



**'Jacket Leadership Team Meeting Minutes
November 9, 2021**

Meeting held in person with Web-ex option in McDonald Hall, began at 2:00 pm

“What is Your Why?” Focus Groups Update:

Chancellor Hicswa gave brief summary of the data she has been collecting in the Focus Group sessions based on Simon Sinek’s book *Start With Why*. Now that she has gained further insight into why employees, faculty and students chose MSUB as their place to work or study, she will plan the next round of sessions for spring semester that will seek what MSUB’s niche should be. The goal is for this data to inform MSUB’s operational plan going forward.

Data Governance Charter:

Provost Eskandari introduced the Data Governance Charter drafted by the Data Advisory Council. The charter establishes a team with representatives from various departments who work with or are affected by institutional data together to prioritize requests made for institutional data to make recommendations to the Executive Team about submitted requests. Director of Institutional Research Joann Stryker added that the committee will focus on information requests specific to MSUB, as she also acts as a voting member for the university system data group of the MUS.

Retention Campaign Update:

Retention Director Julie Pettit gave a presentation on the many efforts she and her team have in progress to increase fall to spring retention numbers. Some of these efforts include early alerts, midterm progress reports with TRIO, social media and texting campaigns, pre-advising, and the “Express-O” campaign which gave students who registered early a free drink from any campus coffee shop. Multiple campus departments have participated in initiatives to increase retention.

Marketing, Signage, and Email Signatures:

University Communications and Marketing (UCAM) Director Maureen Brakke spoke on the importance of promoting a unified brand identity for campus, beginning with eliminating the use of all previous MSUB logos. This use should apply to email signatures, clothing, promotional products and labels. The brand guide can be consulted on the UCAM webpage, which also features MSUB’s official colors.

Admissions Director Ed Brown suggested the creation of a new logo that encompasses both campuses, and suggested changing MSUB’s colors to black and yellow to distinguish us from MSU Bozeman.

Billings Downtown Holiday Parade:

MSUB is participating in the Downtown Billings Holiday parade on the evening of November 26th. UCAM Director Maureen Brakke invited everyone to walk in the parade alongside the truck/ Athletics bus. The location to meet will be announced within the next week.

Admin General Policy (Second reading- see attached policy draft)

Vice Chancellor of Finance and Administration Susan Simmers and Project Manager Leslie Weldon are working on centralizing policies and organizing them in a structure that may mimic Montana University System policies.

Leslie will establish the project timeline, then once each department has updated its own policies, they will be brought to Cabinet by Vice Chancellors, and if approved, continue to 'Jacket Leadership Team for discussion.

Chancellor Hicswa led discussion on the updated Admin General policy, one additional update to add employment/ benefits as an approved topic for Admin Generals was added. Susan Simmers motioned to approve policy, Morgan Prevost seconded motion, the team voted and approved the policy.

Discussion: Preventing Burnout

Chancellor Hicswa led a discussion about burnout at work and why it is important to acknowledge it, but also to combat it. The group discussed causes of burnout and methods they use for preventing it both personally and with their teams at work. The most common methods to combat burnout were exercise, getting outdoors, humor and remembering why our work is so important.

Meeting concluded at 3:30 pm
Minutes by Natalie Preston

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