

February 28, 2024

RE: McNeese State University President

Dear Search Committee,

Please accept this letter of interest for the presidency of McNeese State University (McNeese). It's
[REDACTED]

[REDACTED]

the current year. However, once interest rates begin to normalize, this additional revenue will dissipate. In addition, it is probable that we have not yet seen the absolute bottom on total enrollment. Thus, we must be proactive and continue to streamline our operations in anticipation that this underlying budget deficit will return as soon as interest rates normalize.

Creating a culture that stresses the importance of enrollment must be the initial primary objective of the next McNeese president. We must stabilize enrollment, thus stabilizing revenue. Every employee, every department, every college, and every administrative office on our campus should understand and be able to describe the role they play in stopping the enrollment decline. Once we have these goals and objectives defined, and everyone holds themselves accountable to these goals

In addition to stabilizing enrollment, we must remain committed to right-sizing the University to serve the current student body. According to IRE, during the fall of 2017 (the beginning of the time frame mentioned on page one of this letter) McNeese employed 629 full-time employees. Of that total, 256 (approximately 40.7%) were instructional positions. After the recent restructuring in the fall of 2023, McNeese employed 547 full-time employees. Of this total, 239 (approximately 43.7%) were instructional positions. Moving forward, we need to be mindful of these ratios and it is imperative that we continue to invest in instructional positions. Faculty are the Institution.

WADE ROUSSEHD

PROFESSIONAL OVERVIEW:

- x Degree accompanied with over 25 years of progressive and diverse work experience
- x A proven leader, with over a decade of senior level administrative responsibilities in the private sector and various administrative roles in higher education
- x A career, which has provided diverse experiences in the areas of management, financial markets, research, sales, fundraising, and technical operations
- x A diplomatic and articulate communicator able to expediently ascertain needs, evaluate action plans and implement solutions
- x An advocate committed to advancing diversity and inclusion in the workplace

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for these seven departments. These individual department goals aligned with an Office of University Advancement's portfolio of generating alternative revenue. These funds are meant to offset declines in state appropriations, as well as revenue reductions from forecastable enrollment drops. A short description of the seven divisions under the umbrella of University Advancement follows:

- x **Intercollegiate Athletics** - This department is the main driver of student and community engagement on our campus and in our town.
- x **Banners at McNeese** - and appreciation of cultural diversity through the arts.

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- x Led and managed the Office of University Advancement.
- x Landed and managed a \$2.7 million Economic Development Administration (EDA) grant to build a Liquefied Natural Gas (LNG) Center of Excellence on the campus of West Virginia University.

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Dean and Professor in the College of Business (McNeese) 2019 to 2021

- x Led College through an AACSB accreditation visit
 - o Upon arriving to campus, met with as many stakeholders as possible to make certain to accurately reflect the strategic planning, assurance of learning, curriculum development, hiring procedures and other accreditation issues were accurately reported in the continuous improvement review (CIR) report.
 - o Arrived on campus to discover the writing of the CIR report had not yet begun. Regardless during the year of review, we were able to successfully construct the entire CIR report
 - o Planned the peer-review-team (PRT) campus visit
 - o As part of continued review led the effort to define faculty qualifications, and revamped assurance of learning processes.
 - o Successfully led the effort to build a new strategic plan for the College of Business at McNeese. This plan was a joint effort a diverse group of stakeholders and eventually the plan was accepted by an unanimous faculty vote.
 - o Through several training courses at AACSB headquarters in Tampa, and by attending accreditation conferences, were exposed to many meaningful conversations regarding the development of the 2020 AACSB standards. As a result, nicely positioned the college to move forward under the new standards.
- x Defined expectations for departmental staff and built these expectations into the annual review process
- x Optimized the scheduling of classes and return-on-investment (ROI) measures at multiple levels. We now have metrics for every department, and every class in the College of Business
- x Worked to develop a workload policy which is driven by ROI. This is a continuous improvement area of emphasis.
- x Reorganized personnel (as best possible given our constraints) to match skill sets with necessary tasks
- x Developed a 2+2 agreement with our local community college. The goal of the agreement was to create an efficient path from the community college to McNeese, and thus to increase enrollment in the College of Business
- x Funded 7 virtual classrooms in the College of Business. These proceeds were used to improve the aesthetics of the classrooms as well as to purchase updated IT equipment to be utilized in the rooms

- x Monitored and reviewed area funds, including approval of expenditures, disbursement to faculty for professional development where appropriate, etc.
- x Assisted the Career Development Office with tracking of student job placement.
- x Oversaw Curriculum Issues
 - o Reviewed and approved syllabi prior to each term for all faculty (including part-time faculty) in the area to ensure compliance with master syllabi
 - o Engaged areas in discussion about curricular changes needed, if any, worked with area representative to the FCB Curriculum Committee to move changes through and sign off on paperwork for the UCC.
 - o Reviewed 8-term plan and other advising materials each year.
- x Assisted with course substitutions and other articulation issues
- x Provided feedback to the Dean on annual Statement of Expectations for faculty in the area

Executive in Residence

- x The Executive in Residence program at Northern Arizona University was intended to bring career practitioners into the classroom.
- x Taught Principles of Macroeconomics, Intermediate Macroeconomics, Corporate Finance, The Economics of Money, Banking, and Financial Markets & The Economic Senior Seminar
- x Served as an active member of the Intercollegiate Athletic Committee and chair of the Fiscal Integrity subcommittee, a member

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- x Performed research and published in the area with several different colleagues
- x Represented the Federal Reserve through the Speakers Bureau; met with community, business and education groups making economic outlook presentations
- x

