MEETING OF THE DEAN’S ADVISORY CABINET
Tuesday, December 13th, 2011
11:00am-1:00pm
Mother Rosalie Hill Hall, Room 209

MINUTES

Absent: W. Ault
Guests: Marcy Alyn, Associate Director, University Publications
Courtney Mayer, Art Director
Facilitator: P. Cordeiro
Notetaker: K. Sheridan

The meeting was called to order at 11:03am.

1. **Welcome**: Paula welcomed the group to the meeting and introduced Marcy Alyn and Courtney Mayer who will be providing a brief update on Publications and Marketing.

2. **Approval of Minutes**: The minutes from the November 1st Dean’s Advisory Cabinet Meeting were reviewed and approved with no edits. Paula pointed out several action items from the November Minutes, including the discussion regarding Stafford Loans and Rondi and Linda’s progress working with Sergio to determine the number of students who receive these loans. Rondi and Linda will continue to gather this data.

3. **Marketing, Image & Publications (Marcy Alyn & Courtney Mayer)**: Marcy introduced herself and pointed out that she and Courtney are responsible for the design and production of all prospective student materials. They attended the meeting to discuss potential changes to these materials to help SOLES stand out from its competitors and build SOLES’ reputation. The office works with professional photographers to create dynamic and unique materials.

   Courtney distributed a handout that provides an overview of the importance of branding and marketing as a school. She discussed the importance of branding for adult learners who feel connected to their alma mater, and also discussed the importance of defining the “SOLES lived experience” in marketing materials. Paula pointed out that it sometimes causes problems that the Marketing & Publications department deals only with print, which creates a lack of consistency in marketing across media. Marcy and Courtney agreed that the current structure has been problematic and they are hopeful that hearing from groups like this will help to encourage restructuring.

   Heather pointed out that many of the marketing efforts within programs and departments are taken on by individuals who have other responsibilities and do not have the expertise to create materials.

   The group discussed how often print materials are utilized prospective students. Linda mentioned that a previous admissions survey indicated that 70% of prospective students find SOLES through the website, yet many more resources are invested in print materials. Anne mentioned that many of the new print pieces are also viewable online.

   Paula reiterated that this seems to be, first and foremost, a structural issue, and then a communications issue.

   Steve mentioned that it seems that SOLES needs to identify some common themes to help define the SOLES brand, citing some comments that were made by the NCATE/CTC Accreditation team. Courtney pointed out that the SOLES story needs to be written first, and then the marketing materials can be created.
George pointed out that there is a lack of promotion of other schools or programs across campus, which makes it difficult for prospective students to know what is happening across campus. Paula mentioned that there does not seem to be consensus from the faculty on the value of taking courses outside of a given program, which can be one way to “cross advertise” programs on campus. SOLES is unique in its approach to interdisciplinary coursework and encouraging students to take classes in other schools. Cheryl asked if Paula would like to have something in writing and formal agreement among faculty, and the FTE/financial implications (i.e. is there a need to limit the number of courses students can take elsewhere).

Heather pointed out that it might be beneficial to include individuals from the Marketing office on the discussions around Strategic Planning. Marcy pointed out that it is beneficial for their office to be in on these conversations in order to help define the SOLES brand. Paula would like to see these conversations taking place at the departmental level to being defined the “lived experience” piece. Steve pointed out that within SOLES we do not have the expert knowledge of what a website should look like. Paula mentioned that it might be worthwhile to begin discussions on updating the website.

The Office of Admissions & Outreach will begin to move forward in developing a universal publication to be used in recruitment efforts that will provide an overview of all SOLES programs.

Photos: Marketing has a photo server that only they can access. Courtney and Marcy also have access to the server, but the ultimate goal is to publish photos to the university gallery so that each school can access the photos.

4. **Office of Admissions & Outreach Updates (A. Mumford):** Anne mentioned that in the spring her office will be doing more marketing for Learning & Teaching programs, and specifically MCC. She distributed a few copies of a flyer that has been created to advertise one of the upcoming events.

5. **Program/Department Updates – Draft Goals:** The group reviewed the drafts of the goals for Learning & Teaching and the “New Department,” and Cheryl shared the progress being made on goals for Leadership Studies. Paula also mentioned that she would like to see some collaboration between the departments on the new strategic goals. Paula mentioned that the new plan will begin on July 1st and is a three-year plan. She reminded the group to keep in mind the timeline of the goals and what is reasonable to expect to achieve at the end of each year, and defining the metrics that will be used to measure how a particular goal will be accomplished. There was some discussion about how the departments engaged in conversations around the development of these goals. Paula Krist mentioned that she would be glad to participate in any of the conversations around what types of metrics can be used to measure progress towards departmental goals. Paula clarified that she is asking from each department for an overarching goal with objectives and metrics. Paula also mentioned that she has asked the Sustainability Committee to work on developing a goal for the new strategic plan. **Action:** She asked that by February each department have a new draft/iteration of their goals for discussion. Her goal is to have the school-wide goals and departmental goals distributed to the faculty by April and final approval of the goals in May 2012.

Heather pointed out that the Learning & Teaching department will be having some heavy discussions in the spring regarding moving online, and it may take longer for them to solidify their goal. Ultimately Paula pointed out that she wants people to be thinking about this and aiming for a final goal in May. She also offered that if any of the departments want to have time during the monthly meetings to discuss their objectives to please let her know.

6. **Assistant Dean’s Office Updates (L. Dews)**

   **Approved SOLES Global Center Courses:** there are 11 courses for 2012-2013 and all departments are well represented. Linda encouraged the department chairs to begin pushing the development intersession options.

   **Financial Aid:** Linda pointed out the handout that lists where USD is with regard to financial aid and the number of students who receive aid to fund their graduate school experience.

   **SOLES Publications:** Linda mentioned that early in 2012 a meeting will be held with departmental/office representatives to discuss schedules and branding for alumni newsletters. This will help determine a SOLES-wide schedule for newsletter distribution and connecting with alums.
7. **Office of Budget & Operations Updates (R. Stein)**

*Background Checks*: Background Checks for part-time faculty members will be implemented for hiring this intersession and spring. Rondi asked that potential part-time faculty be informed that this process will take place if they are hired on to teach. If a part-time faculty has “timed out” (meaning there is a one year lapse in service) they will need to undergo a new check.

*Green Sheets for Contract Requests*: Nikki has created interactive contract request forms for part-time faculty. Rondi asked what the process is for each department in routing these forms and whether it is feasible to have these forms completely online or if changes need to be made to the routing process. The group agreed that there needs to be some stamp of approval from the Department Chair and will then forward this to Rondi, either themselves or via the Program Assistant.

8. **Development & Alumni Relations Updates (G. Neiger)**

*Endowment Updates*: Gary discussed a handout outlining SOLES’ endowment since 2006. There has been significant growth in the number of accounts that have been added. There will be at least two endowed scholarships added next year. Gary also discussed the gaps between departments regarding where endowments lie. This data might be helpful as departments engage in Strategic Planning discussion. This year’s Alumni Honors event will be a cocktail reception as opposed to a sit-down dinner as it has been in the past. Remarkable Leaders is also on track for next year. Gary pointed out that SOLES is having a “remarkable year” with $780,000 in gifts, in part because of the work that has been done to cultivate donors. A large portion of this year’s gifts comes from the MTLC gift. Steve asked how a new department might engage potential donors. Gary mentioned that it is a matter of the commitment of faculty to sell the programs, and he is happy to speak to faculty regarding their role in this process. Steve asked that if he has a few faculty member commit to these efforts it would be helpful to this effort. Paula mentioned that she has stressed the importance of fundraising to all 4 finalists for the department chair position. She also asked that MFT consider creating some grant-writing goals and consider how Gloria Rodriguez Banuelos might help in this process. The group also discussed the importance of persistence in the grant writing process. The SOLES Scholarship Endowment will be renamed the SOLES-Irvine Scholarship endowment.

9. **Associate Dean’s Office Updates (S. Gelb)**

*Eduventures*: This is Steve’s final Eduventures report before George takes over. George will participate in the goal-setting webinar Eduventures is holding this week. There has been a glitch in a project that Eduventures has been working on with Anne and Steve wrote a letter of concern to the organization regarding some of the delays and issues that have come up this semester, and after a conversation with Kristen Fox and Mindy things seem to be going much more smoothly. They are working on a roundtable event on best practices in recruitment efforts in schools of education

Steve participated in an Eduventures webinar held in July on Standards and quality in online education. He offered to share this with anyone else who would like to listen.

*Graduate Assembly*: There has been discussion at the Graduate Assembly about funding for graduate students for travel to conferences and give presentations or participate in panels. The assembly will conduct a report surveying deans on how they handle this. Paula suggested that the study look at schools that have graduate schools versus schools that do not have a graduate school.

*Dalai Lama Visit*: April 18th, 2012 at 1:30pm: A website will go live in January regarding this event. Several events are being coordinated in advance to make the most of the Dalai Lama’s visit. His book will be made available to individuals on campus. SOLES will also hold a “pre-visit” screening of the movie Project Happiness on April 10th at 4:00pm in the Warren Auditorium. The producer of the film will be in attendance to facilitate discussion about the film and there are talks about possibly holding some other discussions in conjunction. It has also been requested that SOLES reach out to some High Schools who have expressed an interest in viewing the film. The topic of the Dalai Lama’s discussion is “Cultivating Peace and Justice.”
10. **Dean’s Office Updates** (P. Cordeiro):

*Open Campus Initiative:* An update was provided on this during the monthly meeting.

*Admissions Letters:* Paula asked if the Department Chairs send out a formal letter when students are admitted to programs in their areas. A formal letter goes out from the Graduate Admissions office and an email goes out from the Outreach and Admissions office. Anne has had the first of several meetings with Graduate Admissions regarding communications to make sure everything that goes out to newly admitted students is consistent and streamlined. Anne’s office is working on developing a decision email that goes out to admitted students and is linked to a letter from the Department Chairs and some additional information to get them started. Paula pointed out that this is part of an effort for students to have a Departmental identity in addition to a programmatic identity.

*USD Credit Hour Policy:* This was an issue that Andy Allen raised and will be discussed at a future meeting.

*International Requirement Issues:* Paula pointed out that there will be a school-wide strategic goal going deeper in the international requirement. There have been issues in the past about students who wish to fulfill their international requirement in ways outside of the “I” courses. Paula has heard from some students who opted for an alternative experience and is concerned that they are not as intensive as they need to be. Cheryl asked if there is data on how many students are opting for alternative experiences as opposed to “I” courses. Paula asked that Steve have a conversation with Greg about this data, and about students who are petitioning to waive the requirement and the rules for approving such requests. Heather mentioned that even students who petition out of this requirement are also asked to do something with their experience (i.e. a forum where they share their experiences.) Paula mentioned that she would like to have tools in place for faculty when they meet with students to discuss possibilities for International experiences. She has asked that conversations take place at the departmental level to determine some “decision rules” on when it is acceptable to waive the international requirement and how to better advise students as to SOLES’ international objectives. She also mentioned that there are still a number of issues around internationalizing the curriculum in many of the programs. If the departments can set up this conversation it will be included on a monthly meeting agenda in the spring.

The meeting adjourned at 1:00pm.