1. President Dobbins called the meeting to order and reviewed outcomes from the June 19th Board of Regents meeting. Governor Jay Nixon has released $2 million in additional state funding, some of which will be used to reimburse the accounts for the Memorial Hall remodeling. $14 million will be utilized for capital improvements for Graul, Brandt and Crisp with the first priority being Grauel. Deans, faculty and staff have had kick-off meetings with the architect to discuss priorities and a timeline. Proposed updates cannot be completed during a summer session and it will be necessary to temporarily relocate some offices and classrooms, and for other offices and classrooms to work around construction schedules. The timeline includes moving Mass Media to the Broadway facility by January 2016.

2. Budget Review Update: Mangels announced that the Board had approved the President’s and Budget Review Committee’s recommendations for merit increases for faculty and staff. The Budget Office is posting FY16 budgets today. Operational increases included setting aside some dollars for diversity initiatives; extra money for the marketing/branding initiatives; and $100,000 to be given back proportionally to each division.

3. Branding Roll-Out Update: Below thanked the staff of Communications and Marketing for their outstanding efforts during this extensive initiative. Wells distributed a handout indicating the following:
   - License plate – approved and payment in process – MODOT states it will be available in a month or so.
   - Working with MODOT to update old highway signage and install new ones near regional campuses
   - Business cards, stationery, nametags are available for order at semo.edu/stationery
   - Communications and Marketing is developing a comprehensive marketing plan for the University with estimated completion in August 2015
   - Communications and Marketing is working with Red Letter Communications to complete target audience “personas” to ensure accurate messaging to various types of prospective students with a media buy in progress
   - Billboards with new brand messaging will be installed in various locations, including four in St. Louis, three near the regional campuses, two on I-55 facing north of Jackson, one for Southeast Online in Cape area in July
   - The website is being updated to reflect new brand assets and guidelines
   - River Campus message map is complete
   - Web team is reaching out to departments to begin updating content and images to incorporate the new branding
   - Merchandise with the new logo is available in the Bookstore
   - The new Viewbook design is being finished by Ologie
   - Incorporating brand messaging into Admissions email and print communications
   - University Marketing and Communications will soon mock up ideas for applying branding along the Admissions tour route
   - Beginning work with Advancement to identify branding opportunities for alumni and St. Louis corporate contacts
Below and Wells indicated that brand ambassador training is available for all departments, divisions, units – just contact Communications and Marketing. Wiles suggested that an internal campaign be conducted to make faculty and staff more familiar and aware of the new brand messages. Below indicated that the goal is to have all University messages and logos converted by October 1st, if possible.

4. Retreat dates:
   - Executive Staff – August 14
   - Administrative Council – August 18
   - Chairs and Deans – July 13
   - Deans – July 15, 2015
   - Finance and Administration – July 24
   - Enrollment Management and Student Success – July 22
   - Advancement – July 16

Dr. Vargas will be attending all retreats.

5. Unit Reports:

Dr. Dobbins extended congratulations and thanks to Rhonda Weller-Stilson and the faculty and staff of the River Campus for an outstanding summer arts festival

Holland announced that the Comprehensive Campaign exceed its $40 million goal and to date has rasied $47 million. He thanked faculty and staff for 17 newly endowed scholarships.

6. The President concluded the meeting by announcing that since this is officially his last Administrative Council meeting, he wanted each member to provide him with whatever initiative, event, program, etc., he/she were most proud. There were a number of memories and tears shared. Here is a sampling of just a few:

- Regional campuses and the impact they have had on the Bootheel
- The impact a faculty/staff member can have on just one student by extending extra effort, a helping hand, mentoring, etc.
- The expansion and quality of our international programs
- Edvolution, new aesthetics in Scully, curriculum rewrites
- Magill Hall remodel – outstanding students – first generation students and how we serve them – our response to the Americium spill several years ago
- Outreach to the Bootheel and St. Louis area and our diversity efforts
- Online program with great people and good systems – its expansion and enormous growth are a testament to the work of a lot of really great people
- HLC efforts when the University banded together to achieve in three months what we thought we had three years to do! Success of our students
- Great students and the contact they’ve maintained with the University – in many instances, they are not just our students, but they also are our friends; success of St. Louis interview days; the establishment of the McCain Beta Alpha Psi chapter and the significant associated gift.
- Outstanding and fantastic faculty
- The River Campus, its expansion and increase in majors, the success of the Senior Showcase, Summer Arts Festival, Faulkline Film Festival
- The dedication, hard work, magnificent relationships, willingness to help, attitude and motivation of the faculty and staff
- Hard-working, dedicated and successful student athletes; first football game in Busch Stadium; opportunities to provide student athletes with first-class experiences
- Success of the minority mentoring program and the number of students who have been successful after graduating from that program; the increase in diversity on our campus
• Outstanding collegial form of governance on our campus and the pulling together of all faculty and staff during the financial challenges; the salary equity project including the revision of CIP codes – a great example of how we all worked together
• Opportunity as faculty and staff to have our family members attend college here and especially the opportunity to hug them and shake their hands as they cross the commencement stage.
• Remodeling and grand opening of Academic Hall
• Learning from great mentors and how they have helped us personally and professionally
• Opportunities to meet some of the most incredible people ever; great alumni; great university donors and supporters
• Faculty, staff and students are family – it’s the way we all work together
• The support and camaraderie of faculty and staff in dealing with the Dempster fire – the response and backing was phenomenal and incredibly, the building was back up and functioning in six weeks
• Faulkner Center and the scholars and people it brings to campus; the University Press, which is impressive for any institution and the opportunities it affords our students
• The legacy of experiential learning; collaboration of faculty and staff with alumni and businesses; the innovation in such projects as Catapult which provides an intersection among the community, practitioners, our faculty and students and allows us all to learn from one another
• Success of both the Banner overhaul and DegreeWorks; all the hard work it took and the way faculty and staff worked together
• A caring and supportive campus which uses data to drive decisions
• Growth of the residence life program; quality of the staff; success of university studies and the success of our students
• Enrollment growth, retention, diversity, written procedure manuals, sense of security and professionalism
• The student-centeredness of our University; we are committed to doing what it takes to make sure students succeed; being a part of the University family
• Outstanding students; success of Camp Redhawk
• Sense of community; you know people as you walk across the campus
• An environment where it’s safe to take risks
• Overhaul of Career Services and advising; outstanding honors program
• Nationally known programs; innovation; breadth and depth of the talent at Southeast; commitment to Southeast Missouri State University

President Dobbins closed the meeting by thanking each and every member of the Administrative Council for their dedication, hard work, and support of the University, and the support extended to him during his 16-year tenure as president. Members of the Council gave the President a standing ovation.

Submitted by,
Diane O. Sides
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