

CEBS Administrative Council Meeting
February 23, 2017

Minutes

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

Guests: Gene Smith, WKU Doctoral Student; Dr. Corie Martin, Director of Web Services and Digital Media, Public Affairs; Kristy Ketterman, Office Associate/ CEBS PR Coordinator

The Council will not meeting next Thursday as Dean Evans will be attending the AACTE meeting in Tampa, FL.

Dean Evans will meet with Tuesdi Helbig within the next week to discuss enrollment data and trends.

Planning/Marketing/Strategic Planning:

Dr. Corie Martin provided a detailed CEBS marketing strategies report of the last 10 months since launching the new campaign. Dr. Martin reviewed the needs identified by each department during conversations she had with them last year as well as the agreed upon marketing strategy. Results of the P-12 KY Educator Tuition Discount and email marketing initiatives and results were discussed. The 2016 CEBS marketing campaign won the university an award for local best low budget marketing campaign.

Current data indicates that CEBS departments need to focus on increasing minority recruitment, male enrollment, and adult learner enrollment in their programs. Strategies, successes, and next steps for each individual CEBS department were reviewed.

Dr. Martin suggested the following initiatives for 2017:

- Be responsive to change and new opportunities.
- Daily hands on efforts are needed to make this (campaign) successful.
- Utilize the services of Kristy Ketterman.
- Work with Dr. Martin and her team to build strategic outreach programs.
- Utilize the assistance of Devin Bell for website development and updates.
- Designate a social media person within each department to keep postings on Facebook, Twitter, etc. postings up-to-date.

Dr. Martin's will share her marketing PowerPoint presentation with the Administrative Council.

A representative from Capture Higher Ed. will be invited to speak with the Council on March 9 about their software program that tracks and feeds data to prospective students.

Unit heads may contact Dr. Martin if they are interested in having a graduate or undergraduate marketing student work with them beginning fall 2017 on department marketing initiatives.

Dean's Evans shared the following:

- Review CEBS' Strategic Plan (draft) located on the college's website.
- Reflect on what Dr. Martin shared at today's meeting.
- Once the data is obtained, we need to act upon it.
- Remind faculty to be responsive to the needs of their students.
- The CEBS Post-Tenure Review Committee recently met. Dr. Paquin has notes from the meeting. More discussion will follow at a later Council meeting.

- Student credit hour production by some CEBS faculty is not sufficient.
- Review planning questions from the first and second week's Admin. Council meetings.

CAD: Dr. DeSander reported on the February 22 meeting. The following topics were discussed.

- Consensual Relations Policy – This topic will most likely be revisited at a later CAD meeting.
- Dean Stevens shared how Ogden and Potter are collaborating across disciplines to address retention.
 - o Dean Evans will be meeting with superintendents from Owensboro to discuss efforts to increase enrollment to address their needs for STEM teachers in local schools.
 - o CEBS will check in to sending the digital version of the college's magazine to all principals and counselors in the region
 - o Dr. Sauerheber shared that Graduate Council declined her department's proposals as they were missing a signature line. The CEBS Admin. Council expressed concern as this will delay program and/or course offerings to students. Dean Evans will have a conversation concerning timing of Graduate Council's requests and the need to communicate with constituents far enough in advance so to not negatively affect students.

Action Plans: Unit heads were instructed to continue working on these.

2017 Academic Photography: Submissions have been emailed to Clinton Lewis.

Development Brochure/Booklet: Continue to send information to Tammy.

Thesis Specialist Projects: Send to Dr. Pope-Tarrence no later than April 7.

Vacant Administrative Positions: Chairs for the following administrator searches are as follows:

- Director, Office of Teacher Services – Dr. DeSander, Chair
- Associate Dean, Academic Programs – Dr. Derryberry, Chair
- Associate Dean, Research – Dr. Jill Sauerheber, Chair

CAEP: Dr. Tony Kirchner will oversee this initiative.

Other:

CEBS Academic Complaint Committee:

- Dr. Andrea Jenkins, CNS
- Dr. Jim Berger, EALR
- Dr. Jeremy Logsdon, STE
- Qin Zhao, PSY

iAM WKU Committee:

- Dr. Tony Norman, ELDP
- Dr. Carl Myers, PSY
- Connie Spears, STE

CEBS will host the KY Public Ed. Dean's meeting on February 24.

Dual Credit – Dr. Day is working on a draft proposal form. Discussion.

Proficiency Evaluations – Need to work on getting the fee added.

CEBS Outstanding Graduate Student – Nominations are due to Dean Evans/Tammy by March 9.

Department Senator Elections – Department are to elect representatives in February each year. Results shall be completed and reported to the College Dean and Vice Chair by March 31.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Tammy Spinks