

Academic Council Minutes

Gold Room – Bibb Graves Hall

January 21, 2009

Present:

Dr. Rebecca Turner, Vice President for Academic and Student Affairs
Dr. Joe Delap, Associate Vice President for Academic Affairs
Dr. Sherri Restauri for Dr. Frank King, Associate Vice President for Distance Education
Dr. Tim King, Associate Vice President for Enrollment Management and Student Affairs
Mr. Vinson Houston, Acting Vice President for Information Technology
Dean Bill Carr, College of Graduate Studies & Continuing Education
Dean Bill Fielding, College of Commerce & Business Administration
Dean John-Bauer Graham, Library Services
Dean John Hammett, College of Education and Professional Studies
Dean Sarah Latham, College of Nursing and Health Sciences
Dean Earl Wade, College of Arts and Sciences
Dr. Louise Clark, Assoc. Dean, College of Commerce & Business Administration
Mr. Don Killingsworth, Director of Government Relations
Dr. Brent Cunningham, Faculty Senate President
Mr. Joe Whitmore, Director, Special Services
Mr. Tyrone Smiley for Ms. Jennifer Nix, SGA President

Guests:

Mr. Tim Garner, Exec. Dir., Marketing and Communications
Ms. Patty Hobbs, Dir., Public Relations
Ms. Mary Smith, Coordinator, Publications

Absent:

Dr. Alicia Simmons, Director, Institutional Research and Assessment
Dr. Jay Ketterer, Director, International House and Programs
Ms. Kelly Osterbind, Registrar

Old Business:

1. Minutes of the January 7, 2009 meeting were approved as amended.
2. Mr. Houston called attention to a recent memo concerning Administrative Banner access. Mr. Graham reported that the Luminis team was preparing to migrate Academic Affairs content. Mr. John Rosier from OIRA will assist with that process.
3. Dr. Turner and Mr. Killingsworth reported that a recent staff meeting discussion centered on the likelihood of an additional round of proration, possibly as much as

5-7%. Budget hearings took place in Montgomery last week. JSU is seeking restoration of funding to previous levels. Academic Affairs found over \$1 million to return to the budget for its share of the current proration amount. Dr. Turner asked that all expenditures be carefully considered, as this could help prevent future loss of jobs to proration. For some areas, the Federal Stimulus Package looks promising. Dr. Fielding reported that the Revenue Subcommittee of the UBC is looking at a revenue package that will cover the cost of current needs. Clearly come tuition increase is foreseeable. Credit hour production also bears close watching.

4. Dr. Turner requested that proposals for Federal Projects be submitted right away, to allow for timely printing of the booklet to take to Washington in February.
5. Dr. Tim King provided an update on the reorganization of the AVPEMSA division. This reorganization is on hold for the most part. Counseling and DSS are to be merged under one director, with Counseling moving to Doughty Hall.
6. There was no other Old Business.

New Business

1. Dr. Cunningham reported that Faculty Senate will look more closely at the budget situation. A recommendation will come forward for a minimum required grading period of 36 hours for finals-week grades. In response to questions, Dr. Turner reported that the SGA recommendations for full midterm grade reporting and a delay of the new student worker pay schedule plan were forwarded to the president, although not approved by councils. Dr. Cunningham also reported that the president has asked that a new Faculty Senate mace, stand and display case be designed and purchased. Two more concerns from FS include the need to consider the importance of research time for faculty in non-accredited areas and the need to evaluate BOT members.
2. There were no items to report from SGA other than the Martin Luther King, Jr., remembrance ceremony.
3. Dr. Turner introduced guests Tim Garner, Patty Hobbs and Mary Smith. Mr. Garner reported on advertising efforts in critical markets, especially Birmingham and Atlanta. He commented on the importance of an integrated-advertising campaign (print, television and internet) to Strategic Plan fulfillment. Included in his report was a PowerPoint presentation. The goal of the campaign is to appeal to lapsed users by combining our Strategic Enrollment Management Plan (SEMP) with effective branding. A television advertising clip was also shown.
4. Ms. Patty Hobbs provided an update on the Faculty Experts Guide. Included was a view of the online form. A new speakers' bureau will follow, along with an experts page.

5. There was brief discussion of a handout showing enrollment numbers up overall.
6. Dr. Wade presented new math placement requirements, to address concerns about retention in pre-Calculus (MS112). An accompanying memo was provided. The aim of the new requirements is to ensure better retention for students by meeting the placement standards. The proposed requirements were approved unanimously. They are to be implemented for Fall 2010.
7. Dr. Tim King presented a recommendation from the Enrollment Management Committee for higher admissions requirements (details sent earlier by email). The requirements more closely match the average ACT scores for the surrounding service area. Also needed is closer adherence to requirements once in place as well as expanded availability of LS104 sections to meet the demand by conditionally admitted students. Dr. Fielding commented that raising the minimum GPA requirements for academic progress would be a more effective approach to retention. He predicted a loss in number of students admitted. Dr. Meehan is not yet prepared to raise minimum GPA's. The recommendation to raise the admissions standard (including higher scores for ExSel, CA and UC admissions) was approved with one vote against. Dr Latham recommended that efforts to increase the minimum necessary GPA continue.

Announcements

Mr. Houston announced that the recent problem with long-distance phone service has been resolved.

Respectfully submitted by Joe Delap, AVPAA