

Frost School Council Minutes

March 9, 2010

HUB 123

3:30-5:00

Present: Christian Roberson (Chair), Nancy Betchart, Mardie Burckes-Miller, John Donovan, Gail Carr, Terri Dautcher, Mary Ann McGarry, Daniel Moore, Ellen Murphy, Gregory Oberg(student), James Whiting, David Zehr.

Unable to attend: Gale Beckwith (student), Trent Boggess, Kylo Hart, Mark Okrant, Francis Williams

Scribe: Nancy Betchart

Introductions: The group welcomed Gregory Oberg, student representative replacing Josh Smith, and introduced themselves.

Acceptance of February minutes. There were no corrections or additions.

Discussion regarding Frost School Council Priorities and Results of Survey

Terri began the discussion by suggesting that perhaps we need to figure out how the council can be a better support to the Frost School since it is March and we are just now discussing the priorities. It was pointed out that the SWOT analysis was very helpful and that many of the priorities are already being addressed in some way. We discussed that the Frost School Council is a principle policy making body and therefore the role of the Frost School Council is to review and make recommendations about policies and procedures related to all the areas for which Frost School is responsible including undergraduate online education as well as to be supportive and help to promote the Frost School.

Nancy brought up that the Frost School staff had developed a strategic plan in the fall of 2006 which she recently reviewed in order to think about progress that has been made as well as how to plan for the next five years. Nancy asked for volunteers to form a subgroup to develop a 5-year academic plan for Frost School.

Gail Carr suggested that another subgroup that could help her would be a group to look at Winterim and summer pay scales since she is getting the impression that we are competing with CoGS for faculty.

The priorities that received the most “high” or “medium” votes were

Votes Priority

- 12 Develop a strategic plan for Frost School that addresses scalability
- 11 Clarify and recommend online policies and procedures
- 11 Address challenges around marketing and brand management (Terri suggested our internal marketing was almost more important at this point than external. Gregory agreed that many students have no idea what the Frost School is.)
- 11 Add programs and classes in a variety of formats, all four terms
- 11 Increase enrollments (Maryann pointed out that this is the ultimate goal and more of an outcome than a strategy and should follow when other actions have been implemented.)
- 10 Improve and enhance the Frost School web site and increase ease with which to find information for non-traditional, continuing ed, transfer and students seeking information re summer and winter classes
- 10 Define measurable goals for Frost

The group agreed that how the priorities were going to be implemented could be addressed in the development of a 5-year academic plan. Since every department and the college of graduate studies have been working on a 5-year academic plan, Frost School should have a 5-year plan as well. Terri, Ellen, and Nancy will work together as a sub-group on a 5-year plan. Ellen pointed out that plans for expanded online courses and programs directly affects her office, so she needs to plan and be prepared for the human resources required.

Dan Moore and Christian Roberson agreed to work with Gail on salary recommendations for summer and Winterim faculty.

Status of Online Education Policies and Procedures Julie Bernier has received a draft and promised to review it soon. Ellen has made additional revisions to the draft including changes to the name of the office (now Office of Learning Technologies and Online Education), changes to the rubric for evaluating courses, plus an additional appendix that is a template for agreements for online course development. Ellen send the revised draft to the FSC and to Provost Bernier. The draft will be shared with various faculty groups as soon as Julie has had a chance to review it. We are hoping to get the policies and procedures discussed and submitted to the faculty for approval this spring.

Updates: Nancy shared copies of two graphs showing the dramatic increase in online course sections and enrollments over the past six years as well as a four-year history of Frost School’s expenses, gross and net revenue.

Gail updated the group on the status of summer session. The brochure is about to go to the printer and we have approximately 115 courses this summer with over 50 online. She had more difficulty getting faculty to agree to teach this summer and she believes some of the reluctance has to do with pay. James suggested that some faculty feel they cannot teach a semester course in just 4 weeks. He thinks there is some misunderstanding among faculty that they can offer courses extending for up to 12 weeks.

Next meeting. April 13, 3:30, HUB 123

Meeting adjourned at 5:00.