



  
**U L M S O C M**  
 INDUSTRY ADVISORY COUNCIL  
**March 14 – March 15, 2024**

The spring meeting of the ULM SOCM Industry Advisory Council (IAC) took place on March 14 – March 15, 2024, at ULM.

**IAC Members Attending:**

- |                    |                    |                     |
|--------------------|--------------------|---------------------|
| 1. Andrew Barber   | 10. David Dumas    | 19. Charles Poole   |
| 2. Joshua Kidd     | 11. Larry Favalora | 20. Greg Smith      |
| 3. Nick Spillers   | 12. Jerry Fields   | 21. Donovan Stewart |
| 4. Trae Banks      | 13. John Franklin  | 22. Chris Thompson  |
| 5. Michael Barron  | 14. Don Greenland  | 23. Steve Traxler   |
| 6. Jerry Brasher   | 15. George Kragle  | 24. Blake Cooper    |
| 7. Chandler Conrad | 16. Clint Martin   | 25. Matt Nabholz    |
| 8. Jeff Davis      | 17. Steve Michel   | 26. Tom Rabb        |
| 9. David Dorsch    | 18. Chandler Neal  | 27. John Hunter     |

**Honorary Members:**

**ULM:** Dr Clint Martin, Greg Smith, Marshall Hill, Dr Ron Berry, Dr. Michelle McEacharn, Dr. Mark Arant

Andrew Barber, Chairman, called the meeting to order at 12:00pm, on March 14, 2024 with 22 members present at ULM SOCM Rm 100.

**Director’s Report & Q&A – Dr Clint Martin**

Dr. Clint Martin, SOCM Director, gave an update of the SOCM program-

- 26 companies attended career fair last week
- ULM rejoined ASC – will attend upcoming Auburn meeting
- Attended ACCE Midyear meeting
- Student recruitment efforts ongoing-
  - Spring ‘24 Enrollment 129, up from 123 in Spring ‘23
  - Ongoing outreach to HS counselors, 2 visits scheduled
  - Recommended hiring consultant to help
- \$65k ordered new trimble surveying equipment from generous donation
- Plans to update surveying class to be geared more toward construction layout
- Temp Practices lab
  - Layout presentation
  - 4 shipping containers with canopy
  - Fenced with groundbreaker logo
  - Currently being reviewed by “aesthetics” committee for university approval
  - Est cost: \$80-100k
- Perm practices lab in La State Senate for approval this spring
- Faculty replacements- a couple applicants to interview next week



- Currently one position advertised, but seeking to fill 2 full time professors
- Covering courses
  - George out sick
  - D. Randall retiring – Need mechanical adjunct
  - 3 instructors covering all classes
  - Causing student unrest
  - Seeking bonus for the load instructors are covering
- Alumni outreach & student interaction
  - Attended Shreveport alumni dinner last week
  - Latest Groundbreaker newsletter sent last week
  - Pancake Breakfast 3/19
  - Golf Tournament 4/12
  - CMSA clay shoot 4/19
  - Jambalaya cookoff 4/23
- Would like to begin teaching Summer online “catch-up” courses
  - Target next summer 2025
  - Only for courses appropriate to be taught online
  - Would require summer pay to faculty or adjunct faculty
- AI / Robotics
  - Adding newer software and training certificates
  - AI writing papers, doing estimating, etc is a reality. Looking at integration in curriculum.
  - Teaching it makes good sense.
  - Robotics - not likely to purchase any equipment, but need to teach about robotics.
- Computers needed in classroom 123
  - Need 2 total computer labs
  - Need cloud-based computing
- Updates needed in room 100
- Textbook / workbook replacement & companion materials
  - 8-9 current books and material were written by Dr Brayton
  - All will be transitioned out by Fall 24

### **Meet with the President – Dr. Ron Berry**

Dr. Ron Berry, gave an update of the latest ULM news-

- Update on SOCM Indoor Practices lab
  - ULM met with Commissioner of Admin to discuss Capital Outlay
    - 3 priorities Sugar, SOCM, Ewing
    - Happy about 1 year from allocation to shovel
    - Construction lab is #2 priority behind Sugar
  - Facilities core hired lobbying firm for state lobbying efforts
  - Breakfast last week with local delegation
  - Sold as a matched project to private industry dollars already spent at SOCM
- Outdoor lab
  - Need to ensure aesthetically pleasing.
  - Helpful to have a nice picture / rendering submitted to University
- Campus Master Plan Submitted last week. Campus upgrades could include:



- New Parking Structure
- Green Space
- Bring each college's classes closer together
- Athletics changes
- 2 lakes / walking path
- Resolve ADA issues
- & more....
- Fed lobbying – expand entrepreneurial opportunities, weather mesonet to become state climatological center, disaster mgmt.
- Clark Williams Innovation Campus – 800k sf actively marketing for leasing for outside companies
  - School of Comm \$750k grant to create multimedia facility for videos, commercials, podcasts
  - Key is to become independent of state funding
- Enrollment is up

#### **Meet with the CBSS Dean – Dr. Michelle McEacharn**

Dr. Michelle McEacharn, gave an update of the latest CBSS & SOCM news-

- SOCM enrollment up 15 students Fall to Fall – impressive compared to Natl Avg. Level for Spring
- New Admits for SOCM up from 35 to 50
- New Director – Dr. Clint Martin doing well & integrating into CBSS & University
- Shreveport alumni event – 9 alums attended – alums impressed with Dr. Martin
- Met with Clint & student reps – in Fall & Spring
  - Good meeting / good suggestions from students
  - Textbooks are topic of concern to be addressed by Fall
  - SOCM Instagram & FB account transfer from past generations
- College of Business
  - Pelican Cup / Student Innov Fund (Angel Fund)
  - SOCM faculty participating well within the College of Business
- Faculty
  - Actively recruiting 1<sup>st</sup> empty faculty replacement
  - Should be able to also recruit 2<sup>nd</sup> empty faculty position
  - If qualified candidates apply, both positions could be filled by Fall 24

#### **Meet with the Vice President – Dr. Mark Arant**

Dr. Mark Arant, gave an update of the latest ULM news-

- Accolades for Dr Berry
- 998 students to walk / 1200 to graduate up from 895 last May
  - 2 ceremonies
- New programs
  - BS of Occ Therapy
  - Doc Phys Therapy – 49 students
  - BS Applied Science – Organizational
  - Doc of OT pursuit continues
  - Doc Nurse Prac pursuing
- Fant Ewing Coliseum



- \$60 mil
- Renovate to become ADA evac shelter
- Community health center
- Seeking funds to replace daycare destroyed by fire
- Renovations of Sugar Hall hope to begin this summer
- Dental Hygiene accreditation to be reinstated after minor infraction corrected
- BS of Disaster Mgmt Readiness, Response, Recovery in process, by Spring '25
- India trip – signing Marriage & Family Therapy agreement with local India university

### **Review/Approve/Reassess/Redefine 10/6/23 Meeting Minutes – Andrew Barber**

Motion to approve meeting minutes with minor amendments-

Moved by David Dorsch, 2nd by Larry Favalora, All in Favor, None Opposed

### **Review IAC Account Balances – Andrew Barber**

- Funds from capital acct moved to contractors lic fund acct in 2023 at request of Dir Ed Brayton.

IAC hosted Student & Industry Dinner on March 14, 2022 - 6:00pm – 9:00pm at Bayou DeSiard Country Club. Eighteen (18) 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 for coordinating this event.

The spring meeting reconvened at 8:00am, March 15, 2024 at ULM - Bayou Pointe

## **COMMITTEE REPORTS**

### **Alumni & Industry – Chair Donovan Stewart**

- Please Support Upcoming Events-
  - 4/12 Pelican Classic Golf Tournament
  - 4/19 CMSA Clay Shoot
  - 4/24 Jambalaya cookoff
  - 6/7-6/8 Fishing Tournament
- Push for local summer SOCM Alumni Events targeting 5 areas
  - DFW
  - Monroe
  - Houston
  - Shreveport
  - Arkansas
- Database push to Wild Apricot with help from Anna
  - Results by Fall '24 meeting
- Considering Awards & Recognition potential to add to awards
  - Under 40 award to add next year
  - Diversity Alumni
  - Top graduate



- All alumni try to stay connected by interaction with school, faculty, & students
- Consider an idea to add an alumni “showcase” in SOCM building – Alumni & Industry award winners
- Consider having more students engage by attending IAC meetings

#### **Enhancement – Interim Chair Chandler Conrad**

- Dinner went well last night 18 students attended
- Encouraged IAC to stay connected, attend CMSA meetings, etc
- Encouraged IAC support, market, add value & presence to open houses

#### **Curriculum & Accreditation – Chair John Franklin**

- No report

#### **Strategic Planning – Chair Don Greenland**

- Presented “Elevate to 28” IAC Strategic Plan to align with ULM SOCM Strategic Plan
  - Requested review & comments by 4/15/24
- Proposed that Executive Committee consider:
  - Revive Facilities committee
  - Create new Student Recruitment committee
  - Create new Faculty Support committee

#### **Executive Committee – President Andrew Barber**

- No report

### **MOTIONS BY COMMITTEE**

#### **Strategic Planning – Chair Don Greenland**

- Motion to approve a pool of \$30k in professional development funds to pay faculty for their recent performance, as allocated by the director. To be paid from Acct 92723
  - Moved by Dorsch, 2<sup>nd</sup> by Michel, All in Favor, None Opposed
- Motion to approve a not to exceed program budget of \$150k to relocate & construct the covered outdoor practices lab. To be paid from Acct 92723
  - Moved by Dorsch, 2<sup>nd</sup> by Michel, All in Favor, None Opposed
- Motion to approve a not to exceed program budget of \$50k to upgrade AV equipment and necessary minor renovations to CONS 100 Auditorium. To be paid from Acct 92723
  - Moved by Barber, 2<sup>nd</sup> by Dorsch, All in Favor, None Opposed
- Motion to approve and not to exceed program budget of \$50k to upgrade existing classroom to computer lab to include approximately 30 workstations, related electrical & data wiring and necessary minor renovations. To be paid from Acct 92723
  - Moved by Barber, 2<sup>nd</sup> by Michel, All in Favor, None Opposed



- Motion to approve new IAC officers / Executive Committee beginning 10/1/2024:
  - President: Josh Kidd
  - Vice President: Donovan Stewart
  - Secretary / Treasurer: Nick Spillers
  - Past President: Andrew Barber
- Moved by Traxler, 2nd by Michel, All in Favor, None Opposed

### **Executive Committee – President Andrew Barber**

- Motion for 20% pay increase starting 4/1/24 plus summer stipend (\$30/hr up to \$7500 for 3 months) for Asst to Director / IAC Admin Asst position. Cost to be paid from La Contr Lic Fund Acct 92723.
  - Moved by Michel, 2<sup>nd</sup> by Greenland, All in Favor, None Opposed

No further motions.

### **Guest Speaker – Disaster Readiness, Response, & Recovery**

Gordon Schmidt, PhD

ULM Director / Professor School of Mgmt

318.342.1130 / 260.440.0119

[gschmidt@ulm.edu](mailto:gschmidt@ulm.edu)

### **Alumni & Industry Awards Luncheon**

IAC hosted the Annual Alumni & industry Awards Luncheon on March 15, 2024 – at the ULM Bayou Pointe and recognized:

- Mark Castellana – Constructor of the Year
- AC Breckenridge (Posthumous) – Constructor of the Year
- Carl Cloessner – Alumnus of the Year
- David Dumas – Alumnus of the Year

Special thanks to Anna Emfinger, Larry Favalora, and everyone who helped coordinate this event.

### **Upcoming Events & Other Business:**

- 3/19/24 at 7:30am – ULM SOCM Pancake Social by Diamond B – Free Pancakes
- 4/12/24 – ULM SOCM Pelican Classic Golf Tournament - Contact Donovan Stewart - [dstewart@a-p.com](mailto:dstewart@a-p.com)
- 4/19/24 – ULM SOCM CMSA Clay Shoot
- 4/23/24 – Jambalaya Cookoff – ULM Campus
- 6/7 – 6/8/24 – IAC Thurman Potts Fishing Tournament, Barataria, LA, Sponsorships available. Contact Larry Favalora 504-444-3403 or [lfavalora@favcondesignbuild.com](mailto:lfavalora@favcondesignbuild.com)
- 10/4/24 - Fall IAC meeting



Meeting adjourned at 1:00pm, 3/15/24

Respectfully submitted:

Digitally signed by Andrew Barber  
Reason: I am approving this document  
Date: 2024.03.26 07:38:00-05'00'

**Andrew Barber**  
Andrew Barber, IAC President

Signed,

A handwritten signature in black ink, appearing to read 'Clint Martin', written over a light blue horizontal line.

Dr. Clint Martin, Director