

**AGENDA**

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**TEXAS SOUTHERN UNIVERSITY  
BOARD OF REGENTS  
BOARD OF REGENTS RETREAT**

Date: Saturday, July 31, 2021  
Time: 9:00 AM  
Place: Kalahari Resort & Conventions  
3001 Kalahari Boulevard  
Round Rock, Texas 78665

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Chair: Albert H. Myres  
Vice Chair: Marc C. Carter  
Second Vice Chair: Pamela A. Medina  
Secretary: James M. Benham

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**I. Board of Regents Retreat (Day 2)**

**II. Call to Order and Roll Call**

**III. Transition Plan Updates**

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**IV. Fund Development**

A. Foundation Holdings, Fundraising Targets: 1-5 Years, Additional Fund Development Staff to Target Corporate & Private Dollars, Foundation funds passed to University

**V. Legislative Updates & Areas of Concern**

A. Targets by Legislators regarding TSU

**VI. Financial Health Discussions Takeaways**

**VII. Closing Remarks**

**VIII. Executive Session**

A. Texas Government Code - Section 551.071 - Consultation with University Attorney(s).

B. Texas Government Code - Section 551.072 - Deliberations concerning Purchase, Lease or Value of Real Property.

C. Texas Government Code - Section 551.073 - Deliberations about Negotiated Contracts for Prospective Gifts or Donations.

D. Texas Government Code - Section 551.074 - Personnel Matters, including Appointment, Evaluation or Dismissal of Personnel.

**IX. Reconvene in Open Session to Consider Action on Executive Session Items as Necessary**

**X. Adjourn**



# Presidential Transition Plan

## **Dr. Lesia Crumpton Young**

13<sup>th</sup> President of Texas Southern University

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**Transition Leader: Regent Stephanie Nellons-Paige**

**Co-Leader: Executive Vice President Kenneth Huewitt**

# Presidential Transition Plans are Critical

- Transitions are uncertain times for university campuses.
- Must ensure transparent communication about the new leader, the process, and the transition itself.
- Starts from the announcement and introduction of the new President throughout the first year on the job.



# TSU's Presidential Transition Plan

## Purpose:

- To map out a CAREFUL, INTENTIONAL, STRATEGIC, and COORDINATED ENTRY PLAN for the new President.
- To EFFECTIVELY POSITION the new President for success as a well-respected leader among campus, local, state, national and international audiences.

## Draws on:

- the expertise of AGB, Board of Regents as well as subject matter experts in the fields of presidential transitions, advancement, marketing, communications, and governmental affairs.

## Incorporates:

- “best practices” that other institutions and corporations have used in presenting their new leaders to their respective constituencies and that resulted in garnering positive media attention to reinforce their new president’s objectives.

## Key Goals and Objectives:

- Position Dr. Young to make a positive impact as soon as possible
- Showcase the qualifications, experience, abilities and expertise of Dr. Young
- Increase awareness of Texas Southern University's key academic and innovative programs and research curricula
- Engage stakeholders and supporters at the global, federal, state, local, and campus levels
- Build and expand engagement/connection with key advocates and collaborators such as alumni, donors, academia, political leaders, the media and the business community

# Presidential Transition Phases

## Phase 1: Planning

Transition Leaders in conjunction with the Board of Regents

Identification of “best practices” that other institutions and corporations have used in presenting their new leaders to their respective constituencies and that resulted in garnering positive results and attention.

ANNOUNCEMENT

## Phase 2: Pre-Work

Transition Leaders and Board of Regents in conjunction with the President-Elect

Planning of formal and informal onboarding tasks, introduction activities, briefing materials, essential meetings and events.

ARRIVAL

## Phase 3: Year 1

Final phase; President with support from the Board of Regents

Listen,  
Learn, and  
Lead

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### Strategic Communications Plan

**Internal:** Introduction to various parts of the University, to listen and learn, identify critical issues, set expectations, lay the groundwork for the next strategic plan

**External:** Develop and retain relationships at the federal state and local levels among public officials, philanthropic executives, and corporate CEOs to build and expand engagement/connection to increase funding for the institution.

### Independent Audit of Critical Areas of the University

To provide a rapid assessment of finances, operations and academic programs to identify opportunities to increase the return on educational investment

# Strategic Marketing and Communications: INTERNAL

**Objective:** Introduction to various parts of the University, to listen and learn, identify critical issues, set expectations, lay the groundwork for the next strategic plan.

- SWOT Analysis from Divisions, Departments, and Deans
- Meetings with all Regents and Senior Leadership
- Listening Sessions
- Activities for Faculty, Staff, and Students
- Professional Development for Staff
- Strategic Planning Sessions
- Board Retreat



## MEMORANDUM

TO: TSU Family  
FROM: Dr. Lesia L. Crumpton-Young, President  
DATE: July 1, 2021  
SUBJECT: Welcome Message from Dr. Lesia L. Crumpton-Young

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Hello TSU Family,

It is both an honor and a privilege to be named the 13th president of Texas Southern University. I have been entrusted with continuing the rich traditions, supporting academic excellence, and improving the quality of life for our students and the surrounding community. Starting a new chapter is always exhilarating—and this chapter is particularly special for me, as it marks my first presidency, and I am so elated to be back in the great state of Texas at an institution that is the heart and soul of Houston.

As I begin my tenure, I am reminded of something my late mother said to me frequently as a child – “You were born to serve.” Therefore, as president of TSU, I am dedicated to ensuring this university remains student-centered, faculty- and staff-focused, and strongly united with alumni and community partners. Together, we will provide our students with the highest-quality education possible and serve as a vital resource to the region and beyond. I am eager to propel the university to new heights.

During our era of transformation, TSU will continue to advance its engagement in research and scholarship that responds to major challenges plaguing urban America. TSU will create an

# Pop on by!

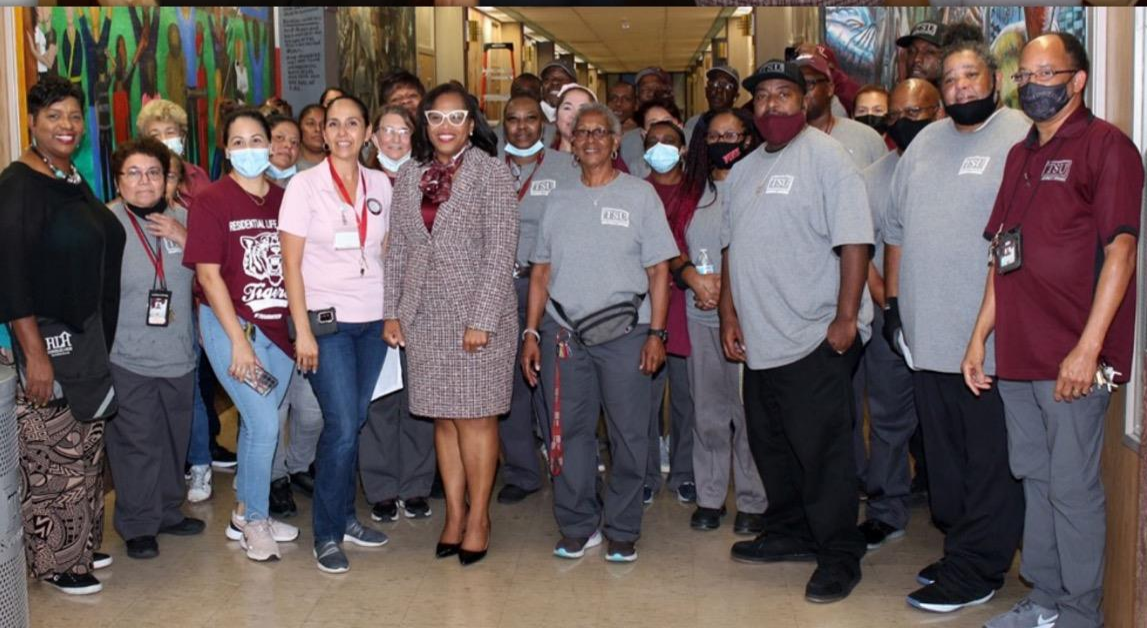
Grab a treat and say a quick hello  
to President Lesia Crumpton-Young

The President's Suite | Hannah Hall 220  
Wednesday, July 7<sup>th</sup> or Thursday, July 8<sup>th</sup> | 4-5:00 p.m.

TSU

TEXAS SOUTHERN UNIVERSITY







JOIN US - TSU STAFF COUNCIL

PRESIDENT'S

# LISTENING TOUR

TUE 7, 2021 11 AM

WYER AUDITORIUM

## STOP 1

### STAFF SESSION 1







**TSU** TEXAS SOUTHERN  
Division of Student Activities

presents **THURSDAY**  
**PARTY with PURPOSE**

**11:30 am-1:30 pm: Lunch**  
(Student Center Cafeteria)  
A Taste of Texas (BBQ, Mexican, etc.)  
Join KTSU Personalities / TSU Student Leaders / Cheer Team  
Prizes/Giveaways/Games

**2 pm-6 pm: Outdoor Activity (Sawyer Plaza)**  
Water Slides, Obstacle Course & more  
Sloppy Dogg Food Truck  
DJ playing music

Open to Faculty, Staff and Students





# Strategic Marketing and Communications: EXTERNAL

External Objective: Develop and retain relationships at the federal state and local levels among public officials, philanthropic executives, and corporate CEOs to build and expand engagement/connection to increase funding for the institution.

- Political - Federal, State and Local
- Philanthropic - National and Local
- Corporate- International, National and Local
- Community
  - GHP
  - Alumni Association
  - TSU Foundation
  - Ministers and Clergy
  - Divine 9
  - Links, Incorporated
  - Engineering Associations
  - A&M Alumni reception
  - Local/ State Colleges and Universities Presidents
  - Select ISD's and Superintendents
  - North Texas Community

69th Boule Part II/ 2021  
Leadership Seminar



< Public Meeting



Dr. Lesia Crumpton-Young



TEXAS SOUTHERN UNIVERSITY





# WELCOME TEXAS HIGHER EDUCATION COORDINATING BOARD





# Independent Audit of Critical University Areas

## Objective:

To provide a “health check” and rapid assessment of finances, operations and academic programs to identify opportunities to increase the return on educational investment to achieve the mission of TSU and transform lives at an accelerated pace.

- a. Hire a firm to conduct audit and operational review.
- b. Review findings.
- c. Develop implementation plan to execute.

# SAMPLE PLAN ACTIVITIES

## June 2021 Activities

Finalize contract and personnel actions.

Finalize the Transition Plan to include assigned point persons.

### Transition Email

Creation of transition email to direct questions about the transition process or if anyone would like to contact the president, (transition@tsu.edu).

### Website

Marketing & Communications has oversight responsibility for the site, working closely with Office of the President staff on updating content regularly

Provide and Analyze Current President's Website Analytics

### Social Presence and Digital Content

Create Social Media profiles and handles (based on analytics). Identify which social media platform will be the primary strategic online communication tool that engages the TSU community and national audiences as well as speaks to institutional goals and news, presidential initiatives.

## July 2021 Activities

Distribute targeted email messages to Campus Community on first day.

Briefings with Vice Presidents and Deans

Listening Tour: Staff

Meetings with Federal, State, and Local Political, Business and Community Leaders

BoR Retreat

## August 2021 Activities

Welcome at Opening Faculty/Staff Institute

Leadership Retreat for Deans & VPs

Listening Tour: Faculty and Students

BoR Meeting

Continue Meetings with Federal, State, and Local Political, Business and Community Leaders

## September 2021 Activities

Listening Tour Community and Alumni

Sept 4- Labor Day Classic (TSU Home)

September 25th TSU Football Game @Rice

Founder's Day Convocation

Continue Meetings with Federal, State, and Local Political, Business and Community Leaders

*\*Continued activities through June 30, 2022*

# Listen

## Launch Series of Conversations

- **Coffee, Cupcakes, & Conversation with the Board of Regents**
- **Presidential Executive Briefings**
  - Cabinet Members & Team
  - Deans/Chairs
  - Academic Affairs Leadership
- **Faculty/Staff Discussion Forums**
- **Student Focus Group Meetings**
  - SGA
  - Student Organizational Leaders
  - Class Officers
  - Mr. & Ms. TSU
- **Alumni Listening Sessions**
  - National Executive Board
  - Select Chapters
- **Community Leadership Meetings**
  - Key Stakeholders (Corporate Partners, etc.)
  - Mayor & City Leaders
  - Governor & State Leaders
  - Legislators – State and Federal

# Learn

## Begin Data-Informed Analyses

- Enrollment Trends and Initiatives
- Financial Position & Budget Matters
- Foundation Operations
- Fundraising & Endowment Trends
- Marketing & Advertising Initiatives
- Research & Commercialization
- Human Resources/Personnel Matters
- Litigation Matters
- Title IX & EEO Practices
- Campus Safety and Security Status
- Academic Programs Review
- Accreditation Status
- Athletics Programs & Operations
- Government Relations
- Corporate/Organizational Partnerships
- Campus Master Plan
- Physical Plant

# Lead!

## Initiate Strategic Activities

- Impanel -Transition Committee
- Host Strategic Thinking Sessions with Board of Regents
- Develop a Shared Vision of Strategic Priorities
- Develop a Shared Vision on Guiding Principles
- Impanel- Academic Master Planning Task Force
- Impanel-Instructional Excellence Task Force
- Develop a Blueprint for Assessment of Current Cabinet Members and Other Executives
- Seize Federal Funding Opportunities
- Develop-Plan for Increasing State & Local Funding
- Begin Planning for Capital Campaign
- Begin Formation of a Community Partnerships Council
- Establish the President's Circle of Prayer Warriors



# GO TIGERS!

