

Meeting of, February 15, 2012, 2:00-3:30 p.m.
Adamany Undergraduate Library, Community Room

Agenda

I. Approval of Minutes: January 18, 2012*

II. Report of the Chair

III. Old Business

A. Graduate Faculty Criteria Revisions*

IV. New Business

- A. Graduate Exhibition
- B. Graduate Education Day
- C. Alice Young Visit (4/3/12)
- D. Marketing Strategies for WSU's Master's Programs
- E. Other New Business

V. Committee Reports

- A. Executive Committee
- B. New Programs Committee
- C. Academic Standards Committee
- D. Graduate Student Coordinator
- E. Graduate Admissions
- F. University Libraries Liaison
- G. Academic Senate Liaison

VI. Adjournment

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**Minutes of the
Regular Meeting of February 15, 2012
2:00 p.m., Adamany Undergraduate Library, Community Room**

Members Present: M. Anderson, A. Biswas, J. Brandell, L. Buis, A. Cano, J. Casida, C. Chow, R. D'Mello, M. Dickson, P. Dubinsky, J. Dunbar, T. Edwards, E. Faue, J. Green, R. Holley, R. Hutson, K. Jackson, A. Mathur, J. Moldenhauer, M. Neely, H. Ratner, S. Terlecky, C. Winston, A. Yaprak, J. Yoon

Members Absent
with Notice: A. Butler, M. Clark, A. Feig, A. Kowluru, G. Mao, S. Ng, L. Schwiebert

Members Absent: J. Davis, M. Malek, B. Neavill, R. Pauley, C. Waites, A. Weisz

Also Present: C. Barduca, K. Lueckeman, L. Romano, C. Sokol

The meeting was convened at 2:06 p.m. by the Chairperson, Hilary Ratner, Interim Dean of the Graduate School.

I. APPROVAL OF MINUTES

MOTION was made by Interim Dean Ratner, seconded by Judith Moldenhauer, Assoc. Dean of the College of Fine, Performing and Communication Arts, and passed to approve the minutes of January 18, 2012.

II. REPORT OF THE CHAIR

- President Obama's recommendations on the budget (with respect to graduate education)
 - Graduate Assistants in Areas of National Need (GAANN Program) remains flat.
 - The program funds students who demonstrate financial need and are pursuing a discipline that meets a national need: biology, languages, chemistry, computer science, engineering, physics, or math.
 - WSU will be submitting a proposal for math.
 - National Institutes of Health remains flat.
 - NSF has received a recommendation for a 5% increase.
 - Research is 5%, education 6%, research equipment -1%, and agency operations and award management is flat.
 - DOD: basic research is flat; applied research is -6%
 - Other recommended increases include: Department of Homeland Security Office of University Programs (8%), EPA Science and Tech (2%), National Endowment for the Humanities (5%), National Endowment for the Arts (5%), and Education programs (8%).
 - NASA has been recommended a 3% decrease and the Institute of Museum and Library Services is flat.
 - Interim Dean Ratner pointed out the cuts could have been worse, and more importantly, the administration is still expressing support for graduate research and education.
- Master's and PhD Advisory Groups

- These two groups were created to strengthen communication between Graduate Council and graduate directors. All members are graduate directors and/or members of Graduate Council.
- Both groups identified priorities using the Graduate School's current strategic plan.
- Master's Advisory Group
 - The group discussed a marketing plan that would help to brand WSU's master's programs. The goal is to target successful (all star) graduates, and show how their experience at WSU was unique and prepared them to succeed.
 - So far, 10 programs have responded, and we have a list of 41 students.
 - The Graduate School needs to hear from more programs.
- PhD Advisory Group
 - The group mostly focused on methods to increase the visibility of student research and achievement.
 - We need to improve the dissemination of website-based "News" items across departmental, school/college, and administrative (WSU-based) websites. The WSU website content management system (CMS) can help to facilitate this.
 - The group also discussed automating student records, which will make it easier to monitor student progress and activity. Ms. Kathy Lueckeman, Director of Graduate Admissions, is leading a committee that will be working on this initiative.
- In compiling data for the President's Report, *Then to Now (20 years)*, Interim Dean Ratner noted that one of the largest changes involves the near doubling of specialty/niche programs such as graduate certificates, specialist programs, dual-titles, and joint degrees. A few such programs are in the pipeline.
 - Assoc. Dean Ambika Mathur is chairing a committee to create a Graduate Certificate in Entrepreneurship and Tech Commercialization.
 - The committee includes representatives from business, engineering, medicine, liberal arts and sciences, fine arts, and other administrative areas.
 - The certificate will be 12-18 credit hours, including a common core and specialty electives.
 - The School of Business is planning a "mini-MBA." This will be available as an online program.
 - Both programs emphasize the business-related competencies more increasingly required in today's job market. WSU students will learn the skills necessary to develop professional options and enhance their overall competitiveness.
- Harl Tolbert, Vice President of Technology Commercialization, and Dennis Atkinson, Director of Corporate Engagement, will be speaking at the Graduate Council meeting in April.

III. OLD BUSINESS

A. Graduate Faculty Criteria Revisions

- The primary change involves increasing requirements for peer-reviewed scholarly achievements. In the past, one publication was required every four years; under the new system, three publications will be required every four years. This change will be implemented incrementally over the next three years.
 - In October 2011, Graduate Council approved the above; however, Academic Senate requested edits. These have included:
 - Expanding the document to add more context
 - Determining the appropriate language for the consideration of the publication of books
 - The inclusion of a defined process for determining "equivalencies" to the Graduate School's recommended criteria

- Professor Lou Romano, Liaison to the Academic Senate, confirmed the above. He stated that the current document (as proposed to Graduate Council on February 15, 2012) is reasonable and acceptable. Prof. Romano said that it should also be noted that provost is “strongly” in favor of these changes.
 - Interim Dean Ratner called for a motion. Professor Abe Biswas moved, and Professor Attila Yaprak seconded.
 - After a short discussion, the Graduate Faculty Criteria Revision statement – as proposed at the Graduate Council Meeting of February 15, 2012 – was unanimously approved.

IV. NEW BUSINESS

- A. Assoc. Dean Mathur spoke about the Graduate Exhibition, Tuesday, March 6.
 - 100 poster submissions, 4 art exhibits, 6 oral presentations
 - Abstracts cover a wide variety of disciplines, schools, and colleges
 - Judging will be 12:00-2:00pm, the event will be open to the public from 2:00-4:00pm, and awards will be announced from 4:00-4:30pm.
 - Assoc. Dean Mathur reminded everyone that the Graduate Exhibition could be used as a showcase for recruits.
- B. Assoc. Dean Mathur spoke about the Michigan Graduate Education Day
 - March 29 in Lansing
 - 6-8 students will present posters
 - Great opportunity for students, especially those with external funding and achievements
- C. Alice Young Visit (4/3/2012)

Please note that Professor Alice Young's visit has been cancelled.

- Professor Alice Young is a former WSU faculty member in the Department of Psychology and Assoc. Dean for Research in Graduate Studies in the College of Liberal Arts and Sciences. Currently, Prof. Young is an Assoc. VP for Research Integrity at Texas Tech.
- The presentations will be geared toward strengthening training and clarifying roles for graduate directors.
- Interim Dean Ratner asked for recommendations for discussion:
 - Where do certificate programs exist in the hierarchy of graduate programs? Is there evidence that a proliferation of certificate programs will hurt traditional graduate education? (Professor Paul Dubinsky)
 - Can you touch on the expectations for graduate students both in and outside of the academic job market? How can a grad director conceptualize this for students? And can you recommend strategies to help grad directors understand current trends especially with respect to Arts & Humanities? (Professor Mary Anderson)
 - How can programs learn more about connecting with the business community for funding – both in terms of internships and research funds? (Prof. Yaprak)
 - Can you talk about retention strategies in graduate programs, especially with regard to minorities? (Janice Green, Associate Dean, College of Education)
 - Can you discuss the pros and cons of online programs? Do you have a sense of how these are being administered and received across the country? Is it possible to identify best practices? (Professor Stan Terlecky)
- D. Marketing Strategies for WSU's Master's Programs
 - See Report of the Dean

V. COMMITTEE REPORTS

A. Executive Committee

- Professor Ken Jackson reported that the graduate faculty criteria statement was the primary topic at the most recent meeting.

B. New Programs Committee

- Assoc. Dean Mathur reported that proposals for a Graduate Certificate in Business, revisions to concentrations in the Master of Social Work, and revisions to the MA in Public Relations and Organizational Communication were approved at the most recent meeting.
- Three proposals are on the agenda for February, and more are in the pipeline.

C. Academic Standards Committee

- Assoc. Dean Mathur reported that the graduate faculty criteria statement was the primary topic at the most recent meeting.

D. Grad Admissions

- Ms. Lueckeman reported a 21% increase for graduate applications, and 55% increase in admits over last year at this time.
- She introduced the Captiva Project, which uses optical character scanning to generate electronic data (for banner) from paper documents. Graduate Admissions is using transcript submissions as a pilot project.
- She also discussed the electronic student record project.
 - The goal is to reduce paper processes and files for student records.
 - Ms. Lueckeman is working with C&IT to create a software application that will be used to generate and maintain Web Forms. This would be similar in theory to the recently introduced online application (i.e. ALERT).
 - She indicated that a committee will be formed to discuss the applicability and requirements for a web-form system, or an electronic student record.
 - Interim Dean Ratner stated this was discussed by the PhD Advisory Group, and faculty believe this will be especially useful for the annual PhD evaluation.
 - Professor Jackson agreed that the electronic student record could be a great tool for graduate directors.
 - Assoc. Dean Mathur added that the electronic student record could also help facilitate submissions to funding agencies like NSF.

E. Academic Senate

- Prof. Romano reported on the FPM procedures. A new informative brochure will be available soon.
- A new E-Procurement system will be replacing purchase order, requisitions, etc, creating a better, online buying system. Prof. Romano stated, "The goal is to have an Amazon.com-like experience." He noted, however, there is concern regarding competition and prices.
- University budget
 - Prof. Romano said that the university is in negotiations to move away from the "historical-based" budget system by implementing a responsibility-based model. The new system will be based on resources and expenditures and will emphasize an incentive to save. The budget committee chairs, the Huron Group, and Mr. Robert Kohrman, Assoc. VP for Budget, Planning and Analysis, are leading these negotiations.
- Governor Rick Snyder's Budget
 - WSU has lowest increase (1%) in state funding. This is due to low graduation rates.
 - Prof. Romano reported that the President and Provost are working to address this.
 - A student success report is being discussed. The enhanced undergraduate admissions standards are part of this.

- The university is currently conducting a search for a new Associate VP of the Office of Teaching and Learning. This position has been upgraded from director to reflect its renewed emphasis. The new Assoc. VP will be charged with improving graduation rates.
- Professor Paul Dubinsky asked if the new admissions standards will negatively affect enrollment.
 - Prof. Romano answered affirmatively, explaining that enrollment will drop initially. The university will shift efforts to community college transfers and bridge programs. The university is also taking steps to improve campus advising through new hires and increased training. The goal of enhanced advising is to improve student retention.
 - Joe Dunbar, Assoc. Dean of the Graduate School, agreed that the new admissions standards would negatively affect enrollment. He also pointed to retention being a key concern. An increase in retention would equal long term gains and counter any short term losses.
 - Prof. Dubinsky noted the role personal finances play in retention. The university cannot control situations in which a student quits school due to financial constraints.
 - Prof. Romano acknowledged that the university is aware of the connection between students' personal finances and retention rates. The issue persists despite improvements to financial aid, and it is beyond university control.

VI. ADJOURNMENT

The meeting was adjourned at 3:03 p.m.

Respectfully submitted,

David McGrann
Secretary of the Graduate Council