

DEANS' COUNCIL MINUTES

January 26, 2015– 1:00-3:30 pm – Charles Hunter Room, HCC

Present: John Allred, Emily Dean, Grant Corser, Brandon Street (visitor), Earl Mulderink (visitor), Wes Curtis (visitor), Christian Reiner, Thom McFarland, Jared Tippetts, Bailey Bowthorpe, Stephen Allen, Ellen Treanor, Kim Craft (proxy for Carl Templin), James Sage, Brad Cook, Robert Eves, Shauna Mendini, Bruce Tebbs, James Johnson, Patrick Clarke, Richard Saunders, Jim McDonald, Mark Atkinson, Julia Anderson.

Excused: Carl Templin

Visitors/Guests- Information & Discussion Items

Branding and Marketing SUU (Ellen Treanor)

Provost Cook welcomed Ellen Treanor, the Executive Director of Brand Strategy in the SUU office of Marketing and Communication. (suu.edu/mc) The office of Marketing and Communications will focus on building, maintaining, and protecting the brand of SUU. Marketing and Communications has hired an outside consultant to do quantitative and qualitative research. Data from the Cicero survey will be acquired on Feb 20th.

Current key initiatives for Marketing and Communications include:

- Igniting Enrollment (we are losing 80% of students from acceptance to enrollment)
- Updating the SUU website to be a better recruiting tool with compelling content and links to current research/projects
- Increasing regional, state, and international exposure
- Engaging with College Comparison websites, the second largest viewed online source when students are researching institutions.

UCAP Grants for 2015 (Wes Curtis)

Wes Curtis told the council that there will likely be another round of UCAP (Utah Cluster Acceleration Partnership) funding this year, although it won't likely be announced until March or April. UCAP grants provide a way for higher education to respond to the needs of key industries and employers. In previous years, funding has totaled between \$1.5 and \$2 million. A \$200,000 per award limit has been set on these grants. Last year, Eric Freden got funding from UCAP to purchase licenses and create courses for Unigraphix (NX) software. MSC/Cyberjet will need employees skilled in this software. Grant applications need to tie into one of the state's designated industry cluster or to something that is important to the region. Funding is one-time, and must be spent in a year. SUU can submit more than one application to request funding. Once applications are submitted, applicants will present their projects to the UCAP committee, and the committee will then announce awards.

IDEALS Survey (Earl Mulderink)

The Interfaith Youth Core (IFYC) is launching the IDEALS (The Interfaith Diversity Experiences & Attitudes Longitudinal Survey) to help promote the concept of diversity and interfaith engagement. The survey is free, and institutions that sign up by February 2nd will receive free campus-level data and access to national benchmark data. In order to participate, we'll need to select an institutional liaison. The first survey would be administered to the fall 2015 cohort. IFYC will provide all survey materials, and will work with each institution's IRB. The council expressed support for participation in this survey.

Jared Tippetts Introduction

Jared Tippetts introduced himself to the council. Before coming to SUU, he was at Purdue University. He is a Utah native. He will focus on supporting the academic missions of SUU and helping students feel a sense of belonging at SUU. One of the things he noticed about SUU when he interviewed is that we provide education and experience in an intimate and personal way.

First Destination Survey (Brandon Street)

The First Destination Survey is the exit survey students take when they are leaving SUU. Brandon Street has met with Deans to try to streamline the process for this survey. The goal is to make it easier for

students to fill out the survey, and to use 'skip logic' to lead them to answer only the questions that are applicable to their situation. If Deans would like specific information on the exit survey, they should contact Brandon. Eventually, Brandon would like to create a survey that could be linked to and used by the entire university to replace the individual surveys that colleges have done in the past. Brandon will follow up with departments to find out what customization they may need on the surveys. Participation could be solicited by having laptops or iPads that are loaded with the survey available at the Alumni house, where students pick up their caps and gowns. Students would like the process to be streamlined so they aren't over-solicited for participation. The Deans felt that participation would be higher if the survey came from the department or college/school. These entities have a closer relationship with the students, and are more likely to garner participation.

Review of Minutes

Robert Eves made a motion to approve minutes from the 1/12/15 Deans Council. Motion was seconded by Jim McDonald. **APPROVED**

Provost's Report

At an upcoming meeting, Deans Council will meet two more members of the SUU Team- Mindy Benson, Vice President of Alumni & Community Relations, and Terri Day, the Assistant to the Vice President for Strategic Planning. The Accreditation team for the Athletic Training Program will be on campus the week of January 26th. Brad recently returned from a COPLAC meeting in Washington DC. At the meeting, he learned about COPLAC's Charles Dunn Faculty Award, to identify faculty that taken a particular interest in students. Brad will get details of the award and the nomination/submission process to the Deans

HSS would like to create a learning community and generate buzz for SUU's pre-law studies. An estimated 300 student have self-identified as Pre-Law. Jim McDonald proposes that a one-stop-shop be created, where students learn about the resources available to them at SUU and receive counseling about what it takes to get a law degree. Changes will be made to the Legal Studies minor to align it more with content that students will be tested for in the LSAT.

III. Associate Provost's Report

James Sage attended the CAO and Board of Regents meetings on January 22-23rd. At the CAO meeting, James led a discussion about General Education strategies, including what is working, what plans are being rolled out, etc. He will type up a summary and distribute it. The Common Application Portal, a USHE Initiative to encourage high school students to apply at institutions of higher education by utilizing a common application portal continues to move forward. A pilot of this program will be rolled out during College Application week. Some USHE institutions have expressed concern about how the portal will integrate with Customer Relations Management applications and how individual institutions will gather information about applications. USHE institutions are also wondering how they would collect their admissions fees if a common application was used. USHE is considering an opt-out choice for institutions.

James will send out a summary of new degrees being proposed by other USHE institutions, and asks that any feedback be given to him by Feb 3. Applications for Rank Advancement and Tenure are due to the Provost's office on January 26th. The next deadline for curriculum forms is January 30th at noon.

Assistant Provost and Director of IR & Assessment Report

Christian Reiner reminded the council that the Student Satisfaction Inventory survey is coming up. This survey takes place every three to four years. Last time we conducted this survey, we had a response rate of about 30%.

General Education

Christian Reiner, John Taylor, and James Sage are crafting a draft assessment plan for GE that will outline what why we are collecting the data that we are, how we are doing it, and what our responsibilities are. The first round of Canvas GE assessment was successful. The focus next will be to make the information more easily extractable so Deans and Departments can utilize it.

Faculty Senate

Faculty Senate has had a series of phone conferences with Faculty from other USHE institutions. An item of concern for many institutions is the policy about guns on campus. Faculty Senate proposed to administer a survey to get attitudes of Faculty towards Guns. Douglas Jackson-Smith at Utah State will work with our IRB to distribute survey. It is anticipated that the survey will be distributed at the end of the academic year.

An estimated 60 people showed up to the first staff session for Strategic Planning. The Strategic Planning committee will meet on January 30th to go over the results of all meetings. Students would like to be more involved in the process.

SUUSA

The Student Fee review process is underway in SUUSA. Jeff Hertig or Bailey Bowthorpe can be contacted for further details. Student Senators have funded six bills this year, primarily for students to attend conferences or pursue research. SUUSA has around 15 events planned for this semester, most of which focus on professional development. In the remaining days of the semester, SUUSA will focus on coming up with three specific priorities for the Student Center space. SUUSA would like to be involved earlier in the program course fee process, so they have an idea of what they are signing off on.

V. Information/Discussion Items

Focus on Two Year Degrees (Patrick Clarke)

For an Associate of Science degree in General Studies, SUU has requires an additional math or science course that most other USHE institutions do not have. University College will propose a Degree/Program change to make our A.S. program align with other institutions. The Deans expressed approval for the change to require the additional requirement from the A.S. in General Studies degree. SUU may offer the posting of an Associate's degree on transcript to students that have met the requirements on their path to a four-year degree. Better marketing of our Associates degrees may draw in students that want to attend school but do not plan to complete a four-year degree. Possible demographic for this marketing effort includes students that want to transfer, students who have stopped-out, and students that never considered getting an Associate's degree but are eligible to receive one.

Trustee's Award of Excellence & Commencement

Trustee's Award of Excellence nominations are due to the Provost's office by February 14th. We are already planning for commencement. A Grand Marshall to carry the mace during the ceremony needs to be selected by March 1st.

Course Management/Enrollments (Bruce Tebbs)

Bruce provided a dataset for spring semester 2014 and noticed several under-enrolled courses. Some lecture courses that would typically have high enrollment (at least 30 students) have multiple sections with 2-3 students per section. He asked the Deans to be vigilant in monitoring the enrollment of courses and making sure they are accurately classified. Some courses may be better classified as internships, undergraduate research, etc. Our average class sizes have been decreasing from 30 to low 20's. Bruce is looking for effective processes to put in place to help prevent this under enrollment.

Discussion:

- We have a responsibility to students to offer courses, whether they have low enrollment or not.
- Some faculty utilize work load in undersubscribed courses to teach two different courses at the same time (e.g.-a 3000 and 4000 level art class.)
- We need to be vigilant when approving overload requests, and check the enrollment of the course.

VI. Reports (2 minutes per report)

Brad Cook: Brad received a complaint from a Faculty member that teaches in the Education building. The way the media screen comes down covers the entire white board, necessitating that faculty use either the projector and screen or the whiteboard. Brad requested that Jim Johnson work with facilities to find out if there is a way to add additional whiteboard space to the classrooms where this is a problem.

Stephen Allen: SUU will host the ambassador to Tonga/United Nations in April. The Provost from American Samoa University College will be on campus the first week of February, to discuss partnerships. SUU will seek to establish partnerships that will allow students to stay in Samoa and complete a 4 year degree. Two candidates were brought to campus to interview for the position of director of Asian Operations for SUU.

Thom McFarland: Amy Humphries asked Thom to convey her gratitude to all that attended and assisted with the funeral services for Randy Humphries.

Robert Eves: The Athletic training accreditors are on campus this week. They met with Robert on 1/26/15, and results from their visit will be available in 6 weeks. There are many faculty searches taking place. COSE is looking to fill 12 open positions, and EDU is looking to fill 5.

Patrick Clarke: On February 4th, SUU will host a student engagement open house featuring the Engagement Centers, UGRASP, the Career Center, Advising, and the EDGE center. Patrick attended the AAC&U meeting in Washington DC, and learned that while SUU is well advanced on experiential learning and assessment, we need to work on portfolio development. Watch for a change in terminology from experiential learning to project-based learning.

Mark Atkinson: Mark and Stuart Jones have been in conversation with a recruit at a proprietary school to service as director of online enrollment. Admission dates for each of the Graduate program will be updated and posted soon.

Grant Corser: Grant requested that Deans keep Wednesday at 3pm open during fall semester so that faculty can attend training sessions coordinated by the Faculty Center of Excellence for Teaching and Learning.

Jim Johnson: Dr. Peter Larlham will be the keynote convocation speaker on January 27th. The convocation will run in concert with the Phi Kappa Phi induction ceremony.

Shauna Mendini: Shauna urged the deans to visit the faculty exhibit that is current on display at the Braithwaite Galley. She thanked Thom McFarland for documenting the creative process for some of the pieces displayed. The Faculty Dance concert will have performances January 28-30th. Shauna is choreographing the current production of Fiddler on the Roof. Performances will be end of February and beginning of March.

Bruce Tebbs: Bruce made a point-of-clarification on the Course Management/Enrollment discussion. He is not suggesting low enrollment classes be pro-rated for everyone. We might be better served to ensure that courses with 2-3 students are not classified as a Lecture course.

Richard Saunders: The Library put in proposal to buy 50 Chrome Book computers and rolling carts. This would allow library professionals to go to every class on campus and show students how to use resources.

Julia Anderson: SPARC is working with a consultant to develop a grant and proposal training program for faculty. This event will likely take place in mid-to-late spring.

Motion for executive session by Richard Saunders, seconded by Jim McDonald.

Meeting Adjourned at 4pm