



**GRADUATE COUNCIL MEETING MINUTES  
NOVEMBER 1, 2012, 1:24 – 2:51 P.M.  
SAGE HALL 2210**

**PRESENT:** Sharon Chappy, Denise Clark, Susan Cramer, Steve Dunn, Mike Ford, Karen Gibson, Kathy Hagens, Marci Hoffman, Phan Hong-Lishner, Emmanuel Jean Francois, Christine Roth, Alan Saginak, Sandy Schaefer, Bob Stelzer, Jen Szydluk, Kim Udlis, Bill Wresch, Greg Wypiszynski

**EXCUSED:** Jamie Ceman, Judith Hanks, Doreen Higgins, Karen King, Colleen McDermott, Jeremiah Slinde

**INVITED GUEST:** Jason Herman

The meeting was called to order at 1:24 p.m. by Sharon Chappy.

**APPROVAL ITEM**

- The minutes of the Graduate Council meeting of October 4, 2012 were approved as written. Motion/Second: Jen Szydluk/Karen Gibson. Approve: 14, Not Approve: 0, Abstain: 0.

**DEAN OF GRADUATE STUDIES REPORT (Susan Cramer)**

- **EAB Report:** Susan Cramer and Perry Rettig requested from the Educational Advisory Board (EAB) a review of the recruitment, enrollment and retention practices of similar comprehensive, master's institutions. Of the 6 universities reviewed, none had enrollment management plans, and there were no models that could be shared with UW Oshkosh to track 4-year enrollment trends.

Retention did not seem to pose a problem. Examining how websites are designed is important (tracking website analytics to understand keyword optimization to determine how students find us, for example). Other points of interest included the importance of quick response times from program coordinators, attempting to recruit promising undergraduates, attract more research funding, more electronic advertising, and to offer more information sessions (similar to GradSchool Fest).

- **Marketing:** A draft Venn diagram of a Marketing Plan for graduate education was shared with the Council. This conceptual framework included two factors; *Rational* (quality of education, accessibility) and *Emotional* (aspirant effect – see others with graduate degrees and want to be in that group). The purpose of this diagram is for the Council to determine what factors are important to prospective students who choose UW Oshkosh over other institutions (are rational and emotion the only factors? What other factors are considered?). The goal is to create a single Venn diagram that encompasses all graduate education at UW Oshkosh, while considering the diversity of our programs. Ultimately, this graphic will be used to create an integrated strategy statement that our University's

designers can incorporate into all marketing pieces created for our graduate programs. The Executive Committee will meet to discuss this further.

- **Dual-Level Review:** After working with Julie Wilkinson in the Registrar's Office to create a list of dual-level and graduate courses, Dean Cramer compiled enrollment data from the dual-level courses to share with the Provost. From this data, two main issues that were identified by HLC were addressed.
  - The course requirements for graduates versus undergraduates in dual-level courses are not clearly differentiated. The actions that have been taken to address this include;
    - dual-level rubrics were created and approved by the Graduate Council,
    - the CAC has reviewed all curricular actions with the appropriate dual-level rubrics, and
    - starting in fall 2012, the Graduate Council will review all dual-level syllabi that have not yet been reviewed.
  - Too many dual-level courses exist, and high enrollments in dual-level courses may undermine the academic credibility of our graduate programs. Actions taken include reducing unnecessary dual-level courses by deactivation and reviewing dual-level course enrollments to understand the trends.

From the research, Dean Cramer discovered the following:

- of all graduate courses that *exist*, 45.8% are dual-listed, and 54.2% are graduate-only
- of all graduate courses that have been *offered* since fall 2005, 40% were dual-listed and 60% were graduate-only
- when considering *in what courses our graduate students are enrolling*, 15.41% of all graduate student enrollments have been in a dual-level courses since fall 2005, and 84.59% of graduate student enrollments have been in graduate-only courses
- just because a course is dual-listed does not mean that the course is offered in conjunction with undergraduate students. When they are, they are called "combined sections." Of all "combined section" courses offered since fall 2005, 8.13% included graduate students
- and finally, not all "combined sections" had both graduates and undergraduates actually enroll. Only 5.3% of our graduate students have actually sat in a dual-level class with undergraduate students since fall 2005.

HLC's preference is that fewer dual-level courses should exist. However, some of these dual-level courses are imperative to the graduate students that they serve. Although programs may prefer to offer the course as graduate-only, due to a low enrollment, a grad-only option is not possible. Faculty are encouraged to review all dual-level courses, and if they are no longer needed, to please consider deactivating them. For those courses that will remain, please submit the syllabi to Marci Hoffman by **December 14, 2012**.

- **STEP Funds:** The Provost has provided the Graduate Studies Office with STEP funds to hire graduate students to assist graduate faculty. Of the \$40,000 allocated, \$18,000 has

been accounted for through the proposals submitted by the October 19<sup>th</sup> deadline, and \$22,000 remains. The remaining balance will be available to all faculty teaching graduate courses on a first-come, first-serve basis. Faculty are encouraged to submit proposals for consideration.

- **Summer Surveys:** Faculty who taught summer courses should have been given surveys for their students to complete. For those who participated in these surveys, it was questioned if the data was reported back. It seems the graduate student data has been lumped in with undergrads, and Dean Cramer has requested that the data be separated.
- Some students who are experiencing challenges within their personal and academic lives have approached Dean Cramer. It seems that some faculty may not know the extent to which they have latitude to respond to student requests. Faculty do have the authority to allow some leniency in support of their students (i.e. grading, extensions, etc.). Please feel free to contact Dean Cramer if you need help addressing your student's needs.

#### 50<sup>TH</sup> ANNIVERSARY UPDATE (Greg Wypiszynski)

- **Tent City:** The Graduate Studies Office offered an interactive “Where in the World are Our Graduate Alumni” map. The event was successful, and next year we'll maybe include food.
- **GradSchool Fest:** Jason Herman was hired in the Graduate Studies Office as a STEP student to coordinate this year's GradSchool Fests. The Fall 2012 GradSchool Fest is on November 15 from 4:00 – 7:00pm.
- **Videos:** The first video recording to celebrate our programs will be held on Friday November 9. The video will showcase the Professional Counseling program.
- **Commencement:** Plans include writing the language for Susan Cramer to speak during the ceremony, a Graduate Studies Point of Pride for the program, a slide to be included in a marketing video that will be shown in the gym, and a display to showcase graduate education in the lower gym following the ceremony.
- **End of Year Celebration:** A new way to celebrate our students, faculty and staff includes an end of the year celebration. We are considering developing a permanent, physical timeline to showcase by the end of this year; and having an event to celebrate this new timeline is under discussion. Regardless, this celebration will become a yearly event.

#### DISCUSSION ITEMS

- **Bylaws:** The Executive Committee has been working through a bylaws revision as many inconsistencies and inaccuracies have been found. The Graduate Faculty Ad Hoc Committee will update the “graduate faculty” language before the Executive Committee will share the revision with the entire Council. Also, the GSIP will be included in the new bylaws as a permanent committee rather than as an ad hoc.
- **Distinguished Research Awards:** The Distinguished Research Award Review Committee did not receive any nominations for the MAGS competition this year.

Therefore, Sharon Chappy has requested two new charges for the committee; 1) update the name of the committee, and 2) create an outstanding student award of some type. This new award should include a stipend of some kind, so the committee is also charged with finding a funding source (with the assistance of Dean Cramer). Ideas include one award for each of the 4 colleges to showcase the students who have demonstrated scholarship, leadership and research. Unlike the Distinguished Research Award, awardees could be current students rather than only our alumni.

- **Graduate Studies Honors Awards:** Last year, the College of Nursing had their first DNP graduates. When the Honors & Awards Committee requested names of those students receiving the Graduate Studies Honors Award, only one DNP student received the award. The DNP students were reviewed under the same criteria as the MSN; therefore, Kim Uldis asked the Council's thoughts on creating a new set of criteria specific to DNP. The Council agreed that the CON can use the current Graduate Studies Honors Award separating the DNP and MSN students. Keeping the doctoral students separate from the Master's students is ideal, as we hope to offer more doctorate programs in the future.

#### **ANNOUNCEMENTS & INFORMATION ITEMS**

- **Faculty Development Board:** Denise Clark shared with the Council that there are 5 issues under review in the Faculty Development Board program, and requested any ideas she could bring to the next Faculty Development Board meeting. What do most faculty want to see? Dr. Clark will send more information to the entire Council. Please feel free to contact her directly with ideas.
- Upcoming Events:
  - Graduate School Networking Forum – November 14, 2012 in Stevens Point
  - Fall 2012 GradSchool Fest – November 15, 2012, 4:00 – 7:00pm
  - Spring 2013 GradSchool Fest – April 18, 2013, 4:00 – 7:00pm
  - Reminder: Dual-Level Course Syllabi due to Marci Hoffman by December 14

Motion to adjourn at 2:51pm/second: Denise Clark/Christine Roth. The next Graduate Council meeting is on December 6, 2012 from 1:20 – 2:50 in Sage Hall 2210.

Marci Hoffman, Recorder

Copies to:

Graduate Council

Provost Lane Earns

Deans

OSA President

Office of Graduate Studies Staff