



The Fall meeting of the ULM SOCM Industry Advisory Council (IAC) took place on Friday, October 6, 2023, at the ULM SOCM in Auditorium Room 100.

**IAC Members Attending:**

- |                    |                      |                    |
|--------------------|----------------------|--------------------|
| 1. Andrew Barber   | 11. David Dumas      | 21. Ken Naquin     |
| 2. Trae Banks      | 12. Collin Dunn      | 22. Chandler Neal  |
| 3. Josh Kidd       | 13. Jerry Fields     | 23. Luke Recoulley |
| 4. Charles Poole   | 14. John Franklin    | 24. Tim Roussel    |
| 5. David Dorsch    | 15. Don Greenland    | 25. Nick Spillers  |
| 6. Tom Rabb        | 16. Henry Heier      | 26. Jon McCartney  |
| 7. Jerry Brasher   | 17. Ken Irvin        | 27. Legg Corbin    |
| 8. Chandler Conrad | 18. Addison McDougle |                    |
| 9. Blake Cooper    | 19. Wes Mouk         |                    |
| 10. Jeff Davis     | 20. Mat Nabholz      |                    |

**ULM SOCM:**

Andrew Barber, Chairman, called the meeting to order at 8am 27 members present.

- Welcome
- New Members Introduction
- Approve March Minutes
  - Motion to approve by T Banks, 2<sup>nd</sup> by J Kidd, All in Favor, None Opposed
- Reviewed \$860k balance in Contractor License Acct.

**Director’s Report**

- Intro by Clint Martin
- Faculty Intro: Marshall Hill, Greg Smith, George
- Intro of last 5 weeks
  - Company Interviews & Presentations
  - Career Fair – 33 companies
  - Cookout
  - Student Recruitment
    - Attending high schools
  - LSLBC - \$254,300
  - Enrollment up from Fall 22 128 to Fall 23 – 11.7% growth compared to downward trend ULM totals.
  - Desire to return to pre-COVID levels +/-180 immediately.
- CBSS Symposium – Chris Holyfield / Holyfield Const presentation – packed room



- Moving Forward
- Retirement of Ed Brayton in Dec 23 – small celebration
- Several faculty & the AA positions open & covering Spring semester with adjunct professors.
  - Few items to address before the next accreditation in 2027.
- Temporary weather protection for outdoor practices lab
- Signage
- Service Learning
- Field Trips
- Recruitment
  - Recruitment video? (C Poole)
  - Clint attended counselor's breakfast.
  - International students (D Dorsch)
  - Social media / Broad Internet Campaign – passive
- Student software upgrades
- Faculty morale & retention ideas
- Student retention
- Indoor practices lab – appropriations 1-2years from start –
  - possible temporary structure to utilize behind space behind SOCM bldg.
- Comm College Transfers
  - Problems transferring due to instructor qualifications & class syllabus.
  - Two students attempting
  - Test Out - \$30/Test – how to fund that test for students.
  - Be transparent with transfer students.
- Alumni contact – newsletter frequency (D Dorsch)
  - Constant contact
- Local areas “symposium” of industry graduates (D Dumas)
- Online Programs – mixed reviews

#### AGC - Ken Naquin

- Discussed contractor license board donation.
  - Awarded over \$7mil since inception.
  - 75 – 80% participation by contractors
  - Delivered check for \$254k last week.
- Discussed capital outlay for practices lab.
  - Expect 2yr to groundbreaking.



**Members dismissed for Committee Work Sessions at 9:30am**

**Members reconvened for Admin reports beginning at 11:00am**

**ULM Admin Reports:**

Dean McEacharn

- Business symposium highlights
- Review enrollment numbers (attachment)
  - Increase in Const Mgmt. enrollment.
  - New recruitment position increase
  - Seems to be an increase in female diversity.
  - Fall to Fall Retention rates.
  - Where do CM students come from?
  - Director search & hire of Clint Martin
  - Communication to students

Provost Arant

- 8400 students – increase in enrollment.
- Doc of PT launched this Fall.
- Masters in HR & Computer Sci launching soon.
- Plans to grow Const Mgmt. due to desire of employers.
- Replace Dr Brayton sooner than later – will still require budget approval but try to move forward due to program growth rather than wait for new FY.
- What can IAC do? – financial support and holding the admin accountable.

President Berry

- Sell Const Mgmt. to more prospects – elevate the messaging - oldest profession / runs the job.
- Crisis Mgmt. plans
- Lumen plans – 28,000 sf data center – most tech advanced bldg. in South USA – lots of interest
- Practices lab – move from priority 5 to priority 1 – submit change title to Phase 2 to show as matching dollars from money already spent by the SOCM & industry.
- Focus on student retention.

**Members dismissed for lunch at 12:00**

**Members reconvened for committee work session reports at 1:15pm**



## COMMITTEE REPORTS

### Strategic Planning (Chair Don Greenland):

- Meet with Dr Martin in Dec to develop IAC strategic plan for review / approval in Mar.
- Continue to fund AA long term.
- Review methods to enhance faculty income for retention – present at Mar meeting
  - Detail what are our recurring expenses?
- Nominations of officers for next year and review of bylaws and op procedures by next meeting.
- See motions below.
- No further report

### Curriculum & Accreditation (Chair John Franklin):

- No report

### Enhancement (Chair Wes Mouk) –

- Students want to put program uncertainty to rest.
  - consider formal event in conjunction with CMSA.
- Local companies contact & intern opportunities.
- No further report

### Alumni & Industry Relations (Chair Donovan Stewart):

- Reviewed committee responsibilities
- Next Fall Thursday before meeting- dinner with local alumni & students
- Wild Apricot update
- Meeting with Larry about Alumni awards
- Possibly sponsor a Golf Tournament fundraiser.
- No further report

### Executive Committee (Chair Andrew Barber):

- Met with Dr Martin for introductory purposes.
- Focus on faculty and student recruitment – How can IAC help?
- Reviewed account balances – need to add capital campaign acct.
- \$4000 check presented from fishing tournament fundraiser.
- Review IAC nomination & contribution forms.
- No further report



## MOTIONS BY COMMITTEE

### Strategic Planning (Interim Chair Don Greenland):

- \$20,000 for marketing resources & faculty travel expenses for recruitment from lic fund
  - Motion By: Don Greenland
  - 2<sup>nd</sup>: John Franklin
  - All in favor, None opposed.
  
- Buy or lease temporary structure for practices lab to last at least 4 yrs. from cap exp. Appoint ad hoc rep to price and present to exec committee with amount to be approved.
  - Motion By: Don Greenland
  - 2<sup>nd</sup>: David Dorsch
  - All in favor, None opposed.
  
- In light of the retirement incentive plan for Dr Brayton, to fund visiting professor full-time position for Spring 2024 semester to address ACCE issues not to exceed \$70,000 from lic fund. (Reimbursement from ULM if possible.)
  - Motion By: Don Greenland
  - 2<sup>nd</sup>: David Dumas
  - All in favor, None opposed.

### Curriculum & Accreditation (Chair John Franklin):

- No Motions Requested

### Enhancement (Chair Wes Mouk):

- No Motions Requested

### Alumni & Industry Relations (Chair Donovan Stewart):

- No Motions Requested

### Executive Committee (Chair Andrew Barber):

- No Motions Requested

## End of Committee Reports



**Upcoming Events & Other Business:**

- CMSA Clay Shoot???
- IAC Thurman Potts Fishing Tournament, Barataria, LA, set for 6/7/2024 - 6/8/2024, proceeds go to the Thurman Potts Endowment. Please support this event and sign up as many teams as possible ASAP. Sponsorships available as well. Contact Larry Favalora 504-444-3403 or [lfavalora@favcondesignbuild.com](mailto:lfavalora@favcondesignbuild.com)
- Spring Meeting Scheduled for 3/14 – 3/15/24.

The meeting adjourned at 2:30 p.m.

Respectfully submitted:

Andrew Barber

Digitally signed by Andrew Barber  
Reason: I am approving this document  
Date: 2024.03.20 11:39:58-05'00'

Andrew Barber, IAC Chairman

Signed,

Dr. Clint Martin, Director