



The spring meeting of the ULM SOCM Industry Advisory Council (IAC) took place on March 31 – April 1, 2022, at ULM.

IAC Members Attending:

- | | | |
|-----------------------|-------------------|---------------------|
| 1. Andrew Barber | 12. John Franklin | 23. Luke Recoulley |
| 2. Joshua Kidd | 13. Don Greenland | 24. Levi Roberts |
| 3. Trae Banks | 14. Henry Heier | 25. Tim Roussel |
| 4. Michael Barron | 15. Ken Irvin | 26. Greg Smith |
| 5. Jerry Brasher | 16. George Kragle | 27. Nick Spillers |
| 6. Ed Brayton | 17. Connelly Luke | 28. Donovan Stewart |
| 7. Don Colgrove | 18. Steve Michel | 29. Vincent Straub |
| 8. David Dorsch | 19. Wes Mouk | 30. Josh Tellifero |
| 9. David Dumas | 20. Chandler Neal | 31. Collin Trisler |
| 10. Laurence Favalora | 21. Charles Poole | |
| 11. Jerry Fields | 22. Jacob Ramsey | |

Honorary Members:

ULM: Dr. Ron Berry, Dr. Ed Brayton, Greg Smith, Dr. Don Colgrove (Zoom)

Andrew Barber, Chairman, called the meeting to order at 1:15pm, 3/31/22 with 31 members present.

- IAC’s 1st – 2 day event. Thanks to everyone who helped put it together.
- Student/IAC Crawfish Boil scheduled for Tuesday, 4/26 at ULM around 5pm
- Students attending National Convention
- Larry Favalora – Potts Fishing Tournament postpone next spring due to damage at outfitter’s facility.
- CMSA Clay Shoot – Apply by April 1st, Shoot is April 8th – IAC support needed.
- New Members were introduced to the IAC – Tim Roussel, Levi Roberts, Luke Recoulley

Director’s Report

- Dr. Ed Brayton, SOCM Director, gave an update of the SOCM progress via PowerPoint presentation (see his presentation attached).
- Goal is to transform the Construction Management Program at ULM to World Class Program
- Strategic Plan: Grow Enrollment & Improve Facility
 - Improve Facility:
 - We are hands on / application based degree, not just book learning – We need a covered practices lab ASAP
 - Ken Irvin completed schematic design on 10/21, no design contract, no loan – time is ticking on cost & lost opportunities



- Need IAC to follow up with ULM administration to ensure forward progress.
- Need to pursue loan from Foundation – 5/5/22 is the next foundation meeting.
- Grow Enrollment
 - Renumber / Reorganization of CM program – see attachment
 - CM ONLINE Completer is approved
 - Created articulation agreements with BRCC, BPCC, Delta
 - SoCM is almost a stand-alone unit as required by ACCE by May 1st
 - Hosted open house on 3/5/22, IAC and faculty met with 10 student / families.
 - Enrollment numbers fall '21/ spring '22 = 151/122, Projected fall '22 = 113
 - Cancelled 6 courses for fall '22
 - Only 18 completed students applications to date, compared to 100+ normally
 - Marketing material has been updated in accordance with student opinion.
 - ULM completed digital marketing 4/21 – not yet published – started over filming 3/2022
 - No onsite HS recruitment
- Faculty – new members – Marshall Hill starts fulltime 1/2023 & Jonathan Tucker starts 8/2022

Guest Speaker - Sarah Siereveld, Director of Alumni Association

- Who, what, when, where the AA does.

Keynote Speaker - Rob Hunt – Safety Leadership

- Personal Board of Directors
- Develop upcoming leaders

IAC hosted Student & Industry Dinner on March 31, 2022 - 6:00pm at Bayou DeSiard Country Club. 30+ students attended mingled with members of industry and alumni. Special thanks to Charles Poole for offering the use of his BDCC membership to host this event & the Enhancement Committee (Chairman Mitch Reppond) & Larry Favalora for coordinating this event.



COMMITTEE REPORTS

Strategic Planning (Interim Chair Don Greenland):

- Appropriations
- Priorities
 1. Fund IAC Admin Asst
 2. Phase 1 Practices Lab Built
 - See motion below
 - Milestones:
 - May/Early June 2022 – Design Docs Complete
 - June 2022 – Select Bidding
 - June/July 2022 – Execute Construction Contract
 - Ad Hoc Bldg. Sub-Committee – first meeting Tuesday, April 5, 2022.
 - Don Greenland, Ken Irvin, Jerry Brasher, Charles Poole, Larry Favalora, & Ed Brayton
 3. Online Program
 - Faculty has content, need consultants to support and create the online platforms and user interfaces ballpark approx. \$300k over first 3 years
 4. Recruitment of Students
 - Need clarity from Dean of Business about new recruiter
 - Need clarity on online marketing shot by ULM
 5. Compensate SOCM faculty at high level
 - Settle the next PPP agreement after metrics for enrollment improve, new faculty members on staff, hopefully next fiscal year

Curriculum & Accreditation (Chair John Franklin):

- No report.

Enhancement (Chair Mitch Reppond):

- Did not meet, no report.

IAC Meeting Planning (Chair Nick Spillers):

- Contact members before meeting.
- Fall meeting scheduled for 10/7/22 (informal meeting)
- Post Meeting Survey – what can we do better
- Mentorship – student for each IAC member – move ideas to Enhancement committee
- Vendor Presentation / Sponsorship



Alumni & Industry Relations (Chair Donovan Stewart):

- Local Meet & Greet functions for IAC / SOCM Alumni
 - DFW meet & greet was held at Texas Live – great event
 - Tasked with creating more events for 2022
 - BR//NOLA
 - Shreveport
 - Alexandria
 - Houston

Executive Committee (Chair Andrew Barber):

- Met with Dr. Brayton and primarily discussed Fall 2022 projected low enrollment numbers

MOTIONS BY COMMITTEE

Strategic Planning (Chair Don Greenland):

- To approve an overall max budget of 600k for Phase I of ULM SOCM practices lab.
 - Supersedes Oct 2021 motion
 - Funding
 - Use \$200k from licensing fees acct
 - Use \$200k from capital fund accts
 - Secure \$200k loan from ULM Foundation – pay back in 2 years using funds from licensing fees.
 - IAC Chairman to Work with Dean of Business to make proper request to the foundation to ensure the motion is on the foundation agenda by April 22, in time for May 5, 2022, Foundation meeting.
 - Moved by David Dorsch, Wes Mouk, All in Favor, None Opposed

Curriculum & Accreditation (Chair John Franklin):

- No Motions Requested

Enhancement (Chair Mitch Reppond):

- No Motions Requested

IAC Meeting Planning (Chair Mitch Reppond):

- No Motions Requested

Alumni & Industry Relations (Chair Donovan Stewart):

- To dedicate \$8,000 annually for up to \$800 per event for local IAC/SOCM Alumni events.
 - Moved by Andrew Barber, 2nd by Larry Favalora, All in Favor, None Opposed



Executive Committee (Chair Andrew Barber):

- No Motions Requested

Faculty member Don Colgrove requested sponsorship of SOCM student t-shirts with marketing opportunity on the t-shirts – approx. \$2500. Please contact Don if your company is willing to sponsor the students.

Guest Speaker – Alyssa Jaksich – Environmental, Social, & Governance (ESG)

Dean of Business – Dr. McEacharn

- Introduce –
 - Greg B hired as – College Business Recruitment
 - Greg has been meeting with guidance counselor from east Texas, Louisiana, Arkansas, & Mississippi
 - Cathi Hemed hired as – College Business Director of External Initiatives
- Enrollment Data – see handout
 - Declining enrollment – SOCM, CBSS, ULM, Statewide, Nationally...
 - Less students graduating
 - COVID caused a 2 year marketing constraint
- Is the online program the answer
 - Academic Integrity Concerns / Quality of Graduate
 - Lack of personal relationships to student – not connected to the region – may not work here.
- Completer program is the ripest fruit to grow enrollment
- Marketing & Communications
 - ULM targeting strategic marketing campaigns – SOCM is getting attention
- Recruitment targeting areas outside NELA emphasizing
 - Accreditation (Guidance Counselors)
 - Placement after College Graduation
 - Culture of University
- Recognition & Hosting Events (Pelican Cup) that may draw students with undecided majors

Provost / VP Academic Affairs – Dr. Arant - introduction

ULM President – Dr. Berry

- New Strategic Plan – focus on human development
 1. Student Success #1
 2. Faculty / Staff distinction & well being
 3. Intellectual Activity – practical R&D requested 35 Million biomed research, med marijuana testing



4. Community Engagement
 5. Accept who/where we are & What we do
- Initiative to Raise \$250,000,000
 - Revamped recruiting totally
 - Key Programs to Push Nationally includes SOCM
 - ULM hired marketing professional.
 - Dr. Arant hired Gray & Associates to analyze each program to meet workforce demands.
 - Dean McEacharn has done great job to running her “business”.

IAC hosted the Annual Alumni Awards Luncheon on April 1, 2022 – at the ULM Library 7th floor and recognized:

Robert Nabholz – Constructor of the Year

Clint Graham – Constructor of the Year

Jerry Fields – Distinguished Alumnus

Henry Heier – ULM Honorary Doctorate

Special thanks to everyone who helped coordinate this event.

Upcoming Events & Other Business:

- CMSA Clay Shoot is set for 4/8/22 - see email for details - Register Today!
- IAC to host student Crawfish Boil on 4/26. Alumni & Industry encouraged to attend and engage with students.
- IAC Thurman Potts Fishing Tournament, Barataria, LA, postponed until spring 2023. Sponsorships available. Contact Larry Favalora 504-444-3403 or lfavalora@favcondesignbuild.com
- Fall IAC meeting is scheduled for Friday, October 7, 2022.

Meeting adjourned at 2pm, 4/1/22

Respectfully submitted:

Andrew Barber, IAC Chairman

Signed,

Dr. Ed Brayton, Director