

**WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE
WMU ESSENTIAL STUDIES EXECUTIVE ADVISORY COMMITTEE
Minutes of 27 November 2018**

Members Present: Leigh Ford, Yvonne Ford, Decker Hains, Kevin Knutson, Elke Schoffers, Sarah Summy, Delores Walcott

Members Absent: Ed Martini, Staci Perryman-Clark

Ex Officio Member Present: Suzan Ayers

Advisory Members Present: Carrie Cumming, Mervyn Elliott, Marilyn Duke, Matt Provenzale, Dave Reinhold

Advisory Member Absent: Jeanne Baron

Committee Chair Sarah Summy called the meeting to order at 1 p.m.

PROCEDURAL ITEMS

Acceptance of the Agenda

A motion was made by Hains, seconded by Y. Ford, to accept the agenda as amended. Motion carried.

Approval of the 13 November 2018 minutes

Postponed to the next meeting.

Chair's Remarks

Summy shared a communication received from Ayers on behalf of the Faculty Senate Executive Board that stated:

The Executive Board was consulted and determined that the two actions specified below, taken by the WMU Essential Studies Executive Advisory Committee at the 13 November 2018 meeting, were out of order:

1. The "approval" granted to allow Lee Honors College Study-in-the-States courses to serve as General Education courses through 2020 was not up to the WMU Essential Studies Executive Advisory Committee for debate. If necessary, advisors are welcome to substitute such courses for general education credit, but those courses cannot be specified as General Education courses.
2. The curriculum proposal (Request ID: L-2018-SOC-86) forwarded by Associate Provost Dave Reinhold was not up to the WMU Essential Studies Executive Advisory Committee for debate. If necessary, advisors are welcome to substitute courses, which represents a better strategy than allowing exceptions to the moratorium on new General Education courses.

Reinhold has been asked to communicate this information to the Sociology Department and the College of Arts and Sciences advisors.

WMU Essential Studies Course Review and Approval Committee Chair's Remarks

Hains reported that the committee will meet again 3 December to consider several course proposals that have been submitted as changes to current General Education courses (e.g. catalog descriptions, title changes, prerequisite changes).

WMU Essential Studies Director's Remarks

Elliott's comments included:

- Several departmental meetings have taken place or are scheduled in order to address questions.
- Currently 320 course proposals have been initiated. There has been an increase in Sustainability courses from 12 to 30. The number of new courses remains at about 10% of the total.
- Elliott will be reviewing enrollment data from 2017-18 to determine the number of students per course section, in order to provide additional details to department chairs for planning purposes.
- L. Ford expressed concerns about having too many courses, which does not follow the intent of the design. Summy noted that there might be a need to advise colleges and departments about how to best allocate courses.
- Discussion was held regarding the transitional period when students will be enrolled in both the original General Education curriculum and the WMU Essential Studies curriculum.
- A meeting has been scheduled with Haenicke Institute for Global Education to discuss international studies.
- The final Navigating WMU Essential Studies workshop will be held on Friday 30 November.

DISCUSSION / INFORMATION ITEMS

Marketing Subcommittee Responsibilities and Timeline

Elliott expressed his concerns to the Provost in a recent meeting regarding the lack of marketing support. Provost Jennifer Bott suggested that the committee determine the intended message and the audience. Knutson pointed out that over time, the existing General Education program has become diluted due to scope creep and lack of marketing. Hains suggested identifying people across campus who are involved in marketing within the colleges and programs and soliciting their help to determine the focus of marketing efforts. Several members offered names of individuals for a short list. Ayers will communicate this plan to the Executive Board, and ask for additional input.

The following items were discussed:

- The program launch in fall 2020 and the maintenance of the program
- Development of talking points about the program
 - how does this program differentiate WMU from other colleges/universities
- Identify where the committee should focus efforts (i.e. presentations to parents at orientation about how WMU Essential Studies relates to what employers are looking for)
- The key to reaching students is advisors, who meet with students individually
- Connect efforts to the WMU mission and vision statements
- Communicate general education changes to community college advisors; they were informed of the pending changes, but in spring 2019, the specifics need to be disseminated

Feedback and Questions

Summy reported about a meeting held with Social Work last week regarding courses it will be proposing. She also reported that the number of questions coming forward has subsided.

ADJOURNMENT

The WMU Essential Studies Executive Advisory Committee will meet next on 11 December 2018 from 1 to 2:30 p.m., in the Bernhard Center, room 205. Chair Sarah Summy adjourned the meeting at 2:15 p.m.

Submitted by: Yvonne Ford, Secretary