



Cleveland State University

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College of Graduate Studies

GRADUATE FACULTY MEETING

March 31, 2016 11:30 a.m. Parker Hannifin Hall #104

Present: Professors Myong-Hun Chang, Conor McLennan, Colleen Walsh, Monica Gordon Pershey, Yan Xu, Glenn Goodman, Mary Milidonis, Stephen Gingerich, Mamadou Seck, George Tsagaris, Cheryl Bracken, Linda Francis, Eric Ziolk, Andy Resnick, Nigamanth Sridhar, Rama Jayanti, Ken Sparks, Maureen Whitford, Maria Gibson, Maureen Mitchell, Linda Wolf, Joan Thoman, Graham Stead, Kathleen Pantano, Interim Dean Donna Schultheiss, Interim Associate Dean John Plecnik, Graduate College Staff

The meeting was called to order at 11:35 p.m.

A. Welcome

- Dr. Schultheiss thanked faculty for coming. She asked faculty to introduce themselves and acknowledge if they are the graduate program director.
- A new Graduate College staff member was introduced, Interim Associate Dean John Plecnik. Dr. Plecnik will be helping with the Associate Dean duties such as Petitions, Grade Disputes and Graduate Faculty Review Committees.

B. What is going on in the College of Graduate Studies?

- Graduate Strategic Enrollment Management Group (GSEM)
 - Dr. Schultheiss spent a few minutes clarifying the GSEM initiative as it relates to the Pathway to 2020 and the focus on growing enrollment and the admissions' process. At the advice of a one-day consultant visit in the Fall, a suggestion was made to have a group of graduate program directors from the largest programs meet on a regular basis.
 - In consultation with College Deans, a group of approximately 16 programs were chosen. The group meets monthly and discussion topics include: recruitment issues, the admissions' process, using OnBase, etc.
 - Goals for the GSEM are to work together as a partnership of program directors and the Graduate College to join efforts to best improve the process of recruitment and admission.
 - In the past there have been minimal efforts at the University Marketing level to recruit graduate students and for graduate

- programs. Individual Colleges and programs have done their own recruitment in the past.
- David Easler, Director of Graduate Recruitment, spoke about his efforts with communication to applicants using a Customer Relationship Management software program (CRM) which allows mass communication to large groups but with a personalized outreach.
 - A faculty member asked how long this outreach has been used and whether the graduate program director's information is listed in the communication if a student has questions or needs help. David explained that this is possible; currently the communication is on a general, University level. The goal is to start with the 16 programs to build 16 individual communication plans that will provide the program director's contact information, program requirements, admission criteria, or maybe frequently asked questions. Providing this information proactively will help program directors and save an applicant a back-and-forth email exchange by providing helpful information up front.
 - Depending on a partnership relationship, the CRM can also be used to invite students to an orientation event or help with multi-program collaboration events.
 - A faculty member asked about the communication with international students. David explained that these students receive the general, University information as well as additional information specific to international applicants. Filters can be used with the software to adjust the email communications to a specific student population.
 - Dr. Schultheiss mentioned that personalized communication is most effective—an email that appears to come from the program director, a current student, or an alumnus. Individual program plans can be built. By providing details of the program, listing strengths, etc., a plan can be built.
 - The Graduate SEM group has also discussed barriers to the admissions' process, such as sufficient faculty to chair thesis/dissertation committees, issues with OnBase, and timing for the graduate assistantship allocation in order to be competitive.
 - A faculty member mentioned the lack of budget for recruitment. Discussion followed which included topics such as: updates to the web site and an earlier GA allocation distribution. Dr. Schultheiss mentioned that the Deans have received 85% of their GA allotment and past procedure has been that the individual Deans then distribute to their departments/programs.

- Graduate Student Awards Reception
 - Dr. Schultheiss reminded faculty that the Graduate Student Awards was a very successful first-year initiative and 19 students have won awards in the categories of: 1) Research & Creative Scholarship, 2) Thesis & Dissertation, 3) Teaching, and 4) Engagement & Social Advocacy. All students have been notified. There will be an Awards Reception on May 13th @ 3:00 p.m. Invitations will be sent out shortly to students and the nominators. We are hopeful for an even bigger response next year.
 - An additional competition will be added next year—the Three Minute Thesis (3MT). This is the first year of CSU's participation in the event and two students competed. The winner competes at a regional competition in Chicago this year. The premise is that the student orally presents a summary of their thesis/dissertation in three minutes without additional visual aids except for one, non-animated Power Point slide. A suggestion was made that next year's submissions are sent on videos which could be displayed on the Graduate College web site. Judging could then be via the video or in person.

- Graduate Student Appreciation Week
 - This is a national event and the first time CSU will be participating. Patty Otcasek, Manager of the Graduate Student Resource Center, has put together a week of recognition and events on campus. There will be a large banner outside the Student Center recognizing graduate students. The cards on each table have information about the celebration week and are for faculty to take and share.
 - Graduate students make up 1/3 of all CSU students. Our goals are to make the graduate students more visible and to provide recognition for the work students and graduate faculty are doing.
 - Patty has been in communication with graduate program directors about the week and sent an email communication.

- Council of Graduate Schools (CGS) Consultant Visit
 - CGS consultants came to CSU for a 2 day visit and met with administrators, graduate faculty, and students and received input. The Graduate College wanted the consultants to look at a variety of issues, including, 1) the structure of the Graduate College in terms of staff; 2) branding and marketing of the Graduate College; and 3) how the GA allocation is used, suggestions for recruitment uses.

- The consultants gave some feedback and will be submitting a formal, follow-up report at a later date. Initial suggestions were:
 - to allocate the GA monies sooner (November). Several other models will be studied to see how to recruit more students and higher qualified students
 - to have orientations for graduate students and new graduate program directors, perhaps manuals
 - to have orientations include University information, social interactions, and networking opportunities
 - using outside vendors for applications
- In cooperation with the Enrollment Division and graduate programs, an orientation will probably be planned for the Fall. A faculty member asked that online programs also be taken into consideration. The plan would be to *supplement*, not *duplicate* what programs might already be doing.
- Questions from the floor
 - A faculty member had emailed a question before the meeting concerning the I-20 polices for international students
 - The question deals with cases in which an international student might need to extend their time to finish their degree beyond the date on the I-20 document. The procedure has been that the student applies through the Center for International Services & Programs (CISP) for more time, the program director is contacted for the reasoning and how much more time might be needed. This is more of an issue with doctoral students than undergrad or Master's students. CISP is revising the form to provide different reasons that could be the causes of extending a student's time to help faculty choose.
 - A faculty member wondered if it was possible to know how many students have been granted I-20's and how many do not come because they have been refused in their own countries. It is not possible to track those that are denied in their home country. The CSU international yield is approximately 30%. CISP can track those students given an I-20 for Cleveland State but enroll somewhere else.
 - A faculty member asked about the current climate with the Chancellor's Council on Graduate Studies (CCGS; formerly known as RACGS) in Columbus and the procedures for new degrees. There are modifications to the Guidelines for new programs or making program revisions. We can make these available on our web site. The CCGS

typically requests data for proposals for new degrees and changes— what makes your proposal different, will you have an adequate number of students, resources, budget projections, etc. With the current economic environment, getting through one's own University process could be the most difficult step.

- A faculty member cautioned that the idea of “faculty neutral” being a positive force for program approvals, will at some point reach a saturation point.
- The issue of out of state tuition being reduced as a help for Graduate Student recruitment from out-of-state was discussed. This has been an on-going discussion point and there has been no final decision, as of now.

/mk
April 2016