

LAMAR INSTITUTE  
OF TECHNOLOGY

## MARCH BIRTHDAYS

- Baron Banks (3/3)
- Clinton Vannoy (3/5)
- Lauri Arnold-Calder (3/12)
- Kathleen Hawsey (3/13)
- Pete Matak (3/14)
- Lacey Stinebrickner (3/16)
- Jason Bingham (3/17)
- Michelle DeMoss (3/17)
- Cindy King (3/17)
- Audelia Guerra (3/17)
- Dawna Whitmire (3/21)
- David Roark (3/22)
- Sheryll Plaia (3/24)
- Pat Calhoun (3/26)
- Sha Nelle Lawson (3/26)
- Ebony Simpson (3/27)
- David Hooker (3/27)
- Shunetta Lewis (3/29)

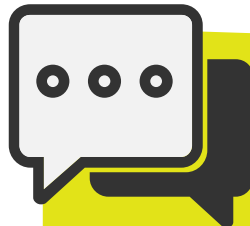
# THE PRESIDENT'S NEWSLETTER

MARCH 2018

VOL. 1 • ISSUE 1

### TSUS Board of Regents Meeting:

On February 15 & 16, our Texas State University System Board of Regents were on-campus for their Quarterly Board Meeting. Thank you to everyone who worked so hard to make this event a resounding success! Our campus update video was very well received by our Regents and TSUS system staff.



### Our Campus Conversation has been rescheduled for Mid-April:

Our Campus Conversation is scheduled for **mid-April** in the Paul & Connie Szuch Multipurpose Center. Please complete the online [anonymous] survey to help us determine the topics that are most important to you (our LIT family). Just click on the below link:

<https://www.surveymonkey.com/r/CampusConvo>

### The Alchemy Marketing Firm:

February 28 - March 1, the Alchemy Marketing firm met with a total of 99 LIT students, staff, and faculty. The focus of this two-day meeting was enrollment messaging, video marketing messaging, creating marketing with Benchmark measures for effectiveness/ROI, Business interaction with LIT, demographics, credit student populations vs. non credit student populations, and the perceptions of LIT by faculty, staff, students, and community. Alchemy also received immense feedback and suggestions. Priority Topics: low enrolled programs, LIT branding, branding away from LU, continuous marketing, our diverse populations of consumers, and the need to broaden our current market area.





PAR Framework Managing Director Beth Davis  
(Photo courtesy of PAR Framework)

## Retention Initiatives:

The Teaching and Learning Center is hosting Hobsons Starfish Enterprise Solutions on March 19-20. The visit will be led by Beth Davis, Co-Founder and Managing Director of Predictive Analytics Reporting (PAR) Framework. Beth is a leader in higher education with experience building national scale initiatives and establishing communities of practice among colleges and universities. In preparation for LIT's Starfish upgrade, Davis and her team of consultants will meet with various groups of stakeholders (administrators, faculty, and frontline staff) from departments across the institution to discuss ways to better support our student success efforts and assist in the development of new processes to engage students.

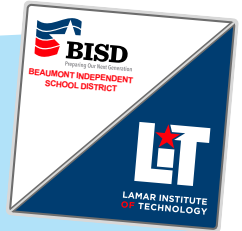
## Grants:

Texas Mutual Insurance Company has once again awarded LIT \$100,000 for our safety institute to provide workplace safety courses for local employers, workers and the general public.



## Spring Enrollment is Up 4.0%:

As of March 2, for the Spring 2018 semester, LIT has an enrollment of 2,675 (unduplicated) credit students, which represents a 4.0% (n=103) increase when compared to the same point in time last year.



## Tri-Agency Site Visit:

On March 26, from 9:30 - 12:00, the BISD/LIT Innovative Academy will host a Tri-Agency Site Visit. Commissioners from three state agencies (TEA, THECB, and TWC) will be on-campus to highlight LIT's partnership with BISD by way of the Innovative Academy and affirm it as a "Best Practice" ECHS.

## Presidential Shout-Outs:

- **Stephanie Lanoue** has been nominated for the prestigious Minnie Stevens Piper Foundation Award for teaching excellence. During their entire careers, very few faculty are ever 'nominated' for a Piper. A great achievement!
- Thanks to all of the presenters in LIT's campus-wide Safety training sessions, which should help result in a safer campus for employees and students. Feedback from these sessions is being collected. Since Ken Mason was out ill for the first session, the Teaching and Learning staff will be following up with those attendees (including BISD teacher/staff) on any missed information.
- **Dr. Kristina Mendoza** received her Texas Faculty Dental License from the Texas State Board of Dental Examiners. This is a really big deal! Way to go Kristina.
- **Darrell Grissom** has been asked to serve on the Texas Air Condition and Refrigeration committee to develop a Certified Technician Examination. This is a project in conjunction with the Texas Department of Licensing and Regulations. Congratulations Darrell.
- From **Bonnie Albright** (CFO), to all her LIT Finance and Facilities staff. She said: They are the best!
- LIT students are preparing to compete for the first time in The North American Process Technology Alliance (NAPTA). We're so proud of these students, and thankful to their faculty and staff for supporting them.
- Here's another shout-out for Process Operations. The troubleshooting Skills Competition is designed to address the need for critical thinking and problem-solving skills in the field of Process Operations. This contest will be held March 9th. We wish them all the best and keep you posted.
- This week I received from **Dennis White** an excellent resource guide of recruiting tips and enrollment strategies. He even cited research from UCLA. But I find even more impressive, this faculty member (as many of you) is full engaged in taking LIT to the next level.
- I will be nominating **Bill Sizemore** for this year's Texas State University State "Grow Your Own" scholarship. Let's wish him the best. In the future, my aim is to have both the Staff and Faculty Senate(s) make recommendations of potential nominees directly to me for my consideration.

# SEEN AROUND CAMPUS

FEBRUARY 2018



**Black History Month Program**



**SkillsUSA**



**Foodtruck Festival**



**Beaumont Chamber of Commerce Leadership Conference**

**Thanks for all you do!**

## THE PRESIDENT'S NEWSLETTER



### LIT Campus Master Planning:

LIT's Master Plan Committee hosted its Kickoff Meeting on February 23 with PBK Architects (the firm selected to update LIT's 10 year Campus Master Plan). Members include Dr. Howard, Melissa Armentor, David Mosley, Bonnie Albright, Steve Arnold, Harold Doucet, Tracey Spencer, Clint Vanoy, Vicky Lopez, TSUS Regent Reaser, and TSUS Vice Chancellor Peter Graves. An overview of the Master Plan components were presented, and data is currently being collected to create a final version for board-approval in November. The next Master Plan Committee meeting is in April.

**Remember, if you have any shout-outs, feel free to send those directly to David Mosley or myself. We will do our best to get you or your event recognized.**