



## **Board of Governors Programs & Planning Committee Meeting**

**Robert W. Plaster Student Union, Ballroom East**

**Thursday, 5/19/2022**

**10:15 - 11:45 AM CT**

**I. Roll Call Presented By: Governor Amy Counts**

**II. Approval of Minutes Presented By: Governor Amy Counts**

**A. Approval of the minutes of the Programs and Planning Committee Meeting of February 17, 2022**

*II. Minutes of the February 17, 2022 Programs and Planning Committee Meeting - Page 2*

**III. College of Business Ad Team Presentation Presented By: Samantha Francka, Ad Team Instructor and Marketing and Web Specialist for International Programs**

*III. Ad Team Overview - Spring 2022 - Page 4*

**IV. Graduate College Inclusive Admission Practices Presented By: Dr. Julie Masterson, Associate Provost and Dean of the Graduate College**

*IV. Graduate College Inclusive Admissions Practices Summary - Page 5*

**V. Resolution Authorizing Closed Meeting, Pursuant to Sections 610.021(1), (2), (3), (6), (9), (11), (12), (13), (14) and/or (17) of the Revised Statutes of Missouri**

*V. Closed Meeting Resolution - PPC - Page 7*

**VI. Adjournment Presented By: Governor Amy Counts**

II.

**MINUTES OF THE  
BOARD OF GOVERNORS PROGRAMS AND PLANNING COMMITTEE  
MISSOURI STATE UNIVERSITY  
THURSDAY, FEBRUARY 17, 2022**

Governor Amelia “Amy” Counts, Chair of the Programs and Planning Committee, called the meeting to order at 3:18 p.m. in the Robert W. Plaster Student Union, Ballroom East on the Missouri State University campus in Springfield, Missouri.

**Roll Call**

Present – Amelia “Amy” Counts, Committee Chair  
Briar Douglas, Committee Member  
Anson Elliott, Committee Member  
Craig Frazier, Committee Member  
Gabriel Gore, Committee Member  
Ann Kampeter, Committee Member  
Lynn Parman, Committee Member  
Carol Silvey, Committee Member  
Jay Wasson, Committee Member  
Chris Waters, Committee Member

Also present – Clif Smart, President  
Jim Baker, Vice President for Community and Global Partnerships  
Jeff Coiner, Chief Information Officer  
Ryan DeBoef, Chief of Staff and Assistant to the President for  
Governmental Relations  
Rachael Dockery, General Counsel and Chief Compliance Officer  
Frank Einhellig, Provost  
Dennis Lancaster, Chancellor of the West Plains Campus  
Natalie McNish, Director of Internal Audit and Risk Management  
Matt Morris, Vice President for Administrative Services  
Wes Pratt, Chief Diversity Officer and Assistant to the President  
Suzanne Shaw, Vice President for Marketing and Communications  
Dee Siscoe, Vice President for Student Affairs  
Rowena Stone, Secretary to the Board of Governors

**Approval of Minutes**

Governor Counts called for a motion to approve the minutes of the December 16, 2021, Programs and Planning Committee meeting. Governor Carol Silvey provided a motion, receiving a second from Governor Lynn Parman.

Motion passed 9-0.

Governor Counts left the meeting at this time.

**West Plains Campus Master Plan / Visioning Guide**

Dr. Dennis Lancaster, Chancellor of the West Plains Campus, and Mark Wheeler, University Architect and Director of Planning, Design, and Construction, shared plans for creating a facilities master plan for the West Plains campus through a collaborative process over the next year.

Highlights of their presentation included an overview of the process to create the plan, new facilities, renovations, and additions.

### **Student Mental Health**

Dr. Dee Siscoe, Vice President for Student Affairs; Rhonda Lesley, Director of the Counseling Center; Dr. Jerilyn Reed, Coordinator of Student Wellness; and Julie Holmes, Deputy Compliance Officer, provided a presentation on student mental health. Mental health concerns increased with the COVID-19 pandemic. 80% of college students report that the pandemic has negatively impacted their mental health, and 1 in 5 indicated their mental health has significantly worsened during the pandemic. Highlights of their report included data for the campus community in Springfield and an overview of the services provided to students on campus.

Governor Wasson left and returned to the meeting during the Student Mental Health presentation.

Governor Counts returned to the meeting during the Student Mental Health presentation.

The Board thanked the team for the presentation and expressed its appreciation of all the different mental health resources available to students.

### **Adjournment**

With no additional information needing to be discussed, Governor Counts called for a motion to adjourn the meeting. Governor Chris Waters provided a motion, receiving a second from Governor Silvey.

Motion passed 9-0.

Meeting adjourned at 4:30 p.m.

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Amelia Counts  
Committee Chair

Passed at the meeting of  
May 19, 2022

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Rowena Stone  
Secretary to the Board

## AD TEAM - MKT 480

Ad Team is a for-credit, selective enrollment course for students interested in pursuing careers in the marketing field. Students from all majors are welcome.

Experiential learning is at the forefront of each and every class period and assignment. MKT 480 (Advertising Campaigns) is a student-driven, hands-on experience that gives students an opportunity to work closely with a real client who expects campaign implementation and data-driven results.

### PROGRAM HIGHLIGHTS

- Ad Team enjoys a legacy of success that includes multiple first-place finishes in national competitions
- Students build real, practical skills to apply to the workplace and members have access to a network of Ad Team alumni for career tips, networking, and references

### SPRING 2022

- Ad Team participated in the Invent2Prevent Challenge issued by the Department of Homeland Security to create a product, tool, or initiative to counter targeted violence and domestic terrorism
- Over 30 university teams competed in the challenge and the top 3 teams will be invited to present to DHS officials in Washington, D.C.

Caliber Gaming Alliance is an organization that builds protective factors in former military service members and local at-risk youth through pro-social engagement, community connectedness, and impactful mentorships.

Caliber uses gaming to promote real-life connections among community members in a hate-free environment to reduce risk factors and susceptibility to radicalization among veterans. Research shows hate groups heavily recruit online and one of the most attractive groups to target are military veterans. This group is especially susceptible during transition periods, when they may experience feelings of isolation, anti-government sentiment, and after-effects of traumatic experiences.



Caliber's mentorship program gives veterans opportunities to educate members on how to protect themselves online through three key pillars: online safety, identifying hate speech, and promoting connections through gaming.

[Learn more at CaliberGaming.org.](https://CaliberGaming.org)



## IV.

### **Graduate College Inclusive Admissions Practices Programs and Planning, May 19, 2022**

The ***Committee on Inclusive Practices in Graduate Admissions*** was created to examine how graduate admission practices at Missouri State University (MSU) might evolve to continue maintaining alignment with the university's public affairs mission, vision, and values. After attending a workshop on holistic admissions and reviewing data regarding MSU Graduate College applicants, admits, and matriculants, the committee subdivided into three workgroups focused on (1) Marketing, Recruitment, and Onboarding, (2) Admissions Criteria and Attributes, and (3) Evaluation Processes. They completed their work in Fall 2021, and it has been presented to MSU Graduate Program Directors and at the Midwestern Association for Graduate Schools. Below is an outline of the information that will be presented at the Programs and Planning meeting.

#### ***Data Regarding Current Graduate Admissions***

- Pool of all applicants to MSU graduate programs is characterized by a lack of diversity.
- Offers of admission are not uniform across categories of race/ethnicity, with some groups of underrepresented applicants being denied admission at rates higher than expected.
- Matriculation of applicants is strong across categories of race/ethnicity.

#### ***Guidelines for Marketing, Recruitment, and Onboarding***

- Recruiting and Admissions Data
  - Gather program data
  - Gather university data
  - Gather external data
  - Develop a data plan
- Marketing
  - Identify target markets
  - Create thoughtful messages
  - Develop marketing materials
- Recruitment
  - Develop and implement a recruiting plan
  - Create a communication plan
- Admissions and Onboarding
  - Maintain pre-admission communication
  - Maintain post-admission communication

#### ***Guidelines for Admission Criteria and Attributes***

- Pros/Cons of Commonly Used Criteria
  - Grade Point Average (GPA)
  - Standardized Test Scores (GRE, GMAT, LSAT, MCAT)
  - Interviews

- Letters of Recommendation
- Personal Statements/Statements of Purpose
- Portfolios
- Resumes/Curriculum Vitae (CV)
- Additional Attributes Considered in Holistic Evaluation and Review
  - Realistic Self-Appraisal
  - Preference for Long-Term Goals
  - Perseverance
  - Communication and Collaboration
  - Nontraditional Learning
  - Research Experience
  - Leadership, Service, and Community Involvement
  - Teaching Experience
  - Diversity, Equity, Inclusion, and Justice

***Guidelines for Evaluations Processes***

- Evaluation Processes
  - Support inclusion
  - Reduce bias
  - Establish common evaluation procedures
  - Align practices with mission, vision, and values
  - Promote non-quantified diversity
  - Provide training
  - Describe evaluation processes in admissions materials
  - Process applications expeditiously
- Post-Evaluation Processes
  - Adapt and update processes consistently
  - Assess cohort diversity

***Recommendations for Future Actions***

- Conduct Program Inventory
- Start small
- Seek help

V.

**RECOMMENDED ACTION - Resolution authorizing closed meeting**

The following resolution was moved by \_\_\_\_\_ and seconded  
by \_\_\_\_\_:

BE IT RESOLVED by the Board of Governors for the Missouri State University that a closed meeting, with closed records and closed vote, be held during a recess of the Programs and Planning Committee meeting of the Board of Governors to consider items pursuant to...

- A. R.S.Mo. 610.021(1). "Legal actions, causes of action, or litigation involving a public governmental body..."
- B. R.S.Mo. 610.021(2). "Leasing, purchase or sale of real estate by a public governmental body..."
- C. R.S.Mo. 610.021(3). "Hiring, firing, disciplining or promoting of particular employees by a public governmental body..."
- D. R.S.Mo. 610.021(6). "Scholastic probation, expulsion, or graduation of identifiable individuals..."
- E. R.S.Mo. 610.021(9). "Preparation, including any discussions or work product, on behalf of a public governmental body or its representatives for negotiations with employee groups;"
- F. R.S. Mo. 610.021(11) and (12). "Specifications for competitive bidding...;" and "Sealed bids and related documents...;"
- G. R.S.Mo. 610.021(13). "Individually identifiable personnel records, performance ratings or records pertaining to employees or applicants for employment...;"
- H. R.S.Mo. 610.021(14). "Records which are protected from disclosure by law;" and
- I. R.S.Mo. 610.021(17). "Confidential or privileged communications between a public governmental body and its auditor,..."

**VOTE: \_\_\_ AYE**

**\_\_\_ NAY**