

CEBS Administrative Council Meeting
February 16, 2017
9:30 a.m.

Minutes

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

Guests: Gene Smith, WKU Doctoral Student; Susan Keesey, Chair, Student Leadership & Success Committee; Aaron Hughey (represented Jill Sauerheber)

Planning: Topics of discussion were as follows.

1. Student Leadership and Success Committee: Dr. Susan Keesey reported on the works of the committee. Next steps will be to put the committee's ideas into practice. A 5-year leadership plan to target students in all levels of their college experience was discussed.

Discussion/Comments/Questions:

- Develop modules for parents
- Provide welcoming events for students and parents.
- Offer Lunch & Learn sessions at DSU.
- Dr. Hughey offered to co-chair the Student Leadership and Success Committee
- Faculty are the key to making the initiatives work.
- Live & Learn Communities – The deadline to participate is March 1, 2017.
- Summer Start – Possibly begin with a pilot program. (Dr. Dietrich)
- Look at data - Are students who come into the university with prior college credit (dual credit, AP classes, etc.) more likely to be retained? If so, we could offer students an opportunity to take college classes while in their junior and senior years of high school. (Dr. Derryberry)
- Offer major specific University Experience courses. (Dr. Hughey)

2. Dean Evans shared a PowerPoint titled “Getting Back to Our Roots in Education”

Discussion/Comments/Questions:

- Student engagement
- Hope and well-being
- Millennials have a different perspective
- Students want to know that their professors care about them.
- Possibly use the exit survey currently in place to ask some direct questions related to their experience at WKU/CEBS. (Dr. Norman)
- Students typically want to get into classes related to their major ASAP. (Dr. Norman)
- Possibly offer major interest areas for students who are undecided about which major to choose. We (CEBS) need to get more information to undecided students about programs offered in our college.
- What percent of students are being admitted to WKU and nationally who are not college ready? If understood, we could target the entering behaviors and better serve the students. (Dr. DeSander)
- College & career readiness was discussed.
- Dean Evans will talk with Sharon Hunter and George McAffey about recruitment and retention trends and data.
- What steps can be taken to better connect with students? More faculty development? A focus

on support systems and relationships are needed. Criticism of students does not help. (LTC MacMillin, Dean Evans, Dr. Hughey)

3. Review/Discussion of questions generated last week.

The Council will discuss at next week's meeting.

4. Discussion of current initiatives occurring in units to increase enrollment, retention, and graduation rates. A list of each department's current initiatives were distributed.

Discussion/ Comments/ Questions:

- Based on submissions, the human factor is the common thread.
- We (WKU/CEBS) are not leveraging technology in our recruitment efforts. (Dr. DeSander)
- There is a lack of cohesiveness in our college's marketing plan. (Dr. Dietrich)
- CEBS needs different marketing campaigns for targeting specific groups and needs. (LTC MacMillin)
- CEBS needs to be using data to make decisions on how to move forward. (Dr. DeSander)
- Use external businesses to conduct/ develop marketing campaigns.
- Use student focus groups to assist with developing a plan. Offer the students honors credit for their work. Ed.D. students could be available to assist. (LTC MacMillin, Dr. Norman)
- Dr. Corie Martin is scheduled to meet with the Council on February 23. Dr. Martin will share marketing related data. CEBS needs to be able to articulate our needs.
- Recruitment options in the Owensboro area are being explored. There is a need for middle grades and secondary teachers in the area. (Dean Evans)
- Dean Evans asked unit heads to review where we are relative to the formula and make sure conversations are going on with faculty in their respective units.

Strategic Plan: Review document posted on CEBS' webpage under the Dean's Office tab.

Development Brochure/Booklet: Continue to gather student photos and quotes for the development booklet. Dean Evans will be visiting with donors in Atlanta during WKU's Spring Break.

Department Representation (college committees): No additional committees were added beyond those discussed at the February 9 meeting.

University Academic Complaint Committee 2017-2019: Tammy will contact Dr. Applin to determine which faculty are currently serving on the college committee.

University Senate: Departmental Senator Elections 2017: Dean Evans encouraged unit heads to send nominations in prior to the deadline.

Outstanding Graduate Student: Nominations are currently being accepted. A CEBS committee will select the college winner based on nominations received.

2017 Academic Photography: Some photo opportunities have been submitted to Clinton Lewis; unit heads may continue to forward additional requests to Tammy.

Vacant Administrative Positions: CEBS will begin moving forward with seeking permission to fill vacant administrative positions. Discussion. Dr. Pope-Tarrence's last working day is April 28 as she will move from transitional to full retirement.

Other:

Continuances – 1st year faculty continuances are due next week.
Action Plans and Assessment Plans were discussed.

Carryforward distributions were discussed.

Academic Program Reviews are due by April 28 to Doug McElroy.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Tammy Spinks