

CEBS Administrative Council Meeting Minutes
August 18, 2015
8:30 a.m.

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

Guests: Dr. Brad Kissell, Dr. Brian Meredith, Dr. Jace Lux, Dr. Susan Keeseey

Fall Enrollment Figures: Dean Evans shared current fall semester enrollment numbers for all programs within the CEBS. Compared to last year at the same time, college enrollment numbers are down by 185 students. This number will most likely fluctuate as the beginning of the semester approaches.

Adult Learners: Dr. Brad Kissell, who is the Director of Adult and Regional Campus Enrollment, discussed growing enrollment, enrollment trends, marketplace awareness, and adult learners. To grow enrollment, we must research what methods are working for other universities, be proactive in implementing recruitment strategies, hire recruiters, collaborate, and differentiate our message. Advisor availability is essential. Dr. Kissell indicated that a graduate recruiter position is being added to the current recruitment staff already in place at WKU. Discussion.

Best Marketing Strategies at recruitment events and throughout the academic year: Dr. Brian Meredith, who is Chief Enrollment and Graduation Officer and Dr. Jace Lux, who is the Director of Admissions, shared student and parent expectations and current recruitment challenges being faced by the University. Prospective students desire to hear from current students about their experiences and from the faculty who will be teaching their courses. Dr. Lux indicated that 91% of first time freshmen out of high school expect their parents to be involved in their entire college experience from enrollment to scheduling classes, etc. Campus safety is very important to students and their parents. Discussion. CEBS Administrative Council members indicated there should be more focus on recruiting students from within Bowling Green and Warren County. Dr. Lux indicated that a new BG/WC recruiter is now available. Unit Heads interested in obtaining a weekly/monthly list of students admitted to their department's programs may contact Dr. Jace Lux.

The top 4 factors prospective students want to know when selecting a University are the following:

1. the campus (visit/tour)
2. what current students think about living arrangements, meal options, professors, etc.
3. about the city (Bowling Green)
4. what information the faculty and staff has to offer related to classes,

schedule, etc.

Everyone is invited to Grise Hall auditorium on August 31st at 10:00 or 1:00 to hear Jeff Kallay speak about the mind of the current generation. The event will be live streamed and recorded for anyone unable to attend.

Student Leadership and Success Committee Update: Dr. Susan Keeseey, Assistant Professor in the School of Teacher Education, provided an overview of the committee's work as it relates to creating leaders and retaining students. Discussion. During the CEBS Opening Meeting, Dr. Keeseey will provide a summary of the committee's work up to this point. Additional volunteers are needed to serve on the CEBS Student Leadership and Success Committee. Interested individuals may contact Dr. Keeseey for more information.

Strategic Planning Update: Dr. Janet Applin provided an update of the committee's work. A draft of CEBS' Strategic Plan was distributed. Dr. Applin projected that the document will be finalized sometime in December 2015. Discussion.

Staffing (Phase I): Dean Evans is scheduled to meet with the Provost on Thursday. Discussion about Phase I staffing will be on his agenda.

Indirect Monies: The Council discussed CEBS' indirect account balance.

DELO: This topic will be revisited at a later meeting.

Instructor (Promotion Guidelines): Dean Evans announced that guidelines for instructor promotions must be included in all departmental promotion and tenure documents. Additionally, specific details related to instructor promotions must be included in the new employee's appointment letter. Discussion.

Department Brochures (Recruitment Materials): The WKU Welcome Center has requested more CEBS program brochures to have available for prospective students and parents. Dean Evans stressed the need for departments to get updated program brochures created. More discussion will follow.

Assessment Planning: The Council will revisit this topic at a later meeting.

Recruitment Events: Dean Evans reminded unit heads to make sure that faculty/staff that represent the department at recruitment events are knowledgeable about programs offered.

Opening Meeting (CEBS): Dean Evans provided a brief overview of the opening meeting agenda. The meeting is scheduled for Wednesday, August 19 at 10:00 a.m.

ATP: Dr. Applin reminded everyone of ATP events scheduled for Thursday, August 20 and Friday, August 21.

As there was no further business, the meeting adjourned.

Respectfully Submitted,

Tammy Spinks

Important Dates:

AUGUST

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| August 18 | New Faculty Orientation- HR Session
8:00am-12:00pm
Augenstein Robertson Ballroom |
| August 18 | New Faculty Picnic
7:00pm |
| August 19 | President's House on Chestnut Street
CEBS Opening Fall Semester Meeting
10:00 a.m.
GRH Auditorium |
| August 21 | President's Opening Convocation
8:00a.m.
Van Meter Hall |
| August 21 | President & Provost Meeting with Deans, Department Heads, & Directors
3:00pm-4:30pm
MMTH Auditorium |
| August 24 | Classes Begin |
| August 27 | Senate
3:45p.m.
Faculty House |
| August 27 | Discover WKU- Northern KY
5:00 CDT/ 6:00 EST
Reception |
| August 31 | Senate Executive Committee
3:15p.m.
AA Lrg Conf Rm 227 |
| August 31 | Dept Heads/Chairs Notify Probationary Faculty of Mandatory Tenure Date |

SEPTEMBER

- September 1 Emeriti Nominations due for October BOR Meeting
- September 1 Continuance Materials due to the DH for 2nd – 5th year Faculty
- September 1 Discover WKU – Owensboro
6:30 p.m.
Convention Center
- September 7 University Closed – Labor Day
- September 8 Discover WKU- Bowling Green
6:30 p.m.
DSU
- September 10 Continuance Committee Chair’s recommendation to Department Head
- September 10 Dept. Heads/Chairs Notify 2nd – 5th year Faculty of Continuance Committee Recommendation
- September 10 WKU Tailgating and Football w/ GRREC Superintendents and the CEBS Advisory Board
5:00 p.m. Augenstein Alumni Center (tailgating)
7:00 p.m. football
- September 15 Discover WKU- Hopkinsville
6:30 p.m.
Bruce Convention Center
- September 16 Majors & Minors Fair
11:00 a.m.
Preston Center
- September 17 Senate
3:45p.m.
Faculty House
- September 17 Discover WKU- Somerset
5:30 CDT/6:30 EST
Center for Rural Development
- September 20 Dept. Heads/Chairs Notify Dean of Continuance Recommendation for 2nd – 5th year Faculty
- September 25 BOR Committee Meetings
- September 29 Discover WKU- Louisville
5:30 CDT/6:30 EST
Ali Center
- September 30 Deans notify Provost of Continuance recommendations for 2nd - 5th yr faculty