



**'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 to add 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 MSUB from MSU Bozeman.

**Billings Downtown Holiday Parade:**

MSUB is participating in Downtown Billings Holiday parade UCAM Director Maureen Brakke invited everyone to walk alongside the truck November 26

wearing cartoon character or MSUB gear. Athletics has an MSUB bus that may be in the parade as well. The location to meet will be announced within the next week.

**Admin General Policy:**

Susan Simmers and Leslie Weldon have been working on centralizing policies to follow a numbering structure, possibly like the mus.edu policies. Leslie will work out project timeline and achievable goal for each department

to update their polices, then they will follow new procedure for approval: