

Present: Medora Barnes, Cecile Brennan, Barb D'Ambrosia (for Paul Shick) Rebecca Drenovsky, Jeffrey Dyck, Tina Facca, Peggy Finucane, Penny Harris, Matthew Johnson, Daniel Kilbride, Anne Kugler, Graciela Lacueva, Kathy Lee, Pam Mason, Sheila McGinn, Keiko Nakano, Tamba Nlandu, Mindy Peden, Martha Pereszlenyi-Pinter, Cathy Rosemary, Debby Rosenthal, Michael Setter, Brenda Wirkus, Sheri Young

1. **Welcome and Updates, M. Farrar** – Thanks to all for their hard work and input during the recent HLC visit. Several faculty expressed their feelings of positivity regarding the visit and all agreed that it went well.

There will be a structured series of monthly conversations regarding untenured faculty, CAS, and the future. The first conversation will be on Tuesday, Oct. 18. The discussion will be on teaching students with disabilities.

Martha Pereszlenyi- Pinter - Where are we with the part-time faculty template for a part-time faculty teaching and travel and a part-time faculty council?

M. Farrar – the part-time advisory council will be up and running by late October. One for BSOB, one for CAS.

- CAS will have two representatives from each division.

- Chairs will nominate.

- Institutional Effectiveness will select names.

- An advisory committee to the Dean will communicate issues facing part-time faculty, governance, PT faculty evaluation.

We would like to see consistency across departments. Interest is in developing a standard “consistency-equity.” Nominations should be through department Chairs. Please send as many nominees as you would like. Jeanne Colleran will need to approve the structure. After approval, we will send out details.

2. **Department Chair Job Description – Handout Distributed**

The Department chair job description was developed through conversations with the department chairs.

Observations:

- The bullet point on timely response (1st point, 2nd column down) should refer to secondary advisors as well.

- the 2nd bullet point referring too “appropriate consultation with the department...” would that include required departmental meetings?

M. Farrar – The APR reviewers stated that department meetings should be expected. It should read *regularly scheduled*.

What is the culture of student engagement? Should a referral be to Dean of Students, Associate Deans or to Advising?

- The APR responsibilities should be included.

- Recruitment expectations should be expanded

- Reaching out to Alumni should be included

- Also, Coordination of departmental website

M. Farrar – There is a need to thoroughly evaluate the work that the Chairs do. Currently, it does not show up in a meaningful way. Evaluation is needed to recognize the seriousness of the work being done. We need chair participation for a brainstorming session. First thing to discuss is compensation. What are other institutions doing? We need to determine a baseline in order to provide clarity. The summer stipend is included because chairs are expected to be on call more than other faculty. It is the chair's responsibility to coordinate and delegate. We will make the edits on the job description.

Syllabi and Stipends – spring, 2017 syllabi are due to Karen Connell, kconnell@jcu.edu in the Dean's office on Friday, Jan. 20. Stipends include course reductions for the year and summer stipends.

3. **Microsites and Marketing Plan**

A decision was made to respond to the deficits in our website. A consultant was hired for input. The platform to build on includes 18 tiles to switch out. Coming up next will be the Humanities Division. We need to assess and figure out. Whether we can expand on this remains to be seen. We need a feedback mechanism to put stories in play. Anything we can do to marry marketing with enrollment is productive. We have had a problem displaying ideas over different platforms. There is an interactive spreadsheet by department to enter stories.

M. Farrar – Enrollment is targeting names. We are having a wholesale redevelopment of the entire website in order to use the microsites effectively.

R. Drenovsky – I keep submitting things to stories@jcu and there is no follow up.

K. Lee – What is the measure of success?

M. Farrar – a system that is easily trackable.

J. Dyck - I have submitted stories but a template would be helpful.

M. Farrar – It would be helpful to invite Katie Montgomery to a future Chair's meeting. Please continue to submit stories to stories@jcu.edu

4. **IMC and Enrollment**

There has been little communication between IMC and Enrollment. Brian William's plan is for enrollment and IMC to work together on marketing the University. Things are starting to change which is encouraging.

M. Peden – the bottom line seems to be that we are working more on market research than product research.

T. Nlandu – Is low enrollment the result of the HLC report?

T. Facca-Meiss – What is the marketing strategy for achieving and support of the strategic plan?

M. Farrar – there are many causes that may include the HLC, but there is also a broader economic shift. We have to look at what we have done in the past and what we can do better to make things more newsworthy.

Adjourned: 4:47