

**Academic Assembly**  
February 3, 2014  
2:05 – 3:35pm, STCN 140

**MINUTES**

Present: Jeffrey Anderson, David Arnesen, Brady Carlson, Brooke Coleman, Karen Cowgill, Lynn Deeken, Bill Ehmann, Terry Foster, Christian Halliburton, Chuck Lawrence, Michael Matriotti, Sean McDowell, Patrick Murphy, David Neel, Erik Olsen, Katherine Raichle, Roshanak Roshandel, Rob Rutherford, Heath Spencer

*Minutes taken by Rosa Hughes*

- I. Review of 1-27-14 Minutes
  - A. Roshanak will provide a minor edit to her quoted statement
  - B. Approved with above edit and no abstentions
- II. Graduate Strategic Enrollment Plan (*Guests: Marilyn Crone, Dan Dombrowski, Bill Ehmann*)
  - A. New Customer Relationship Management (CRM) System: Target X
    1. Automated information that tracks user preferences, interests, page views to customize information to prospective students
    2. Coordinated with admissions, enrollment, student financial services, and academic programs to reduce automated emails, track which communication each prospective student received, and establish a direct connection between student and department
    3. Advisory board, faculty, deans, retention, enrollment and admissions all need to contribute beyond official touch point responsibilities
  - B. Projected enrollment numbers
    1. Goal to increase graduate enrollment to 3,500 students fall headcount and 85,000 annual credit hours by FY19
    2. Historical capacity for at least 2700-2800 students, plus new resources dedicated to health sciences and other areas, leading to 3500 total
    3. Many strategies and resources to support enrollment growth
      - a. New marketing campaign
      - b. Emphasis on greater systems thinking
      - c. Assistance with online and hybrid program development and financial aid
  - C. Discussion of concern that goal is too high
    1. Health sciences projected enrollment of 400-500 is conservative
    2. Multi-year planning allows programs several years to grow
    3. Encouraging program directors to propose programs with full long-term budget planning to ensure that program is profitable, but colleges and schools are struggling with budget and need upfront resources
    4. New faculty lines are highest priority for deans in implementing programming
  - D. Recommendation to develop relationship between Continuing, Online, and Professional Education and Center for Faculty Development to encourage excitement for teaching in the online format
- III. AcA Authorizations Resolution Vote
  - A. Proposal to change from AcA approval recommendatory (R) to required (X) for items 15, 16, 18, 24, 25, 26, 28, 29

- B. Seeking balance between actual power/governance and the realistic ability to handle it logistically
  - 1. New committee structure handles the workload through delegation
  - 2. Need to distinguish between advisory powers and co-determinate powers
  - 3. Clarify how this body relates to college/school governance committees
- C. Faculty Handbook Update
  - 1. We can insert the progress we have made so far and then revise next year
  - 2. Important to capture overall vision and big picture in this draft
- D. Motion: Rob will send a survey on the above items, members vote (R) or (X) on each item, re-draft resolution based upon the feedback received
- E. Motion approved with one opposed
- IV.** Part Time Faculty Representation
  - A. Bylaws motion: add two non-tenure track, part time faculty member positions to permanent Aca base membership with two credit course release per year
  - B. Discussion of compensation as slightly higher in proportion to other Aca members
  - C. Motion approved
- V.** Announcement
  - A. Survey on Spirituality and Religious Matters on Campus in March
- VI.** Program Termination Form and Process
  - A. Move to next meeting
- VII.** Scheduling of Courses Policy 79-02
  - A. Hybrid and Online
    - 1. NWCCU currently assessing Carnegie requirements listed in item 1 and will release guidelines or requirement in the future
    - 2. There is no formal requirement for now, just demonstrate we are making a good faith effort
  - B. Undergraduate and Graduate course overlap
    - 1. Need direction from faculty about undergraduate students and graduate students sitting in the same course yet paying different amounts and sitting for different hours
    - 2. Also need to discuss
- VIII.** Committee Updates
  - A. Budget Advisory Committee
    - 1. Material currently confidential
  - B. Faculty Handbook Revision Committee
    - 1. In the final stages of editing
    - 2. Released to entire campus for feedback when ready
    - 3. Updated draft including any campus feedback accepted by FHRC will then come to Aca
  - C. Aca social planning
    - 1. Something on campus before the end of the year
    - 2. Need more outreach to faculty