

Summary of the
Mississippi State University
Faculty Senate Spring Roundtable
Conducted on May 7, 2021

This report summarizes the results of the May 7, 2021 Faculty Senate Roundtable.

Participants included members of the executive team, the general faculty, and faculty senate. This roundtable focused on growing and leading research and telling the story about Mississippi State University. Context is provided through the roundtable's agenda, list of participants, and the course of action. The report reviews the roundtable's products by describing the results obtained by the two work groups, as developed by the participants in the two structured brainstorming sessions held that day.

Faculty Senate Spring Roundtable Agenda

May 7, 2021

Theme: MSU Plan for Transformational Change: Research and Exposures

The Faculty Senate Roundtable provides an opportunity for faculty and administrators to openly discuss opportunities or issues facing the University and jointly determine a course of action in a spirit of cooperation.

AGENDA:

12:00 – Lunch

1:00 – Welcome and Overview from Jason Barrett

1:10 – Welcome from President Keenum

1:25 – Split into Teams

1:30 – Team Brainstorming Session #1

- Team Brainstorming Session #1 – Grow/lead life-changing research at MSU
(Objective: Enhance and expand research in areas which are life changing to the state and the world.)
 1. What might be the major components of a standardized model for student participation in research endeavors?
 2. How can we expand corporate partnerships and other sources of research resources?
 3. What business criteria/business models should be used when determining the impact or lack thereof of research programs, centers, and project?

2:25 – Break

2:35 – Team Brainstorming Session #2

- Team Brainstorming Session #2 – Tell the world about State
(Objective: Create more awareness nationally about the university, its capabilities, and contributions to changing the state and the world.)
 1. What are we already known for? How do we make others aware (marketing strategies) of this who are currently not aware?
 2. What makes MSU unique and how do we share that with a broader audience?
 3. What are our strengths/achievements that are not known to others as much as they should be?

3:30 – Team Reports & Discussion of Team Findings

4:15 – Wrap-Up – President Keenum

4:30 – Reception

Faculty Senate Spring Roundtable Attendees

<u>Maroon Team</u>	
David Shaw	Provost & Executive Vice President
Don Grebner	Professor and Head
Jason Krutz	Professor and Director, MWRRI
Kathy Sherman-Morris	Professor, Geosciences
Lyndsey Miller	Associate Professor, Interior Design
Randy Follett	Associate Professor, Electrical and Computer Engineering
Rasheda Boddie-Forbes	VP, Access, Diversity, & Inclusion
Robin Fontenot	Associate Clinical Professor, CVM Pathobiology/Population Med Dep
Sid Salter	Chief Communications Officer
Facilitator: Rebecca Robichaux-Davis	Professor, Curriculum, Instruction, & Special Ed

<u>White Team</u>	
Angi Bourgeois	Dean, Architecture, Art, & Design
Charles Freeman	Associate Professor, School of Human Sciences
David Nolan	Professor, General Library
JohnEric Smith	Associate Professor, Department of Kinesiology
John Rush	VP, Development & Alumni
Julie Jordan	VP, Research & Economic Development
Keith Coble	VP, Ag, Forestry, & Vet-Medicine
Leslie Burger	Assistant Extension Professor, Wildlife, Fisheries, and Aquaculture
Melissa Moore	Professor, Marketing/Quant Analysis/Bus Law
Regina Hyatt	VP, Student Affairs
Meaghan Gordon	Instructor, Communications
Facilitator: Jason R. Barrett	Assistant Extension Professor, Water Resources Institute

Brainstorming Rules and Guidelines:

1. Everyone is on equal ground, titles do not matter during brainstorming
2. Bad ideas do not exist
3. Participants may pass when they do not have an idea to offer
4. Ideas are not judged during brainstorming period
5. Open discussion with expectations of confidentiality, e.g. "Las Vegas rules"
6. Aim for constructive, creative sharing

Team Brainstorming Process:

1. Participants share ideas to two questions and responses are recorded.
2. Duplicates and overlaps are identified and consolidated.
3. Participants vote on answers and responses.
4. Results are discussed and shared among groups.

The 2021 Spring Faculty Roundtable was held on May 7, 2021 at the Mill Conference Center. The theme was *MSU Plan for Transformational Change: Research and Exposures*. The theme was derived from the Mississippi State University Strategic Plan's list of transformational goals. *Grow/lead life-changing research* and *Tell the world about State* were selected as the two topics to be the focus of discussion. We began the roundtable by having lunch with all participants and placing faculty among administrators to promote introductions and discussion. Provost and Executive Vice President Dr. David Shaw gave a presentation to everyone at the end of lunch in which he shared a brief history of the "MSU Plan for Transformational Change." He concluded his presentation by giving an overview of the seven goals. Dr. Shaw's presentation enabled the participants to see and understand the overarching mission of the Strategic Plan and the Spring Faculty Roundtable.

Each set of answers under each team (Maroon or White) is listed in order by highest number of votes. The top vote-getting response is listed first, second-most votes is listed second, third most votes is listed third, and the remaining responses that did not receive votes were not listed.

Session #1– Grow/lead life-changing research at MSU (Objective: Enhance and expand research in areas which are life changing to the state and the world.)

Question 1.1 – What might be the major components of a standardized model for student participation in research endeavors?

Maroon

Incentivizing faculty involvement; voluntary
Faculty Support
Freshman course of research

White

University research transcript
Early exposure to opportunity
Mentors who care/prioritize students over personal advancement

Question 1.2 – How can we expand corporate partnerships and other sources of research resources?

Maroon

Position in each college (former faculty) dedicated to going out to corporations to explain value
Hard for faculty to think with the speed of business; different mindset
Greater Opportunities to partner with HBCUs

White

One Team (MSU!)
 Need a reward
Listen to them/solve their problems
Needs assessment of MS (meet needs)

Question 1.3 – What business criteria/business models should be used when determining the impact or lack thereof of research programs, centers, and project?

Maroon

Mission should support MSU's goal of Top 50

Ability to evolve; change over time to remain relevant; centers should go through strategic planning

Center leadership and MSU administration need to agree on metrics

White

Measuring metrics other than dollars

Student's experiences measured/developed

Life skills

ROI (know the investment and the return)

Session 1 Conclusion

There were three probing questions generated to expand the thought and discussion on enhancing and expanding research in areas which are life changing to the state and the world. Question one looked to address involving more students in research. Both teams embraced the idea with the maroon team leading with providing an incentive to faculty to include students on research projects. The white team desired to see a research transcript follow the student along the undergraduate career path. Question two inquired on how to expand corporate partnerships as a research resource. The maroon team felt we need a dedicated faculty member to promote the value of MSU to current or potential corporate partners. The white team expressed interest in making it known that we are all on one team, we all are Mississippi State. A trend across both teams was the need to move with the speed of business and know their needs. We should seek to assist the partners with their issues and/or needs by using our expertise to help them solve their problems. Question three asked if there are business criteria and/or models that can be used within programs, centers, and/or projects. Metrics and ways to measure seemed to be an overarching idea with both teams. The maroon team felt strongest about making sure any program, center, and/or project must have a mission first to support MSU in achieving a Top 50 research university. The white team suggested that we look at metrics other than just dollars.

Session #2 – Tell the world about State (Objective: Create more awareness nationally about the university, its capabilities, and contributions to changing the state and the world.)

Question 2.1 – What are we already known for? How do we make others aware (marketing strategies) of this who are currently not aware?

Maroon

Value – Degrees, highest paid salaries

Sense of belonging, sense of family; community (share with others outside of MSU)

Focus on what we are; strategically target

White

Applied (helpful) research

Graduating students to jobs

Sense of community – Land Grant mission

Question 2.2 – What makes MSU unique and how do we share that with a broader audience?

Maroon

Giving back to the state of MS

Solution oriented; Problem solvers

Student-centered

White

R-1 institution with teaching focus

Incredible students because of diversity

Family atmosphere

Question 2.3 – What are our strengths/achievements that are not known to others as much as they should be?

Maroon

Diversity of our campus

(Most diverse in SEC and Most diverse Land-Grant)

Success lies in the resources

The Partnership School

White

Change (transform) lives

Valuable and contributory alumni

Amazing students

Session 2 Conclusion

As with session one, there were three probing questions generated to expand the thought and discussion on creating more awareness nationally about the university, its capabilities, and contributions to changing Mississippi and the world. Question one clearly asks what we are already known for and how we can make others aware. The teams went in different directions which means we may be positively known for multiple things. The maroon team said we are known for the value of our degrees and the salaries our students receive. The white team said we are known for our helpful/applied research. With variation in priority but noted, both teams hit on our student's success and the sense of community and family felt on our campus. Question two pointed to the uniqueness of MSU. The maroon team felt MSU was very unique because of what it gives back to Mississippi. The white team thought MSU's uniqueness comes from being an R-1 institution with a teaching focus. Very similar to question one, the responses included the quality of our students and MSU's family atmosphere. Question three looked to pull out the strengths/achievements for which we are not known. The maroon team stated that we need to promote that we are the most diverse Land-Grant and SEC university. The white team pointed out how much we change lives because of the education received as well as our valuable alumni. There were many great points delivered in session two that should be a driver as we move forward in implementing the MSU Strategic Plan.