



**SOUTH DAKOTA MINES**  
An engineering, science and technology university

# University Cabinet

March 18, 2024





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# Career Center

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## Strategic Plan

### Academic & Co-Curricular Excellence

- Largest Spring Career Fair
  - 192 Companies: 32 States, plus Washington DC and Canada; 55 South Dakota companies; 20 Black Hills companies
  - 56 Companies hosted next day interviews
  - 807 Students in attendance

### Research & Innovation

- In process of finalizing 22/23 Placement data
- Creating partnerships and collaborations to streamline data collection making it more efficient and reliable

### Outreach & Engagement

- External collaborations
  - OPE, Industry Engagement
  - Potential Industry Recruiters

### Campus Culture

Campus collaborations: CARA, Alumni, Marketing, Department Heads, Dining, Facilities

## Highlights



**Corinne Heiberger**  
Director of Career Services  
Devereaux Library, Office 214  
605-394-1270

BS Industrial Engineering, SDSMT  
(2008)  
MS Management Engineering,  
SDSMT (in progress)



**Madison (Madi) Fuegen**  
Career Services Coordinator  
Devereaux Library, Office 209  
605-219-8238

BS Human Development and  
Family Studies, SDSU (2019)  
M.Ed. CHRD, Student Affairs,  
SDSU (2023)

## Career Services Mission:

South Dakota Mines Career Services will successfully engage students in their career and professional development and will foster partnerships to connect students with employers, campus, and the community.

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## Departmental Professional Development

National Association of Colleges and Employers (NACE)  
Conference- June 2024

Cooperative Education and Internship Association (CEIA)  
Conference- April 2024

Handshake Academy

South Dakota Association of College Career Centers (SDACCC)

South Dakota Higher Education Association (SDHEA)

National Career Development Association (NCDA)





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# **Geology and Geological Engineering**

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## Strategic Plan

### Academic & Co-Curricular Excellence

- Initiative 1: Implement results of graduate program assessment for HLC (2023-24) and for Program Review in (2025-26)
- Initiative 2: Work with administration and CARA to build out the Nemo Field Station

### Research & Innovation

- Initiative 1: Achieve and maintain RA support at a level that substantially contributes to the institutional goal of becoming an R2 university
- Initiative 2: Hire new GEOE faculty member

### Outreach & Engagement

- Initiative 1: Host field trips for high school students
- Initiative 2: Maintain summer youth camps
- Initiative 3: Invest in recruiting graduate students at professional meetings; online advertising campaigns both for MI depts (continuing) and GEOE (new)

### Campus Culture

- Initiative 1: Continue career roundtables for students (1/semester)
  - Initiative 2: Continue department field trips (fall/spring)
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## Department/Center/Program Highlights

- Zhi Yi GEOE
- Minor in Critical Minerals – Exploration and Development (GGE, MEM and MET)
- Middle and High School Teachers workshop (GGE, MEM and MET)
- ABET Accreditation Geology 2nd in US
- Dr. Anderson AAAS Fellow
- 100 year museum celebration
- Volcanic activity on Mars – local media coverage Dr. Gokce
- Dr. Keenan Tenure pending BOR approval
- Dr. Keenan and Donovan awarded NSF RUI Ceramics and Geology of the Black Hills
- Black Hills Field Station
- Nucor Mineral Industries Building
- Leaderships Change
  - Synergies
  - Strategic Planning





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# New Website Report



**Goal: To tell our story as a University to the public and to create a space for internal audiences to share information.**

**Definitions:**

**Centralized – The web has a single authority (MC) that manages and controls all updates with limited editors.**

**Decentralized – The web is a shared space where everyone has equal authority, editing access, and permissions.**

**Intranet – Internal website**

**Portal - ITS software application providing access to an internal website**



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**Public Website: Marketing tool to visually tell our story - higher level story telling branded content. This content will follow marketing strategies and brand voice.**

- Innovative visual design**
- Easily digestible content**
- Enhance the user experience**
- Centralized governance model**

**Audience:**

- Prospective students**
- Parents and families**
- Alumni**
- Community**
- Industry**



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**Intranet Website: Content or information for the university's internal audience**

- Same visual design elements as the public website**
- Operational and informational content**
- Decentralized governance model**

**Audience:**

- Current students**
- Staff**
- Faculty**



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# Marketing Study Summary

# Marketing Study Consultants' Scope of Work

- Understand awareness and perceptions of the South Dakota Mines brand and offer, including challenges and opportunities as compared to competitors, target audience perceptions, and gaps between the SD Mines offer and target audience needs.
  - Analyze the South Dakota Mines marketing & communications function.
  - Integrate insights to provide high-level recommendations.
  - Produce a research report to document findings to support socialization and next steps.
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# Team Members

## Consultants:

- **Colleen Carrow**, Founder & Principal, Seeworthy Studio
- **Blair Phillips**, Market Researcher & Brand Strategist, Beehive Research

## South Dakota Mines:

- **Jim Rankin**, President \*
- **Jade Herman**, Chief of Staff, Interim Director of Marketing & Communications \*
- **Molly Moore**, AVP of Enrollment Management \*
- **Lance Roberts**, Provost \*\*
- **Laurie Anderson**, Vice President of Research \*\*
- **Joel Lueken**, Athletic Director \*\*
- **Robert Hall**, Head of the Department of Mining Engineering and Management/Geology & Geological Engineering\*\*

\* *Core team members*

\*\* *Stakeholder team members*



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# Discovery Overview

## Immersion:

- *Strategic:* Plans, fast facts
- *Marketing:* Digital and print recruitment outreach, CARA materials
- *Marcom:* Strategy, org charts, rebrand docs

## Peer and competitor audit:

- *Brand review*
- *High-level communications audit:* Web, social
- *Marcom team structure*

### COMPETITORS:

- Dakota State University
- South Dakota State University
- University of Nebraska-Lincoln
- University of South Dakota

### ASPIRATIONAL PEERS:

- Colorado School of Mines
- Michigan Technological University

# Competitors

## GROWING BRAND EFFORT

## STRONGER BRAND EFFORT + PRESENCE



*Inspire, discover,  
achieve.*

**Aspirational**



*To seek what's next.*

**Forward movement  
toward the next  
frontier**

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Small to mid-size institutions that are growing in brand practice, approach, and strength via investment in either their teams, or new branding efforts.

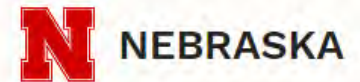


*Follow your passion.*

**Personal and  
emotional**

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Mid-size to larger, established research institutions with greater resources and a more practiced brand, and therefore, stronger brand presence.



*In our grit, our glory.*

**A true sense of the  
place and people**

# Aspirational Peers



*We are Mines.*

## Owning it

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Celebrated R1 that's leaning into its storied past and what makes them unique, with confidence.



**Michigan  
Technological  
University**

*The place to be (real).*

## Permission to be

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A flagship that's celebrating its history – and expressing the brand even in how it educates its community about it.

# Where We Stand




*Advancing the frontier of innovation.*

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## **Making essential strides**

The only institution with a descriptor in its lockup, at this time. Poised for growth with a solid brand foundation – and the need to own and confidently tell its unique story.

# Defining the Distinctive Identity of the South Dakota Mines Brand

- The SDM brand embodies a blend of **affordability, specialized STEM education, academic quality, outcome-driven success, and personalized attention.**
  - It is perceived as a place where students receive **good value for their investment, with strong programs in mechanical, metallurgical, mining, chemical, and civil engineering.**
  - Among prospective students, **mechanical engineering holds particular appeal**, closely followed by industrial and mining engineering.
  - **The brand's personality and culture are characterized as nerdy, introverted, hard-working, challenging, and smart, with a touch of eccentricity.**
  - Faculty and staff emphasize the **hands-on nature** of education, while alumni appreciate SDM's **practicality and genuine atmosphere**, reinforcing the institution's unique identity and reputation.
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# Marketing & Communications Team Function Evaluation

*GOAL: Recommend an enhanced marketing communications team structure, using insights drawn from key stakeholder audiences.*



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## Audiences:

- Leadership, incl. board members (10)
- Marketing & communications team (5)
- CARA, incl. board chair (4)
- Athletics group, incl. director (7)
- Bookstore (1)
- Faculty/staff (6)
- Students (3)
- Alumni (4)

# Topline Qualitative Findings


## STRATEGY

- No true proactive marcom strategy tied to institutional goals.

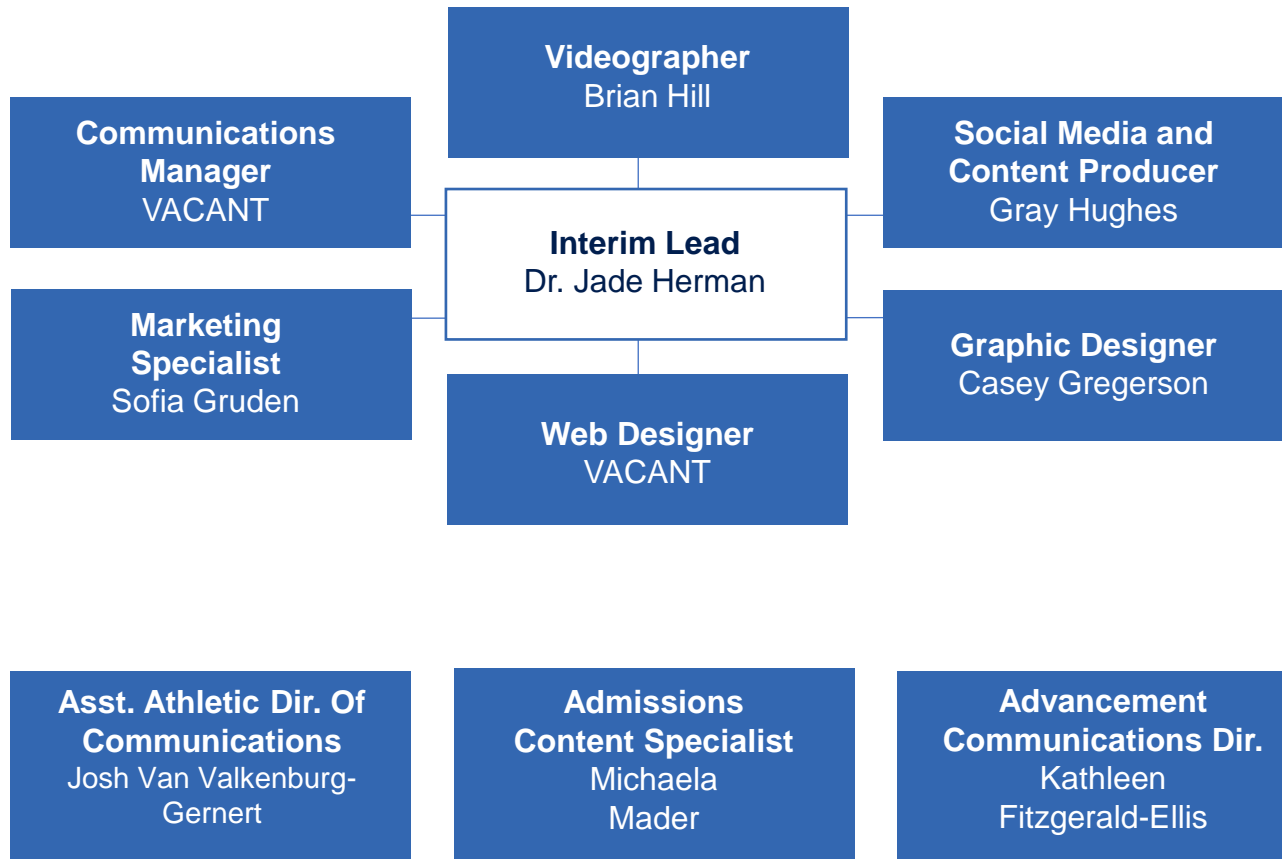
## BRAND LEADERSHIP AND EXPRESSION

- Acknowledgement of a lack of awareness of institution, even locally.
- Confusion over name “change” and how to use the brand.
- Lack of brand understanding across campus.
- Faculty/staff need tools for consistency and storytelling.

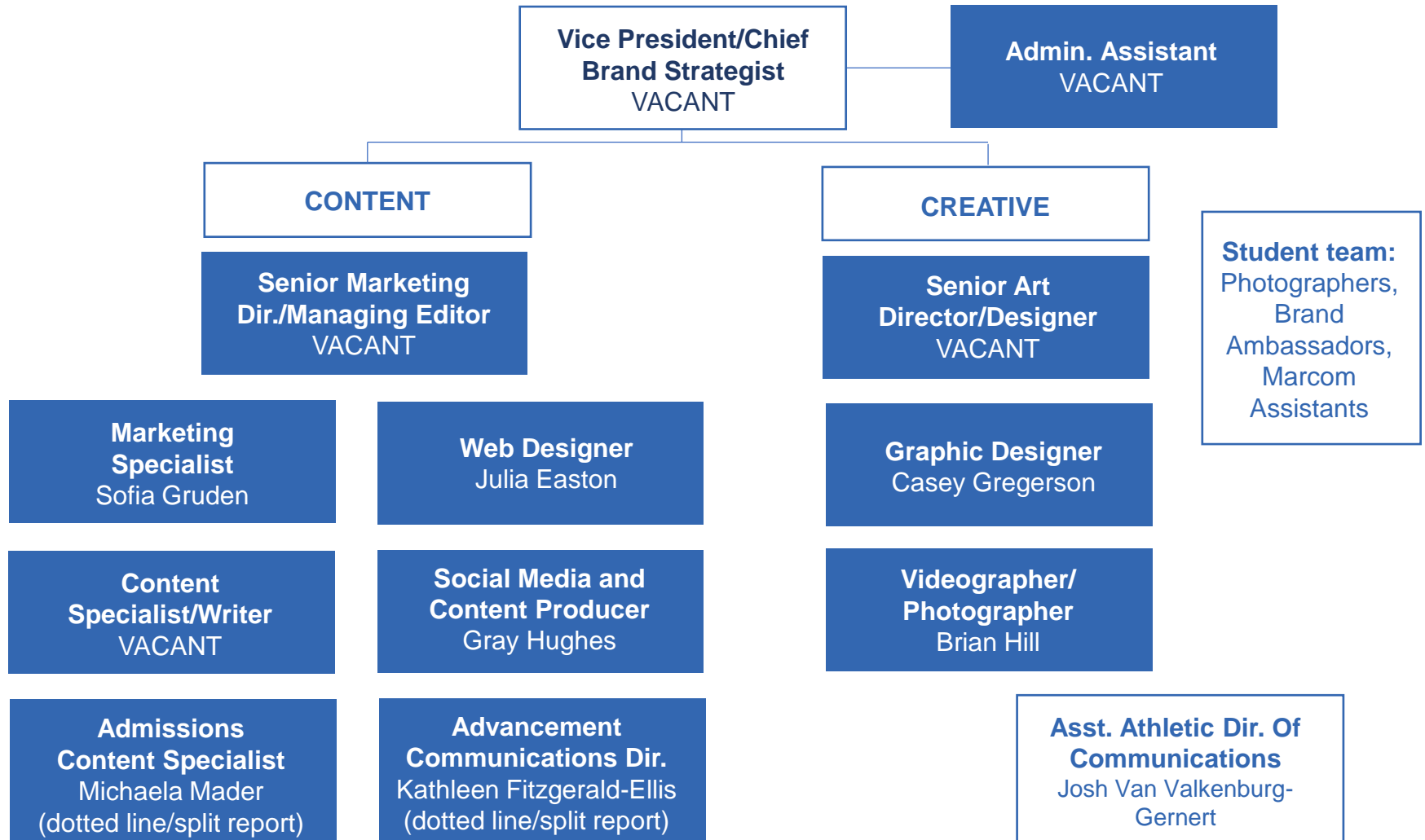
## RESOURCES/SERVICE

- “Centralized-decentralized” marcom function with strong but sometimes tense relationships due to priorities and workload.
  - Lack of marcom resources and bandwidth, including admin support, which forces admin duties onto leadership and marcom staff.
  - Marcom team turnover history and inconsistency with structure and roles.
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# Current Organization



# Proposed Organization





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# Market Research

*GOAL: Establish a marketing and brand perception benchmark of South Dakota Mines.*





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## **Methodology:**

- 15-20-minute online survey

## **Target audiences:**

1. Prospective students (n=197 participating)
2. Current students (n=233 participating)
3. Faculty and staff members (n=194 participating)
4. Alumni (n=920 participating)
5. Panel respondents (representing the general population or community members) residing within the SDM brand recruiting footprint

## **Note:**

- Audiences 1-4 fielded by SDM
- Audience 5 was purchased via online panel provider by Beehive/Seeworthy Studio



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## Purchase Criteria


A total of 300 completes were collected using the following targeting:

- Geography (SDM brand footprint)  
– States shown in the map below PLUS Missouri and Kansas.
- Quota was set to ensure those collected fit either a student or parent profile. Students fell into a 15-24-year-old age bracket (n=179). And those with at least one child ages 15-19 were coded as parents (n=121).
- The sample purchase was split into nearly 50/50 student/parent representation so that each group could be reported as a unique segment.

## Panel Respondents



# Quantitative Topline Findings

- Brand remains largely obscure outside its pool of prospective students, but overall perceptions among those with awareness leans favorably.
  - Prevailing sense of the brand moving in the right direction.
  - Internal pride and advocacy run strong, particularly within alumni.
  - The student list provided by SDM reveals a promising pool of highly qualified candidates, with 72% leaning towards coming to Mines.
  - SDM's unique offerings play a significant role in attracting and retaining students.
  - Students cite academic rigor, lack of awareness, program mismatch, limited activities, and South Dakota's location as top concerns.
  - Faculty and staff highlight diversity and program awareness as primary challenges.
  - USD and SDSU emerge as the most significant competitors, with Colorado School of Mines presenting a notable out-of-state alternative for prospective students considering SDM.
  - South Dakota Mines maintains consistency in its messaging across all audience segments, but tailoring messaging to specific audiences would be more impactful.
  - The phrase "An engineering, science, and technology university" used in the logo lockup garners slightly more appeal than the "Advancing the frontier of innovation" line.
  - While faculty at South Dakota Mines exhibit only moderate satisfaction with the current trajectory of the SDM brand, they express a high level of willingness to support its direction.
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# High-Level Recommendations

# High-level Recommendations

## MARCOM TEAM FUNCTION AND STRUCTURE

- Restructure the marcom function and document position descriptions, mostly centralizing the function and strengthening relationships.
- Provide team building and professional development.
- Dedicate additional resources or pool them across campus to support proactive initiatives.
- Undertake a national search for a new VP/Chief Brand Strategist who is part of the Executive Council, to position that role and the team as the leaders they are.

## MARCOM STRATEGY

- Develop a plan to adopt the Marketing Communications Report recommendations that are viable for the institution.
  - Invest in a best-practice brand platform initiative that includes strategy (with pillars and for both internal and external audiences with testing against our initial benchmarks and messaging), and creative expression.
  - Develop an institutional and unit marketing communication strategies, with measurable tactics, that support institutional goals – and communicate them.
- 

# High-level Recommendations, *continued*

## BRAND TRAINING + TOOLS

- Communicate the work across internal audiences and alumni and undertake brand training to engage audiences and create informed, capable brand advocates and ambassadors.
- Revise the style guidelines for usability and create a brand hub of tools and templates to support faculty/staff use and efficiency of the marcom team.


## IDENTITY (LOGO EXPRESSION)

- Commit to or evolve/flex the logo and tagline based on research findings.

## ENROLLMENT

- Develop a profile of right-fit (STEM-bound) students and target markets.
- Consider doubling down on DEI efforts.

## MARKETING

- Once the brand platform is established, develop a multi-audience external awareness-building campaign that includes internal and alumni audiences.
  - Undertake testing against the initial benchmarks provided in this report.
  - Build on the strong advocacy of alumni to extend the brand, as well as enrollment, placement, and existing advancement goals.
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**Thank you!**







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# Monthly Reports

## **Enrollment Management**

- Admissions has been very busy with visits to campus by prospective students (80 visits scheduled so far for March). Go to Mines will be Saturday, April 20.
- FAFSA results should be available to all universities by late-March. This will allow us to get financial aid awards out in mid-April.
- College fairs and coffee shop visits with prospective students have been picking up in SD, MN, and CO, with some new fairs in IL.

## **Academics**

- The final draft of the assurance argument for HLC has been completed and is being reviewed before being submitted in March.
- Numerous faculty searches are underway with offers beginning to go out for faculty planning to start in fall 2024.

## **Student Success**

- The search for a new Testing Center Coordinator has begun.
- Susan Satter has shifted from her position to become a Student Success Coordinator and Grisel Aguiniga-Fox has shifted from Admissions to become the WiSE Director.

## Applications, acceptances, and registrations:

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Applications	1,371	1,467	1,561	1,568	1,595
Acceptances	1,136	1,155	1,263	1,306	1,250
Registrations	297	290	361	346	264
Transfers (Spring)	-	-	-	-	-
Transfers (Fall)	13	18	23	25	14

# Graduate Education

## March 2024

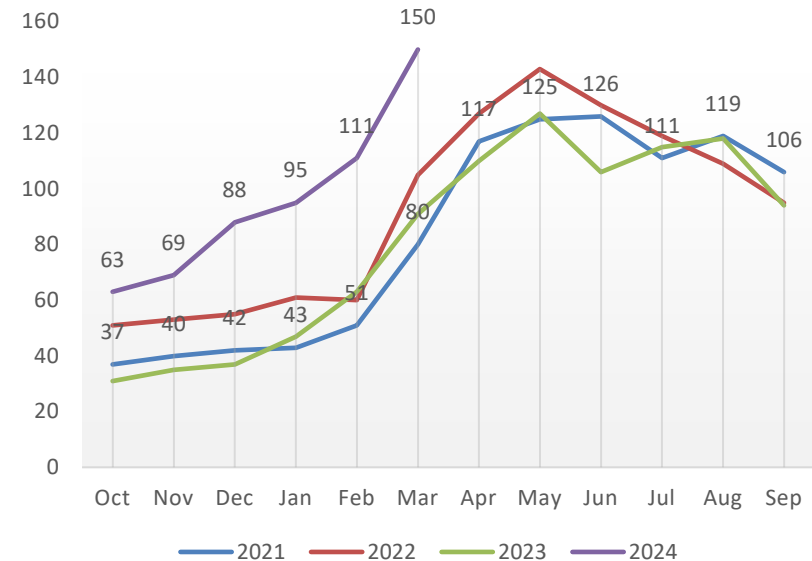
### For Fall 2024

Current Accepted applications- potential enrolled	Fall 2024	3-yr avg	# change from 3-yr avg	% change from 3-yr avg
Current accepted applications	150	92	58	63.0%
Campus MS/cert	118	77	41	53.2%
Distance MS/cert	11	8	3	37.5%
PhD	21	8	13	162.5%
U.S. students	96	72	24	33.3%
International	54	20	34	170.0%
Thesis MS	25	33	(8)	-24.2%
Nonthesis MS	101	34	67	197.1%
Undecided MS*	0	16	(16)	-100.0%
Accelerated	62	45	17	37.8%

\* Undecided is no longer an option on the application

- Planning a 5% increase in the *minimum* assistantship stipend for FY2025
- Writing Center workshops
  - Feb 27 Thesis and Dissertation Formatting
  - March 20 Using Word Styles
- Graduate Education is moving to O’Harra on April 3

Current accepted applications (potential enrolled)



**Athletic Ticket Sales \$63,254**

**Mines Masters Alumni Golf Tournament – April 6  
Starfire Golf Course Scottsdale AZ**

**M&W Golf Championship Season  
Outdoor Track & Field Championship season**

**Football- VB & Soccer – Non-Championship Season  
Saturday April 20 – Spring FB game**

## Wellness Center

February 8 – March 11, 2024

4882 Total Scans

- Students: 4503
- Faculty: 29
- Staff: 311
- Volunteer: 20

Equipment Checkout

- 43

Bouldering Wall

- 133

Group X

107

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## **Volleyball:**

Total official: 17

Participants: 71

Teams: 12

Games Played: 32

## **5v5 Basketball:**

Total Officials: 21

Participants: 105

Teams: 11

Games Played: 29

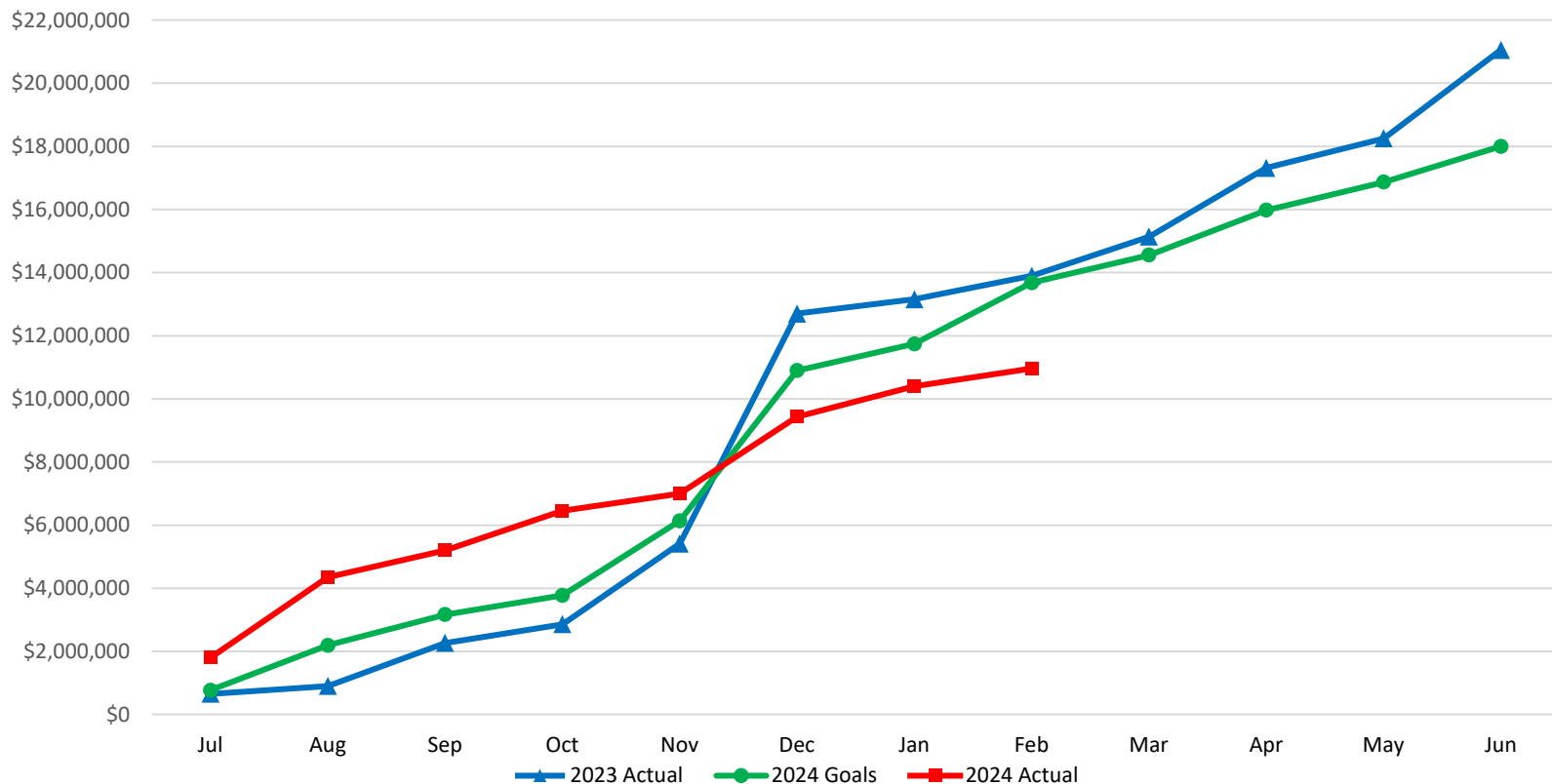
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# FY24 Annual Goals

Category	FY 23 Actuals	FY 24 Goals	FY 23 Actuals thru 2/28/23	FY 24 Actuals thru 2/29/24
<b>New Gifts and Pledges:</b>				
• Cash	\$ 9.43 M		\$ 6.23 M	\$ 5.07 M
• Stock	\$ 1.26 M		\$ 0.53 M	\$ 0.21 M
• Pledges	<u>\$ 10.36 M</u>		<u>\$ 7.13 M</u>	<u>\$ 5.68 M</u>
<b>Total New Money</b>	<u>\$ 21.05 M</u>	<u>\$18.00 M</u>	<u>\$ 13.90M</u>	<u>\$ 10.96 M</u>
• Gifts In Kind	\$ 43 K		\$ 9 K	\$ 103 K
• Estimated Heritage Society Gifts	\$ 2.89 M		\$ 1.82 M	\$ 2.21 M
• Pledge Payments	\$4.94 M		\$ 3.52 M	\$ 6.15 M

# Contributions



# FY24 Annual Financial Goals

<b>Category</b>	<b>FY 23 Actuals</b>	<b>FY 24 Goals</b>	<b>FY 23 Actuals thru 2/28/23</b>	<b>FY 24 Actuals thru 2/29/24</b>
Mines Advancement Fund	\$844 K	\$650 K	\$528 K	\$505 K
Corporate and Foundation Giving	\$1.02 M		\$569 K	\$4 M
Major Gifts	\$18.66 M		\$12.33 M	\$5.96 M

# Breakdown of all gifts

Area	As of 2/29/24
Scholarships	\$4,897,650
Department Support	\$1,287,646
Athletics	\$245,678
Faculty Support	\$158,350
Facilities	\$3,756,381
Mines Advancement Fund	\$505,401
CARA Endowment & Unrestricted	\$110,010
<b>Total</b>	<b>\$10,961,116</b>

# FY24 Donor Goals

<b>Category</b>	<b>FY 23 Actuals</b>	<b>FY 24 Goals</b>	<b>FY 23 Actual thru 2/28/23</b>	<b>FY 24 Actual thru 2/29/24</b>
New Heritage Society Members	23	20	17	9
Gifts over \$10,000 (Unique Donors)	173	180	121	136
Total Donors	2,180	2,250	1,556	2,124

# Upcoming Alumni Events

## March

- Thursday, March 14 @ 11:30 AM – Thursday's @ Thirsty's
- Friday, March 15 @ 6:00 PM – Woodland Park, TX Alumni Event
- Saturday, March 23 @ 2:00 PM – Omaha Brewery Tour
- Tuesday, March 26 @ 5:00 PM – Shakopee Happy Hour

## April

- Thursday, April 4 @ 6:00 PM – Tucson Alumni Dinner
- Friday, April 5 @ 4:00 PM – Phoenix Alumni Happy Hour @ Starfire Golf Course
- Saturday, April 6 @ 10:30 AM – Mines Masters Golf Tournament
- Friday, April 12 @ 6:00 PM - President's Dinner
- Saturday, April 13 @ 1:00 PM – Houston Happy Hour
- Friday, April 19 @ 6:00 PM – Kansas City Alumni Dinner
- Saturday, April 20 @ 10:00 PM – Kansas City Alumni Golf

## May

- Thursday, May 2 @ 4:00 PM – 50-Year Graduate Reunion Reception
- Friday, May 3 @ 8:00 AM – 50-Year Graduate Reunion Breakfast & Tours
- Saturday, May 4 @ 9:00 AM – 50- Year Graduate Reunion Graduation
- Thursday, May 23 @ 4:00 PM – Moonrockers Mixer @ Titusville, FL

# Student Events

## March

- Tuesday, March 5 @ 5:00 PM – Student Alumni Bingo

## April

- Tuesday, April 2 @ 6:30 PM – Faculty on Fire!
- Tuesday, April 23 @ 10:00 AM – Cap & Gown
- Thursday, April 25 @ 5:30 PM – New Alumni Welcome Reception

## May

- Wednesday, May 1 @ 4:00 PM-International Alumni Welcome Reception
- Thursday, May 16 @ 6:00 PM – Titusville Florida Alumni Moonrockers Social

## June

- Tuesday, June 4 @ 6:00 PM – Sioux Falls High School to Hardrocker Omnitech
- Thursday, June 6 @ 6:00 PM – Omaha High School to Hardrocker HDR
- Thursday, June 20 @ 6:00 PM – Twin Cities High School to Hardrocker HDR
- Thursday, June 27 @ 6:00 PM – Denver High School to Hardrocker Burns & McDonnell



# Reunion 2025

- Interactive Department Highlights
- Golf Classic
- Tunnel Activities
- Family Picnic
- Department Open Houses
- Department Socials
- Greek Open Houses
- Kid Friendly Activities
- M-Hill Climb
- Presidents Ride
- All School Dinner & Dance



# Raising for Rockers

April 3-4, noon to noon



## Traditions of Excellence Awardees

- February – Nemesis Martinez Santiago

## CSA Meetings

- April 18

## 2023-2024 Council Members

Angela Mettler, CSA Chair

- *May 2024*

Shelly Tupper, Vice Chair

- *May 2025*

Anita Brenneman, Secretary

- *May 2024*

Amber Anderson, Council Member

- *May 2025*

Jenn Dusek, Council Member

- *May 2024*

## Items to be discussed at March 20 Faculty Senate Meeting:

- Sorry I am not there to present, I am currently returning from the GGE Spring Break Field Trip to Death Valley, CA. Senate will meet this Wednesday:
- Will be visited by representatives from the University P&T Committee and the University Non-Tenure Track Advisory Committee to discuss suggested improvements to dossier guidelines/P&T process.
  - May be the subject of a March/April All-Faculty Meeting
- 4 Senators and Chair Katzenstein will be meeting with NCHEMS to discuss the ongoing BOR “Stress Test” on March 20<sup>th</sup>.
- Faculty Senate Chair nominations concluded on March 15<sup>th</sup>.

## Parking Ideas/Comments

Requests made to change McLaury lot to red/blue mixed versus having certain rows marked as blue/red.

Request to allow faculty/staff to park in red in McLaury lot

### VISITOR PASSES:

26 issued to either 1 or 2 classes a week or other school students using our library. Should there be a requirement for a pass (reduced rate)?

Addition of more visitor parking instead of giving out visitor parking passes:

- Add visitor parking at King center (4 permits issued) for use of athletics facility.
- Remove dedicated visitor parking in McLaury lot and make entire row visitor.
- Once M&C trailer is moved out turn O'Harra lot into all visitor parking. Advise any visitor that they need to park in visitor parking or tickets will be issued.

CAPE and Dakota Building parking do not require parking passes as they are not owned by the University. CAPE is supplied with 3-visitor passes to park on campus, as needed. Should parking passes be required at these two locations to be fair to all faculty/staff?

## Facilities Update

### State Project Update

- **Campus-Wide Energy Project** – 95% Complete
- **Nucor Mineral Industries Building** – Substantial Completion – October 2024
- **ARPA Funded Stormwater & Utility Project** – Project start: March 2024
- **O'Harra Lower-Level Renovation** – Substantial Completion – March 2024
- **King Center HVAC/Utility** – Start Date – March 1<sup>st</sup>, 2024, Substantial Completion – August 2, 2024
- **CBEC Lecture Hall** – Substantial Completion – August 2, 2024 (summer project)
- **Surbeck Expansion** – CO-OP Architects have been selected.
- **Old Mineral Industries Asbestos Abatement** – Contract for Design

## Finance and Administration Budget Cycle: March 2024

- Monitor current year FY24 budget and adjust based on Census Date enrollment numbers
  - Current budget looks good
- Continuing the FY25 departmental budget review process
  - Fine tuning priority listing
  - Comparing to revenue and expense projections
- FY25 Legislative Process is done
  - Received 4% Salary Policy
  - Tuition and Fee Freeze funding
    - Only fee increases were for housing rates
  - Quantum Center funding
  - Extra M&R funding


## Upcoming Administrative Leave Days

# March 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	29 ADMINISTRATIVE LEAVE	30
31	1 April ADMINISTRATIVE LEAVE	2	3	4	5	6





 **A DRAWING IS PLANNED FOR  
EXCITING DOOR PRIZES & GRAND PRIZES!**



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## Human Resources

South Dakota Mines' Human Resources will be hosting the annual

# BENEFITS FAIR

Friday, April 26, 2024

9 am — 1 pm

Surbeck Center Ballroom

## FY25 Benefit Open Enrollment: May 1, 2024 – May 15, 2024

Benefit eligible employees **must actively elect or opt out of coverage** by logging into Employee Space between May 1 – May 15, 2024. If you do not make your selections or opt out by May 15, you will be enrolled in the Washington, Employee-only plan. Your dependents will have to wait until next year's open enrollment to sign up for benefits unless you experience a Qualifying Life Event. Dental, vision, and other flexible benefits will also not roll over.

More information on navigating the system and help from ALEX will be made available by the Bureau of Human Resources and Administration on May 1<sup>st</sup> through email.

## **Software Development**

Working with BOR/RIS to streamline EAB/Navigate data

Working with the Website team on the new website implementation

## **Networking & Security**

Piloting student computers using Intune (Endpoint management software)

Automated monthly patches for servers

Ordering equipment and overseeing network infrastructure in new MI building

## **Helpdesk/Classroom Support**

Replacing older projectors with Wireless models as time permits

Opened up the position to hire a new Helpdesk Manager

Met with Student Association to discuss network infrastructure and wifi issues

Losing many of our Helpdesk students to internships, so will begin the hiring process to replace

## **Staff Update:**

- Dr. Jade Herman will remain interim director through FY25.
- Michelle Pawelski accepted the offer for the communications manager position and will start April 22.
- First round Zoom interviews for the web designer position have been completed. Committee is identifying finalists for on-campus interviews.
- Gray Hughes will be leaving on April 5, his position will be posted soon (possibly with slight tweaks to the PD/job title).

## **Website Redesign Project**

- Editor access in Ektron will be disabled on March 22.
- Only crucial changes can be made after that date and will need to be submitted via a job request on M&C webpage.
- Limiting creation of new pages until after new website is launched.

## **February Social Media Metrics:**

- Total Impressions: 431,797
- Total Engagements: 35,713
- Total Post Link Clicks: 12,565
- Monthly Engagement Rate: 8.3% (anything above 5% is considered outstanding)
- Total Audiences: 81,872

## Updates

- Cedric Collinge, Director of Inclusion, appointed Chair
- NFE members who have left
  - Chris Roman
  - Nathan Williams
  - Kayleigh Johnson
- New members
  - Alyssa Gizinski
  - Bryce Miner
- Events
  - January: Off-Campus at Alternative Fuelhouse
  - February: Valentines Day Roses for employees

## Office Updates:

- BOR scheduled financial consultants' follow-up visit to campus on March 20. Consultants will be meeting with Executive Council, Students, Institutional Research, NFE/CSA Councils, Faculty Senate reps, and community members.
- Rachel Skea will be returning to the event coordinator position on March 22.

## President's Recent/Upcoming Travel:

- Feb. 25-28 SME Conference in Phoenix
- March 5-7 Federal Lobbying in Washington, DC
- March 13-15 Alumni/Development Events in California
- April 3-4 BOR Meeting at USD
- April 12 President's Dinner in Sioux Falls
- April 15-16 RMAC Meeting in Denver

## Upcoming Events:

- **March 20**      **President's Leadership Academy  
Drew Dudley, Day One Leadership**
- **March 26**      **High Plains Regional Science & Engineering Fair**
- **April 12**      **President's Scholarship Dinner, Sioux Falls**
- **April 19**      **Spring University Advisory Board Meeting**
- **April 22**      **Honors Convocation**
- **April 23**      **Cap & Gown Reception**
- **May 4**      **Spring Commencement**
- **May 8**      **Employee Service Awards**



# Research Affairs



# Student Association



# Student Development

## Updates

- Staffing
  - Teresa Million in Residence Life Resigned
  - Justin Gwinn from Campus Ministries Leaving mid-summer
- Finalists for Student Commencement Speaker
  - Pat Rust, Eliza McCallum, Ben Lewis, Isaac Nedved, Alexander Hall, and Ian Cone



## Upcoming Events

- 3/20- Access and Accommodations Program
- 3/22- Estate Planning Program
- 3/27- Non-Verbal Communication
- 3/27- Etiquette Dinner
- 4/4- Cultural Expo
- 4/10- Basics of Emotional Intelligence
- 4/11- South Dakota History & Roots
- 4/17- Residence Life Carnival Program