**MINUTES**

**April 1, 2014, 10:00-12:00**

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| **Present** | Carol Burton, Doug Keskula, Dale Carpenter, Mimi Fenton, Robert Kehrberg, Darrell Parker, Richard Starnes, Dana Sally, Susan Fouts, Brian Railsback, James Zhang, Alison Morrison-Shetlar |
| **Recorder** | Anne Aldrich |

**ANNOUNCEMENTS**

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| **Grant Activity (Mimi Fenton)** | Mimi distributed a handout regarding grant activity to date. A lot of these are one year grants with the challenge being sustainability. Mimi also thanked the deans for coming or sending delegates to the research symposium. |
| **Graduate School and Research** **(Dale Carpenter)** | Faculty in my college working on grant proposals have been very complimentary regarding the assistance they have gotten from Research Office. |
| **HHS Building****(Doug Keskula)** | We are looking at two primary care sites and hope to have someone in that space this summer. |
| **Silent Auction****(Robert Kehrberg)** | Robert – Our Silent Auction is this week. We have over $30,000 in items on which to bid. This evening at 7:30 there is an April Fools concert. |
| **COB Reorganization (Darrell Parker)** | We have had a task force working on the organizational structure of COB. We hope to have a signed document signed within another week. We are looking to have three departments rather than one; our basis is cost savings. |
| **Arts & Sciences****(Richard Starnes)** | The Literary Festival is going on all week. Our new associate dean will be Dave Kinner, effective July 1. |
| **National Library Week (Dana Sally)** | April 14th is National Library Week. There will be events at the library throughout this week. |
| **Potential Growth of Distance Programs (Susan Fouts)** | Please see the written announcements. Please look at distance programs where you have capacity to grow. |
| **Undergraduate Research Expo** **(Brian Railsback)** | Brian thanked everyone for their support at the Undergraduate Expo last week and for the team that is traveling to NCUR. |
| **Engineering Sneak Peak/Moogfest****(James Zhang)** | On April 16th there will be a sneak peek at Biltmore Park for engineering. On April 25th and 26th Moogfest is in Asheville. The Provost Office is sponsoring a booth with faculty, students, and leadership team members. Stop by our booth! |

**DISCUSSION**

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| **Update from Executive Council****(Alison)** | The provost has been sharing good news from Academic Affairs with Executive Council. Bill Studenc has been to a few meetings of late and he has asked for more of this sort of information. Thanks to the deans for sharing this information. In Executive Council we have been talking about the alcohol policy and the space policy (65), financial aid and how we are addressing mandates from the state, BOG and GA- this is a model we need help in working out; and scholarships. Financial Aid – we have been told that BOG does not want tuition and fees to be used to provide financial aid. We have a brainstorming session later today with the Chancellor to discuss. We are in process of completing a study on who is the beneficiary of Financial Aid to put a human face on these students, who are they and what are they doing. These are people, not numbers. It would also be important to add the faces of parents. Scholarships - Alison met yesterday with Brenda Holcombe regarding scholarships and ways we can better use the monies and have them go to the right people as we move towards our 2020 vision.We are unclear where need-based and performance-based scholarships fall. Performance scholarships are really awards and scholarships should be specific to academics. A small percentage of financial aid goes to those who make $40,000-$80,000 (WCU data) but most go to students below that income. We also need to understand how we award other than the need indicator and if that is the main indicator, then how do these numbers make sense? Dale suggested that as we create scholarships, we include performance and need language. Committees have not known how to calculate that need – in many cases it is the student letter/statements that have been the basis for determining some of our need based scholarships (can’t really do that unless people have filed a FASFA, which we have not been doing). We have had no data to work with. The Financial Aid Office has a metric based on FASFA with strict guidelines as to how to award, but we have more students that need aid than aid we have to give. This is where scholarships come in. Several endowed scholarships are underwater because of the financial climate. Some endowed scholarships are very detailed as to whom they can be awarded - they are working on this. This is an opportunity to take undesignated scholarships and allocate them appropriately. This project was begun and never completed as there was not someone in place designated to scholarships. Having Brenda Holcomb and Jim Miller in place should make a significant difference. It was suggested that a scholarship report would be good data to have in order to have a fully informed conversation. Alison received this data and will share with COD. Discretionary funds will be very helpful to have meetings that allow reaching out in an informal setting to get larger amounts of scholarships – at least this has been the experience of the Kimmel School. Discretionary funds were zeroed out a couple of years ago. When discretionary funds were taken from the deans, it severely hampered their ability to raise funds. Stewardship in general with our work with donors needs to be addressed. The Honors College has had advisory board members interested in paying for things like the benefit concert last week. Alison would like to see deans become fundraisers. Discussion ensued.It was stated that in state tuition remissions come from auxiliary funds and have not been increased since 2004; we cannot use state monies for tuition remissions. Student Affairs controls auxiliary funds. This is changing to a shared responsibility between Alison, Robert Edwards and Sam Miller (Scholarship Advisory Committee, University Scholarship Committee, and the Resource Allocation Committee which includes Dr. Belcher, Alison, Sam Miller, Robert Edwards, and Kristen Crosson). We would like to move to percentages rather than a fixed amount.Capital Campaign - As we move into the capital campaign, what would we like to do? We will likely revisit this discussion at one of our workdays. It comes down to building relationships between deans and donors, not necessarily waiting on Advancement. Stewardship of the relationship as well as the funds is important. Discussion ensued.CASE conference coming up – We asked for the Development Office to assist with this several years ago – will follow up. We need consistent training across COD and the institution and expect this will be part of the recommendations as we move forward. |
| **Chancellor’s List****(Alison/Lowell Davis)** | The Chancellor’s List was approved by Faculty Senate. SGA wants recognition for individuals with a 3.8 to 4.0 GPA, other than that it is identical to the Dean’s List (5 semesters). It will be run out of the Provost Office under the new Associate Provost for Academic Affairs. These students will also get a Dean’s List designation.  |
| **Summer School Funding Models (WCU & Community Economic Development) (All)** | Alison has spoken with Executive Council and with Craig Fowler regarding E&T funds reallocation. We need to develop a fiscally sound summer school model with the primary focus on liberal studies and core classes. How do we look at the economic impact on the community of summer session? Steve Ha has just completed an update of an economic impact study and could likely break out that data. Darrell stated it would help us to understand the current structure and all that is being charged against it. We need more data to determine where the gaps are.Costs – There are currently several start and stop dates during summer session; housekeeping, etc. (short residential stays from 2-4 weeks, lots of turnover in the dorms). If we had just three sessions, there would not be such a financial impact. There are salaries against summer session revenues as well. Tuition and Fee Generation – The goal is to have 2000 students in residence in the summer of 2015. There is concern about the loss of SCH’s during the fall/spring semester in order to offer courses in summer. We do not want this to happen because that does not help us with retention and graduation. Discussion ensued.CEAP – A residential summer experience would have to be promoted and done narrowly otherwise it would not work for all the programs. We need to market summer session as a way to move more rapidly toward graduation. The major culture change would be for faculty. We would need to promote and get their support. It might not involve every college – the purpose is to retain and graduate our students on time. Student Issues with Summer - We need to take a hard look at the consumer here – so many of our students need to go home and work over the summer. There are good places to work in Cashiers or Highlands – would Student Affairs repurpose funds to provide transportation to jobs in the area so students can be in school as well? Additionally, Career Services could be involved helping to seek and promote summer jobs. Another issue is students not wanting to move from their room to another room for the summer – there is also a period of time between the end of spring semester and the beginning of summer session where there is no place for students to live. There are other issues in addition to courses. There is no financial aid in the summer. We already have a career fair for summer – we need to link students enrolled in summer session to assist them with finding a job and vice versa.Summer Session Models - There are some good models at other universities of our size and location for summer. We used to have a very robust residential summer session – what happened? The availability of classes online has made an impact. We also could look at the previous fall courses that have huge waiting lists and offer them in the summer without hurting SCH’s – other universities have done this successfully.Targeted Groups - Another group to target is non WCU students returning home to western North Carolina from other colleges for the summer. We have targeted student athletes that are here anyway for the summer. Undergraduate research, internships, leadership roles, service learning opportunities equal an engaged campus. There is a need for students who want to do an internship and also take a class that would provide six hours that would allow students to apply for aid or scholarships. Adding hybrid courses would also give flexibility. SURF (Summer Undergraduate Research Fellow) is a successful model but costly.Next Steps - The provost requested deans meet with their leadership groups and discuss how this might work or not and whether your college is a fit or not. We would like your input at the institutional level. Focus on the central reason – student success and time to graduation for both undergraduate and graduate; look at courses that are bottlenecks. We are in conversation with Robin Oliver, Marketing Director about summer session – for summer 2015.It was suggested to create a Summer Session Advisory Council. Alison will continue to get clarity on scholarships and will take your requirements forward.Alison sent out some data regarding the beginnings of a dashboard. The provost would like your feedback and to let her know if there are issues with the data. Please let Alison know what needs to be fixed. We hope to have a dashboard for us by the next fiscal year. Alison will meet with Tim regarding the items deans have sent in.Discussion took place regarding possible uses for E&T fees. |
| **Branding and website rejuvenation (Alison)** | This item is postponed to a future agenda. |