

WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE

UNDERGRADUATE STUDIES COUNCIL
Minutes of Tuesday, 12 January 2016, 3 p.m.
Faculty Lounge, Bernhard Center

Members present: R. Aravamuthan, J. Atkin, T. Fischman, Brian Gogan (for J. Cousins), K. Hillenbrand, C. Koretsky, M. Kritzman, D. Reinhold, D. Sachs, E. Schleis, C. Tremblay, D. Walcott

Absent without substitution: A. Anderson, K. Baldner, L. Coons

Guests: John Geiser, Chair, Committee to Oversee General Education; Edwin Martini, Associate Dean, Extended University Programs; James Muchmore, Department of Teaching, Learning and Educational Studies; William Rantz, Interim Chair, and Andrew Kline, Department of Chemical and Paper Engineering; Megan Slayter, Chair, and Nina Nelson, Department of Dance

Procedural Items

Council Chair Marilyn Kritzman called the meeting to order at 3:04 p.m.

Acceptance of Agenda

The chair noted that the agenda needed to be amended to remove from Information/Discussion/Action Items #1.e curriculum proposal [CAS-16-74], as it is undergoing revision prior to review by USC. It was also indicated that both Tremblay and Reinhold would provide brief announcements/updates. Atkin moved acceptance of the amended agenda, seconded by Tremblay. Motion carried.

Approval of the Minutes

Atkin moved approval of the minutes of 8 December 2015, seconded by Hillenbrand. Motion carried.

Chair's Remarks

Welcome Brian Gogan, substituting for James Cousins. Lisa Coons will be late to council meetings this semester due to her teaching schedule. Welcome back to Delores Walcott. Ariel Anderson and Kent Baldner are absent due to illness.

Three General Education "brown bag" meetings will be held over the next few weeks. It was recommended that members announce these meetings to their colleagues and attend as able in support of this initiative.

Candidates for Faculty Senate president and vice president must submit petitions for consideration by the last week of January. More information is available from the Faculty Senate Office.

The council vote on 8 December 2015 on undergraduate students enrolling in 5000-level courses was three in favor, none against, and six abstentions. The motion passed. This Memorandum of Action has been sent to the Graduate Studies Council for review and action.

Information / Discussion / Action Items

1. Update from Faculty Engagement in Undergraduate Recruitment Subcommittee – Christopher Tremblay
 - He provided recommendations for engaging faculty in recruitment (appended).
 - Tremblay clarified recommendation that deans and provost should note those faculty whose tenure/promotion portfolios indicate involvement with recruitment, and specifically praise/recognize those faculty.
 - Tremblay clarified that resources for the proposed yearly incentive/award/recognition could potentially come from the Provost's office or from enrollment management budget.
2. Update from Faculty Engagement in Student Retention Subcommittee – David Reinhold

Reinhold announced and recommended a webinar: *Gaining Faculty Buy-In for Student Success Initiatives and Programs* on January 28, 2016, 1 to 2:30 p.m. in the Brown and Gold Room of the Bernhard Center.
3. Review of Curriculum Proposals
 - a. Department of Dance [D11.15-16] Create online Undergraduate Certificate in Dance Studio Management – Nina Nelson and Megan Slayter

The council requested clarifying language be included in the proposal and in the catalog copy referring to the policy on Undergraduate Certificate Programs.

Tremblay moved to approve D11.15-16. Seconded by Ackerson. Motion carried.
 - b. Department of Teaching, Learning and Educational Studies [CEHD 622] Eliminate the Elementary Minor for Speech Pathology and Audiology – James Muchmore

Atkin moved to approve CEHD 622. Seconded by Whitehurst. Motion carried.

- c. Extended University Programs [EUP 01-15] Establish an Accelerated JD Degree Program for University Studies majors – Edwin Martini

The council requested that the learning outcomes associated with the University Studies program be added to the proposal (section 9).

Whitehurst moved to approve EUP 01-15. Seconded by Koretsky. Motion carried.

- d. Department of Chemical and Paper Engineering [CEAS 15-002-CHP] Offer an Undergraduate Certificate in Paper Engineering – William Rantz

The council questions the necessity and purpose of this certificate since it is very close to the minor in Paper Engineering, which currently has very low enrollment.

The council requests clarification on the following:

- How many Paper Engineering certificate programs currently exist in the United States?
- How many colleges/universities in the United States have both a minor and a certificate in Paper Engineering?
- Is there support from the industry on the employability of graduates with the certificate versus the minor?
- What is the evidence that the certificate will result in increased enrollment for the department when compared with the minor?

Whitehurst moved to approve CEAS 15-002-CHP. Seconded by Atkin. Motion tabled pending clarification.

4. Committee to Oversee General Education Rubric for Area II Humanities – John Geiser

The committee has a draft of a new rubric for assessing general education courses and would like feedback from the council before applying the rubric.

Council members will review the draft rubric prior to the February meeting and will discuss it with COGE representatives at the February meeting.

5. USC General Education Revision Feedback
Item tabled.

Other

There was no other business.

Adjournment

The meeting was adjourned at 5:18 p.m.

Respectfully submitted,
Dianna Sachs, Acting Secretary

Faculty Engagement in Undergraduate Recruitment Ideas Draft 1 Input from USC Subgroup Charged with this Topic

Theme 1: Faculty Recognition

Encourage involvement by recognizing those faculty that do engage in recruitment.

Ask deans and provost to provide explicit feedback in tenure and promotion letters (i.e. praise/positive recognition) recognizing work done in the area of recruiting.

Provide yearly incentive/award/recognition for faculty who do a lot of recruitment activities. Possibly one faculty per college, nominated by the Dean/Chairperson (no self-nomination).

Theme 2: More Intentional Involvement with Faculty during Campus Visits

More faculty involvement with prospective students and their parents when they visit their department/campus.

Have students (and maybe parents) sit in on suitable classes when visiting campus.

Theme 3: Best Practices and Communication

Academic Forum (or maybe workshop/townhall meetings?): use a forum with gathered faculty to discuss current recruiting challenges (e.g. diminishing numbers of h.s. graduates in MI), best practices for recruiting, examples of how we currently recruit; solicit feedback regarding best practices used by individual departments/units and share these broadly

Map the student recruitment/admission process and figure out where/when faculty can make the biggest impact.

Theme 4: Faculty Fellowships in Admissions

Faculty Fellow: spend a semester working with Admissions - attending a variety of recruiting events; shadowing people in Admissions to understand the challenges; complete a small project of some sort (~10 hours per week commitment of time). Target recently tenured faculty or faculty who are no longer as active in research.

Theme 5: Highlight WMU's Faculty in Recruitment Process

Short videos of newly admitted students/parents who can positively describe the impact of meeting with faculty during recruitment activities.

Next Action Steps:

- Finalize priorities
- Identify next steps for each priority with timeline
- Share with MRM team, University Relations
- Embed into the EM Plan list of strategies