

To: President's Cabinet
From: Denise M. Trauth
Subject: President's Cabinet Meeting
March 24, 2020

Social Media Engagement and Crisis Communication Presentation

Dr. Breier and guest Ms. Sandy Pantlik discussed the presentation made to The Texas State University System presidents at the February 2020 Board of Regents meeting on Texas State University's social media outreach efforts. With more than 100 Texas State department, organization, and college social media accounts, coordination of messaging efforts across accounts/platforms is needed. University Communications has developed a network of message advocates to strengthen coordination/synchronization of messages across a variety of platforms/accounts. Ms. Pantlik shared lessons learned.

Ms. Pantlik discussed crisis communications principles and process, detailing the six steps (ranging from sending out emergency alerts to reaching out to stakeholders) and describing the channels at each step.

Alternative Methods of Communicating with Students.

Dr. Breier suggested to create a video focused on reaching out to and comforting Texas State students, welcoming them back from the extended spring break and expressing the university's support as they finish the semester engaged in online learning. Provost Bourgeois will ask University Marketing to take the lead on developing the video and having it ready for launch the week of March 30, 2020.

Provost Bourgeois added that University Marketing is working to increase awareness of Texas State's extensive list of FAQs.

Counseling Center

Dr. Smith and guest Dr. Lynne Reeder, Director of the Counseling Center, presented user data of Therapist Assistance Online (TAO). TAO is an interactive online program, with both self-help and therapist-assisted tools, that provides students support for common concerns, including anxiety, depression, anger management, alcohol and drug use, and relationship issues. Dr. Smith discussed the cost relative to the utility of TAO, and Dr. Reeder provided a broad overview of similar online tools worth considering. Dr. Trauth asked that the Human Resource Office staff review TAO to determine whether it would be a value-added tool for faculty and staff. President Trauth asked that this item be discussed at a future Cabinet meeting, as a decision to continue offering an online therapy-assisted-type tool needs to be made soon.

RTA: 5/4/20 Guest Dr. Reeder to discuss utility of Therapy Assistance Online (TAO).

Budget Impact

President Trauth discussed the impact of the COVID-19 crisis on the University budget. To prepare for budget challenges related to the COVID-19 crisis, Mr. Algoe announced that 50 percent of remaining high-level operating budget balances for fiscal year 2020 will be recaptured into "forced saving" accounts for all funds. Mr. Algoe also announced that vacant positions will be subject to a hiring freeze. Account managers for positions subject to the delay may request approval to fill a vacant position through their vice president with final approval made by the president.

President Trauth will work with Mr. Algoe to prepare messaging to share with key personnel who oversee budgets.

Due to a lack of time, this item was discussed briefly and will be returned for a lengthier discussion at a later date.

RTA: 3/30/20 Discuss the impact of the COVID-19 crisis on the university budget.

Student Retention

Both Provost Bourgeois and Dr. Smith are working with their respective divisions to create and implement student retention initiatives. Due to a lack of time, this item was discussed briefly and will be returned for a lengthier discussion at a later date.

RTA: 3/30/20 Discuss short-term retention measures.

President's Update (#556)

Due to a lack of time, this item was not discussed.

Significant Issues (#01)

Provost Bourgeois announced that registration for the first summer session is scheduled to begin March 30, 2020. A decision about how the summer school classes will be delivered is still pending, as more time is needed to determine whether social distancing measures will remain in place in June. Summer classes, traditionally delivered face-to-face, may need to be transitioned to remote delivery.

If social distancing measures are expected to remain in place in June, then summer camps and high school graduation ceremonies that use Texas State facilities will need to be postponed or cancelled. Dr. Smith announced that dozens of summer camps have been scheduled to be held on the San Marcos Campus. The first camp, which is an international music camp, is set to begin May 31, 2020. Given that it draws international students, Cabinet members recommended to cancel this camp. Dr. Smith, Dr. Cavitt, and Ms. Kelsey Solis will work together to compile a list of all camps during the first summer school sessions.

Dr. Teis added that high schools have postponed their graduation ceremonies to a later date in the summer and have begun making requests to reserve the University Events Center for commencement ceremonies in June.

Cabinet members will continue to monitor the COVID-19 situation and will make a decision at the next Cabinet meeting on the course delivery method for summer school and on whether to allow camps and high school graduations to be held on the Texas State Campuses in June.

RTA: 03/30/20 Discuss the impact on summer school, summer campus, and summer events scheduled for the University Events Center.

Dr. Smith led a discussion on whether to close Sewell Park to support social distancing efforts. Cabinet members approved the request. Signs will be posted to indicate that the park is closed. Police will patrol the park periodically to enforce rules of social distancing. Mr. Algoe and Dr. Smith will work together to draft language for the signs and with Ms. Sandy Pantlik to develop FAQs about the park closure.

Dr. Smith shared that students renting apartments/housing have requested her help in getting out of their leases. Texas State does not have the legal authority to cancel or change a lease agreement between a tenant and a landlord/management company. Dr. Smith shared information prepared by Ms. Lisa Dvorak, City of San Marcos Community Liaison, that has been posted on the City of San Marcos Website. The information includes suggestions on how tenants may want to approach their landlords about their lease agreements in the event that they lose their jobs or have their wages reduced.

Mr. Pierce reported that some students do not have access to a computer or Wi-Fi. To address these student needs, Information Technology has earmarked 25 laptops that can be loaned to students. Mr. Pierce is investigating the feasibility and cost of purchasing Wi-Fi hotspots for loan to students. Provost Bourgeois and Dr. Smith will instruct key personnel (e.g., Deans) to send students in need to Mr. Pierce directly. Cabinet members discussed that some employees may be in a similar predicament. Mr. Pierce will explore the viability of loaning laptops and/or Wi-Fi hotspots to employees so that they can work remotely.

Mr. Algoe addressed the shelter-in-place orders that have been or are in the process of being implemented by local government agencies. Texas State falls under the shelter-in-place exclusions associated with essential functions of state government, and thereby will remain open so that students can finish out the semester and seniors, who have met degree requirements, can graduate. Mr. Algoe shared FAQs pertaining to shelter-in-place. Placards, indicating that Texas State employees are essential employees, will be made available. If stopped by law enforcement, Texas State employees can either present the placard or their Texas State-issued employee I.D.

Mr. Algoe discussed the Family First Coronavirus Response Act that was recently passed by the U. S. Congress, and that goes into effect in one week. The Act requires Texas State to provide employees with paid sick leave or expanded family and medical leave for specified reasons

related to the COVID-19 crisis. SAP will be reprogrammed to accommodate these new provisions.

Mr. Pierce reported that about 600 employees use Skype for Business. Information Technology requests that Texas State suspends Skype for Business in order to allow for more features to be added to Microsoft Teams. Before making a decision, Cabinet members asked Mr. Pierce to contact the employees who are using Skype for Business to gauge how amenable they are transitioning from Skype to Teams.

Mr. Algoe shared the Department of Education's guidance on housing credits. The credits will be applied to students' current charges, not future charges. Applying credits to fall 2020 charges may negatively impact students' fall 2020 financial aid packages.

As a sign of appreciation, Mr. Algoe announced that Texas State will offer complimentary to-go lunches to the employees who must be physically present to keep the university running, To-go lunches can be picked up at Harris Dining Hall. Mr. Algoe will prepare messaging for university-wide dissemination. Cabinet members asked Mr. Algoe to explore ways to show our appreciation to employees working on the Round Rock Campus.

Provost Bourgeois provided an update on fall 2020 enrollment and announced that 925 one-time scholar awards (\$1000-\$2000) have been granted to admitted students in the central Texas region who have yet not signed up for New Student Orientation.

President Trauth asked to bring back to Cabinet a discussion on potential flashpoints for the spring semester.

RTA: 4/20/20 Guests Brenda Rodriguez, Chief Clouse, and Ms. Sandy Pantlik to discuss potential flashpoints at the end of the spring semester.

DMT:ta

Posted to web at <http://cabinet.president.txstate.edu/> on April 14, 2020.