

# Committee on Graduate Studies

## Minutes

October 18, 2006

(Approved November 15, 2006)

- I. Call to Order:** The meeting convened in the University Community Center (UCC) room 210. Dr. Charles W. Clark called the meeting to order at 1:30pm. Those in attendance were: Dr. Adel Abunawass, Dr. Elizabeth Bennett, Dr. Judy Butler, Dr. Stan Caress, Dr. Jack Charlesworth, Dr. Cita Cook, Dr. Luke Cornelius, Dr. Cathleen Doheny, Dr. Maria Doyle, Dr. Myrna Gantner, Dr. Michael Hazelkorn, Dr. Martha Larkin, Lisa Ledbetter, Dr. Dawn McCord, Dr. Kathy Moffeit, Dr. Denise Overfield, Dr. Lyn Reilly, Tara Singer, Dr. Brent Snow and Dr. Duane Yoder.
- II. Approval of Minutes:** A motion to approve the minutes of the [September 20, 2006](#) meeting was made, seconded and approved unanimously.

### III. Report from the Interim Dean

*A. Communications Audit:* Dr. Clark told COGS members that Sandra Stone has asked every committee to think about and talk about questions such as - What should this committee be communicating and to whom? How should we be communicating and are we doing a good enough job as it is through whatever means we are using now? Is there a better way of communicating what we are doing and the decisions we are making and how can we improve? Dr. Clark said that he wanted to raise these issues and find out what kinds of things the committee and also the graduate school can do to improve communication. He stated that one of the keys to improving enrollment is to be public about what we are up to as faculty, graduate faculty and graduate students. We will be putting out a graduate school newsletter (probably electronically). COGS members were asked to think about what kind of listservs they are on or targeted people that the newsletter should go to such as Schoolteachers, faculty and staff in school districts. We will possibly have hard copies but will aim first for electronic copies. It will be the first of the year before the newsletter will be available.

*B. Orientation for grad students:* Dr. Clark stated that SACS requires that we assess our orientation program for our new graduate students which mean that we are **required** to have a graduate student orientation in each area. I think it was decided that a general orientation session for students was not a valuable way of going about it but it would be much better for each individual program to have an orientation. Dr. Clark stated that he wanted to remind COGS members that the graduate school will be following up on this (i.e. What did you do? How many students attended?/How successful was it?, What was the feedback from the students?)

*C. Catalog copy changes:* If you need editorial changes and not programming changes, please get those in as soon as you can because we'll be working on the catalog on a regular basis.

*D. Membership in graduate faculty ([see attached proposal](#)):* Dr. Clark said that when graduate faculty did not meet requirements for regular graduate faculty (i.e. not

having a terminal degree in area), they would be appointed based on the recommendation of the Dean and wouldn't need to go through the committee as a first step. The committee would meet if there was a question about the credentials of the person. The committee would then make a recommendation and both the recommendation of the committee, along with that of the Dean would be submitted to COGS. Graduate status faculty would be reviewed at third year review, tenure and post tenure review process. Dr. Clark told COGS members that he would like to use a new form for Request for appointment in the graduate faculty so as not to repeat the information given in the vitae. People eligible for temporary appointment would be anyone holding the rank of Visiting Assistant Professor. It would not include the title of Lecturer since this was a specially created position by the Board of Regents designed specifically to take care of undergraduate course instructions but there can be exceptions. The assumption is that someone that is hired as a Lecturer would not be teaching graduate level courses. Dr. Clark stated that if a department determines that if the department determines that someone's experience is equivalent to a terminal degree in their field, the university can make an exception. Dr. Luke Cornelius suggested making initial appointments through tenure promotion and eliminating the third year review all together. Motion was made, seconded and carried. Motion to approve revised guidelines and procedures for appointment and reappointment to graduate faculty made, seconded and carried.

*E. "Big Night" meeting with Andy Leavitt:* Dr. Clark talked to Andy about including graduate students in Big Night but he was opposed to that since the focus was on undergraduates but said that he would work with the graduate school and the committee. Dr. Clark stated that Andy Leavitt talked about all the publicity that was given to Big Night and the turnout is very small. Andy isn't optimistic that a "Big Night" for graduate students would turn out much better. Dr. Clark has had volunteers to help with the celebration but needs additional volunteers to help with this. The VPAA is also helping with this.

*F. Recruiting (Tara Singer/Lisa Ledbetter):* [\(HANDOUT\)](#) **Marketing to Graduate Students:** Tara Singer discussed recruiting and what can be done to recruit potential graduate students. She talked about the fact that marketing graduate programs is different than marketing undergraduate programs. \$20,050 was given to graduate school and disbursed to various graduate programs for marketing. Graduate surveys have been collected from other institutions as well as University of West Georgia to find out interests of potential graduate students. Fairly recent undergrad degree recipients who majored in areas where we offer graduate degrees will be surveyed. Employers will also be surveyed to see what skill set they are looking to see developed among their personnel that would involve graduate education and to find out if the employer is willing to pay for it. Lisa Ledbetter and her staff will work with graduate program directors on copy for marketing materials and can be reached at 678-839-6464. Lisa talked about materials that can be sent out to potential graduate students and said that a template has been developed for the program of study sheet. A proposed design template has been provided to the Graduate School for consideration to use as a recruiting tool. **Website Design:** Lisa Ledbetter said that she is working with the graduate school to develop a bigger web presence. We want to develop a landing page so that if someone is interested in the graduate school they can get to the information they need immediately. **Advertising Campaign:** Georgia Trend ads have focused on Arts & Sciences and Businesses, Atlanta Business Chronicle ads have focused on Business graduates, Page One is an education trade publication. **Postcard Series:** Four postcards were sent last year to all of the educational alumni who were actively teaching in the schools in the state of Georgia to

let them know that we had student success, that we were regional leaders and that we have received national recognition. The postcard series was to remind the educators that the University of West Georgia is a good place to send their students. Research shows that in addition to a school having a major that a student is interested in the student must have a personal contact that has a connection to the school. **Radio Advertising:** Monday through Friday ads are (one ad for undergraduate programs and one for graduate programs) played on several different radio stations. **Television Campaign:** For a number of years, advertising has been purchased on the cable networks. Lisa explained that she thinks we could be better served sending messages to a particular audience instead of such a broad based audience. **Colleges Partnering Together:** Tara Singer said it might make sense to partner several programs together and put together one publication for those programs. Tara conducted interviews with graduate students and some of them said that what convinced them to go to a certain college was the fact that they had a chance to visit the campus so we might want to consider doing this. Lisa said that since the budget is now being developed, program chairs may want to think about how to market to potential students next year and that she or someone in her department will be happy to meet with them individually. Adel Abunawass said that pod casting is very popular and needs to be an option on our website since it can be done with very little money. Tara also said that another thing that COGS members should think about is whether or not they want to do a market survey. It would be very time consuming but it may be a good investment for University of West Georgia institutionally. Lisa Ledbetter said that Julie Lineback is in their office working in the capacity of a Web Content Manager and is available to work with staff/faculty on an individual basis.

#### IV. Course Additions, Deletions, Modifications

- A. College of Education
  - Modify
  - [ESOL Endorsement](#)
  - (Approved)
  - [Ed.S. Media/Instructional Technology](#)
  - (Approved)
  - [MEDT 7466 Digital & 35 mm Photography](#)
  - (Approved)

V. Probation and Dismissal Policies for grad students (tabled from September 20 meeting) Dr. Clark talked about the policy that basically states that a student can receive several C's in the graduate program and still get through the program. Dr. Clark explained the policy that if a student receives two C's, notification goes out telling the student that they are on academic probation. If, during the probation period, the student doesn't make a 3.0 GPA, the department can then decide whether to dismiss the student. The policy also states that departments may have additional higher standards. Dr. Clark will put together an amended policy that states that 9 hours below a 3.0 the student is subject to dismissal.

#### VI. Approval of following graduate faculty:

- ~Patrick M. Erben, Assistant Professor – Department of English  
(previously submitted but omitted from minutes)  
(Approved)
- ~Meg F. Pearson, Assistant Professor – Department of English  
(Approved)

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~SooHo Lee, Assistant Professor – Political Science  
(Approved)

Meeting adjourned at 3:00pm

*Respectfully submitted by Kathie McNellis, Secretary to the Dean, The Graduate School*