**MINUTES**

**October 18, 2011, 10:00a.m. -12:00 p.m.**

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| **Present** | Dana Sally, Scott Higgins, Carol Burton, Gibbs Knotts, Brian Railsback, Beth Lofquist, James Zhang, Perry Schoon, Louis Buck, Robert Kehrberg, Mark Lord |
| **Guests** | Marie Huff for Linda Stanford, Susan Fouts for Regis Gilman |
| **Recorder** | Anne Aldrich |

**ANNOUNCEMENTS/INFORMATION/MINUTES**

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| **Jamaican Commencement (Beth)** | Beth attended the Jamaican Commencement this past weekend. She personally incurred the travel expenses. Beth thanked Susan Fouts for all her hard work at this event. |
| **Ron Rash (Gibbs)** | Gibbs announced that Ron Rash is one of 6 North Carolinians chosen to receive the state’s highest honor, the North Carolina Award. Each year this award honors men and women who reflect the very best in imagination, exploration, creativity and humanitarian service. |
| **UNC President’s Five (Beth)** | Beth indicated that all deans have been invited to the UNC President’s Five event. Dana and Scott may go, not firm yet. Beth asked the deans to let Anne know if they plan to attend. |
| **COB Advisory Board (Louis Buck)** | Dr. Belcher will attend the College of Business Advisory Board meeting on Friday, October 21 at the Gateway Club in Waynesville. |
| **Minutes** | Dana noted a correction to the October 4 minutes. On the 2nd page, 2nd paragraph it should read “provide thought leadership” not thoughtful. With that change the September 29, 2011 and October 4, 2011 minutes were unanimously approved. |

**DEANS’ ROUNDTABLE**

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| **Gibbs Knotts** | Gibbs – Gibbs has asked about summer revenue shares numerous times, and the Provost Office is asking numerous times a day. What is the hold up? Traditionally our revenues come in way over budget – the state will not allow us to spend that extra money until we receive approval. There is a delay in Administration and Finance –Bobby is on it – the memo has not gone out to GA as far as we know. Discussion ensued. |

**TASK INTRODUCTION AND DISPOSITION**

There are no items.

**DISCUSSION**

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| **Department Head Workshop (Mark)** | Mark reviewed the agenda with COD. Discussion ensued regarding the SCH model and final plans for the workshop on October 26th. |
| **Charge from Dr. Belcher (Beth)** | Beth asked the deans if they would like clarification on the role of admission regarding recruitment, enrollment target setting, etc. Discussion ensued. Once we know the programs we wish to grow, we need to create a marketing plan. The deans need to be a significant part of that conversation.  There is confusion as to who is doing what, in particular for distance learning. The graduate school has a marketing plan which is led by Kristie Coggins. It was suggested to have Phil Cauley and Sam Miller attend the Department Heads’ workshop with targeted questions to answer with the most significant question being, how can we collaborate on the programs for which we wish to recruit?  Mark asked the deans to email him any recruitment plans they are using and how they connect with the Graduate School, Educational Outreach, etc. Concerns were voiced about the lack of assistance by marketing for Academic Affairs. The major issues are what areas are we going to grow and how are we going to get there. What areas we wish to grow has to be the most important part of the conversation with your colleges. |
| **Review SCH Projections for 2012-13 by classification (Beth)** | Beth asked the deans to review the projections for 2012-2013 for clarification and possibly increases – Dr. Belcher’s goal is to have an additional 800 students next year. GA will allow us to change our target. The only reason we cannot grow freshmen too much right now, is we do not have structural support (courses, beds, dining) to accommodate that growth.  Perry’s plan is to share this data with his department heads, then take their program prioritization plan in three tiers and figure out what areas they want to concentrate on and how many students they will need to recruit. This is just exactly what Beth is expecting from all the colleges.  There are also programs where enrollment has declined but faculty numbers have remained the same – these are items to look at. We need to look at enrollment *and* retention in programs. Discussion ensued.  Our charge is to go back to leadership teams, look at the information provided, answer the question according to your college – where can we grow and have quality that meets the program prioritization we have already completed that provides experience to students to retain them.  Louis is trying to find particular articulation agreements with the community colleges. Brian proposed a task force to work with admissions to create an enrollment plan for transfer recruitment.  Process for moving forward with college leadership teams:  1)Program prioritization already done  2) Review data provided today  3) Meet with department heads and program directors  4) Goal is to grow in specific areas  5) Recruitment plan-who is going to do it and how is it going to be done.  The transfer population is a huge window for us. Brian can begin to work with Phil Cauley about a timeline for a university enrollment plan – he may be able to provide some resources, but getting information on when, where and who is doing what may be more of a challenge.  Example: As a department head, Mark contacted professors in geosciences programs in all the community colleges across the state and attracted transfer students that way. Marie’s concern is the availability of classes for these students to give them a fair shot at the courses in the major – they need to be able to get into their major classes – physical space is an issue. The other problem is articulation of their credits. Many of our departments and program directors have taken a hard line that courses at community colleges are not as good so students have to take courses over again – losing credits.  R25 issues – there are some classes that only meet three times a semester and are utilizing a large space that goes empty the rest of the semester and other classes are blocked out. Beth asked the deans to follow up with a review during class time to see how their space is being utilized.  **Q:** Is there guidance on class size? **A:** Guidelines are in the faculty handbook.  **Q:** What happens if we do not make the 800 students? **A:** We are in deficit and could choose not to do 800 if we want to reallocate funding. Discussion ensued.  Deans submitted a list of differential tuition fees – that is now going through a student group as part of the approval process.  Beth stated that the lack of a strategic plan should not be keeping us from making decisions about low performing programs.  On the periphery are our enrollment targets, which we need to change. The problem is we previously over targeted, did not meet those targets and were funded anyway. That is not going to happen any longer – we will no longer be held harmless.  Mark and Beth will create a template and send it out to the deans. This will be the agenda item at November 1st Council of Deans meeting.  The deans would like to see where other divisions are assisting in meeting our financial shortfall. |