Report of Branding Task Force – Courtney Staufer and Jon Leslie

A process is underway to develop college and campus messaging platforms, to improve our image and rankings, attract students, encourage alumni and corporate support, etc. Focus groups have been interviewed to identify distinguishing features of our college, and they are being refined and integrated into a campus messaging platform that is under development. The process is expected to continue this semester, with testing and feedback from various constituencies.

Report on Strategic Mini-Retreat – Rob

There were about 80 attendees for the mini-retreat on September 18, with high energy and vibrant discussion. We have received reports from nearly all of the 35 breakout groups, and they contain many good ideas about improving our college and practical ways to implement the refreshed strategic plan. There was strong support for continuing to grow in size and reputation.

Summer Teaching – Rob

Our campus and college would like to continue to grow summer session, and Mary Steiner noted that there is demand from engineering students, especially for key courses. Starting three years ago, the college includes student credit hours and profit sharing from summer session in the annual budget formula. The incentive funds from Continuing Education to Engineering for summer session have since increased, as we have exceeded our enrollment goal each summer, and so an additional share will be distributed to the departments and programs in proportion to the number of student credit hours generated in summer. There is the possibility that campus will allow in the future for a summer course to replace an academic-year course for a faculty member, in which case the summer pay would go to the department or program rather than the faculty member. Doing so would require approval of the chair or director and would be more the exception than the rule, as a priority is for full-time faculty to teach key courses in the academic year. A possible complication is that a research-active faculty member could not teach in summer without summer pay and still receive three months of pay from grants, unless s/he can demonstrate that s/he still put in a full-time effort on the grant-sponsored research. Finally, it was agreed that the summer pay level should be raised, at least to $8000 for most courses.

Brief Items – Rob

The fall EAC Meeting will be held 9/27/2013. The campus has announced the availability of a Campus Data Center. Starting this summer, there will be a campus data center with rack space available for servers and with the goal of replacing the distributed server rooms around campus. The service will be free for the first year and then cost about $3000 per year per rack (with one quarter of a rack as the estimated need for a typical faculty research group). Mary provided a summary of the fall 2013 enrollment census: Undergraduate enrollments are up to 3655 students, and graduate enrollments are up to 1620 students, in our college

Shared Facilities – Rob and Kurt

In October, Rob and Kurt will draft a competitive process for providing college support for shared research equipment and facilities. It will include a college investment in support staff, departmental investment based on expected/recent usage, possible campus support, and user fees. The faculty research council or similar group will review the proposals and provide oversight.

In Attendance: Jon Leslie, Courtney Staufer, Jessica Schilling, Jessica Wright, Rob Davis, JoAnn Zelasko, Kurt Maute, Jeff Szczechowski, Mary Steiner, Penny Axelrad, Dan Schwartz, Keith Molenaar, Jim Martin, Mike Lightner, Jana Milford