

**Leadership Team
Conference Call with Collaborative
August 15, 2008**

Purpose: Allow Dr. Ed Ranck to present demographic findings relative to the update of the 1997 College Board Report, A Study of the Academic Program Needs of the Gulf Coast Region.

Present: Dr. Martha Saunders, Dr. Pat Joachim, Russ Willis, Robert Bass, Rusty Postlewait, Bryan Billings, Sid Gonsoulin, Chad Driskell, Dr. Ed Ranck and Tricia Linton
Via Conference Phone: Elizabeth Alley, Greg Havens, Tyler Patrick, Caitlin Clausen and Hoppy Allred

Task list:

- Provide collaborative contact information for Ed Ranck – Billings provided
- Provide collaborative demographic update of average age of students – should include percentage by age category
- Provide scheduling information to collaborative to demonstrate scheduling patterns

Conference Call – began at 10:00 a.m.

- **Dr. Pat Joachim** – Introduction and biography of Ed Ranck
- **Dr. Martha Saunders** – Briefing on Southern Miss Strategic Planning
- **Greg Havens** – What are you thinking about the future of Southern Miss Gulf Coast?
 - Commodity programs will be there – because they are needed
 - Specialized programming that will foster collaborative relationships, locally and globally
 - Marine sciences will also be important
- What about research? – yes – current or emerging – both – underscore global collaboration – because of location – attracting others from around the world to the campus for research.
- In the past – universities were apart from community – now we are trying to connect these communities; medical plaza, research center, the campus will be much more a part of the local community.

Dr. Ed Ranck – Presentation

- Suggested review of 1997 Report and 2007 update report.
- Dr. Ranck focused his discussion primarily on the demographics of a 14 county/parish area either on the Gulf Coast or contiguous to Gulf Coast counties and parishes.
 - 1997 Study projected 2,500 students in 2003 and three-county population of 376,463
 - Spring 2008 enrollment was 2,460 out of an estimated population of 342,873
 - Great participation from smaller current population
 - Updated study focusing on 14 coastal counties/parishes in Mississippi, Alabama and Louisiana

	Population	Total Personal Income	Per Capita Income
Ten MS Counties	593,918	\$16,621,744,000	\$27,987
Mobile County, AL	402,098	\$11,001,456,000	\$27,360
Three LA Parishes	381,432	\$11,633,801,000	\$30,500
USM “Market”	1,377,448	\$39,257,001,000	\$28,450
State of Mississippi	2,899,112	\$78,355,857,000	\$27,028

- MS Gulf Coast Employment opportunities above average in: Federal Military, Federal Civilian, Accommodations & Food Service, Manufacturing, and Local Government
- MS Gulf Coast Employment opportunities running about average in: Retail, Construction and Information Related
- While population fell post-Katrina, population is currently growing at a faster rate than pre-Katrina and still projected to reach 2025 projections.

Question & Answer

- Greg Havens – I-10 corridor is the perfect place to serve this area, what is our target enrollment in 20 years – based on this information?
 - Dr. Martha Saunders – comfortable with 5,000 tomorrow, if we had the space. 10,000–12,000 in a few years with space available – mostly at Cross Creek – other campuses maintained for specialty programs. Jackson County Center will be studied annually to determine viability of supporting programs that are needed for the eastern portion of the Gulf Coast area. The needs of Northrop Grumman are a factor.
 - Gulf Park will evolve as an arts & entertainment campus.
 - Nursing – should be considered for the Cross Creek campus.
 - Gulf Coast Student Services Center should be considered for other uses once Cross Creek is operational.
- What about engineering? Believe that Mississippi State produces all the engineers the state needs, but we are charged with providing a service if there is a need.
- Looking at demographics – 1997 report showed average age to be 34 – but that is constantly dropping.
- 1997 report is not comprehensive enough. The 14 counties and parishes make up the demographics that should be considered in master planning.
- **What about housing?** No plan for campus housing – but yes for local community housing priced for students.
- Katrina freed up land that can be acquired in larger tracks and be developed – allowing more efficient growth and development.
- **When will population return to pre-Katrina levels?** 10 years (13 years after storm) back to the original pre-Katrina projected growth path.
- **Graduate or undergraduate students?** - Mostly undergraduate in the sciences and other traditional will draw from global area – grads are drawn more locally
- **What about the future relationship between Hattiesburg & Cross Creek?** Intention is to operate independently – we have a commitment to our students to be able to complete a program on the coast in a timely manner and not to have to travel. We do not see Cross Creek enrollment affecting future Hattiesburg enrollment.
- **What about community college and credit transfer agreements?** Yes there are agreements from which to transfer in.
- **What about competition?** Statewide – Mississippi State and Ole Miss – locally – the competition for freshmen is the local Community Colleges - borders - the University of South Alabama.
- **What about recreation?** We know its important –overlay for potential incubation/community opportunity to add value for our students and community – dual access to privately held facilities for recreation, dining facilities, and libraries.

- **What about a research park as part of the campus? Could the commodity programs serve as an economic engine for the research park?** This is something that needs to be explored. A research park should be considered. The potential for phasing must be explored.
- **What about outdoor recreational space?** Not traditionally been part of our thinking – but we need to consider what the students will want – and develop what is desired. It may end up being more passive – easement development – biking trails, paths and access to water and sports parks to the east. The conceptual site plan identifies an area for golf course development.

Meeting concluded at 11:15 a.m.