**WORKDAY MINUTES**

**May 29, 2014, 12:00-4:00**

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| **Present** | Alison Morrison-Shetlar, Doug Keskula, Robert Kehrberg, Carol Burton, Susan Fouts, Brian Railsback, Mimi Fenton, Darrell Parker |
| **Guests** | Tim Carstens for Dana Sally, Renee Corbin for Dale Carpenter, Chip Ferguson for James Zhang, Phil Cauley, Larry Hammer, Henson Sturgill |
| **Recorder** | Anne Aldrich |

**ANNOUNCEMENTS**

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**DISCUSSION**

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| **Update from Executive Council**  **(Alison)** | Executive Council has been discussing the following:  1) **Budget Issues** – Draft budgets have been received from the legislature, now negotiations begin.  2) **Curriculog and Implementation** - Kim Winter and Carol Burton are spearheading this initiative to be ready to go in the fall. For those involved, the first meeting will be a training session with any review of curriculum to be deferred until the next meeting.  3) There is a need for **Executive Council to have more in-depth discussions about areas that impact the university as a whole** thus we are planning two retreats around big issues. These items will then be brought to the deans. Before retreats take place, Alison will be requesting information from the deans.  4) **Enrollment Numbers** – We are looking rather healthy in undergraduate enrollment, deposits are up significantly, more students have deposited on housing than ever before, but transfer students are down. We are discussing in various groups why transfers are down and working on strategies. Kimmel School has put forward a plan to address this issue that we will share with all. Graduate student enrollments are running flat, however we may have a small increase. Graduate School summer enrollment is up some.  5) As we grow **summer session**, we could put some funds toward stipends and possibly increase summer enrollment – research plus a course. We are looking at E&T funds providing greater support for summer session. We are also looking to increase ASP program enrollment, etc. We created a committee to address summer session issues. The goal is to increase the number of students on campus so we can increase the number of students that graduate on time. The goal for the committee is to address salary structure for faculty and what we do with distance learning in order to increase strategically. It is very important but must be a collaborative initiative.  6) **Marketing** – We must look strategically at when and who we get information to. This is about the university as a whole, not about individual units.  7) **Biltmore Park** – We have a search committee to hire a director for this facility. It is a crucial position and will report to the Provost initially but we may restructure at a later time. Every single dean will work with this individual.  8) **IPS Search** – We have placed an ad for this position and the search committee is being created.  9) Susan Fouts has assumed responsibility for the **Jamaican Program**.  10) **Research** is up 67.4 % in submissions and up 32.4% in actual award money. We are down three submissions from last year but our success rate is much higher. We have almost $5 million this year – a huge increase. We also put $50,000 aside from year in money toward funding internal grants with the outcome being submission of an external grant. We had 14 applications, which was very competitive. We were able to fund seven and use all the funds. We have $100,000 in funds for the next fiscal year for which the review process will begin soon. Executive Council is very excited about the response. The $50,000 is year-end money. The $100,000 is a combination of Provost and Chancellor indirects.  11) **Formative Assessment –** Susan has used this formative assessment as part of a computerized process adding a memo of items done well and items that need improvement. Time is set aside once a month to go back over the plan to determine progress, resources, etc. People were disappointed in ratings given the scale of 1-5, with 3 representing a person doing her job the way in which she is supposed to. Susan added: how employees can contribute to the 2020 vision, as a rating. The goal is to have a culture change within three years. The first year in this direction is the most challenging.  12) **SPA Professional Development** – We are working on an initiative for across campus training opportunities.  13) **Associate Provost Search** – An offer has been made and accepted; we are awaiting the background check. We had a very diverse group of candidates and hope to name the person shortly. We hope to have a signed contract in the next few days.  14) **Belk** – Belk is being taken off line to replace the cooling tower. We met this morning to determine a plan. We will move forward with a plan to move people out of the building for a month; for those that cannot move, we will make some modifications to keep them as cool as possible while off line. If you have anything scheduled in Belk this summer, please determine how you can rearrange those plans. |
| **Chancellor’s Exception and Special Consideration Procedures**  **(Carol Burton/**  **Phil Cauley)** | We have continued to raise the admission standards at the university.  Additionally, over the years, the UNC system has required various admission standards.  As WCU raised its standards we have stayed above the minimum requirements of the system.  Because system-wide regulations phased in over the years and could be interpreted different ways, some confusion has existed among UNC institutions as to appropriate coding, tracking, and implementation of the regulations.  Several years ago we developed an athletic MOU to determine our standards – this has been blessed through the years by the Provost and various committees.  Because we have continued to raise standards, there are other student populations that have special talents where we did not have a published protocol to make determination of acceptance of special consideration cases.  Therefore we decided to create the same criteria for all – what is a special consideration vs. what is an exemption vs. what is a Chancellor’s exception?  A special consideration is an avenue by which an individual campus can choose to admit a student on a case-by-case basis who presents unique talents, abilities, or circumstances. An example would be a student admitted that did not submit a writing score.   Exemptions – those are categories that have been established within UNC system regulations the grant institutions to waive some of the system-wide requirements – for example, a student that completes an associate degree; a student that is non- traditional; international students that never took U.S. history – this is the most common area where we extend offers of admission.  The group of particular concern is the Chancellor’s exception that has a more defined approval and reporting process (i.e., has to be reported annually to UNC GA and to the Board of Trustees).  These students either don’t have the required minimum high school GPA, or the minimum SAT or ACT (800 or higher on SAT Critical Reading + Math or 17 or higher on the ACT).  We have processed these students through Sam Miller, the Enrollment Planning Committee, then to the Chancellor who makes his decision. We have had none this year.  This is not something do very often at all.  An institution can have up to 1% of admitted first-year student population annually as Chancellor’s Exceptions if we wished.  A number of our sister institutions invoke the Chancellor’s Exception more liberally than does WCU.  Historically, WCU has never had more than a handful of these in any given year—usually no more than two or three at the most.  WCU related – we will apply the same WCU rules to admissions standards as well as what is required for GA – same thresholds and methodology (i.e., special consideration for other talented students in the fine and performing arts), routing them all through the same groups.  Phil reviewed remaining aspects of attachment. |
| **Student Data Warehouse, R-25, Curriculog**  **(Larry Hammer)** | We have put in place a COD workgroup, chaired by Richard Starnes, to look at data that will be provided to individuals as part of our dashboard. That group includes Darrell Parker, Doug Keskula, Richard Starnes, Carol Burton, Tim Metz, Larry Hammer, and Dale Carpenter. They will be working over the summer and into fall to create a needed dashboard for data driven decisions.  Larry presented a PowerPoint on Banner Data. We know there is more data out there than we know how to access so this is an effort in that direction. Henson Sturgill, Registrar’s Office, who has worked with the student data warehouse project, assisted Larry. Larry reviewed the PowerPoint presentation regarding student data.  The business practice we have does not capture the degree of detail to be able to report some aspects. The data warehouse tool set allows us to join with data that is not necessarily part of the data warehouse so we can bring in other ways to slice that data. When we have tried to go after program costs previously there are things in place that do not help us get to the detail needed to determine program costs. This will take a willingness and cooperation from different parties to all utilize it in the same way in order to present in a consistent way. It is ultimately the role of the task force to make determinations and recommendations.  Goal setting – In order to create a dashboard we need to have a reference point. What is that? In our institutional history we have not done a good job of goal setting and using that as a reference point, but have come at numbers from different directions and different reference points. This does lend itself well to an institutional level dashboard setting. This is something we need to consider as we move forward in creating dashboards.  **R25** – Larry distributed a handout regarding process overview for room management. We all know we need more instructional space – we continue to have challenges. This has resulted in a gaming of the system at times. The committee has begun to look at class sizes in elements of six, but we still have the issue of large courses without large classrooms and the smaller rooms are not as useful. This is an attempt to begin to look at that. This focus is on the general purpose rooms – not labs, art space, etc. We need to meet the needs of the faculty but be fair and equitable at the same time. This impacts the whole university. Student needs should be foremost and it is not fair to have the bulk of our classes between 10-3 on Tuesday and Thursday. Larry reviewed the handout.  **Curriculog** – We are moving forward and have a task force working on implementation. We hope to start using the process in the fall of 2014 for curriculum submitted for the 2015-16 catalog. |
| **Branding and Website Rejuvenation**  **(Alison)** | Many of you have been involved in branding exercises by invitation only. We are considering taking the website out to a commercial company that will develop the website, framework for the website and 4-5 sites affiliated with that then hand it back to us with templates. Our job is to then to make sure the information we have on our website is current, etc. The focus will be on the front page of the website. We cannot afford to give everyone’s site to the company so after great consideration we had to choose the ones that will go first – Engineering, Health Sciences, Honors College, Business and two selections in Arts and Sciences (Richard will determine – likely a high profile program like Criminology and Criminal Justice).  From your point of view, what are the 5-6 most important things you want on your website by unit that would immediately draw a student/parent to that program? What attracts students to WCU? Examples of these might be what kind of jobs students can get or what kind of graduate schools can they attend. Therefore, what kind of courses would they take?  Please begin these conversations as we do not know how fast this initiative will go and when we will have the templates ready to go. What can emerge from this is the production of brag sheets for each of your units. The Office of Admission wants this information. Students and parents can go to websites and we sometimes have fliers and brochures, but what do you say when an interested party asks where students go to graduate school and what kind of jobs do they get? If you are not present at these recruiting events, what kind of information are they sharing on your behalf? Please think about this. We are not sure of the date this information will be needed so please start working on this now.  We are developing a marketing plan in collaboration with faculty that has expertise in this area – Robin Oliver, director of Marketing, is working closely with them. The website rejuvenation is a part of the plan. The challenge for Robin is that she came in at a time when all budget decisions had been made so she has a very small budget. |

**UPDATES**

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| **Darrell Parker** | Two candidates are being invited to campus for interviews for the Dean of the Kimmel School position. |
| **Susan Fouts** | We are now a provider for National Association of ? professional development. |
| **Renee Corbin** | Dale is working on a grant proposal for several institutions in the region for technology in the schools for their students. |
| **Brian Railsback** | April Talent and Colin Townsend are now on board and learning Banner. We are still holding at an 18% increase in deposits in the Honors College over last year. |
| **Doug Keskula** | We failed the search for an Associate Dean for the College of Health and Human Sciences. We will start the process again later this summer. |
| **Mimi Fenton** | We took two students last week (MST, Biology) to Graduate Education Day at GA. We met with five different legislators with lots of support for WCU and a great day for the students. |
| **Chip Ferguson** | We are looking forward to the hiring of a new dean for the Kimmel School and are hoping the NSF grant will let us know something soon. |
| **Alison** | We will be hearing from the capital campaign consultant. We want deans as involved as much as we possibly can. If you can’t be there, please send a representative. Much of the discussion will be confidential. Numbers and priorities have not been set. We value your insights regarding this initiative.  Alison thanked the council of deans for their hard work this past semester and all the individuals that contribute. Robert Edwards took Alison on a campus tour, including meetings of all the units he oversees. For some it was the first time they had ever met the Provost and it was very valuable. We need to do this tour on campus with all the council of deans. |