

CEBS Administrative Council Meeting
February 9, 2017
9:30 a.m.

Minutes

Present: Sam Evans, Tony Norman, Jill Sauerheber, Tom MacMillin, Margie DeSander, Pitt Derryberry, Sylvia Dietrich

Guest: Gene Smith, WKU Doctoral Student

Planning: The first hour of each Administrative Council meeting will be spent on planning. Dean Evans posed a series of questions for discussion at this week's meeting.

What questions do we need answers to develop a plan based on the formula shared last week?

$C = UN \times V \times CR \times TPL$

R

Change = Understand Need x Vision x Current Reality x Transition Plan

Resistance

Comments/ Questions/ Discussion:

- Dr. DeSander suggested referencing some good literature on the subject of resistance, as we need to identify the resistors and determine how to work with them. Dr. DeSander will send information to Tammy to share with Administrative Council members.
- We need to address to the Provost CEBS' current reality. (LTC MacMillin)
- We should look at the micro level of enrollment trends across WKU to become more informed about how we compare to other colleges on campus. (Dr. Norman) Data over a 5-year period will be gathered and reviewed at a future meeting.
- What topics does the Provost and his team speak about in meetings? Is it only enrollment? (Dr. Norman)
- If enrollment numbers at other state institutions are being assessed, how do they compare to WKU enrollment numbers? (Dr. Sauerheber) It appears that enrollment numbers are down nationwide. (Dr. Norman)
- What are ways we can sustain a low enrollment college and/or program using fewer resources? (Dr. Sauerheber)
- Identify...What are we doing now? – What can we do better? – What do we need to do? (LTC MacMillin)
- What is the demand for our product? (Dean Evans)
- Why are some programs more attractive to students than others are? (Dr. Norman) We could possibly talk with students to get more insight. (Dr. Norman)
- What external factors do students consider when choosing a major? (Dr. Derryberry) We need to look at forming a focus group to put processes in play to get answers. (Dean Evans)
- A local educator indicated that WKU does not aggressively recruit within local schools. How can we reach local school educators and students? (Dr. Norman)

What processes do we need to put in place to answer the questions?

Comments/ Questions/ Discussion:

- Form focus groups with high school seniors. Ask, why not WKU? Ask, why not our programs? (Dr. Sauerheber)
- Dr. Corie Martin will be coming to the Administrative Council meeting on February 23. She will discuss marketing strategies for the college.
- We need to understand what is happening at the state level. (Dr. Norman) House Bill 80 and House Bill 152 were briefly discussed.
- Mr. Smith suggested making connections and developing strong relationships with the high school college counselors as they are the change agents within schools and are not as well informed about programs offered at some colleges. He (Smith) indicated that the millennials tend to be more purpose driven than profit driven when it comes to making decisions about their future.

What are we currently doing in our units to increase enrollment, retention, and graduation rates?

Unit heads were asked to submit their list to Dean Evans by next Wednesday, February 15.

Dr. Susan Keesey is scheduled to visit with the Administrative Council next week to discuss next steps for the CEBS Student Leadership and Success Committee. Dean Evans noted that we must have identifiable outcomes and opportunities.

Dean Evans will check with EPSB to determine the current demand as it relates to programs. Additionally, he plans to reach out to Tuesdi Helbig to discuss trend data.

What do you see as barriers?

Comments/ Questions/ Discussion:

- WKU is setting barriers with unintended consequences for students such as placing numerous holds on their accounts, lack of/slow response to students concerning scholarships/financial aid, university recruiters/advisors lack of knowledge about the programs offered at WKU.
- How are admissions counselors staffed? Is there a recruitment success variable figured in? (Dr. Derryberry)
- It might be helpful for faculty/staff to attend professional development sessions focused on how to teach millennials. (LTC MacMillin)
- Identify who we are (CEBS). What is our brand? (Dr. Norman)
- Some universities outsource recruiting students and marketing programs. (Dr. DeSander)

How does our work align with the draft CEBS Strategic Plan?

- The Council was asked to review the draft plan before next week's meeting as the topic will be on the agenda for discussion.
- Unit head conversations with their departmental faculty were encouraged by Dean Evans.

CAD: Dean Evans reported on the February 8 meeting. The following topics were discussed.

- WKU summer work schedule will remain the same as last year (2016).
- The draft Dual Career Spouse/Partner Career policy will be coming back for approval following additional edits.
- Teaching overloads was discussed.
- Any anticipated reimbursements for travel taken during a sabbatical leave will need to be detailed in the sabbatical leave application prior to submission.

Dr. Norman asked –

How many students does a faculty member need to teach in an academic year to get an even exchange on services? Did the faculty positions in CEBS disappear before the enrollment decreased? Discussion.

Supply and Demand

E

Vacant Administrative Positions: Dean Evans indicated that CEBS would begin searches to fill three vacant administrative positions. Committees of three (one chair and two members) will be selected for each search. Discussion.

Marketing: Unit heads were encouraged to work with Kristy Ketterman on their NPR piece.

Department Representation (college committees): It is critical to have department representatives on the CEBS Curriculum Committee, Professional Ed. Council, and Faculty Excellence Awards Committee. Dean Evans asked unit heads to think about other college committees where representation is critical. This topic will be on next week's agenda for further discussion.

Membership for the university's academic complaint committee was discussed. CEBS representatives need to be identified.

CEBS needs to identify representatives to serve on the University Senate Committee. Reference Dr. Julie Shadoan's email for more information.

2017 Academic Photography: Clinton Lewis is available to take updated photographs of undergraduate and graduate students and faculty engaged in classroom/program work. Send to Dean Evans with times/dates for availability.

Other:

Continuances: Continuance reports for each faculty member need to be sign by the committee's chair prior to sending to Dean Evans.

Action Plan: Dean Evans encouraged unit heads to continue working on the reports.

Assessment Plans: Dean Evans will check on the timeline to see if/when they are due.

Carry Forward: This topic was briefly discussed.

Appointment: Dr. Sauerheber announce her recent appointment to the Commonwealth Health Committee.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Tammy Spinks

