2008 Provost's Council 15 December

Meeting Minutes

Members Present

Gary Bonner, Mary Crist, Andy Herrity, Susan Studer, Art Cleveland, Connie Milton, Dan Wilson, Erica Walker, Jonathan Parker, Tracy Ward, Elaine Ahumada, DawnEllen Jacobs

Discussion and Action Items

• Gary Bonner opened the meeting with devotion and prayer.

• Reviewed and approved by consensus minutes from 17 November 2008. Only one item was discussed.
  
o Deans were reminded that budgets are due by Friday 19 December.

• Jonathan Parker reviewed Executive Council minutes from November.
  
o November 13 – approved USP/ISP team assignments for 2009.
  
o Items from the November 20 meeting include the following:
    ▪ Selected employee of the month for February
    ▪ Approved new freeway signage
    ▪ Selected list of contractors to solicit RFPs from.
    ▪ Discussed e-mail management
    ▪ Discussed start and finish of the summer camp season
      • Deans expressed concerns about outside groups using the music building. Conferences and Events schedules access.

• Tracy Ward discussed electronic course record booklets.
  
o While some departments are moving towards electronic course records, not all faculty are ready to do so.
Grades are largely done in Excel using a template, although no particular format is required.

Faculty can use Jenzabar to record attendance electronically.

Grades should be submitted via email to department secretaries who will track submissions and forward their area’s grades to the registrar so still able to track who has submitted.

- Allen Johnson, Mark Wyatt, and Jeremy Zimmerman gave a report on Fall 2009 enrollment.
  - Allen Johnson discussed early interactions between deans and faculty and students and parents such as 24@CBU and preview days.
    - Consensus was that individual space in which to engage students and parents needs to be provided when deans do not have conference rooms or other spaces in their area.
    - Early enrolment reports are positive.
    - Deans are urged to work with the reports to move students from inquiry to application to enrollment. Deans were challenged to make more contacts this year than last and were encouraged to work with Mr. Johnson to develop a pre-care as well as a care roster for potential students.
  - Jeremy Zimmerman discussed website development.
    - Templates are available for program pages. Although standard features need to be consistent from one landing page to another, deans were urged to keep content up to date and to personalize to attract students. Robert Shields can give additional training to Ecktron authorized personnel. Deans should consult Mr. Zimmerman for structural changes, video development, etc.
    - A number of tools are available to link students to CBU.
      - The College Board has a product to profile match. PSAT takers get it free. E-brochure yields 2-6 leads a day. The Council discussed how to fast track these leads into deans’ offices.
      - Exact Target and other tools begin a sequence of contacts and possible ways for deans to interact with inquiries through
events like online open houses. Licensing for these tools can be expanded to include interested deans.

- Deans were provided with a spreadsheet outlining marketing efforts to connect students to CBU. It was noted that it is difficult to find College of Professional Studies (CoPS) information without going through information on Degree Completion Programs (DCP), nor do radio spots contain CoPS distinctives.

- Deans were encouraged to arrange to sit down with Mr. Zimmerman after the first of the year to assess their individual area’s needs.

- An improved analysis of web traffic is underway.

- Susan Studer fielded questions about the ongoing development of the course evaluation tool. There is still discussion about the nature and use of the tool, the incorporation of research in the development process, and about the revision process.
  - Only deans who specifically expressed an interest were invited to discussion on revisions.
  - Some faculty and deans continue to maintain that the instrument more accurately measures student satisfaction than effectiveness of the course or the instructor.
  - Although faculty have the option to exercise peer review and observation, few take advantage of it.
  - The item was TABLED for further discussion.

- DawnEllen Jacobs presented a final draft of the electronic Faculty Data Sheet for review. The draft was approved with only typographical revisions suggested.

The meeting adjourned at 11:50 am.