

CEBS Administrative Council Meeting
April 13, 2017
9:30 a.m.

Minutes

Present: Sam Evans, Tony Kirchner, Tom MacMillin, Margie DeSander, Pitt Derryberry, Sylvia Dietrich

Guest: Gene Smith, WKU Doctoral Student

Strategic Planning:

Feedback from meetings with Corie Martin and Tuesdi Helbig –

- Dean Evans met with Corie regarding the Capture software. He is waiting for a reply from Corie to see what specific resources the company can provide for CEBS.
- All of CEBS' websites need to be updated before launching the Capture software.
- Additional photos of current students engaged in career and/or classroom activities need to be included on the CEBS' websites.
- All date stamps need to be removed from photos prior to posting on websites.
- Quotes need to be added to the websites. CEBS will need someone (possibly a Student Affairs graduate student) to monitor Capture message content and respond to inquiries from prospective students.
- CEBS needs to focus on marketing online programs.
Dean Evans will follow-up with Tuesdi Helbig concerning the enrollment data she provided. Based on the data received, it appears as if CEBS needs to focus more on recruiting students as retention does not appear to be as much an issue at the present time.
- The impact of Performance Based Funding was discussed.
- Copies of The University Next Door book were distributed to all unit heads. The administrative team will be reviewing the book as a group over the next few weeks.
- Dean Evans asked the Council to keep the formula $C = \frac{Un \times V \times CR \times TPL}{R}$ in mind.

Student Leadership and Success – Look for items to use for components B and C in the Strategic Plan –

- Identify how Performance Based Funding fits into the Student Leadership and Success document draft.
- The Council discussed using focus groups to fulfill section B2b.
- The university needs to drill down to individual students when it comes to Performance Based Funding incentives.
- The CEBS exit survey can be used to gather data from teacher education students
- CEBS needs to make available early college experiences to incentivize students to attend WKU.
- Offering EDU 250 as a dual credit course offers prime marketing opportunities for CEBS to recruit high school students.
- Senate Bill 80 was discussed
- The Council supported moving forward with the Student Leadership and Success document.
- A modified version of the CEBS Strategic Plan will be used for 2017-2018.
- Section B1b will be edited to remove “underrepresented minorities” and will add “affordable for all students.”
- Section C1b was discussed. SKyTeach, EALR, and ROTC will be producing videos that will

feature testimonials from current students. The snippet videos will be posted on department websites.

- Section C1c was discussed. CEBS will focus on marketing online programs.

Non-education Program Opportunities –

- Dr. DeSander indicated that EALR could possibly offer the Evaluation, Measurement, and Research program. However, additional faculty would be needed in order for them (EALR) to offer the MAE in Higher Education program. Collaboration between departments was discussed.
- The Career Counselor program was briefly discussed.

Review planning questions from previous Administrative Council meetings to see what could be used to fill in components B and C in the Strategic Plan –

Unit recruitment and retention strategies –

- Dean Evans asked unit heads to think about the strategies they have identified in the document to see where they will fit into the Strategic Plan.
- What strategies can be used now?
- What strategies can be used in the future?

Other:

- Explore using a graduate student to monitor inquiries from prospective students using Capture.
- LTC MacMillian suggested using ROTC professional recruiters to assist with recruiting students from local high schools.
- Dean Evans suggested CEBS set up a information table at Super Saturday seminars.
- Scholarship interviews were discussed.
- The CEBS Advisory Board will meet on June 12.
- CEBS faculty are encouraged to attend one commencement ceremony each academic year.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Tammy Spinks