV, display
- **Military personnel and dependents at Barksdale** – all online
- **Stop-outs** (those who have left LSUS in the last five years) – all online

What kinds of campaigns are we using?

- **UNDERGRAD**
- **Application generation campaigns** – get them to apply to LSUS
- **Yield campaign** – after they apply, before they're admitted
- **Visit campaign** – encourage rising juniors to visit, seniors at the beginning of their school year
- **Anti-melt campaign** – after they've applied and been admitted to be sure they enroll and show up

- **TRANSFER** - App gen and Yield

- **BARKSDALE** – their own campaign

- **STOP-OUT** – their own campaign

- **STEM with LED funds** – promoting STEM Careers to undergrad population

Why mobile geofencing?

- **The Why:** Our messages for our high school/transfer geofencing campaigns are designed to make LSUS stand out in a saturated higher ed market. We use clear, concise, and action-oriented messages, resonating with the immediate goals and concerns of high school students, their parents, and transfer students.

- **The Who & The What:** With our geo-fencing campaigns, we are targeting **STUDENTS** by promoting college recruitment, career training, or awareness of specific programs, focus on students close to graduation. They're more likely to respond to messaging related to college applications, financial aid, or career paths.

- **PARENTS/FAMILIES** - Focus on topics parents care about, like career readiness, scholarships, and financial aid. Include messages about student support and affordability to appeal to their concerns.

- **COACHES, COUNSELORS, TEACHERS** - content showcasing how your offerings align with educational goals, career paths, and support services.

- **COMMUNITY** - local influencers, such as youth pastors, community leaders, or coaches, have strong relationships with students and parents and can drive interest.

[Encoura Dashboard](#) – digital campaigns

[KSLA Dashboard](#) – mobile gaming and streaming audio

Campaign Name	CTR Benchmark*
MOBILE RES - App Gen - UG :: 17706	0.21%
CAT - Affinity - Inq Gen - Adult :: 18428	0.53%
MOBILE - Transfer :: 18636	0.3%
KWRTG - Inq Gen - Adult - Continuing Education :: 18427	1.2%
MOBILE - Visit Push - UG :: 18628	0.3%
NGCAT - Transfer :: 18639	0.5% - 0.7%
NGCAT-App Gen - UG :: 18629	0.5% - 0.7%
MOBILE RES - App Gen - UG :: 18630	0.21%
MOBILE - Visit Push - UG :: 18631	0.3%
NGCAT - App Gen - UG :: 18632	0.5% - 0.7%
MOBILE - Transfer :: 18638	0.3%
CAT - Yield - UG :: 18633	0.53%
CAT - Inq Gen - Non-Trad :: 18640	0.53%
NGCAT - Transfer :: 18641	0.5% - 0.7%
KWRTG - Inq Gen - UG :: 18626	1.2%

DIFFERENT KINDS OF CAMPAIGNS

- **Keyword retargeting** – they search for something using one of our identified keywords, then we serve them ads across the internet.
- **TikTok** – serves our ads to folks in the markets we identified in the age bracket we are trying to reach
- **Next gen custom audience targeting** – use the name buy lists recruitment purchases to serve ads to those folks across the internet or social media.
- **Select custom audience targeting** – we provide lists to Encoura to target these folks across the internet (stop-out/non-completers and transfers)
- **Mobile geo-fencing** – Place an invisible “fence” around community college and high schools to serve ads to every mobile device within that fence. (We catch counselors, parents, teachers and undecideds this way, too.
- **Residential targeting** – Serve ads to every electronic device at the address listed for a potential student. We catch parents and other decision impactors this way.
- **Connected TV** – serve ads directly to the house’s TVs during streaming

DIFFERENT KINDS OF CAMPAIGNS, cont.

- **Lists get refreshed** with data gathered on interest cards and through the website, so we can always be sure the right students are in the right campaign bucket. (i.e., already applied and accepted are in the “yield” campaign to ensure they show up in the fall or those applied and not accepted yet get reminders to send their transcripts/scores)
- **Be real:** Use photos of our actual students. Authenticity is HUGE for Gen Z and Alpha. They want to be able to visualize themselves here or in the people they see in the pics. (insert comment here about demographics)
- **Eyeline:** Ensure the eyeline of at least one person in the photo could catch the gaze of a viewer. Draws people in. Appeals to emotions (happy, we want you)
- **Branded** – Purple and gold are easily recognizable as LSU colors and no other major university or system uses them, setting us apart from competitors
- **We want them to click!** – As you can see from the dashboard, potential students clicking on the ads helps us learn more about them and retarget them for campaigns. We’re able to record every time they come back to our website, no matter what page they go to. Then we can see what they’re looking at (in aggregate numbers, not individuals), see how long they’re on a page and that helps us know what info they’re looking for to modify the landing pages to make them more efficient for them.
- The more times they click and come back the higher chances, we’ll influence them!

Chancellor Smith thanked Shelley and Erin and gave kudos to their teams. Adding, the things your teams are doing are clearly having an impact on enrollment.

4. Proposed revisions to the BoR Funding Formula (Shelby Keith)

Chancellor Smith stated the Board of Regents has been working on a new funding formula. He asked Shelby Keith to please report on this.

Shelby Keith started by saying the bulk of formula funding dollars comes from undergraduate face-to-face. All of the efforts made by the enrollment and marketing teams will directly impact our funding from the Board of Regents. Every 10 years the formula funding model is reviewed, and potential changes are made. In October the systems all received a proposal to review and give feedback. Since various systems have presented modifications. These have been reviewed and a new potential proposal has been created and sent out to the systems for review. If the systems agree to this proposal over the month of November, then the Board of Regents will move to adopt the new proposed formula in December. If there are no cuts in the amount that the legislature allocates for funding, then the new formula will be used. If there is a cut in funds, then they will revert back to the original formula. Shelby reported on what the formula entails and the 52 data points.

Every ten years the formula funding model is reviewed, and potential changes are made.

The formula has 52 datapoints that incorporate:

- Only Undergraduate Enrollment for LA Residents
- FTF completion rates (LA Residents only)
- Transfer completion rates (LA Residents only)
- Graduate completion rates (LA Residents only)
- Dual Enrollment
- Math & English Passage (Number not Percentage)
- Workforce placement in 4&5 Star jobs
- Research

This creates four broad categories:

- Base Component
- Completers Component
- Mission/Meauxmentum Component
- Research

Current formula weights are 50% Base, 20% cost and 30% outcomes - ~\$12.3M

Initial Proposal weights – 70% Base, 20% completers, 10% Mission/Meauxmentum – +\$673,085

Interim Proposal with weights 65% for Base, 35% Outcomes - +\$506,966

Current new proposal weights – 65% for Base, 22% for Completers, 8% Mission/Meauxmentum and 5% for Research. +\$408,370

LSU wants to go back to the initial proposal because under the current new proposal they will lose ~\$3M.

Chancellor Smith thanked Shelby and added that LSU solicited input from LSUS at every point of this conversation which was really good. Given where we are and where we are increasing next year we will be even better.

5. Review of low-completer programs (Helen Taylor)

Chancellor Smith handed the floor over to Provost Helen Taylor to discuss low-completer programs.

Helen reported the Board of Regents examines our completion rates. Now that we have the 3-Year Plan in place we have to report on low-completer programs. The Board of Regents is looking for a 3-year average of 8 completers in a STEM undergraduate program and 10 completers in non-STEM program. These numbers are the same for LSU and LSUS. We have 7 programs identified as low completer. For these, we have to offer a plan and justification for the Board of Regents of why these programs should not be terminated. The Chancellor and Provost have met with the departments where each of these 7 programs are housed to share strategies and encourage them to look at pathways to increase numbers. We know we will terminate the sociology program but will keep the 100

and 200 level classes for General Education. Departments have been asked to get their plans to Provost Taylor for review by December 5th so they may be forwarded to LSU Provost Haggerty for review by December 15th. Finalized plans are due to the Board of Regents by January 15th.

Chancellor Smith stated that a continual process of improving recruitment, eliminating barriers, and increasing retention will help with keeping our enrollment up.

6. Report of The Hub Committee (Kim Ramsey)

Chancellor Smith stated the HPE – Hub project was moved to Priority 5 funded last year. We are now working to get the project moved to Priority 1 funding. In preparing we put up a taskforce chaired by Kim Ramsey to look at what was originally proposed for that space and see if that is still what is needed.

Kim thanked the committee members—Kim Ramsey (Chair), Paula Atkins, Michael Bell, Jonathan Cockrell, Nathan Dunams, Lucas Morgan, Dalila Salazar Morningstar, Devesh Sarda, Emmanuel Sims for their time and hard work over the last 10 weeks.

Per the Chancellor's charge, the HUB Committee has reviewed the existing plans for the "HUB" and discussed necessary revisions to align with the evolving needs of our campus. The committee also drafted and deployed a student-centered Health and Wellness Support Survey, which yielded 646 complete responses, to evaluate preferences on the topic. Based on the feedback and the committee's deliberations, the following recommendations were made:

SURVEY-DRIVEN KEY AREAS OF INTEREST AND RECOMMENDATIONS: Fitness Facilities & Classes, Health Clinic & Medical Services, Mental Health Support, Nutrition & Dietary Support, Support for Remote Students, Recreational & Social Activities, and Improved Awareness & Communication.

Kim noted that most of these services are already being provided on campus. Therefore, it appears that is a need to develop clearer communication strategy to ensure students know where and how to access available resources.

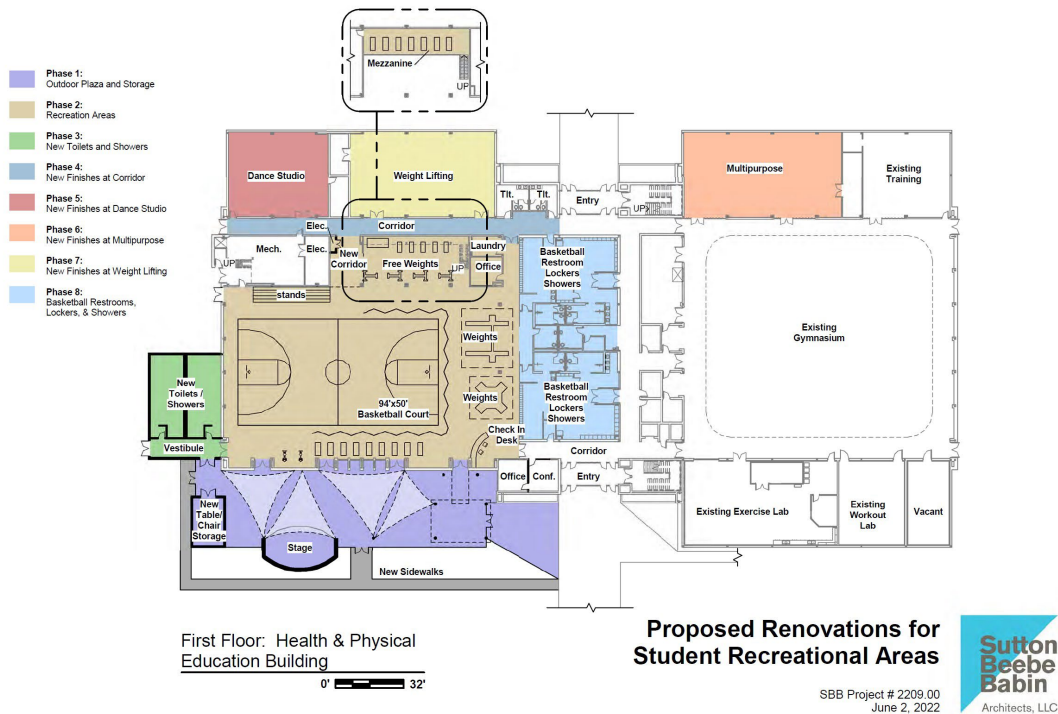
PROPOSED REVISIONS TO 2022 HUB PLANS – see below.

- **Plaza Phase:** Introduce a portable stage in the main entrance area of the HUB for flexibility, hammocks for outdoor relaxation, and a shaded multipurpose space for events. In addition, design or develop the space between the UC and the HPE so that there is a connection between the two buildings.
- **Recreation Area:** Relocate weight equipment from outside the locker room to a larger space. Add a hydration station or juice bar. Create a separation between treadmill and court areas with plexiglass and revise one court to three to accommodate more activities. The HUB should have a dedicated entrance by the check-in desk, with multiple exit points. The laundry room access point needs review. The recreation area requires a comprehensive management plan.
- **Basketball Locker Rooms:** Lockers have already been purchased. Consider incorporating a sauna in this set of restrooms or in the new set of restrooms.
- **New Restrooms & Showers:** No changes. Consider the potential of incorporating a sauna in this set of restrooms or in the Basketball locker rooms.
- **Dance Studio:** Rename this space as the "Cardio Room" to reflect a broader fitness focus.
- **Multipurpose Room:** Convert the current weightlifting room into the health clinic or a multipurpose space for activities such as nutrition classes, meditation, and health workshops.
- **Competitive Weight Training Room:** Switch this space with the multipurpose room to provide better building flow.
- **Lounging, Relaxation, & Study Spaces:** Lounging options such as couches in hallways and outdoor hammocks around the HPE. Students expressed a need for spaces to relax and manage stress, such as meditation rooms, nap areas, and even rage rooms.
- **Corridor:** Review the corridor with the architect.

ADDITIONAL CONSIDERATIONS

Additional considerations are to review recommendation with architectural expert; examine the feasibility of structured management for the facility, to potentially include the need for additional staffing; explore the

possibility of fitness release time (Rob Lindsey commented that this request has been tabled for now); provide additional affordable & nutritious food and drink options on campus; and build outdoor courts.



Kim also noted that some of the key areas and services that the students expressed of most importance to them in the survey are already in place and are currently offered by student life and counseling.

Erin Smith asked if this plan would take away from the athletes' current space. Kim responded no; this will all be new space.

Shelby Keith discussed how the plan includes resolving the restroom access issue for events happening outside when the building is closed.

Chancellor Smith thanked the committee and added if we want to grow our face-to-face enrollment this project is a must.

Rob Lindsey mentioned exercise release time has been discussed in Staff Senate.

Demi Brown mentioned things to think about is staff readiness for the opening of this space. Paula Atkins is doing some learning to prepare us for when we implement.

Shelby Keith said the original proposal is broad enough to minor make changes. The question is whether 9 million will be enough to fund the project once it moves to Priority 1.

Erin Smith asked about the health center. Chancellor Smith said the health center project is ahead of the Hub project. It will be different funding. The Hub is about 2-5 years out.

7. Update on Quality Enhancement Plan (QEP) development (Helen Wise)

Helen Wise reported that the QEP is finalized and will be the focus of the Spring Campus Kickoff. The topic is the Quality of Instruction at LSUS. This will be our 5-year improvement plan. Helen added that reaffirmation is not one committee and referred to the following.

SACSCOC Reaffirmation Committees as of 11/2024

Committee	Library	CEHD	Business	Arts & Sciences	Academic Affairs	Student Affairs/Students	Staff
PLANNING	Brian Sherman	Katherine Wickstrom	Mary Lois White		Helen Wise Co-Chair	Angie Pellerin Co-Chair	Kyle Hawkins
					Leigh Chambers		Matthew Culpepper
					Paul Henley		
					Nate Dunams		
MAIN QEP	David Galthier	Mary Margaret Lusk	Mehdi Darban	Blake Dunnavant	Helen Wise - Lead	Angie Pellerin	Kyle Hawkins
		Adrienne Davis*	David Fowler	Laura Meiki*	Melinda Cassel*	Brandon Winningham	Louise Tran
		Wayne McClain	Nsar Bhnas	Rogers Martin*	Sean Miller	Davesh Sarda	
Logistics	Abigail McCoy	Kristi Young			Ann-Marie Bruner Tracy		Matthew Culpeper Lead
							Brandy Hayes
							Mary Hall
CLEANUP CREW	Brian Sherman	Grace Hildenbrand	Dalila Salazar Morningstar	Kim Melancon	Paul Henley Lead		Katie Baten
COMMUNICATION	Karley Leone		Mohamad Darrat	Stu Nielsen	Leigh Chambers Lead		Erin Smith
				Jack Baricuatro			Emmanuel Sims
							Jazmin Jernigan
Onsite					Nate Dunams-Lead		Justin Baker
							Lorenzo Washington
							Matthew Park
						Blake Rodgers	

Helen gave thanks to everyone who has contributed to the QEP and introduced Ty Anderson the new Coordinator of Institutional Effectiveness.

Chancellor Smith closed with that we are looking for a clean report.

8. Status of Strategic Plan

Chancellor Smith reported that the draft is out for comment. The comment period goes through Tuesday, November 19th and then we will make changes. This plan has to be completed before the end of the year for SACSCOC. Thank you to the strategic plan group for pulling it together.

9. Comments from the audience

Chancellor Smith opened the floor for comments from the audience.

Amanda Lewis asked how research is being measured for the funding formula. Chancellor Smith stated they are using our research expenditure dollars.

Amanda Lewis asked how are 4 and 5-star jobs being tracked. Shelby Keith and Helen Wise explained that they are being tracked according to degree programs and actual job placement in Louisiana.

Cindy Maggio asked if we track exits. Helen Wise said we do with a survey, but it has a terrible response rate.

Jennie Bynog asked does dual enrollment count for funding? Chancellor Smith and Shelby Keith stated yes. We get completion credit if a full-time freshman student has completed their first math and English credit.

Matthew Culpepper asked how the Board of Regents is looking at the low-completer numbers. Provost Taylor stated they only look at graduate numbers. Shelby Keith added that they do have a data point that gives different weights on how long it takes for completion for the funding formula.

Rob Lindsey reminded everyone to complete their annual benefits. Enrollment ends today. Thanksgiving food drive goods will be picked up on Wednesday. Service award nominations end Wednesday, November 20th and should be sent to Jennifer Issac.

10. Next scheduled LPC meeting: TBD

11. Adjournment