

**College of Education and Behavioral Sciences
Administrative Council Meeting Minutes
March 31, 2016**

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

Guests: Dr. Corie Martin, WKU Public Affairs
Devin Bell, CEBS Ed. Tech.

Public Relations (Recruitment Materials, etc.)

Dr. Corie Martin, who is Manager of Creative Web Services in the Office of Public Affairs, discussed marketing strategies geared toward increasing enrollment within the CEBS. Staff in Public Affairs provides full-service public relations assistance to WKU colleges and departments. Most services are provided free of charge; however, costs are incurred for such needs as printing, video productions, and ad placements. Services provided by their office reach audiences locally, regionally, nationally, and internationally. Dr. Martin suggested the CEBS steer away from traditional recruitment methods such as brochures. She (Martin) stressed that faculty/staff must understand the current population in which they are trying to recruit. Social media, webinars, Google ads, e-mail marketing, and blogging are found to be effective methods of reaching prospective students. Unit Heads shared specific needs related to recruitment and marketing within their respective departments. Dr. Martin and her team will be meeting with unit heads to develop customized marketing materials and strategies for their respective department. She (Martin) will revisit with the Council once a marketing strategy has been developed for the college.

CAD Report

Dr. Janet Applin reported on the March 23 meeting. The following topics were discussed.

- Faculty Workload Compensation Policy – This policy was approved and is now headed to the University Senate for approval.
- Tuition Waiver Program for Part-time Faculty – The form has been moved to an e-Signature format. Program guidelines are posted on the Academic Affairs webpage.
- J-1 English Proficiency Policy – The policy will move forward in the approval process.

CEBS Outstanding Graduate Student

Dr. Janet Applin announced that Ms. Amanda Lipp, a School Psychology student, was selected as the CEBS' 2016 Outstanding Graduate Student.

Efficiencies

Dr. Applin will meet with unit heads to discussed strategies for increasing course enrollment efficiencies.

Graduate Assistants

Sharon Hartz will work with unit heads on a budget plan for 2016-2017 GA positions.

Budget

No updates to report.

As there was no further business, the meeting adjourned.

Respectfully submitted,
Tammy Spinks