November 4, 2010

Minutes from the meeting of the Academic Programs strategic plan working group

In attendance:

Susan Calovini, Jennie Ebeling, Rob Griffith, Beth Hennon (notetaker), Susan Kupisch, Kristy Miller, Barbara Price (trustee) Don Rodd, Pete Rosen, Donna Teague, Melanie Bacaling (student)

The meeting began with a review of information regarding enrollment trends and growing job fields by Tom Bear. The information covered national, state, regional, local, and UE trends. It was pointed out that due to the government’s focus on having students achieve higher academic standards in high school, that we should expect to see increasing numbers of students who are truly prepared to become freshmen at UE.

- The discussion centered next on what niche UE might fill within these areas of demand.
  - We offer majors/programs in most of these fields.
  - Options that might be able to be more fully developed
- What about our applicants? What programs are they asking for?
  - Few are requesting information about careers – more focus on possible majors.

Discussion also focused on marketing what we offer and ways to increase enrollment in existing programs.

- Would it help to “package” options, like the current BS/MS in HAS or BS/DPT in Physical Therapy.
- How can we maximize adult education?
- Using online/distance education as a means of supplementing current offerings

Dr. Kupisch then briefly reviewed information presented at a recent Board retreat.

- Must always remember UE’s mission and core purpose
- Many departments/programs excel at packaging around a theme
- Dominant focus is on recruiting freshmen
- Growing challenge is the perception that “a degree is a degree is a degree…”

Next the discussion moved to the General Education Revision process and the recent Faculty Senate discussion/decision regarding the Enduring Foundations implementation plan proposal.

Finally, goals were set for the next meeting (November 11th): Members were to

- Submit their 5 areas to Jennie for dispersal on the Sharepoint site.
- Begin thinking about the various proposed areas – are there points of overlap?