

**Baylor University**  
**School of Engineering and Computer Science**  
***Board of Advocates***  
**Spring Meeting – April 13, 2012**  
**Baylor University**

Board members attending: Jay Battershell, Mark Cannata, Beth Casteel, Joe Cestari, Brad Crawford, Fred Logan, Hector Martinez, Bill Mearse, Craig Nickell, Harold Rafuse, Steve Smith, Harold Spangler, Andy Spencer, Greg St. Denis, Trent Voigt, and Jim Wiethorn

Board members absent: Stephen Butt, Romelia Flores, Shawn Sedate, Dean Swisher, Rick Tullis, and Richard Willis

## **Welcome**

Following a continental breakfast, Bill Mearse convened the meeting. He introduced Vice President for Constituent Engagement, Tommye Lou Davis. Professor Davis gave an overview of the [Division of Constituent Engagement](#), which serves alumni, parents and other friends of the University. There are twenty people on the Constituent Engagement team, which also includes Governmental Relations. She explained the various alumni networks and their activities. She listed some opportunities and future goals:

- Reaching out to troops at Ft. Hood
- Hosting alumni travel opportunities
- Developing the “Golden Bears,” Baylor’s retired alumni

Following her remarks, Andy Spencer remembered his experience at the Softball World Series with fellow Baylor alumni at the BU tent with ESPN.

## **Dean’s Report**

Dean Kelley began his report by reviewing the day’s meeting agenda. He celebrated the year’s athletic accomplishments. Then, he gave reports on student enrollment and new faculty searches. He also gave overviews of the BRIC, the ECE Ph.D program, the ECS Residential College, and the ICPC. He also gave an update about the search for a new ECS Dean and relayed his future plans to continue in ECS.

Jay Battershell asked about the recruiting admissions funnel. Dean Kelley answered that, while ECE’s program is not growing as fast as ME, all programs are growing, including CS/BINF. A priority, he continued, should be toward a better balanced throughout ECS programs.

Craig Nickell asked what the student population of ECS is. Dean Kelley answered there are around 800 undergraduate and 50 graduate students. Also, he said, this is an opportune time to take advantage of the Baylor administrative “spotlight” to aim for 10% of the Baylor student population.

Steve Smith asked if there are plans to freeze enrollment. Dean Kelley answered “yes, for the foreseeable future.” He continued that the focus should be on retention.

Trent Voigt asked about progress with the dean’s search. Dean Kelley answered that all the candidates were “top notch,” and we look forward to the next dean’s leadership.

## **Advancement Update**

Kevin Ludlum gave the Board an update about fundraising, organizational changes in University Development, and constituent engagement activities. He said that overall giving to the university is lower; however, engagement with the university is higher. Regarding organizational changes within the division of University Development, with the departure of former Vice President Jerry Haag and the arrival of the current Associate Vice President, Paula Voyles, there is ongoing discussion about the future organization.

Kevin introduced Paula Voyles who briefly spoke to the Board, indicating her pleasure to be back at Baylor. With family in the area, she is glad to be at Baylor and looks forward to a bright future.

Kevin then introduced Robert Ingram from Constituent Engagement. Robert works with ECS alumni, and he reported on the four ECS Network events held the prior year.

Following Kevin’s presentation, there was discussion among the Board about the recent School of Nursing fundraising gala, featuring Troy Aikman and Kim Mulkey. Kevin relayed to the Board that nursing is a “passion” for Mrs. Starr, and that helped the nursing event be successful.

## **ECS Budget and Accounting**

Mark McCreary, ECS Financial Information Manager, addressed the Board. He introduced himself and gave a little personal history. He explained the University’s financial accounting methods, procedures and vocabulary as they relate to non-profit accounting and finance. He highlighted some ECS financial information, including start-up funding, sponsored program funding, and non-endowment restricted funding. He gave a historical analysis, as well as the current status of the ECS financial status. He explained the School’s endowment accounts and shared an overview of the departments’ funding trends.

Following his presentation, there was some discussion concerning ECS financial growth compared to the growth in student population and the space restraints within the Rogers Building. Mark reported that renovation of the 109 lecture hall was funded with a combination of endowment and university matching funds.

Steve Smith asked about scholarship funding out of endowment. Mark explained that scholarships are funded from 5 percent of the net book value of the scholarship, which excludes any spent money.

Jay Battershell commented on the “efficiency of funds,” the per-student efficiency to determine how well dollars are funding a program. Kevin Ludlum answered that comparing engineering allocation is different than other units. Bill Mearse remarked on “making the case for getting our fair share” of university funding. Dean Kelley said that Mark McCreary has been able to focus on more efficient spending. Dean Kelley said, “Before, we were monitoring. Now, we are managing” ECS funds.

Bill Mearse asked about the specific renovations in 109 Rogers. Dean Kelley answered that the TV monitors were upgraded along with the classroom's technology.

Following this conversation, the Board adjourned for lunch. During lunch, a special presentation was made to Dean Kelley in recognition of his leadership for the past thirteen years. Included in this presentation was the announcement that the Board of Advocates Endowed Scholarship had been re-named to the Ben Kelley Endowed Scholarship.

## **ECS Student Life**

Following lunch, the Board reconvened, and Adam Ecklund gave the Board an overview of ECS Student Life. He reminded the board of the ECS Student Life mission, "to enhance the holistic experience within engineering and computer science through the development of the Christian faith, scholarship, building community, developing leaders, and engaging in service." He listed the current staff in ECS Student Life. Next, he reported on trends in ECS enrollment.

Next, Adam spoke about retention efforts, including

- Suspension/ Probation
- Early Alert System
- ECS Study Skills Course
- Success Center Liaison
- Tutoring
- Weekly meetings with students
- Student Engagement
- Line Camp, Welcome Week, First Year Seminar, Peer Mentors
- Academic Advisor

Then, he gave overviews of the high school camp, Innovate, and the ECS Line Camp for incoming Baylor freshmen. He also reported on the current enrollment of the ECS Living Learning Center and gave an overview of the proposed ECS Residential College. He showed some artist conceptual drawings of the Residential College and spoke about how the Residential College will differ from the current Living Learning Center.

Following Adam's presentation, a few ECS students met with the Board. Ben Pittner, a computer science major from Wichita Falls, gave his views of the program distinctives: the size and Christian atmosphere at Baylor, small class size, and approachable faculty. Ben talked about his summer experiences, including the I5 program and his internship at Pariveda Solutions.

Andrew Hodge, a mechanical engineering major from Wichita Falls took Adam's leadership class as a freshman and developed his leadership and social skills. Andrew cited his experience with being a leader for ECS Line Camp and Innovate in the summer as meaningful experiences for him. He also went on a research internship experience at A&M during the summer. With several job offers in hand, Andrew will opt to go to work at TECHNIP in Houston upon graduation.

Michelle Greebon, a bioinformatics major from Sugar Land, first experienced ECS as a Renaissance Scholar (the precursor to the Innovate summer camp). She confessed that she wasn't confident as an

incoming freshman to believe she'd be successful. But, she persevered and went to a bioinformatics research internship at Baylor College of Medicine the previous summer. That experience led her to switch to pure computer science, and she was planning to work at USAA in the upcoming summer. Her favorite experience, she said, was as a Line Camp leader.

## Meeting Wrap-up

Following an afternoon break, the Board met in closed session. When they reconvened with ECS faculty, the board had the following points to make.

- They want to meet the new dean before the next meeting.
- The highlight of the day was hearing from students.
- The development report caused concern among the Board. The perception among the Board is that ECS may not be getting as much focus or attention as before. Dean Kelley agreed with the Board on their assessment.
- The Board expressed a desire to have Judge Starr be more informed, or “closer,” to ECS. The Board discussed the notion of getting Judge Starr more involved.
- Having the Financial presentation was especially interesting to the Board, and they indicated their pleasure at hiring Mark McCreary. They suggested a future topic of interest would be the Baylor financial system and how Baylor manages its finances.
- The Board would also like a more in-depth understanding of the BRIC and how it will work and be funded.

The Board agreed on October 5 as its next meeting date. The meeting concluded at 3:50 pm.