

10-14-2015

Deans' Council Meeting : 2015 : 10 : 14 : Minutes

University of South Florida St. Petersburg. Office of the Regional Vice Chancellor for Academic Affairs.

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Meeting, Deans and Associate Deans

October 14, 2015

BAY 205

Minutes

Present: Mark Durand, Deb Henry, Olivia Hodges, Gary Patterson, Susan Toler, Bob Thompson, Eric Douthirt, Therese Wisoff (notes)
Absent: Bill Heller, Jeff Cornelius
Guests: Jessica Blais, Director of Communications and Karla Kmetz Morris, Instructional Designer, OLITS

1. Welcome
Mark welcomed everyone to the meeting, and introduced guests, Jessica Blais, Director of Communications and Karla Kmetz Morris, Instructional Designer, OLITS
2. Minutes of October 7, 2015
Approved.
3. Guest: Jessica Blais, Director of Communications
The USFSP communications staff includes 1) Director, Jessica, Blais, who oversees external communications, writes press releases, and writes content for USFSP including the Chancellor's speeches, 2) Communications Officer, Casey Crane, who writes content for Harbor Notes, the internal newsletter "Scene & Herd", and social media outlets, and 3) Patrick Baxter, Webmaster.

Jessica gave a summary of the different communication vehicles at USFSP:

- Harbor Notes: a bi-weekly newsletter targeted to the external audience to build our reputation and lend credibility in the marketplace.
- Harborside News: an opt-in List serve from HR. The communication department does not use it.
- Scene & Herd: a monthly internal newsletter that goes out to all Faculty & Staff; content includes items such as police department announcements, employees of the month, faculty and staff accolades. (please send your submissions to Amy Harcar)
- USFSP.edu homepage: The news well is updated once a week with major news stories (viewed by external and internal audiences).
- Social Media – Casey Crane.

- WUSF: radio spots for the 50th anniversary
- Tampa Bay Times :
 - 50th Anniversary publicity (sponsorship agreement)
 - Dedicated ads: only for major events like the Global Affairs Conference, and the Sir Ken Robinson event (it will be stamped “sold out”).

Jessica asked the Deans to: 1) ask their faculty to cc: them and Mark on any news they send to Jessica for publication and 2) distinguish the items as either news or truly newsworthy. Please also cc: Jessica on success stories, to capture examples of faculty excellence.

USFSP is hiring TWG, a branding company, to distill the USFSP brand. The process will include faculty input, external input, and focus groups. Statistics and data (Fast Facts) will be part of the brand message.

4. Guest: Karla Kmetz Morris, Instructional Designer, OLITS
 Karla reported 41 adjuncts from COE completed a comprehensive online orientation course that included an overview of the university, VAWA training, CANVAS and FERPA training and a follow-up quiz. COE received positive feedback on the flexibility of the online format. Next steps in the spring will be to add welcome messages from the Chancellor and Regional Vice Chancellor of Academic Affairs, a virtual campus tour, and 360 views of the classrooms. Similar online orientations will be created for CAS and KTCOB adjuncts. OLITS will also work with HR to develop an online version of the new employee orientation.
5. Standing Items
 - a. Online Student Portal **Action: Deb**
 Casey Frechette will start Beta testing in November. He would like to give a live demonstration at a future Dean’s meeting.
 - b. FAIR and Faculty Data Project **Action: Susan**
 Jennifer and Drew have begun working on the new department GEMS codes.
6. Matters arising
 - a. Academic Plan **Tabled**
 - b. Strategic Enrollment Management Group **Action: Mark**
 SEM is a standing group that will meet regularly to study recruitment and retention and monitor the 10 in 10 plan. Co-chaired by Holly Kickliter and Mark Durand, membership includes the Senior Director of Enrollment and Marketing, the Senior Associate Director of Undergraduate Admissions, the Director of Academic Advising, the Director of FYE Compass, the Director of QEP, Director of Housing, the Director of Financial Aid and Veteran’s Services, Asst. Director of Student Life and Engagement, Asst. Director of Orientation, Asst. Director of the Wellness Center, Asst. Dean of the College of Arts and Sciences and the Director of Graduate Studies. There will also be separate work groups that will focus on specific areas, such as General Education.
 - c. Online Proctoring Services **Action: Mark**
 No report.

- d. Tenure & Promotion Guidelines **Action: Mark**
The committee has made recommendations. Please encourage your faculty to comment on them. Mark will propose that the minimum number of required external letters be increased to four.
- e. Student Centered Scheduling **Action: Deans**
CAS: Cultural change is challenging, however the spring schedule has been set.
It would be helpful to get data on Freshman/Sophomores; commuters/ residential.
COE: Olivia reported good cooperation in creating a rotating master schedule for COE.
KTCOB: Gary reported they are working on summer schedules.
- f. Mini-Semester Courses **Action: Mark**
Please choose one course per college and send to Mark.
- g. SACS Follow-up **Action: Mark**
No report
- h. Classroom updates with Davis and Coquina Halls **Action: Mark**
No report
- i. Minority Postdoctoral Fellowship Program **Action: Mark**
Excellent presentation by Dr. Lisa Jones two weeks ago.
Mark will move forward with writing the RFP. This week, Mark will also meet with CADIC. A Diversity Officer will be appointed and Dr. Lisa Jones will mentor that person.
- j. College Scheduler Update **Action: Mark**
No report.
- k. USF System Banner Task Force Update **Action: Mark**
Work is going very well. Next meeting is tomorrow; Mark will report back.
- l. Awards Committee Recommendations **Action: Mark**
No updates
- m. Search Updates **Gary/Mark/Olivia**
KTCOB: no updates
LIB: Reviewing applications
Asst. Registrar – Interviews this week
- n. Enrollment and Retention Update **Action: Mark**
69% retention was reported most recently.
- o. Faculty Credentialing Policy **Action: Mark**
COE and KTCOB have a process in place.

CAS will bring the matter up to the college council.

p. Declaration of Majors Events **Action: Mark**
We are working with the USC /Student Affairs to set dates and reserve venues.

q. Status of the Bishop Center and the Center for Civic Engagement **Action: Mark**
The Bishop Center and Center for Civic Engagement are separate centers that are now under Academic Affairs.

7. New Business **Action: Mark**

Mark asked for assistance in updating the list of proposed academic programs for the next 5 years for the Master Plan. Due today; please send to Mark.

BOG 101 meeting with faculty/staff is today at 1:00 pm at the USC.

Capital Campaign: please encourage all faculty and staff to participate; the goal is to achieve 100% participation.

8. Adjournment and date of next meeting is October 28, 2015 at 11:00 am

Minutes respectfully submitted by Therese Wisoff

Archive of meeting minutes available at: <http://dspace.nelson.usf.edu/xmlui/handle/10806/11878>