

CEBS Administrative Council Meeting
May 4, 2017
9:30 a.m.

Minutes

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

Guest: Gene Smith, WKU Doctoral Student, Cheryl Wolf for Jill Sauerheber

Strategic Planning: Dr. DeSander shared the new strategic plan draft document. A strategic planning workday is scheduled for May 25 (location TBD). Dr. DeSander expressed that it would be helpful to received feedback from the Council concerning the new layout and contents of the document.

Baseline data for the strategic plan document was gathered from Visual Analytics.

Discussion/Questions:

- Think about what is realistic in term of growth for the college.
- What growth will our infrastructure support?
- Does CEBS have the staff and resources to support growth?
- How do program enrollment numbers within the CEBS compare to national enrollment numbers?
- Are there specific pockets of growth nationwide? Target program areas where careers are not saturated.
- Strategic plan goals need to be realistic and attainable.

Unit heads were asked to discuss the strategic plan document with their departmental faculty and provide feedback to Dr. DeSander and Dr. Norman prior to the May 25 workday.

Dr. DeSander will send the latest edition of the strategic plan document to Council members via email.

CAD: A dean's meeting was held on May 3, 2017. The topics of discussion were as follows.

- The African Research Institute and Center for Asian Studies proposals were not approved. These items might be revisited at a future meeting.
- Proposed changes to the annual review process for faculty was discussed. This topic will be discussed at the summer CAD retreat.
- Pre-tenure and post-tenure reviews
- Merit pay
- Curriculum review process
- Budget

Marketing: Dean Evans received additional information about the Capture software.

- As part of the Capture software package, CEBS will get 10 graduate level email messages to use for response to prospective student inquiries on the CEBS' website.
- The college will explore hiring a Student Affairs graduate assistant to monitor activity on the college's website.

The Council agreed that there would need to be some kind of metrics in place to measure the effectiveness of the product. Dean Evans will meet with Dr. Corie Martin to discuss an implementation plan for the software.

Upcoming CEBS events:

- Student awards ceremony, May 7
- Faculty retirement reception, May 10
- ROTC commissioning ceremony, May 12
- Commencement, May 11 (graduate) and May 12 (undergraduate)

Dr. DeSander recommended that unit heads read the book, *Tell Me So I Can Hear You*.

Dean Evans reminded the Council that they would have a study next semester on the book *The University Next Door* that he distributed several weeks ago.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Tammy Spinks