EXECUTIVE COUNCIL MEETING
October 15, 2025

The Executive Council met on Wednesday, October 15, 2025 at 9:30 a.m. in the Ranger Room of the Administration Building.

Dr. Michael Heindl, President
Mr. Jeff Horton, Vice President for Administration and Finance
Dr. Andrew Dale, Associate Vice President for Community Outreach
Dr. Matthew Domas, Vice President of Instruction
Dr. Tonyalle Rush, Vice-President for Student Services and Enrollment Management

Mr. Dwayne Casey, Associate Vice-President for Workforce Solutions and Career-Technical Education
Mrs. Angel Nickens, Dean of eLearning
Ms. Patti Gordon, Executive Director of Institutional Advancement
Dr. Keith Reed, Dean of DeSoto Center
Mrs. Kristin Davis, Associate Vice-President of Academic Instruction
Dr. Craig Lafferty, Dean of Health Sciences

Mrs. Leslie Legendre, Executive Assistant to the President

I. CALL TO ORDER/REVIEW AGENDA:

Dr. Heindl called the meeting of the October 15, 2025 Executive Council meeting to order.

Dr. Dale made a motion that the Executive Council approve the agenda for the Executive Council meeting dated October 15, 2025. The motion was seconded by Dr. Rush and carried unanimously.

II. APPROVAL OF THE EXECUTIVE COUNCIL MINUTES:

Dr. Rush made a motion that the Executive Council approve the minutes of the Executive Council meeting dated April 1, 2025 as presented. The motion was seconded by Dr. Reed and carried unanimously.

III. REVIEW OF ACTION TRACKER ITEMS

IV. AGENDA ITEMS- Dr. Heindl

A. Updates

Dr. Heindl shared that he would be hosting a New Employee Orientation Luncheon on Friday, October 17, 2025. He invited the Executive Council to attend the luncheon. It begins at 11:00 am and will be over at 1:00 pm.

V. AGENDA ITEMS- Dr. Andrew Dale

A. Updates

Dr. Dale shared the following updates regarding marketing:

- Christmas Parades:
  - December 1, 2025 Northwest students will be participating in Oxford, Hernando, and Senatobia parades.
  - December 2, 2025 Northwest students will be participating in Batesville's parade.
  - December 6, 2025 Northwest students will be participating in Southaven, Olive Branch, and Horn Lake parades.
  - December 12, 2025 Northwest students will be participating in the Water Valley parade.
- Nursing Page views: (see chart below)

Index		Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events	Total revenue
1	/programs/healthsciences/nursing-department							
	Sep 1 - Sep 30, 2024	4,241 (53.17%)	2,386 (65.5%)	1.78	2m 03s	25,660 (54.54%)	0.00 (–)	$0.00 (–)
	Sep 1 - Sep 30, 2025	4,672 (48.35%)	2,786 (61.68%)	1.68	1m 41s	26,677 (50.84%)	0.00 (–)	$0.00 (–)
	% change	-9.23%	-14.36%	5.99%	21.09%	-3.81%	0%	0%
2	/programs/healthsciences/practical-nursing							
	Sep 1 - Sep 30, 2024	3,142 (39.39%)	1,740 (47.76%)	1.81	2m 22s	19,587 (41.63%)	0.00 (–)	$0.00 (–)
	Sep 1 - Sep 30, 2025	4,384 (45.37%)	2,071 (45.85%)	2.12	2m 49s	23,783 (45.33%)	0.00 (–)	$0.00 (–)
	% change	-28.33%	-15.98%	-14.7%	-15.94%	-17.64%	0%	0%

VI. AGENDA ITEMS- Dr. Matthew Domas

A. Updates

Dr. Domas reported the following items:

- Instructional Calendar is finished and there are some changes that have been made, i.e. Fall Break will be on a Monday, Tuesday; Withdrawal Date has changed to a Monday; Move In date for the Spring semester has changed.
  - Dr. Domas notified the Executive Council that the updated Instructional Calendar will be going out electronically to them for an approval.
- IPEDs is completed and has been submitted.
- There will be some changes in the Spring semester for Dual Enrollment.
- IR/IE Report has been submitted.

- Dr. Heindl suggested this report be utilized in Strategic Planning areas, reviewed by NW Leadership, evaluation of the Strategic Plan, and in Budgeting.

- SACSCOC is going very well.
- Athletics
  - Women's Soccer had their first loss of the season. It was a close game against Gulf Coast.
  - Softball has reported that the new Athletic Performance Facility is distracting. AD Gordon is buying a Batters Eye.

VII. AGENDA ITEMS- Mr. Jeff Horton

A. Update

Mr. Horton reported on the following items:

- HR
  - Employment application has recently been updated to include some additional questions.
  - Back Ground Checks will now be required as part of the hiring process. This process will take place at the offer stage of employment for Northwest and will be contingent upon the background check.
- Business Office
  - Rachel Hadley is new in the Business Office.
  - HR Offices will soon move down the hall within the next few months.
  - The Bursar and Cashiers will be moving to the current HR space.
- Heindl Center
  - October 17 Home Free
  - October 28 Little Mermaid Elementary Students to attend
  - November 7 Ricky Skaggs
  - December 5 Post Modern Jukebox
  - The spring season announcement is underway:
    - January 18 Pam Tillis & Lorrie Morgan
    - January 31 The Music Man
    - February 20 Archie Manning
    - March 18 Blue Man Group
    - March 28 Larry the Cable Guy
    - April 21 Riverdance
    - May 1 The Bacon Brothers
  - Season Tickets go on sale on October 27, 2025.
- Police
  - Working on mapping out cameras at the Batesville Concourse. This week of Homecoming you will see a heavier presence of Police on campus.
- Grants
  - There are a lot of Grants that are pending.
    - MDOT
    - MS Arts Commission
    - Community Foundation of North Mississippi
    - MS State Grant

        - NASA; Phase I
        - Unmanned Aircraft Grant
        - NSTC Grant
        - Congressional Spending Grant
    - Currently, closing out the EDA grant.
- IT
    - Oxford Campus just completed a cell phone booster project.
    - Added 23 access points at the DeSoto Campus.
    - The security Audit has been completed and we received a passing score.
- Physical Plant
    - Library will be moving in on Monday.
    - Oxford Health Science Building will open Bids in the Spring.
    - Ag Tech/Farm has revised floor plans. We are waiting on updated estimates.
    - Fine Arts Renovation will be completed in April 2026.
    - Athletic Performance Facility will be completed at the end of December. Move in will be February 2026.
    - Administration Restoration project- EGH will be helping Mississippi Department of Archives and History with replacing the windows.
    - Coliseum/ Hall of Fame- reviewing project next week.
    - Band Field Tower is complete.

VIII. AGENDA ITEMS- Dr. Tonyalle Rush

A. Update

Dr. Rush reported on the following updates:

- Proposed Orientation Dates for Summer 2026
    - May 12, 2026 Dual (exclude Band, CTE, and Athletes, if possible)
    - June 8, 2026 CTE
    - June 9, 2026 Band
    - June 10, 2026 Senatobia
    - June 11, 2026 DeSoto
    - June 12, 2026 Oxford
    - June 23, 2026 Senatobia
    - June 24, 2026 DeSoto
    - June 25, 2026 Oxford
    - July 9, 2026 DeSoto
    - July 10, 2026 Senatobia
    - July 14, 2026 Oxford
    - July 15, 2026 Senatobia

A motion was made by the Student Services Council to approved the Orientation Dates as presented for Summer 2026. The motion was seconded by Dr. Reed and carried unanimously.

This approval is pending further clarification from eLearning.

- Scholarship Committee

- Changes have been made to the scoring for the GED/HiSET. Considering the changes of the scoring it is recommended to make changes to the GED/HiSET Howard Carpenter High School Equivalency Scholarship.
    - Average of a Gold (5) on the NCTC or Gold on a single test; Applied Math and/or Workplace Documents.

A motion was made by the Scholarship Committee to use the new scoring Interpretations for the GED/HiSET Howard Carpenter High School Equivalency Scholarship. The motion was seconded by Mr. Jeff Horton and carried unanimously.

- Dr. Rush reported that classes begin on Monday for the second mini-term.
    - Fall Enrollment is 8,232.
- Dr. Rush discussed enrollment from different metric; Sitting in class vs Primary location. Below are the numbers from that report:
    - Oxford 508 students in class vs 416 at this location according PowerBI.
    - DeSoto 1,246 students in class vs 1,002 at this location according to PowerBI.
    - Senatobia 2,586 students in class vs 2,392 at this location according to PowerBI
    - Online 1,226 students in class vs 1,694 online students according to PowerBi.
- Dr. Rush reported that the Spring enrollment goal is 7,092, which would be a 2% growth in headcount.
- The Facilities Use Committee regarding camps and clinics have a new process that allows for pre-budget planning.
    - Ticketing for the camps will go through Home Town Ticketing.
- Student Services Council: Dr. Rush is chair and Katie Broadway is co-chair of the OCR Compliance Review Ad-Hoc Committee.
- Student Conduct; Dr. Rush has seen an uptick in behavioral problems. She urged everyone to follow the policies in the policy manual.
- CRM has a new platform Slate that is compatible with Oracle. This will be used in recruitment and enrollment. This product is being used by Ole Miss, MS State, and Delta State. This platform will reduce the usage of the other software in the future.
- This is HOCO week! Lots of festivities going on around campus. The pep rally and parade are today.
- October 20-24, 2025 is We Are Northwest.
- Scholarship applications for next fall are now open.
- ARC Retreat is scheduled for October 31, 2025.
- Priority Registration is November 3, 2025.
- Registration for Spring 2026 will be completed on December 1, 2025.
- National ACT test is October 18, 2025.
- Mr. Isaac Lias, Jr. is President Elect of MAHO and is looking to potentially host a conference next fall 2026 or spring 2027 on campus.
- FAFSA for Fall 2026 is open.
- MSFASAA is November 12, 2025 in Jackson, MS.

IX. AGENDA ITEMS- Dr. Keith Reed

A. Updates

Dr. Reed presented the following information from the DeSoto Campus:

- The Southaven Chamber of Commerce selected Dr. Keith Reed as Man of the Year for 2025.
- October 7, 2025 Food Truck Day at DeSoto Campus.
- HOCO cook out will be from 11:00 am – 1:00 pm today.
- October 21, 2025 CFA Fall Fest at the Landers Center.
- October 28, 2025 Spooktacular
- October 31, 2025 Tanger Outlet Mall, Scare on the square".
- October 29 & 30, 2025 Bridging the Gap
- November 12, 2025 We are Northwest
- November 19, 2025 Coffee with the President
- November 11, 2025 Veterans Day Parade
- 6 Christmas Parades this year.
- The Ranger Center has been very busy. It has been a great exposure to the DeSoto Campus.

X. AGENDA ITEMS- Ms. Patti Gordon

A. Updates

Ms. Gordon reported on the following:

- Homecoming events: Reception and later Dinner.
- November 5, 2025 Scholarship Social at 2:00 pm in the Heindl Center.
- April 11, 2025 Soiree; "A Garden Gala"
    - Entertainment: Dave Barnes, who is a song writer.
    - Save the Date has gone out for this event.
    - Northwest Employee can receive two tickets at a 20% discount. There is also a payment plan option for employees.
- The Foundation Office has a new employee, Jillian Mitchell.

XI. AGENDA ITEMS- Mr. Dwayne Casey

A. Updates

Mr. Casey reported on the following:

- The John Deere Program has received a highest award at their annual training. Platinum Award for safety and placement.
- We will begin interviews for the Director of Aviation.
- CTE has a new partnership with Kubota Equipment.
- Accelerate Mississippi has applied Northwest for a new program teaching Flex Factor. This is for advanced manufacturing and will provide a trailer to travel

and teach robotic, CNC, and welding. This has been approved for 3 years and provide employment for 3 new employees to teach.
- CTE offices have moved to Tech 1 Building.

XII. AGENDA ITEMS- Mrs. Angel Nickens

A. Updates

Mrs. Nickens reported on the following for eLearning Department:

- eLearning is in the final stages of the yearlong accessibility initiative. The completion date is April 2026.
- Fall accessibility training schedule is:
  - Oxford October 31, 2025 Room 1211
  - Senatobia November 14, 2025 Tate Hall Room 207
  - DeSoto November 21, 2025 Room 214

XIII. AGENDA ITEMS- Dr. Craig Lafferty

A. Updates

Dr. Lafferty provided the following update for the School of Health Sciences:

- Dr. Lafferty reported on the MS RN Apprenticeship Program by providing the initial planning meeting summary.
  - This would be a great benefit to our students as it creates a pipeline for tuition to be paid for students and jobs after graduation.
  - This is a great recruitment tool. Northwest would also be ahead of the game in this area because no other nursing schools are offering this to their students in the Memphis area.
- School of Health Sciences will be at Bridging the Gap.
- Acceptance Letters will soon for the Nursing programs.
- The PN Nights and weekend programs at DeSoto will soon be able to double the enrollment. Moving from 15 students to 30 students.

XIV. AGENDA ITEMS- Mrs. Kristin Davis

A. Updates

Mrs. Davis highlighted the following:

- Math and Science had the curriculum alignment meeting in September.
- PTK Eligibility emails went to all students. All chapter meetings at the tailgate tent on Thursday. All are welcome.
- Library at Mississippi Library Association Conference in Natchez. Maya, Melissa, Courtney, and Crystal are all presenting.
- Hiring for Economics and Business Instructor.
- Program Review for General College is scheduled for November 14, 2025.
- *Passage* is requesting submissions for a new publication.
- Spring Schedule is almost ready.

- The Social Sciences department is working to collaborate more with the CAST program. Child Advocacy Studies.
    - The MS CAST goal is to disseminate an effective, model curriculum for undergraduate and graduate college students that will enable students to identify, respond to, and appropriately react to child maltreatment.

Fine Arts Schedule on the website. Request for any event on the website.

ART:

- Les Fauves Christmas Art Sale - November 20, 2025.

MUSIC:

- Trombone Ensemble and Tuba/Euphonium Ensemble at Crosstown Concourse - October 24, 2025 at 1:30pm.
- Music Major Masterclass w/Dr. Martin McCain and Dr. Zack Corpus (University of Memphis) - October 31, 2025.
- Duo Mundi Piano Concert at the Heindl Center - November 6, 2025 at 7:00pm.
- Duo Mundi Masterclass for music majors - November 7, 2025.
- Marching Band at the Oxford Holiday Parade - December 1, 2025 at 6:30pm.
- Music Department Holiday Concert at the Heindl Center - December 3, 2025 at 7:00pm.

THEATRE:

- Theatre Department Fall Production of "The Diviners" - November 7-9 & 14-16, 2025 (7pm Fridays/Saturdays and 2pm on Sundays).

XV. ADJOURNMENT:

There being no further business to consider, the meeting was adjourned by Dr. Heindl.