

GRADUATE COUNCIL MEETING MINUTES

May 5, 2016, 1:20-2:31 P.M.
Sage Hall 2210

Present: Elizabeth Alderton, Eric Brunsell, Jamie Ceman, Denise Clark, Anna Filipova, Karen Gibson, Marci Hoffman, Phan Hong, Erik Krohn, Eric Kuennen, Bonnie Nickasch, Christine Roth, Alan Saginak, Steve Steinert, Nathan Stuart, Cathy Toll, Mary Weeden, Greg Wypiszynski

Excused: John Beam, Pete Brown, Steve Dunn, Dale Feinauer, Mary Kate Friess, Fredi Giesler, Toni House, Deb Matulle, Bob Stelzer, Ashley Thompson, Judy Westphal, Lori Worm, Ling Zhang

The meeting was called to order at 1:20 p.m. by Phan Hong.

- A. Motion to approve the consent reports/Second: Christine Roth/Eric Kuennen. Approved (12-0-0).
- B. Motion to approve the April 7, 2016 minutes/Second: Alan Saginak/Elizabeth Alderton. Approved (12-0-0).
- C. Motion to approve the following curricular actions/Second: Alan Saginak/Karen Gibson. Approved (12-0-0);
 - 1. Teaching & Learning: ESL and ESL/Bilingual (Spanish) Emphasis
 - 2. Literacy: Reading Teacher Licensure Certificate
- D. Program Reviews: Discussion ensued regarding whether the Graduate Council should review graduate program reviews. According to HLC, graduate program reviews need Graduate Council review and approval. The Graduate Council was part of the review process, but has been informally excluded in recent years. The Graduate Council is hesitant to request being included again, as the review process already takes several years. Discussion to petition the Faculty Senate for Graduate Council review and approval of graduate-level program reviews in lieu of APC ensued. The Graduate Council will refrain from movement in this matter unless this is flagged by HLC.
- E. Graduate Dean: All administrative position postings have been postponed for a minimum of one year. Greg Wypiszynski has temporarily accepted responsibilities of the Dean position. The Graduate Council should pursue an Interim Dean. If HLC raises concerns, campus will be required to reallocate funding to support this position as well.
- F. Marketing: A graduate marketing campaign is in place for fall 2016, and \$50,000 of central funding has been planned. Similar to the former model used for graduate marketing, this will be program-specific. All marketing will be online: Google advertising, targeted banner on websites, Facebook, and Twitter. This is meant to increase traffic to your specific program, but the faculty and staff of each program are responsible for getting the students to apply. Detailed information about who is viewing each site was provided to the Program Coordinators by IMC during the last marketing campaign, and Dean Cramer provided a comprehensive report on the results, as well.

Additional marketing pieces that can be done at the program-level include (1) audiences and decisions to participate in a program vary, so please share your program demographics with IMC, (2) IMC can provide awareness and leads, but each program may need to establish a communication flow in advance, (3) if programs have specific strategies in place, IMC would like to work directly with you, and (4) please contact Jamie Ceman with questions.

- G. IMC Update: The result of the Chancellor's IMC Study Groups was to restructure all marketing staff to the IMC office. Three director positions were created: Communications & Media Relations (Mandy Potts), Digital Strategy & Recruitment Marketing (Jennifer Monroe), and Marketing Operations (Peggy Breister). An IMC toolkit is now available (online store), which allows you to print your own projects (self-service) rather than wait for a staff member.

H. Doctoral Admissions: Admissions language in the bulletin only requires an undergraduate degree from a regionally accredited institution. Per this policy, Graduate Studies does not identify that we will accept master's and above credentials when considering applicants for the doctoral programs. Does this policy need to be updated to require the highest degree transcript for admissions rather than a baccalaureate transcript, only:

1. Can assume a bachelor's degree exists if they have a master's degree.
2. Applicants may have a weak undergraduate GPA or transcript, but excelled in a master's program. Need to prevent denying a qualified candidate (however, programs may override Graduate Studies minimum requirements in these cases, currently).
3. Doctoral students should be pursuing degrees related to their past academic history.

Graduate Council members recommended that the doctoral programs discuss this further. Greg Wypiszynski, Bonnie Nickasch, and Karen Gibson will meet and identify how this policy change may affect master's program applicants who have already earned a graduate degree.

- I. Titan Continuous Improvement: Admissions processing for each of the degree and certificate programs has become difficult to maintain as the programs grow and the Graduate Studies Office staff shrinks. A Titan Continuous Improvement review is underway to streamline admissions and records processing with two components (1) map out our current processes and (2) create a new processing map. Faculty and staff from the programs will be asked to participate, so all angles can be considered. Eric Brunsell thanked Graduate Studies for taking this on, and is willing to look into ways to change Teaching & Learning's processes, as well.
- J. Recruitment: Undergraduate admissions has a recruitment team, and graduate studies does not have nearly the same number of staff. Also, graduate admissions are significantly different than undergraduate. However, Greg Wypiszynski will meet with Jill Endries to discuss how we might benefit by collaborating with them or if we could access some of their recruitment tools and processes to be modified and used at the graduate-level.
- K. Thesis IP Placeholder Course: Students who need to defer their student loans while completing the thesis will be required to register for a 0 credit IP course. Currently, students receive an IP on their thesis until it is complete; however a small number of students have asked to defer their loans while finishing. Please do not promote this option, as there may be financial aid limitations. Please direct students to Greg Wypiszynski. This is separate from the Thesis Continuation Course.
- L. Executive Committee: Authorship and ethics for data collection and thesis writing will be reviewed in the fall. Graduate Council members were not interested in further discussion about the grading policy, and agreed to remove this from the Executive Committee's list.
- M. Class Cancellations: Dean's Offices are cancelling classes due to low enrollment. Public Administration has dealt with low enrollments in the introductory courses due to their fall admissions deadlines extending through the summer (past the Dean's Office deadlines for enrollment). Discussion ensued; Graduate Council members discussed options and provided suggestions to Anna Filipova.
- N. Graduate Council members thanked Phan Hong for her leadership, and Greg Wypiszynski and Marci Hoffman for their support throughout the year.
- O. Phan Hong wished everyone a wonderful summer.

Motion to adjourn at 2:31 P.M. Marci Hoffman, Recorder.

Copies to: Graduate Council, Provost Lane Earns, Deans, OSA President, Office of Graduate Studies Staff