

The Council of Deans met in regular session at 9:02 a.m. on Wednesday, July 9, 2014. Steve Runge presided, and the following members were present: Jonathan Glenn, Michael Hargis, Maurice Lee, Diana Pounder, Jane Ann Williams, Kurt Boniecki, Stephanie Bellar, Jimmy Ishee, Terry Wright, and Laura Young. Associate Vice President for Communications, Public Relations, and Marketing, Christina Madsen, was present for agenda item number one.

1. C. Madsen provided council members with an overview of ongoing efforts to market both specific university programs and the university overall. She has assembled a team of eight people which includes Fredricka Sharkey, Director of Media Relations; Mark Heffington, Director of Web Development; Russ Hancock, Director of Creative Services; Mike Kemp, Photographer/Videographer/Editor; Kim Klotz, Project Manager/Graphic Artist; Robin Clark, Graphic Artist; Katie Talburt, New Media Producer/Videographer; and Chelsey Huckabay, Writer. The team is working to identify a strategic way of promoting a centralized message for the university. The importance of a common branding was discussed.

C. Madsen and her team would like to meet individually with council members to discuss the needs for the coming year. With this information, they will then create a plan/calendar of what items will go out and when. Council members asked for clarification of what types of marketing items are required to go through the Office of Communications and what may be sent out directly from the colleges. C. Madsen stated that this has yet to be specifically determined. Discussion followed, and it was agreed that any television, radio, press releases, or interviews should go through her office. Other items are still under consideration. She asked council members their opinions on the creation of a form which can be submitted to request media coverage. This idea was well received by the council members. Additionally, she stated that she would like to see the colleges establish one individual within each college who will serve as a liaison with her office, and council members agreed that this was a good idea.

C. Madsen is hopeful that an overall plan will be completed by August, and the plan will then be distributed. More discussion followed.

2. The CoD minutes of July 2, 2014, were approved unanimously with minor revisions.
3. Action items of the June 16, 2014, meeting of the Graduate Council were considered. The action items were addressed as follows:
  - a. Graduate Council recommendation to approve an increase of three semester credit hours for the District Administration Post-Master's certificate and the addition of EDLP 6324 as a required course. S. Bellar made a motion to approve. D. Pounder seconded the motion. Discussion followed. The Council of Deans voted unanimously to approve the recommendation.
  - b. Graduate Council recommendation to approve a departmental name change from Early Childhood and Special Education to Elementary, Literacy, and Special Education. S.

Bellar made a motion to approve. D. Pounder seconded the motion. Discussion followed. K. Boniecki made a motion to table the recommendation. J. Glenn seconded the motion to table. The Council of Deans voted unanimously to table the motion.

- c. Graduate Council recommendation to approve the addition of PSYC 6350 History of Psychology as a required course to the PhD. School Psychology-Counseling Psychology emphasis program. S. Bellar made a motion to approve. J. Ishee seconded the motion. Discussion followed. The Council of Deans voted to unanimously approve the recommendation.
4. D. Pounder led a discussion on proposed revisions to the university's current policy on Academic Integrity. A handout was provided with proposed additional language regarding professional and ethical integrity, as well as a list of other state institutions and how they are managing their policies. Council members reviewed the proposed language and discussed the advantages of having an overall university policy on the subject. The need for the addition of a scientific misconduct policy for students was also discussed. Council members agreed that it is important to hold students, faculty, and staff to the same high standards. More discussion followed, and D. Pounder agreed to draft a professional/ethical/scientific integrity policy for students. L. Young stated that the current academic integrity policy is somewhat lacking in the case of extremely egregious circumstances. Discussion followed, and she agreed to work on additional language which will provide clarification to the process in such cases.
5. S. Runge led a discussion on equity/merit allocations for the 2014-2015 fiscal year. L. Young provided a handout showing the equity/merit allocation calculations by college. The allocations were calculated using median salaries. Discussion followed. S. Runge asked the deans to work with their department chairs to determine how they will distribute the funds. He stated that the decision of how to distribute the funds lies within the colleges and departments; and, he reminded the deans that they should be sure that they can provide adequate justification of all decisions. Council members showed an interest in data that compares individual faculty salaries with the CUPA median. S. Runge agreed to ask Amber Hall to run the CUPA median report for the CoD. More discussion followed. L. Young will send council members an excel spreadsheet of their respective college's faculty and existing salary information. The council members are asked to fill in the equity/merit pay decided upon for each faculty member and submit this information to the Provost's office by July 21, 2014.
6. J.A. Williams stated that three deans have submitted names to her for participation in the academic advisor interviews. She asked those who have not responded to submit names as soon as possible, as secondary interviews are about to begin.
7. Provost's Announcements
  - a. The last SOAR session for the summer will take place this Sunday afternoon. J. Glenn and Julia Winden Fey will be presenting at the parent session.
  - b. The June 16, 2014 CoD meeting will be held in Buffalo Alumni Hall. The meeting is held in this location twice per year for the purpose of helping CoD engage with development and fundraising.

- c. The August 13, 2014 CoD meeting will be held jointly with the meeting of the UCA Executive Staff to allow the two groups to get to know one another. The meeting will be held at 120 Elizabeth Place.
- d. A campus tour was provided to UCA Board Trustee Sheila Vaught this past Monday. She was able to see many of the buildings on campus.
- e. There will be a demonstration of the Banner Recruiting Module today at 1pm in Wingo 210. The deans were invited to attend.
- f. S. Runge and President Courtway will meet tomorrow with representatives of Snap-On Tools to talk about collaboration possibilities.
- g. S. Runge, President Courtway, and Director of Transfer Services, Brian Corbin, will meet with representatives of UACCM on Tuesday to discuss transfer articulation.
- h. There will be an executive staff retreat on Monday.

#### 8. Member reports

- a. M. Hargis announced that the entrepreneurship series, in partnership with EPIC and I&E is in the planning stages. Anyone is welcome to take part. The first roll out is expected to be on October 9<sup>th</sup>.
- b. M. Lee stated that he is leaving for Vienna, Austria tomorrow for the International Conference on the Short Story in English, of which he is the director. Some faculty and administrators will be attending as well.
- c. D. Pounder reported that four faculty members recently attended a Chalk and Wire training session. The tool has been improved and the faculty is very impressed with the new functions.
- d. J. A. Williams reported that 25 students and faculty are coming next week from Argentina and Paraguay for the Culture and Language Immersion Camp (CLIC). She provided copies of the publication designed for the event, along copies of other publications produced by International Engagement that were previously referenced by C. Madsen; these examples may prove useful as the deans work on their own marketing plans. She also provided a recruiting update, stating that a recruiting schedule has been planned out through January. She talked about the impact of social media on recruiting, and added that recruiting can benefit from keeping social media and websites updated. S. Runge added that Leigh Ann Denhartog has indicated that advising appointment numbers have increased, and she is happy with the number of seats open for freshmen coming in.
- e. K. Boniecki reminded council members that NCAD begins tomorrow. Shane Broadway, Director of the AR Department of Higher Education, will provide opening remarks.
- f. S. Bellar stated that the Graduate School is working on recruitment. They have pulled information on students who have been admitted into graduate programs but have not yet enrolled, as well as students who were enrolled and in good academic standing but dropped out. The information will be provided to the department chairs and program coordinators so that they can reach out to the students.
- g. T. Wright announced that summer arts camps in music and theatre will be underway. He also stated that Reynolds performance season tickets are now on sale, and ticket sales have exceeded the previous average.

- h. S. Addison stated that the College of Natural Sciences and Mathematics, in collaboration with the College of Education, is holding the UCA Challenge camp this week.
- i. L. Young provided council members with a draft of the formal procedures for hiring faculty. Council members were asked to review the document and provide any comments or questions to L. Young.

The meeting adjourned at 11:59 a.m.

rcv