

Minutes
Leadership Council – College of Education and Behavioral Sciences
Thursday, May 17, 2018 – 9:30 a.m.
Dean's Conference Room, GRH

Present: Tony Kirchner, Sam Evans, Margie DeSander, Sylvia Dietrich, Wesley Waddle, Tom MacMillin, Jill Sauerheber, Pitt Derryberry

Guest: Aurelia Spaulding, Coordinator, Communications and Marketing

Capture Higher Ed.: Aurelia Spaulding shared information about the impact that Capture Higher Ed. has had on recruiting students for CEBS programs. Aurelia also shared information about the upcoming Climb with Us marketing campaign being launched by the university. She (Aurelia) suggested that CEBS continue to seek out opportunities for connecting with prospective students and/or getting CEBS programs noticed such as –

- inviting them (prospective students) to tour GRH/WKU and meet with faculty
- implementing ways to stay in touch through participation in WKU recruitment events (TOP, Head for the Hill, etc.)
- incorporating digital ads to draw interest to the CEBS website
- being strategic with designing printed materials
- making information easy to find/obtain on the college's website. Possibly add virtual tour videos, good visuals, and a visit us or speak with us options
- searching for CEBS programs in Google and other search engines so that they move to the top of the list on the search page

Opportunities for enrolling students:

- Be responsive to their questions/needs
- Identify and consistently communicate the core reasons to enroll at WKU

Opportunities for graduating students:

- Make sure resources are visible/ easy to locate
- Hold pre and post class discussions about available programs and resources
- Celebrate student accomplishments

The CEBS Leadership Council agreed that CEBS should continue using Capture Higher Ed. for another year.

Approve Minutes of May 3, 2018 Meeting: Dr. Kirchner made a motion to approve the minutes of the May 3 meeting as written. Dr. Derryberry seconded the motion. Motion carried.

CAD: Dean Evans reported on the May 16 meeting. The following topics were discussed.

- Textbook adoptions need to be submitted soon as students need adequate time to make their

purchases. Textbook information needs to be included in class syllabi and posted in TopNet prior to the beginning date for registration.

- Centralized advising was briefly discussed
- Instructional needs requiring part-time faculty was discussed. Unit heads were asked to send their list of part-time faculty needs to Dean Evans by May 22 (morning).
- The fall 2018 watch list report for colonnade courses was shared. Dean Evans asked for feedback from unit heads.

The Council briefly discussed recently held graduation events.

Suggestions/Questions/Remarks:

- Change the time of the Friday night commencement ceremony, as it was too hot outside
- Shorten the walk to the stadium on Friday and offer water to participants
- Why sit on the East side in the stadium? - too sunny/hot
- It took too long to seat the students during Friday's commencement
- LTC MacMillin needs a microphone to use during the commissioning ceremony on Friday
- Refreshments need to be available at the CEBS tent during the Big Red Bash
- Need air conditioning turned lower in GRH for the graduate's reception.
- Provide a staging room for marshals prior to Saturday's recognition ceremony
- Incorporate more content into the Graduation Recognition ceremony as there was an additional 15 minutes available to use
- The School of Professional Studies is being added to CEBS next year so this could resolve the additional time issue for the recognition ceremony
- Scholars of the college need to be identified earlier in the week
- Spirit Masters or other groups such as ROTC cadets are needed to direct traffic in Diddle Arena
- All colleges need to have a recessional to clear their students from the gym floor

Budget (RAMP): The Leadership Council was invited to attend a RAMP meeting scheduled on May 22.

NCPEU Guest Lecturers: Unit heads were asked to submit to Dean Evans the names and program areas of faculty who are interested in presenting at NCPEU.

Post-Tenure Review Update: The committee recently met. All materials from this and previous meetings will be available for the new CEBS Dean to review.

Certification: The committee has met to discuss the proficiency evaluation process. Dean Evans noted that the college is getting frequent requests from students who want to obtain certification by going through the proficiency evaluation process.

Vacation Days: Council members were asked to share their planned vacation days with Tammy Spinks so they can be added to the Dean's calendar.

A CEBS staff appreciation luncheon is scheduled for June 5.

Dean Evans shared his June travel schedule with the Council.

The Office of Professional Educator Services director position was briefly discussed.

The CEBS Dean search was re-opened for interviews as two of the previous candidates withdrew.

As there was no further business, the meeting adjourned.

Respectfully submitted,

Tammy Spinks