

Deans' Council Meeting Minutes

Wednesday, September 7, 2022

2:00 pm–4:00 pm

via [Zoom](#) | MA Boardroom

Meeting ID: 930 3633 9497 | Passcode: 047115

Attending: Ravi Krovi , Brad Mortensen , Eric Amsel , Adrienne Andrews , Andrea Easter-Pilcher , Bret Ellis , David Ferro , Jason Francis , Doris Stevenson , Kristin Hadley , James Hedges , Wendy Holliday , Brenda Kowalewski , Betsy Mennell , Jessica Oyler , Ashley Potokar , Julie Rich , Yasmen Simonian , Julie Snowball , Norm Tarbox , James Taylor , Deborah Uman

1. Approval of Meeting Minutes, Aug 3, 2022
 - a. Aubrey will send out the minutes by email for approval
2. Provost Updates - (Ravi Krovi)
 - a. Ravi welcomed Ashley Potokar , president of the WSUSA, and offered updates about the following topics:
 - i. Noorda - construction continues with a ribbon cutting planned for October.
 - ii. Ravi and Brad will be traveling to a Cybersecurity award designation ceremony in recognition of the Computer Science department receiving the Center for Academic Excellence - Cyber Defense (CAE) designation.
 - iii. Thank you to the award review committee (Andrea & Deborah) for the RISE awards. 45 applications were received, and the awardees will be recognized on September 14, 2022. Awardees include Julian Chan, Taylor Foss, and Madeline Mackie
 - iv. Dean & Department Chair Retreat Recap - This annual meeting, held in early fall/late summer, focused on strategic moves and highlighted departmental achievements. Ravi offered congratulations to departments and reviewed the awards given. Jessica will share data from these award rankings to help colleges establish benchmarks.
 - v. SAC representative meeting- Ravi is planning to hold a working town hall to speak with Academic Affairs staff about how their work fits into the strategic plan.
 - vi. Red Barn Academy graduation ceremony- Ravi recently attended the graduation ceremony and highlighted the Red Barn Academy's programing, including their work teaching life skills to men who have been incarcerated and offering a learn & work certificate program in partnership with the Supply Chain Management program. He commended the faculty for their important work in the community.
 - vii. Venture Academy in Humanities -
 1. Ravi and Deborah shared information about the program, which begins next week, explaining that this course is for adult learners who have been marginalized and may not believe higher education is for them. The program is offered for free at the CEC and can be counted for college credit. Free child care, meals, and transportation are offered as part of the program. The Venture Academy is part of a national program and is connected to the Clemente program, a high school program that helps channel students into higher education.

2. Deborah explained that Hall grant funding was received for the Venture Academy and that the group will be seeking other funding going forward. She also shared that a fundraising event was held to benefit the marching band, which was also intended to foster community connections. She shared that she is seeking funding for a mariachi band, and will include those skills as preferred criteria in the search for a new band director.
- viii. Chief Data Officer- Ravi shared that the search process has begun and that he will reach out to deans to serve on the search committee, which Eric Amsel will chair.
- ix. Budget Meetings- With enrollments down, these discussions will continue at the end of September or beginning of October
- x. VSIP- Ravi reminded Deans Council that the application deadline is Oct 7th, 2022 at 5:00 pm. He also emphasized that applications to this program cannot be suggested or encouraged.
- xi. Ambrose Shaw Endowed Chair- Deans' Council discussed the procedural process for applications. The group determined that exceptions can be made to the stated policy because of the unexpected additional work in fall semester which may be required for the college ranking tenure committees. Ravi empowered deans to speak with their college councils of chairs to determine which group will review the applications this year.

3. Academic Agenda/Policy Discussions

- a. Enrollment Analysis (Jessica Oyler)
 - i. Jessica presented data and an analysis of the Fall 2022 enrollment. Deans' Council discussed the data, and spoke about potential ways to increase enrollment.
 - ii. Jessica and her group continue to analyze the data about students' needs for classes that they were unable to take this semester. She spoke about ideas for how to address these situations. Lists are generated of students who have dropped all of their classes with outreach efforts made to discover their motivation.
 - iii. She also presented data from the faculty course preference survey. A similar survey will be sent to students during the 3rd week of fall semester.
 - iv. Deans' Council spoke about how to best schedule classes to meet student needs. The group also discussed marketing program availability.
- b. Strategic Scheduling - Meeting the needs of 25+ students (Ravi Krovi and Deans)
 - i. Deans' Council discussed the online course sharing model, including options offered by companies such as Acadium. The group also spoke about how to offer more block classes, etc. Deans' Council expressed the need for offering both required major courses and general education requirements. The group also spoke about ways to develop strategic online or non-Ogden campus programs. Ravi led a conversation about what needs to happen to make these changes attractive/possible for next fall semester.
 1. Jessica would like to work with the deans to speak with each of the chairs about how their programs should be most strategically offered.

2. Deans' Council discussed how to increase the traditional student population while also increasing the 25+ student population. The psychographic of traditional and 25+ is merging.
 3. Jessica spoke about looking at expanding offerings in Learning Communities and using the model in different demographics. The Wildcat Scholars group is now around 150+ students.
 - ii. Next steps: A student survey will be sent out next week (will be sent to faculty for 24 hours for feedback), Jessica will visit colleges, review data, and discuss how to implement. She also hopes to identify programs with momentum.
4. Academic Support Discussions
 - a. Introducing Colton Simons - CE strategy (Jessica Oyler)
 - i. Jessica introduced Colton, highlighting his previous experience. Colton spoke about projects that are happening in his area, including student and faculty outreach, establishing best practices, and ongoing hiring efforts. Deans' Council discussed how to coordinate outreach efforts. Colton offered to attend any college meetings, as appropriate, as he would love to share success stories with high schools.
 - ii. Deans' Council discussed how to best support matriculation goals, including the following topics:
 1. Students need a connection and/or WSU experience, such as a tour, branded collateral, using WSU's Canvas or eWeber portal, advising, etc.
 2. Availability of matriculation data in the [Concurrent Enrollment dashboard](#) in the Report Gallery.
 3. Encouraging departments to provide Canvas templates to concurrent enrollment instructors to give students a similar Canvas/WSU/Online experience. (WSU Online has templates ready to go for CE and WSU classes which are also available in the eLearning certificate program offered through WSU Online.)
 - iii. Deans' Council will plan to further discuss Concurrent Enrollment in future meetings.
 - b. [Draft Library Collection Development](#) (Wendy Holliday)
 - i. Wendy spoke about the newly developed collection management policy that came out of their equity audit. She explained the Library's efforts to strategically budget and determine how to best allocate funds. She shared that subject librarians will be having conversations in their areas.
 - ii. The Library will move to assessing the collection on outcomes that provide a breadth of information for students, rather than on the size of the collection. They will also use an affordability and access lens, along with equity and inclusion criteria when determining resourcing collection materials. Their goal is to provide core research journals, with a "just in time" option for specialized resources. Deans' Council expressed support for interlibrary loan in reference to research journals and materials, with a recognition that some departments may need access to particular journals for accreditation purposes. Wendy looks forward to discussions about these types of needs, and expressed that this document is open to comment.

COMMITTEE UPDATES

Please use this space to offer any updates from your committee, and to review others' updates before the meeting. These items won't be discussed in depth in the Deans' Council, but questions will be addressed.

Faculty Senate Committees

Committee and Liaison	Updates
ARCC- Oliver Snow Charges	<ul style="list-style-type: none"> •
ASSA- Wendy Holliday Charges	<ul style="list-style-type: none"> • Will meet in October
APAFT- Julie Rich Charges	<ul style="list-style-type: none"> • Will meet 14 September - APAFT charges for the year have been drafted. <i>(Not finalized until Senate approval on 15th September).</i>
CRAO- Deborah Uman Charges	<ul style="list-style-type: none"> • Has not met yet
Environmental Issues- Andrea Easter-Pilcher Charges	<ul style="list-style-type: none"> • Will meet in late September or early October
GEIAC- Eric Amsel Charges	<ul style="list-style-type: none"> • Drawing up charges with the faculty senate liaison. • First GEIAC meeting is 9-14
RS&PG- David Ferro Charges	<ul style="list-style-type: none"> • First meeting is 2022/9/9
SBBFP- Yasmen Simonian Charges	<ul style="list-style-type: none"> • Meetings scheduled on Mondays 2:30 - 4:00 This coming Monday is our first one. Will report later.
TL- Brenda Kowalewski	<ul style="list-style-type: none"> • Have not met yet. Updated the Provost Office page with a link to the revised standard syllabus language regarding policies.

Charges	
UCC- Casey Bullock Charges	<ul style="list-style-type: none"> •
Program Assessment (ad hoc)- Kristin Hadley Charges	<ul style="list-style-type: none"> • First meeting next week
EDI- Brenda Kowalewski Charges	<ul style="list-style-type: none"> • Have not met yet. First meeting time is being determined.

Student Success Steering Committee Liaison Updates

Committee and Liaison	Updates

University Advancement Updates
(Betsy Mennell)

Area	Updates
Marketing & Communications	<p>1. Advertising campaigns</p> <p>In concert with Enrollment Services, MarComm ran the following digital advertising campaigns July-Aug.:</p> <p>25+ Display/Geo-Fence & SEM (search engine marketing) campaign results</p> <p>Display: 195 click thrus (top locations: Boise, ID, Ogden, St. George, Idaho Falls ID)</p> <p>Geo Targeting: 177 click thrus (op Locations: Strategic Staffing, Ascend Staffing, LDS SLC office, DATC, SLCC)</p> <p>SEM campaign: generated 3,628 click-thrus, 192 calls</p> <p>Learn & Work in UT Display campaign (08/03-08/29)</p> <p>2022-23 Bus and Billboards advertising New UTA bus ads and digital billboards will start hitting streets in late Aug./early Sept.</p>

	<p>2. Ever Upward stories:</p> <ul style="list-style-type: none"> · Kinley Roberts, Family Studies major who is active with NUHOPE campaign - Sept. 13 · Raquel Andreason, former foster care youth who is majoring in Criminal Justice - Sept. 27 <p>3. Marketing Research:</p> <p>Marketing & Communications is conducting current student survey feedback on possible new campaign slogans/visual mock ups in early September.</p> <p>Also: Doing follow-up research on obstacles/challenges for Hispanic/Latina students from feeder high schools.</p>
<p>Alumni</p>	<ul style="list-style-type: none"> * Emeriti Alumni Lecture Series featured Rich Hendrickson, President and CEO of Lifetime Products * FY22 Annual Giving Highlights: Phonathon - Average gift of \$114.67 with a 74.77% fulfillment rate (\$45,867.14 total funds raised as of 7-1-22. Direct Mail - \$16,236. WSU Magazine Appeal - \$6,973 for fall and spring issues. #GivingTuesday - \$3,695 * The SAA raised \$11,776.46 from 571 new student donors. These funds translate into ten \$1,000 Cat2Cat Scholarships awarded in Fall 2022 * In July we supported the Pacific Northwest RAN with a trip to Chihuly Garden and Glass. We started the morning with coffee and conversations at Sugar Bakery, then walked together to the garden. The connections made at the event may generate entries in the class notes section of the upcoming magazine. * In August our RAN events include the SL Bee's Game on August 12, and the Ogden Raptors on August 31st.
<p>Development/Campaign</p>	<p>FY23 Fundraising YTD (through 8/31/2022)</p> <ul style="list-style-type: none"> • Dollars YTD \$3,375,151 v. FY21 \$ 2,677,062 • Campaign Total: \$45,949,197 • Major Gift Highlights <p>\$2,000,000 - Dr. Ezekiel R. and Edna Wattis Dumke Foundation: Dumke Arts Plaza Endowment</p> <p>\$150,000 - Child Family Foundation: Women's Track, Men's Track Team, Child Center for Entrepreneurship Endowment</p> <p>\$100,000 - N Dwight Stevenson: Stevenson, Merlon L</p>

	<p>Scholarship Endowment, Peterson, Lorenzo E Memorial Scholarship Endowment</p> <p>\$100,000 - Ally Bank: Hispanic Serving Institution Initiative</p> <ul style="list-style-type: none"> • Campaign <p>Dan Saftig conducted feasibility interviews and will provide a summary report to follow October 17 to Deans and University Advancement.</p> <p>Survey to follow to key prospects</p> <ul style="list-style-type: none"> • Staffing - New Development Director for Lindquist College will start in September 19
Events	<ul style="list-style-type: none"> • Sept. 10 Regional Alumni Network (RAN) event at WSU vs. Utah State football game • Sept. 21 Haven Barlow/Constitution Day Event • Sept. 24 100th anniversary Mount Ogden hike • Oct. 1 Purple Paw Parade • Oct. 4 Past Presidents and Trustees Homecoming Lunch • Oct. 5 Retired Faculty and Staff Homecoming Lunch • Oct. 7 WSU Salutes • Oct. 7 Noorda Ribbon Cutting • Oct. 7-8 WSU Diversity Conference • Oct. 15 Browning Presents! Ta'u Pupu'a • Oct. 15 RAN event at WSU vs. Portland St. football game • Nov. 4 Catbash (Athletics)

Equity, Diversity, & Inclusion Division Updates
(Adrienne Andrews)

Area	Updates
Upcoming Events	
Search	<p>Yudi Lewis (pronounced Judy) started on Tuesday as the Executive Director of Hispanic Serving Initiatives</p> <p>Launching search for LGBT Resource Coordinator</p> <p>Launching search for Senior Diversity Officer</p>
Space	Center for Diversity & Unity Remodel