

**AGENDA: CLSE MEETING – December 4, 2013**  
**Springfield Brewing Company**

**Attending:** Tami Arthaud; Cindy MacGregor; James Sottile; Lisa Monkres; Jim Matthews; Paul Blisard; Linda Robinson; Kim Finch; Mike Goeringer; Ian Shadrick; Reesha Adamson; Paris DePaepe; Michelle Smith; Mary Maloney; Lyle Foster; Belinda McCarthy; Nate Quinn; Gilbert Brown; Bob Watson; Paul Ajuwon; Jef Cornelius-White; Bill Agnew; Dean Hough; Judy Campbell.

**Absent:** Linda Garrison-Kane, Kristi Perryman, Leslie Anderson (sabbatical); Marci Dowdy; Joe Hulgus; Robin Farris.

**11:00** Lunch – provided by Tami Arthaud  
Review minutes sent via email (end of this document).

Tami opened the meeting with a holiday greeting and explained the routine of the meeting discussing alternative ideas for outreach and marketing, Next semester faculty will be asked to think about different ways to raise student numbers. After lunch, Michelle will speak and we will then break out into program groups.

**11:20** – Approval of minutes from November 6, 2013 meeting  
Changes to minutes: None. Minutes approved as written at this time, later revisions should be emailed to Tami.

Grad Faculty status votes will occur at the next meeting in February 2014. A final draft will be handed out then.

Faculty searches for EAD have been posted for 2 divisions, 4 ea. Spe hasn't begun yet, LG-K will begin committee soon.

Michelle Smith had handouts: "Reaching out to the 21<sup>st</sup> Century Student: OUR IMAGE IN SOCIAL MEDIA". She showed the MSU Fall Showcase Event presentation that occurred November 2<sup>nd</sup>.

There is a discussion regarding prospective students who might need special assistance so they feel included.

Discussion of tag line, "Creating a legacy of learning". This should be built upon.

Social media image should be accessed in more depth for recruiting and marketing to be a part of the hundreds of millions of people who access different types of media monthly. 11 institutions have been named as benchmark universities and colleges and can be good resources. Discussion of types of videos that should be used by the COE at large occurs. Michelle suggests a COE fb page & Twitter account (with one tweet a day) be created. Bob Watson related that with recruitment, the new look of colleges has changed due to technology. A new consultant has been tasked to look at different options. It is agreed that as a college we desire the new technologies of other institutions but must maintain our rigorous expectations and requirements. Suggestions made: removing road blocks for registration of new recruits and adding mention of teacher leadership and graduate programs in advertisement regarding the COE.

Dean Hough would like to work with the Graduate Committee to raise support funds and asks the department what can be done to increase enrollment numbers. Ideas should be reported so he can take them back to the budget committee.

Michelle related that she has been working on how to create more attention for the downtown area. Michelle has contacted movie theaters regarding advertisement. The alumni office will also be hosting events with COE, being structured to involve them in recruitment and fund raising.

#### Discussion items

Dr. Gilbert Brown announced that a new course SAE 770 is being created to satisfy a requirement for the preparation of portfolios. The SAE program would be align in with other programs within the department.

An overview was presented of the new proposed Masters Degree in Higher Educational Administration and Policy Studies. The degree is geared to meet the academic credentialing needs of full-time employed professionals who seek a graduate degree in a complementary but distinctive focus from the existing Student Affairs in Higher Education Master;s degree. Also, in the preparation stages is a masters certificate that can be added to already existing masters degrees. The certificate will become available fall 2014 with the new master;s degree to be available 2015-2016.

At this time the faculty broke out into program groups to discuss ways of recruiting. Each program presented their ideas and will continue to pursue their ideas.

The meeting adjourned at 1:25 pm.