

CEBS Leadership Council Meeting
October 3, 2019, 9:30 a.m.

Minutes

Present: Corinne Murphy, Tony Kirchner, Morgan Greene, Blair Thompson, Margie DeSander, Jill Sauerheber, Steve Winger, Pitt Derryberry, Dennis George, Stephanie Martin, Amy Combs (Development)

I. Approval of September 19, 2019 Minutes – This item was tabled for discussion at the next Leadership Council meeting.

II. CRM – Kim Harlow, Coordinator

Ms. Harlow shared information about using CRM reports for recruiting and retention purposes. The CRM software has the ability to send emails to students on a scheduled basis for call campaigns, campus recruiting events, reaching out to prospective students, etc. CRM software does not have texting capabilities to current students. Ms. Harlow was unsure if the upgrade to Slate or another software will allow text messages to be sent to current students. Dr. George recently met with Ms. Harlow to discuss CRM data that CEBS can access. CEBS wants to work on strategies to enroll admitted students. CEBS has a welcome letter that goes out to prospective students, via the CRM system, following their official admittance to the university. Ms. Harlow is available to meet with department heads to further discuss how their office can assist with recruitment and retention goals.

CEBS faculty, staff, and current students will begin another post card writing campaign soon. Dr. George announced that CEBS will be getting a letter writing machine that will expedite written communication to students and others.

Dean Murphy encouraged department heads to work with Educational Technology staff to update to their departmental websites.

III. Operations – Budget, Personnel, Program Review

A. Assurance of Student Learning – Dr. George provided a brief overview of the newest template for assessment of programs. Discussion.

- B. Ruffalo Nowell Levitz (RNL) - Refer to documents in CEBS Department Heads shared drive. Dean Murphy shared the RNL PowerPoint. RNL provides good information about engagement, strategic enrollment planning, and student lifecycle opportunities. Various RNL steering committees were discussed. Daniel Super is serving on the student success steering committee and Dean Murphy is on the marketing & recruitment committee. Discussion.
- C. Moody's Rating – WKU was provided with a grade A for financial health.
- D. Scholarship Memo – Information has been added to the CEBS department head shared folder in the S: drive. Questions regarding the university's scholarship plan may be directed to Andrea Hales, who works in President Caboni's office.
- E. Sibson Consulting Group Faculty Compensation – Dean Murphy serves on the committee. A brief update was provided.
- F. Priority Registration for Kelly Autism Program – This item was approved by CAD.
- G. Cross-listing Graduate and Undergraduate Courses – The College and Career Readiness (CCR) certificate cross-listing was discussed. No progress was reported.
- H. Title IX Training – All WKU employees are required to complete Title IX training regardless if it was previously completed.
- I. CEBS Sabbatical Committee Representation – Dean Murphy has received one sabbatical leave request. The following faculty were identified to serve on the review committee: Dr. Qin Zhao (Psychology), Dr. John Baker (Educational, Administration, Leadership and Research), Dr. Cynthia Mason (Counseling and Student Affairs), Dr. Marge Maxwell (School of Teacher Education). Tammy will contact Dr. Norman to request a representative be identified from the School of Professional Studies.
- J. University Diversity Equity Inclusion Committee representative are needed for a long-term commitment. Department heads were asked to send the name(s) of willing representatives to Dean Murphy.
- K. RNL Diversity Committee representatives - Department heads were asked to identify willing representatives to serve a one-year term on the RNL Diversity Committee. Names may be submitted to Dean Murphy prior to

Friday, October 4.

L. Handbook committee – Dr. Cynthia Mason is the CEBS representative.

IV. Recruitment / Retention – These topics were discussed throughout the meeting.

V. Alumni News – The Department of Educational Administration, Leadership and Research recently held an alumni celebration. There were approximately 41 graduates in attendance.

CEBS collaborated with the WKU Alumni Association for tailgating festivities prior to the football game on September 28. The next CEBS tailgate event is scheduled for Saturday, October 12 prior to the WKU/Army game.

Development – Amy Combs provided information about the follow topics.

- Promotion of the National Alumni Board to CEBS alumni was encouraged.
- Leadership Kentucky participants recently visited WKU.
- Scholarship opportunities with school districts experiencing teacher shortages was discussed.
- Betty Talley will be visiting the Talley Family Counseling Center within the next few weeks.
- A meeting with Kasey Caboni will be scheduled to discuss a development opportunity for Military Student Services and ROTC.
- Donor support for teacher leader appreciation events was discussed.

VI. Area News/ Accomplishments/ Celebrations

A. Faculty/Staff –

- Grant writing was briefly discussed.
- Interview Exchange and the Human Resources approval process was discussed.

B. Department – Faculty/staff relocations are taking place in GRH.

Promotion and Tenure Committee - Confidentiality of electronic portfolios were discussed.

Important Dates:

Please see shared Outlook calendars:

Academic Affairs Important Dates Calendar

Search: Provost

Questions: Contact provost@wku.edu

CEBS Comprehensive Activity Calendar

Search: College of Education and Behavioral Sciences

Questions: Contact tammy.spinks@wku.edu