

Deans' Council Minutes
Wednesday, August 4, 2021
2:00 pm–4:00 pm

Attending: Ravi Krovi, Brad Mortensen, Eric Amsel, Adrienne Andrews, Laine Berghout, Bruce Bowen, Andrea Easter-Pilcher, David Ferro, Kristin Hadley, Brenda Kowalewski, Betsy Mennell, Matthew Mouritsen, Brett Perozzi, Julie Rich, Yas Simonian, Julie Snowball, Norm Tarbox, James Taylor, Deborah Uman, Yimin Wang

Guests: Nicole Beatty (for Wendy Holliday), Casey Bullock, Amy Hajdas, Dane LeBlanc, Jessica Oyler, Tracy Schiermeyer, Matthew Zacher, Stephanie Hollist

Excused: Bret Ellis, Ben Ferney, Wendy Holliday, Brian Stecklein

1. Approval of June 2, 2021 Meeting Minutes

- a. The minutes were approved as written.

2. Provost Updates – Ravi

- a. Ravi offered updates about the following topics:
 - i. Congratulations to Rachel Bachman, Adam Johnston, and Louise Moulding on receiving a National Science Foundation grant that focuses on increasing the number of STEM teachers in surrounding counties.
 - ii. Congratulations and thanks to those working on WSU's reapplication for Northwest Commission on Colleges and Universities accreditation.
- b. He then turned the time to Eric, who shared that:
 - i. Free Aleks/Accuplacer testing is ongoing.
 - ii. Summer programs focusing on algebra and calculus preparation for students are successfully running, with much thanks expressed to those involved.

3. Academic Agenda/Policy Discussions

- a. Questions about Faculty Senate Committee Liaison Updates (Ravi Krovi)
 - i. Ravi shared the new format included in the meeting agenda where Faculty Senate Committee liaisons can share updates. He asked that liaisons please populate these fields a few days before each meeting to allow time for review. He also intends to allow time for questions about the updates at the beginning of each meeting.
- b. Selective Majors and Persistence (Casey Bullock & Ravi Krovi)
 - i. Casey offered background on how programs have historically moved to a selective acceptance process. He hopes to implement a process that would allow students to declare a program of study, but that would require a second step where the department shows acceptance. Deans' Council discussed this situation, including the importance of handoffs, how to best serve students who are not accepted into their intended program, balancing the institutions' open enrollment mission with program accreditation standards and financial aid requirements, retention impacts, tracking students who have transferred majors but been retained at the university, and other possible concerns and solutions.
 - ii. Brett shared links to available Student Affairs resources and programs, including <https://www.weber.edu/ASCP/>, <https://www.weber.edu/accessanddiversity>, and the [Student Involvement and Leadership program planning resource](#).
 - iii. Deans' Council decided to continue this discussion, and determined that new requests to move programs to selective admissions will be tabled until a process is developed.

4. Academic Support Discussions

a. Enrollment Updates and Initiatives (Deans, Bruce Bowen, & Jessica Oyler)

- i. Bruce referred the council to the latest enrollment report, highlighting that WSU's enrollment rates continue to follow existing trends with opportunity for more growth. He

updated the group on current marketing efforts and on student tuition opportunities for HEERF money.

- ii. Jessica offered updates on the ideas developed in the Loon Shot group, including relaunching the Dream Weber website. She shared that some nursing students have not yet registered. She encouraged offering additional seats in sections wherever possible. She also suggested beginning and/or continuing outreach to newly admitted students.
 - iii. The group discussed efforts to support academic advisors, as they are stretched thin at this time of the year. Bruce encouraged careful communication with students to make sure that we are engaging students who may not yet be connected to the university.
 - iv. Jessica promised to share course scheduling analyses, with Bruce encouraging deans to drill down in the course enrollment dashboard to identify where gaps in capacity exists.
 - v. Brad asked that Deans' Council share his thanks to faculty for their outreach efforts.
 - vi. Deans' Council expressed thanks to all those working on these efforts.
- b. New Deputy Chief Human Resources Officer (Jessica Oylar & Tracy Schiermeyer)**
- i. Jessica introduced Tracy, the new Deputy CHRO. Deans' Council welcomed Tracy, wishing her well in her new role.
- c. Use of Academic Spaces for Non-Academic Purposes (Dane LeBlanc, Stephanie Hollist, & Bruce Bowen)**
- i. Dane described the existing event management & planning policies, guidelines, and decision tree, explaining that they have been well implemented in Union Building, Dee Events Center, and other event-focused spaces. These policies have not been well implemented in academic spaces, which results in challenges with communication & coordination. Dane reminded Deans' Council that bringing minors to campus necessitates public safety, parking, traffic, and other issues and concerns. He explained that the Events Coordination Committee meets the 2nd Tuesday of each month. He reported on concerns that have been communicated to this group, including feedback that costs become a barrier for involvement across academic colleges. The committee is currently working on balancing the needs of policies dealing with events and free speech, while making sure to align with Board of Higher Education policies. Dane and Bruce expressed the need for an academic point person or people to coordinate and schedule these types of events in academic spaces. Deans' Council suggested that college marketing coordinators be involved on the committee. Deans will send names of who from their colleges would best be included on the committee to Dane or Stephanie.
- d. University Advancement Updates - Strategic Plan Name and Branding (Betsy Mennell, Amy Hajdas & Matthew Zacher)**
- i. **Strategic Plan Name & Launch-** The group presented the Strategic Plan name and branding images. They discussed the process & reasoning behind the choices as well as plans for its usage. The plan will be shared with Trustees in their September retreat. There will also be an official unveiling/rollout at the back-to-school breakfast. Deans' Council expressed their appreciation for the information.
 - ii. **Marketing & Branding-** An RFP is underway to solicit proposals for a market share analysis. Betsy expects that this analysis will inform future actions.
 - iii. **Campaign & Fundraising-** Matt and the GSBE development staff helped secure a \$150k endowment from John Lund for Emerging Entrepreneurs.
 - iv. **Staffing-** Contingent employment offers have been extended to 2 prospective development directors. Betsy hopes that they can begin working in early/mid-September. She also hopes to hire prospect director.
 - v. **Fundraising-** Campaign planning is underway for the current fundraising campaign. Last year was the third best fundraising year in WSU's history.
 - vi. **Alumni-** An assessment of the annual giving program is underway.
- e. USHE Metrics (Brad Mortensen)**

- i. Brad spoke about the 5-year metrics proposed to USHE. Legislation recently created 10-year metrics, which USHE has refined. Brad explained that these metrics will determine future performance funding. He offered background and rationale on the proposed metrics, each of which will be presented to the WSU Board of Trustees for approval and adoption. Areas addressed include: Access, Timely Completion, and High Yield Awards in relation to all students and to those who are traditionally underrepresented. Ravi will invite Chaz to speak with Deans' Council for a more in more depth review of this topic.
- f. Provost's Websites Updates
 - i. The Fall 2021 guidelines for faculty and for students will be updated by Dean & Department Chair Retreat.

Faculty Senate Committee Liaison Updates

The following updates were provided by report for Deans' Council.

Committee and Liaison	Updates
ARCC- Brian Stecklein Charge:	<ul style="list-style-type: none"> • n/a
ASSA- Matthew Mouritsen Charge:	<ul style="list-style-type: none"> • Awaiting charges.
APAFT- Julie Rich Charge:	<ul style="list-style-type: none"> • n/a
CRAO- Yas Simonian Charge:	<ul style="list-style-type: none"> • n/a
Environmental Issues- David Ferro Charge:	<ul style="list-style-type: none"> • A few members and others have worked behind the scenes to promote sustainability in Ogden focused currently on HB411: Justin Owen, Jen Bodine, Brenda K., Mark Stevenson, Brad M., Bonnie Christiansen. Retreat scheduled for 8/18.
GEIAC- Eric Amsel Charge:	<ul style="list-style-type: none"> • n/a
RS&PG- Brenda Kowalewski Charge:	<ul style="list-style-type: none"> • n/a
SBBFP- Andrea Easter-Pilcher Charge:	<ul style="list-style-type: none"> • n/a
TL- Deborah Uman Charge:	<ul style="list-style-type: none"> • n/a
UCC- Wendy Holliday Charge:	<ul style="list-style-type: none"> • n/a
Program Assessment- Kristin Hadley	<ul style="list-style-type: none"> • n/a

Charge:	
---------	--