

CEBS Leadership Council Meeting Minutes

August 9, 2018

9:30 a.m.

Council Members Present: Sylvia Dietrich, Tony Kirchner, Tony Norman, Jeff Butterfield, Pitt Derryberry, MAJ Jason Zdunich (for LTC Tom MacMillin), Jill Sauerheber, Margie DeSander

Guest: Candace Lee, Certification Officer

I. Welcome Back!

The meeting began with introductions. Dean Murphy welcomed the School of Professional Studies to CEBS as well, WKU's new Provost, Dr. Terry Ballman, was sent a welcome message from the college. Signs will be posted throughout GRH to welcome students and new faculty to the college.

Dr. Kirchner asked unit heads to let him know the computer needs of their new faculty.

The university will be hosting various new faculty orientation meetings next week.

II. Approval of May 17, 2018 Minutes

Dr. DeSander made a motion, seconded by MAJ Zdunich, to approve the May 17, 2018 Leadership Council minutes. Motion was approved without dissent. Dean Murphy abstained from voting.

III. CAD

Dean Murphy reported on the August 8, 2018 CAD meeting. The following topics were discussed.

- A. The Deans, Department Heads, & Directors Workday is scheduled for August 14 at 11:30 a.m. An agenda will be sent out prior to the meeting. Working sessions will be held near the end of the session.
- B. Commencement update – A graduation fair is planned for fall and spring semesters at the Augenstein Alumni Center. College-based commencement ceremonies will be held on Saturday (December 15) at 3:30 p.m. for fall 2018 graduates. Fall graduates will be allowed to participate in the spring ceremony should they choose to do so.

Dean Murphy stressed the importance of college identity as such she suggested we explore providing a college cord and a department stole to all CEBS graduates. STE currently provides a stole to graduates of their teacher education program. Discussion.

- C. Strategic Plan – The Leadership Council will review the college’s strategic plan at their next meeting. Discussion will focus on making sure the college’s plan aligns with the university’s plan.

Dr. Kirchner discussed updating academic program review documents this fall. There is a streamlined template to use for this process. Dr. Kirchner plans to meet with unit heads on an individual basis to discuss in greater detail.

Greg Hackbarth, Asst. VP, Info Technology, will be having conversations with unit heads, faculty, etc. to increase communication and broaden the scope of IT responsiveness between units. IT governance was discussed. The following IT updates are in process: Windows 7 to Windows 10, Banner 9

IV. Operations - Budget, Personnel, Program Review

- A. Budget – WKU will be running both the current budget model and RAMP for the 2018-2019 fiscal year. The Leadership Council will discuss CEBS’ budget in detail during the August 23 meeting.

Dean Murphy shared the Responsibility Centered Management book with Council members. The Dean’s office will purchase copies of the book for anyone who needs one. Dean Murphy encouraged the Council members to have the book read before December. A list of schools currently using the RAMP model will be shared with Council members. Discussion. Thoughts about the new budget model (RAMP) were as follows:

- Sounds more transparent/clear/clean
- RAMP is an incentive based budget model – auxiliary unit/cost centers or tax sources were discussed.
- Fair amount of skepticism – major players historically are still in control moving forward.
- Transparency is something people care about. Knowing where to look and agreeing about what is seen is important.

- B. Continuation Cycle and Reviews – CEBS’ continuation cycle and review

process was discussed. Historically, department continuation committees send their recommendation to the unit head and then the unit head sends the committee's recommendation, along with their recommendation, to the Dean. Faculty are evaluated on a yearly basis. Continuance letters are typically shared with the faculty member; however, not always. Discussion. Annual performance reviews are shared with faculty.

Dean Murphy asked unit heads to commit to doing clear, transparent performance-based reviews for their faculty. A constraining factor is conforming the department criteria to fit within the 3-point evaluation system currently used by the university. The Council briefly discussed advantages to changing the CEBS system to a 4-point evaluation system. Discussion. Dean Murphy indicated that this would need to be a faculty-led process for change and we would most likely need to come up with a three-year plan to facilitate this type of change.

Organizational Citizenship was briefly discussed.

Continuance due dates were reviewed.

The CEBS annual performance evaluation form is located on the college's website.

C. Staffing Plans – Dean Murphy indicated that staffing plans were due in early June this year; however, to get a better idea of available resources, she (Murphy) asked unit heads to share with her the staffing challenges they are facing this fall. Dean Murphy asked unit heads to be creative as they look at 9-month or half positions or transferring duties. Information to include in the staffing plan is as follows:

- What is the impact on departments and programs as it relates to staff cuts from February to April 2018?
- Are there duties associated with the cuts that are not covered?
- How have you reorganized or plan to reorganize?
- What is your department's resulting staffing needs?

Staffing plans are due to Dean Murphy by August 21.

D. Advanced Program Review – This topic was discussed during the CAD report.

V. **Marketing & Recruitment**

WKU typically hosts numerous recruitment events each year. Most events are aimed

at undergraduate student recruitment. DELO occasionally does some graduate student recruitment. Council members agreed that tracking of such events is not translating to student admission applications. Dr. Murphy asked the following questions.

1. What is the yield?
2. Does recruiting and marketing plan scare anybody?

The following concerns were mentioned.

- Lack funding/Resources
- Faculty are not trained recruiters
- The recruitment events are a reactive process

The Council discussed forming a committee to set benchmarks, invite other campus entities to engaged in the process, and include students and alumni to join in the planning process.

- A. Capture Higher Ed. – The software has potential but needs to be better utilized.
- B. Social media – We are not the best at keeping up with marketing for the current generation. We have the tools but knowing what needs to be posted and when is a challenge.
The Dean's office student workers will share college news via Twitter, Facebook, etc. through the workday. The students will visit classrooms, faculty, students, etc. to gather information. Discussions about how to best use social media will need to be included in the College's recruitment plan. MAJ Zdunich indicated that Brandon Smith would be a good collaborative partner as he routinely recruits at area schools.
- C. Opportunities (Majors & Minors Fair, Head for the Hill, etc.) – This topic was bundled with discussion about recruitment.
- D. Social Media – Individualization is needed based on department.
A hashtag is needed for CEBS.

VI. Retention

- A. In order to retain students, it will be important for them to establish affinity and identity with the college. A need for affiliation is highly motivational. The life cycle of a student is important. Dean Murphy asked the Council to bring ideas to the table to celebrate and identify with CEBS. A common

identity is CEBS has giving programs and faculty/students give time and talent of self. Discussion.

B. M.A.S.T.E.R. Plan Activities – The CEBS College Kick-Off event is scheduled for August 24 from 5:00 p.m.-6:00 p.m. The event will be an initial opportunity for students to build affinity and identity with WKU and CEBS. The Student Leadership and Success Committee will be planning this year's event. Dean Murphy suggested that two CEBS students (current and alumni) be identified to emcee the event. Everyone is welcome to attend the kick-off event.

C. Council members discussed the need for a CEBS logo. Devin will be asked to design a couple of logos for the Council to view.

VII. Alumni News

Dr. Rob Jackson, a WKU doctoral program graduate, is the new interim president at Murray State University.

Tonya Guyton has been posting photos and information about STE alumni on the department's social media sites.

Several EALR graduates obtained administrative positions this year.

WKU had their first class of students from the PsyD program to graduate this summer as well, they all successfully defended their dissertation.

Dean Murphy asked unit heads to send alumni accomplishments to Dr. Susan Keeseey as she and the Student Leadership and Success Committee will be putting together a video to show during the M.A.S.T.E.R Plan College-Kick-Off on August 24.

VIII. Opportunities and Change

Dean Murphy indicated that there would be many changes coming our (CEBS) way with the new budget model and daily practices.

A. Advising – SPS and STE undergraduate advisors for freshmen and sophomores are now included in the centralized advising center. Dean Murphy asked unit heads to think about how the advising center will layer additional supports in our practice of meeting the needs of our students.

B. Post-Tenure Review Process – brief discussion

IX. Area Accomplishments/Celebrations

Dean Murphy asked unit heads to be prepared to celebrate their programs, grants, etc. at the Leadership Council meetings. The following information was shared.

- ROTC – MS3 cadets passed advance camp.
- The second cohort of the MEC is ongoing at Ft. Knox. This program is a collaboration between, STE, MSL, and SPS. Information about the program will be featured in the next CEBS Magazine.
- A Center for Rural Education is in the process of being established. Dr. Szymanski and Dr. J. Roberts are collaborating with EALR on this project.

Accomplishments will be shared with our CEBS alumni and contributors of the college through social media sites.

X. Teacher Certification/OPES Report

A. The Proficiency Evaluation Review Process is at a standstill at the state level. Past regulation is still in place and will be followed until the updated regulation is approved. Students who are adding a new certification will need approval from the PEC. Renewal of certification areas will only need the department/dean approval. The ESL program was discussed. Dr. Dietrich suggested that the information relevant to certification be added to the CEBS website, as such Candace Lee will work on getting this done.

September 15 is the rank change deadline for the state.

KTIP has been discontinued at the state level; however, students must complete a KTIP like experience. There are issues with funding for such a program. KTIP documents were discussed. STE and Warren County Schools will be working collaboratively to mentor and coach new teachers. Evaluation instruments for KTIP like experiences are needed.

As there was no further discussion, the meeting adjourned.

Respectfully submitted,

Tammy Spinks

Important Dates:

AUGUST

- 9 Summer Term Ends (Academic Calendar)
- 13 Senate Executive Committee Meeting (3:15 - 5:00p.m.)
- 14 Deans, Department Heads, and Directors Workday (11:30 a.m.) – AAC Ballrooms
- 15 New Faculty Orientation (New Faculty Only) HR Session (8:00 a.m.) – AAC Ballrooms
- 16 New Faculty Orientation (New Faculty Only) Academic Affairs Session (8:00 a.m.) – AAC Ballrooms
- 16 Graduate Council Meeting (3:00 - 5:00 p.m.)
- 23 University Senate Meeting (3:45 - 5:00 p.m.)
- 23 Graduate School Welcome Reception (6:00 p.m.) – Augenstein Alumni Center, Robertson-Feix Grand Ballroom
- 24 Faculty & Staff Convocation (8:00 a.m.) – Van Meter Auditorium
- 24 President & Provost Meeting with Deans, Department Heads, and Directors Meeting (3:00 p.m.) – JRH Auditorium
- 24 M.A.S.T.E.R. Plan - College Kick-off (5:00 - 6:00 p.m.) – GRH
- 24 M.A.S.T.E.R. Plan Convocation (6:30 – 7:30 p.m.) – Football Stadium
- 27 Fall Five Week Session 1 Begins
- 27 Fall Full Semester Classes Begin