

CEBS Administrative Council Meeting  
March 9, 2017

Minutes

Present: Sam Evans, Tony Kirchner, Tony Norman, Tom MacMillin, Pitt Derryberry, 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; Dr. Aaron Hughey, represented Dr. Sauerheber

Dean Evans met with Tuesdi Helbig. Enrollment related data was provided to unit heads via email.

Three educators, representing various regions in the state, were inducted 2017 Kentucky Teacher Hall of Fame induction was held on March 8.

**Strategic Planning:**

- Capture Higher Ed. Software Demonstration – Anne Freihofer, Senior Enrollment Solutions Consultant, provide a detailed overview of the Capture software capabilities. The software is designed to provide customizable messages to both graduate and undergraduate prospective students based on their web search behavior. Capture software has the capability to generate detailed daily reports to advisors, unit heads, etc. Discussion.

Dr. Martin noted that the CEBS' web traffic has increased significantly over the last 5 years and has the highest increase in web traffic of all colleges on campus.

Questions/Discussion/Comments:

1. Does the system track the WKU application process? (Dr. Martin will check on the layer of tracking ability at WKU.)
  2. Can the application fee be waived? (Yes, however, the department will have to pay the fee.)
  3. Dean Evans noted that in order for this to be successful we would need staff to track and respond to prospective students in a timely manner. A suggestion was made to use graduate assistants for this purpose.
  4. Does the Capture software have chat mode capability? (Yes)
  5. Coaching on how to respond appropriately to student inquiries will be needed.
  6. Information on the various CEBS' websites needs to be accurate.
- Review planning questions from weeks one and two Administrative Council meetings – Dean Evans asked unit heads to look specifically at discussion related to offering professional development sessions focused on teaching millennials.
  - Review Draft Strategic Plan – This topic will be discussed at the next Administrative Council meeting.

**CAD:** Dr. Margie DeSander reported on the March 8 meeting. The following topics were discussed.

- Sabbatical travel expenses will be covered.
- Dr. Cobane encouraged faculty and administrators to apply for Fulbright Scholarships. WKU is #2 in the rankings of most Fulbrights awarded.

**Faculty Mentoring Award Committee Vacancies, 2017-2018:** Dr. Toni Szymanski was recommended by Dr. Dietrich to serve on this committee.

**Other:**

- Dean Evans reported that CEBS has received \$336,089 in donations this fiscal year to date.
- Dr. Bronwyn McFarlane is this year's Wedge Distinguished Scholar. Her presentation is scheduled for Tuesday, April 11 at 7:00 p.m. in the GRH auditorium. Flyers have been posted.
- There was brief discussion about vacant positions. Dean Evans plans to call a meeting with unit heads to discuss this topic in detail.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Tammy Spinks