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October 2016 Minutes

USM Council of Chairs

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Council of Chairs
October 14, 2016
Noon-2 p.m.
LAB 209 (Dean's conference room)

PROPOSED AGENDA

- 1.0 Call to order – Ann Marie Kinnell, Chair
- 2.0 Approval of Agenda
- 3.0 Guest Speakers
 - 3.1 Kate Howard

Asst. VP for Admissions. There is a new Office of Undergraduate Scholarships. KW 104. Erin Dornan is the new Director of that office. This will be the one-stop-shop for all undergraduate scholarships. (Departmental, institutional, Foundation, HoCo, Leadership, etc.). This office is an effort to streamline all our efforts and initiatives. Everyone in the Office of Admissions reports directly to Kate. We are doing a national search for a Director of Admissions. The posting will go up next week.

The admissions personnel have been in flux, but are now set up for the future. There are new software systems that are starting to be utilized by USM. Prospective students are now receiving large admittance packets that welcomes them "to the top". As of today, they have gone out to 900 students. 1,700 students have completed their applications. We have a total of over 8,600 applications started for this coming fall. Our target audience is as it was last year: 22.9 average ACT; above 3.0 GPA. We are working to impact the yield from the 8,600 applications. The next step is admissions working with Dean's Offices to yield

Admission does NOT need us to recruit. We do not need to go to high schools. The admissions office is doing a good job now. We need to talk positively about USM. We will also be asked to meet with prospective students when it comes to discipline specific conversations. We need to not talk poorly about USM in the public. What will departments be asked to do? Work with Dean's offices to approve letters. Chair emails go out 2 weeks after Dean's letters. This is followed up by email from a faculty member letter. (It seems like the Chairs could benefit from clarification on how these letters and emails are working within the colleges).

As compared to last year, we had not even opened up the application system at this point in time. We are very much ahead at this point. At the same time, we are NOT just looking at the number of applications, we are looking at the number of completed and admitted applications. A good goal is 2,500 admitted by January or February.

Academic Merit scholarships for incoming students have been revamped. 21 ACT & 3.0 GPA are the new minimum requirement. Awards increase as ACT scores increase. These are 4-year renewable scholarships. Our minimum requirement should positively impact our enrollment without negatively impacting our revenue. Competitive scholarships (LuckyDay, etc) are now through the GO system and the criteria for them has not changed.

Black & Gold Day recap. Over 400 students for October event. We did not charge for the first time at the last event. Over 600 signed up for Nov. 5th Black & Gold Day. This coincides with Eaglepalooza as well as a football game.

Out of state tuition elimination. We have implemented this starting Fall 2017 and it is global (undergraduate and graduate). For fall 2017: \$7,964 resident. \$9,964 non-resident. (Essentially we have reduced the non-resident tuition). We are recruiting heavily in Louisiana. Non-resident combined with \$2,000 Merit scholarship makes tuition the same as in-state. Overall, we are far more pro-active now. (We have a culture of waiving out of state tuition at USM anyways).

IHL arts waiver has gone away. Arts student who are currently covered. Headcount determined allocation for the future. Real dollars. Fall 2017 not decided yet. Institutional budgeting, but at what level.

We need our incoming Freshmen class to be larger than our transfer students. Kate wants the “numbers to flip”. There are many reasons why we want to get students here in the beginning—reasons that pertain to the students but also to the institution. The way to do this is to share the VALUE of being here for four full years. This is a new strategy for USM. This is not to say there is not a need for the community college system, but scholarship-eligible and university-ready, then we should recruit them. We should not be losing these students to a community college system.

Recruitment efforts that touch juniors, etc. are underway, and include working to implement events for juniors in the spring semester, trying to cater to the lateness of student decision-making. We are working with an outside company (through "name purchasing") to reach these students (as well as seniors). We cannot compete with SEC schools in this respect. The Athletics budget ends up feeding the institution and positively impacts recruitment and recruitment budgets. We are undertaking a global marketing strategy (from Texas to the Florida panhandle) not targeted recruitment efforts. Our recruiters are interacting with prospective students via social media, text, phone, etc. The engage in much one-on-one interaction, including on campus.

3.2 Julie Howdeshell

Gateway side of the QEP update. Department of History is engaged in course revisions to improve WDF rate. Also, the departments of Mathematics and Biology are engaged in these initiatives. There are several other models for courses revision that are possibilities.

April Gonzales spoke about Internships/fieldwork/practical experiences. A grant fund is available to faculty/staff/departments/colleges to support undergraduate students through expanded or new experiences. They are looking for meaningful out-of-the classroom experiences. Grants are for a year of seed money. Overall goal is to increase the overall number for students engage in in off-campus experiences. It is not necessarily about expanding faculty research on campus to include students, but could be if that is what is useful to students within their disciplines. Nov. 11 deadline.

Scholarships to students are also available, up to \$3,000, as matched by the organization. Additional funds are available as well on top of this. These are limited to off-campus experiences. March 5 application deadline.

4.0 Approval of Minutes – Stacy Reischman Fletcher, Secretary

They have been approved from 2016-2017 and for the Fall 2017 August and September meetings.

5.0 Executive Committee Reports

5.1 Academic Leadership Council (Academic Master Plan)

The ALC is in the process of reviewing/incorporating all of the input for the AMP. The ALC meets on Monday, Oct. 17 for a final review of the document.

5.2 Executive Committee meeting with Provost

The COC Executive Committee met with Provost Moser on September 27th. The main discussion was about the university realignment, reductions, reallocation, program/emphasis area cuts, etc. We learned that there are several parallel processes happening at once—some come from the IHL, and some from within the institution. Moser also suggested that some exercises we are going through may not yield any changes. The chairs are concerned with data that is not contextualized. The chairs are concerned with summer profitability. The chairs are concerned with minimum enrollments in courses and how that may lead to program elimination. The chairs are concerned with internal “exercises” that absorb our time and that do not yield positive change. We discussed institutional efficiencies versus the philosophical context of this decision making.

How can this communication, this discussion, be communicated to the Provost. The Council will invite Provost Moser to the next meeting.

6.0 Committee Reports, external / Liaisons to university committees

6.1 Committee on the Evaluation of Teaching – No report

6.2 Faculty Handbook Committee – Tisha Zelner

The committee was met once. Kimberley Davis is the chair. All of the 15-17 revisions are under review by legal counsel.

6.3 University Assessment Committee – Susan Hart

First program reviews are now underway.

6.4 Online Learning Steering Committee –Pat Sims

Dr. Kinnell will email this report. New online course fees (\$20/credit hour). Feedback from the CoC should be forwarded to Dr. Kinnell.

6.5 Search Committee for Associate Vice President for Human Resources – Wayne Kelly

The committee met for two days of online interviews. Candidates will be coming to campus soon.

7.0 Old Business

7.1 Proposed change to faculty handbook P&T guidelines – Bernd Schroeder

Please email to Dr. Kinnell your vote on the proposed modifications to the Handbook.

8.0 New Business

8.1 W processing

The necessity of the Chair level review is not clear. It seems like one kind of model may not suit all units. Perhaps a “unit level” review is more appropriate?

8.2 Online course fee

(see 6.4.) The issue has been referred to the Faculty Senate Finance committee.

8.3 University sustainability/realignment/reduction/evaluation process

9.0 Adjourn