

College of Education and Behavioral Sciences
Administrative Council Meeting Minutes
August 12, 2016
10:00 a.m.

Present: Sam Evans, Jill Sauerheber, Margie DeSander, Pitt Derryberry, Janet Applin, Steve Wininger, Sylvia Dietrich, Tony Norman, Tony Kirchner

Guests: Kristy Ketterman, CEBS Office Assoc./PR Coordinator, Corie Martin, WKU Public Relations, Devin Bell, Technology Support Specialist, CEBS Educational Technology

Introductions: Dean Evans introduced Kristy Ketterman to the Council. Ms. Ketterman was recently hired as an office associate and public relations coordinator in the Dean's office.

Marketing Campaign: Dr. Corie Martin shared updates related to the college's new marketing campaign. The new campaign materials will most likely be used for 2-3 years. She (Martin) announced that CEBS has had good response to the tuition discount pop-up Google ad. All CEBS webpages will be audited and updated. The Council briefly discussed enlisting Dr. Martin's help with an international recruitment campaign. Dean Evans mentioned that offices across campus need to be made aware of the tuition discount for educators. Tammy will send copies of the tuition discount flyer to WKU's Office of Admissions, Alumni Center, and Welcome Center.

International Enrollment Management (IEM): Stephanie Siegreen, Director; Amy Cardwell, Admission Coordinator; Fang Jiang, Assistant Director for China Outreach; Toni Dye, Assistant Director; and Jennifer McQuady, Coordinator of Recruitment from IEM shared information about services their office provides to faculty and international students across campus. The IEM office focuses on assisting undergraduate international students as the graduate students receive assistance from the Graduate School. Several unit heads expressed an interest in meeting with IEM staff to discuss needs and challenges specific to their programs and students.

Budget Closeout: Dean Evans provided a handout that illustrated how budget indexes were balanced for FY 2016.

Staffing & Budget Reduction: There was lengthy discussion related to budget and staffing. Dean Evans requested feedback from unit heads concerning how best to cover a current fiscal year budget deficit using recurring funds. Discussion.

Guidelines for Promotion of Instructors: There was brief discussion concerning this topic. Unit heads were asked to send Dean Evans information about instructors in their department who are eligible for promotion.

Continuance Documentation Flow Memorandum: Council members agreed that the current flow of CEBS faculty continuance materials will remain the same. Faculty members up for continuance may write a rebuttal letter to the committee's decision. Dean Evans indicated

that his office will continue to share copies of all continuance related materials with the faculty member, continuance committee, and unit head. Original continuance documents will be sent to Academic Affairs.

CEBS Strategic Plan: Dr. Janet Applin provided an updated copy of the CEBS' Strategic Plan. She (Applin) will discuss the document at the college's opening meeting on August 17.

M.A.S.T.E.R. Plan: The freshmen class of 2020 will be visiting GRH on August 15 for college kick-off event. Discussion.

Post-Tenure Review Committee: Dean Evans asked unit heads to send him the names of two faculty to serve on the Post-Tenure Review Committee as he wants representation from all CEBS' departments.

CAEP: Dean Evans provided a brief update related to CAEP. Dr. Tony Kirchner will serve as the college's contact person for CAEP related questions.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Tammy Spinks