

Minutes  
Administrative Council - College of Education and Behavioral Sciences  
Thursday, November 16, 2006 – 9:30 a.m.  
Dean's Conference Room, Tate Page Hall

Present: Evans, Poe, Daniel, Fiene, Haggbloom, Hughey, Lich, Metze, Powell, Powers. Tom Hiles, Donald Smith, and Heather Pruitt were guests.

Introductions were made, after which Mr. Hiles gave an update on the capital campaign. Further discussion was held on ideas and thoughts concerning the partnership between the College and the Offices of Alumni Affairs and Annual Giving and Development. We are now in the quiet phase of the campaign, which started in July 2005. The plan is to go public in September 2007. At this point, Mr. Hiles remarked that he is pleased with the campaign.

Mr. Hiles encouraged soliciting "big ideas" and stressed the importance of stewardship, which can be as simple as sending occasional notes and saying thank you. It is extremely important to be cognizant of, and fulfilling, the donors' desires.

Mr. Smith commented about the annual fund and said he is encouraged about ideas to incorporate into direct mailings and Phon-a-thon scripts. He added that any solicitations should be coordinated through his office and asked that any information updates, i.e., addresses, phone numbers, be forwarded to his office in order to maintain a current data base. He also stressed the importance of forwarding to his office the addresses of first-time graduates so that correct information is in the data base.

Mr. Hiles encouraged everyone to keep all websites up to date, especially since on-line giving is becoming more popular. The Offices of Development and Public Relations are currently in the middle of an integrated marketing effort and are in the process of requesting the experts list. That list is very helpful because they are always looking for unique things to report to the media. Relative to marketing, a new designer is on board, and departments are encouraged to consult with him when developing publications.

The importance of identifying other donors was stressed. Sharing information is one of the secrets to our success, and everyone was encouraged to share information about current graduates. Dr. Evans added that there are several "friends of the College" who can help with ideas.

Mr. Smith noted that a faculty/staff campaign will happen during the quiet phase, and that aspect is very important to donors. A College-wide meeting will be held sometime in the spring. Dr. Evans pointed out that the College campaign committee has been formed.

Ms. Lich commended everyone on their stewardship and cooperation. Faculty are doing extremely well in that arena. Mr. Hiles reminded everyone to notify his office of in-kind gifts as well. He is encouraged about the possible opportunities with the new building and closed by thanking everyone for today's dialogue.

Dr. Evans distributed a CPE document on key indicators of progress. He also distributed the weekly enrollment report for the Winter 07 semester. He will be responding to the document concerning areas of institutional priority and will be using it with department head evaluations. This will be addressed further after the Thanksgiving holidays.

Council members were asked to review the memorandum regarding jury duty for students and to notify Dr. Evans of any problems. Faculty are encouraged to use common sense when dealing with students who have been called to jury duty.

The draft document on the Colonnade Scholar was distributed. After Council members have reviewed it, they are asked to provide feedback to Dr. Evans, as it will be discussed in a future Council of Academic Deans meeting.

Feedback is requested on the draft document regarding the Faculty Employment Application. Dr. Evans expressed his opposition to having a standard format for the University, as some of the requested information could put the University in a negative light.

Discussion was held on the new campus scheduling program. Ms. Hartz and Mr. Kirchner have been identified as CEBS representatives on the University-wide Implementation Team.

Minutes from the October 31 Council of Academic Deans meeting were distributed for information.

Council members were asked to be thinking about the issue relative to the Planning for the "WKU's Research Enterprise: Vision 2020" document, as discussions will be held on this in the future. A question was raised relative to the awarding of graduate certificates.

Brief discussion was held concerning the Interdisciplinary College, a separate Honors College, and a possible School of Nursing.

Considerable discussion was held regarding enrollment management and targets. Dr. Poe reported on a meeting she had with Beth Laves, and it was suggested that some classes be offered during the middle six weeks to accommodate teachers who either get out late in the summer or start back early in the fall. Other possibilities are being explored, i.e., more weekend classes or creating more cohort programs. DELO has expressed their willingness to do the marketing of any ideas. Also, they have asked to work with department heads prior to the summer regarding boosting enrollment. Further discussion centered around extended campus offerings and the need for additional resources.

Dr. Evans spoke further about enrollment and noted that the University has targeted 1000 students in the Honors Program by 2010. Retention is the key, as well as having faculty members available to talk with students, and stressing academics in recruitment. Dr. Evans added that strong faculty are important in recruitment, and he discouraged using new faculty as a way of getting service credit for them. Further comments were made relative to professionalism on recruitment trips. It was also noted that it is helpful for department heads to review departmental information with any faculty who will be engaged in recruiting. Marketing of programs within the College is extremely important. LTC Powell said it is also helpful to be able to present to the prospective student an example of a student schedule for the various programs.

Relative to graduate enrollment, Dr. Evans indicated we will be submitting to Graduate Studies our needs in terms of funding for additional graduate students. Flexibility is important as far as the number of hours graduate students can take. Maintaining quality in course offerings is extremely important, particularly with web-based courses.

Enrollment goal forms were distributed and discussed. There are several students in Elizabethtown who are interested in undergraduate coursework, but graduate enrollment is more of a challenge University wide. A plan is needed to address this issue, as we will be expected to increase graduate student enrollment by 73 and undergraduate enrollment by 38 next year. Department heads are asked to be thinking about that and costs involved. In the near future, times will be identified to meet for discussion on this topic. Department heads were also asked to go back and include targets in Action Plans, particularly relative to funding. Dr. Evans will be presenting the College's information at a future Council of Academic Deans meeting and later to the President. He stressed the urgency of attending the scheduled meetings the week of November 20. In addition, a meeting will be scheduled for December 4 on the same subject.

Brief comments were made concerning meetings on the new building.

As there was no further business, the meeting was adjourned.

Cathie Bryant, Secretary