University Graduate Council Meeting Minutes
Richards Hall, VPAA Conference Room
January 9th, 2015, 12:00 PM

Council Members and Visitors in Attendance:

Dr. Cheryl Smith (COEHP), Council Chair
Dr. Mike Daniels for AJ (DATCOB)
Dr. Kevin Burgess (COLS)
Dr. Kimberly Gill (COLS)
Dr. Radhouane Chouchane (DATCOB)
Dr. Michael Richardson for Margie Yates (COEHP)
Dr. Greg Blalock (COEHP)
Dr. Andrew Zohn
Dr. Tina Butcher (Academic Affairs), Ex Officio
Ms. Kristen Williams-Griffin (Enrollment Management), Ex Officio
Dr. Ellen Roberts (Academic Affairs), Graduate School Director

Topics

Item 1: Welcome, Lunch, and Approval of Minutes from the December Meeting.

Dr. Smith called the meeting to order and requested a motion to approve the meeting minutes from December. The motion was made by Dr. Kimberly Gill and a second was seconded by Dr. Greg Blalock.

Action Required: None.

Item 2: News From the Office of the Provost and Vice President for Academic Affairs.

Dr. Ellen Roberts presented information on graduate enrollment and recruitments changes. Two handouts were given displaying enrollment data taken from CSU Facts and Figures sources showing trends in graduate enrollment from 2008-2013 displaying both a one year change and five year change. Additionally, information was given in terms of degrees awarded by college FY2010-2014. Dr. Roberts noted that changes in recruitment and the efforts made are paying off. Dr. Blalock asked if the numbers were reflective of in class or online students. A response was given by Dr. Roberts that it is a count of all students. It was noted that the key to successful recruitment seems to be a “student friendly” approach.

Action Required: None
Item 3: New Business-Automated Communication Sequence for Graduate Student Prospects

Ms. Kristen Williams discussed the use and importance of personal touch in terms of the implementation of CRM where automated communication sequences can be utilized to reach out to potential students. She described the process as well as the ability to personalize the letters. A sample letter written by Dr. Chouchane was distributed to the members of graduate council. Dr. Zohn raised the question regarding the ability to “opt” out of the communication process. Ms. Williams responded with an affirmative and went on to discuss the benefits of the system in terms of allowing for greater tracking and return on investment of students. Thus, tracking could occur from inquiry, acceptance, to admission. She also added the letters can be tailored to be program specific.

Ms. Williams announced that the next discover day would be February 21st and from the November 22nd discovery day roughly 17 graduate students attended.

Action Required: None

Item 4: Approval of Nominations of Graduate Faculty

Action Required: All nominations that were sent back for revisions, change of status, additional justification, etc will be voted on January 13th at 3:00PM

Item 5: Announcements

The next meeting of the Graduate Council will be January 13th at 3:00PM for graduate faculty approval. The next full meeting of the Graduate Council will be February 13th, 12:00PM.

Adjournment.
Meeting was adjourned.