11-9-2016

Deans' Council Meeting : 2016 : 11 : 09 : Minutes

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

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Deans Council Meeting
November 9, 2016
11:00 am – 12:30 pm
Minutes

Present:
Martin Tadlock, Sridhar Sundaram, Gary Patterson, Dan Marlin, Bill Heller, Olivia Hodges, Frank Biafora,
Susan Toler, Scott Burghart, Terry Wisoff (notes)

Guest: Donna Knudsen, Director of Graduate Studies

1. Welcome
   Meeting began at 11:01 am.

2. Minutes
   Approved.

3. Graduate Studies: Marketing and Recruitment
   Donna Knudsen
   A request for consideration was made for each college to contribute additional funding support for marketing services. Donna provided some background on how the office has operated to date. The Graduate Studies Office is a “one-stop shop” and operates resourcefully on its current budget:

   Recruitment/Enrollment:
   - Initial recruitment campaigns were driven by past leadership to distinguish USFSP from neighboring institutions like SPC, etc. A recruiter was hired for each college.
   - Each college has a graduate Academic Advisor.
   - Enrollment growth has been the responsibility of the Graduate Studies office; achieved 66% increase over past 5 years. However, the growth is now leveling off. MAP plan will help determine the areas for the next “surge” of growth.
   - Recruitment activities include the goal of registration as the end result.

   Marketing:
   - In March, hired one marketing staff person to serve the three colleges (one year) with DL funds provided from each of the colleges. However, DL funds have decreased.
   - Current Efforts/Projects:
     - Presentations to USFSP undergrad classes – Juniors and Seniors
     - Local recruitment fairs at SPC, Eckerd, St. Leo’s, etc.
     - Collect and analyze data from prospective applicant profiles – by program.
     - Comparison study of graduate programs in all SUS institutions by delivery mode
     - Study on employers in the state who offer tuition reimbursement
     - Identified undergrad students taking 5000 level courses
     - Annual Open House (All programs, Saturday morning, widely advertised, includes advisors, Financial Aid) costs only $5K to run. Follow up tracking is also done.
Questions/observations that followed in the discussion:

- What is the overall mission and role of the Office of Graduate Studies?
- Before allocating resources, a budget discussion on a broad level is necessary.
- The Graduate office provides excellent support services, however, perhaps marketing efforts might be better directed by the colleges themselves, due to the specialized nature of the programs.
- If marketing is largely online, then DL funding would seem to fit.
- Need to find out where the KTCOB extra grad fee revenue going.

4. Standing Items:  
   a. Minority Post-Doc Fellowship Program:  
      The next two consultations with Dr. Lisa Jones are scheduled for Dec 8, 2016 and Feb 23, 2017.
   b. Strategic Enrollment Management Group (SEM):  
      A SEM Retreat is scheduled for December 15 to address undergraduate retention and completion.
   c. Center for Innovation in Teaching and Learning (CITL):  
      1. New logo
      2. Executive Committee as a temporary solution to a director
      3. Update on February Symposium – focus on workforce development in higher ed
      4. Student Tech Center – will be separate from faculty; will coordinate with the Debbie Nye Sembler Student Success Center,
      5. New faculty efforts: had Oct 7th Lunch with Librarians.
   d. Smart Catalogue:  
      Cynthia Brown Hernandez will be here on December 7 to show us a program which connects approved curriculum changes directly to the course catalogue.
   e. College Scheduler Update:  
      Cyndie Collins has been working to get a Nov 21 launch – tbd.
      We will need to identify a dedicated IT point person from Tampa.
   f. FUSE:  
      In process.
   g. Searches  
      • Chief Diversity and Inclusion Officer:  
        Cecil Howard will begin on November 14, 2016.
      • COE Dean: In advertising
      • Registrar:  
        Three finalists campus interviews will be the week of November 14, 2016
      • Asst. Registrar:  
        Offer is on the table.

5. Informational Items:  
   a. Midterm Grades Compliance  
      Provost Wilcox sent a report which listed USFSP courses that were out of compliance with USF System Policy 10-504. Deans discussed:  
      • process for submitting midterm grades; receipt of email confirmations  
      • data from reports may include course auditors
Action: a plan will be worked out with the Registrar’s office to ensure timely submission and accurate data.

b. Faculty Load – a new model could be based on SCH generation; this would allow flexibility, bring tuition revenue in, and would serve as a more equitable way to look at faculty loads. We can look at The Delaware Study to learn how SCH generation by field/subject is trending. The change could occur in phases in compliance with the CBA. As full-time faculty increase SCH generation, the number of part-time/adjunct faculty will decrease, allowing for more resources to be spent on support services such as TA’s/GA’s. (Re-investment in ourselves)

Action: Martin will request the Delaware Report data from Lauren (IR).

c. MAP next steps – be prepared to incorporate the new faculty load model based on SCH.
New due date/timeline was created and shared. Updates are posted on MAP Canvas site.

d. System Master Academic Plan: Due November 28 – please submit a tentative list to Martin (just names of programs and CIP codes)

e. BOG Productivity Review – input on low enrolled programs due November 18 to Martin.

f. Fall Commencement – Dr. Tadlock asked the Deans to help encourage more faculty participation. A reminder notice will go out today.

g. Dr. Toler has created a 1-credit online mini course (to run the 1st two weeks of December) – the subject is managing stress. CAS will invite 51 eligible students from the 2015 Fall cohort who did not return this fall to enroll (free of charge) in this course. This course will allow these students to be continuously enrolled.

6. Decision Items:  
   a. Exit Courses  
      The General Ed Committee is charged by the Faculty Senate to oversee exit courses in addition to overseeing the state mandated GE curriculum, but the exit courses as well. Currently, most exit courses (with writing intensives) are capped at 25 students. Each major requires students to take a major works/major literature exit course to graduate. Martin has spoken with the Gen Ed Committee chair, Morgan Gresham to discuss the idea that exit courses can serve as an opportunity to give students a unique experience that reflects USFSP’s distinctive identity. Themes could be community engagement, or marine life, etc. (There are several exit courses in the catalog that have not been offered in more than 5 years). KTCOB has a required management exit course. Questions discussed:
         - Should the Gen Ed committee report to both the Faculty Senate and Academic Affairs?
         - Should there only be one exit course per college and allow the college to design it?
         - Should the exit courses be non-major specific and offered only by USFSP (not Tampa/Sarasota) to prevent drift?

7. Tabled Items:  
   a. TAs Hiring Criteria  
   b. Reading Days – check the schedule  
   c. Future Sabbatical presentation event  
   d. Statement on Scholarship and Scholarly Works

8. Adjournment and next two meetings:  
   Meeting adjourned at 12:30 pm. November 23rd meeting is cancelled.  
   Next two meetings are: December 7 and December 14