MINUTES OF THE GRADUATE COUNCIL MEETING
Friday, November 2, 2018 – 3:00 PM
Robert Scott Small, Room 235

Chair – Godfrey Gibbison, Interim Dean of the Graduate School

Members and Guests Present: Emily Beck (LALE), Annalisa Calini (MATH), Karen Chandler (ARTM), Mike Duvall (ENGL), Christine Finnan (MTLA), Grant Gilmore (CPAD), Martin Jones (MATH), Brian Lanahan (EDEL), Ron Magnuson (MBA), Renée McCauley (CSIS), Judy Millesen (MPA), Nancy Muller (LGC), Norma Salcedo (MBIO), Susan Simonian (MSCL), Allan Strand (BIOL/SSM), Rafael Teixeira (SCIM/SOB), William Veal (EDMG), Annette Watson (EVSS), Kelley White (EDEC)

GSO Staff Present: Jon Hakkila (Associate Dean), Susan Hallatt (Admissions), Robyn Olejniczak (Student Records)

I. Welcome – the meeting was called to order at 3:02pm.

II. Approval of the Minutes October 12, 2018 Meeting – unanimous approval

III. Fall 2018 Enrollment Data

Godfrey Gibbison (GSO/SPS) presented the official fall 2018 enrollment data prepared by the Office of Institutional Research. Martin Jones (MATH) asked what these data are used for as they do not currently reflect the program’s strong course enrollments attributed to the 4+1 program. Jon Hakkila (GSO) said average enrollment data are used for determining resource allocation such as assistantships and program fellowships. Nancy Muller (LGC) asked what the graduation rate is for graduate students. Gibbison (GSO/SPS) responded that OIR tracks graduation data, not degree completion rates for graduate students. Ron Magnuson (MBA) asked if the Graduate School could create a template MOU for programs to start dual degrees with other schools.

IV. Marketing Initiatives – Godfrey Gibbison, Graduate School/Professional Studies

Gibbison (GSO/SPS) told the group that he attempted to contract with Education Dynamics for lead generation, but Procurement would not approve his request. The vacant marketing/recruiting position in the Graduate School office is currently being advertised. Gibbison (GSO/SPS) recently met with the Division of Marketing and Communication to discuss program websites. Mike Duvall (ENGL) noted that maintaining websites for joint programs is especially difficult since both institutions have their own web presence. Gibbison (GSO/SPS) added that the Graduate School needs to consider tuition pricing and how to maintain competitiveness. He suggested that the graduate school application fees be used to fund marketing initiatives. He is also working with Academic Affairs and Business Affairs to consider advertising a period of time where the application fee is automatically waived.

V. Client Relationship Management – Susan Hallatt, Graduate School; Ron Magnuson, MBA

Susan Hallatt (GSO) and Magnuson (MBA) presented an overview of how a CRM functions in the recruitment and admissions processes. The Graduate School's new online application, Target X, has the capability to administer and track a CRM, but it is not currently being fully utilized. There are five generic College of Charleston emails that a prospective student receives once they request more information. The MBA program uses a third-party vendor to administer their CRM and track prospective students. Each program should have their own communication plan, which can be built
into Target X over time. They can work with Div. of Marketing and Communication to develop that content. They should also be considering their social media presence.

VI. 18-19 Fellowships – Nov. 15 nomination deadline for spring 2019 applicants

Robyn Olejniczak (GSO) let the group know that there are still a few named fellowships to award to spring 2019 applicants. Nominees must have completed applications to be considered.

VII. 17-18 Exit Survey results and 18-19 Exit Survey Changes – Robyn Olejniczak, Graduate School

Olejniczak (GSO) previously circulated the results of the 17-18 exit survey administered by the Graduate School, noting that there are some forthcoming changes to the 18-19 exit survey. Each program should develop its own program-specific questions that can be built into the Graduate School’s exit survey. Or if programs are already administering their own, they can incorporate those into the Graduate School’s survey to reduce duplication as a student is preparing to graduate. The exit survey will have two parts: part one will ask generic questions about the campus services, and part two should be for program-specific questions. Olejniczak (GSO) asked that any programs conducting their own exit survey send her the questions so she can include them in the current survey.

VIII. Graduate Student Association – Zach Stephens, President

Zach was not present at the meeting.

IX. Announcements, Updates and Reminders – GSO Staff

Gibbison (GSO/SPS) let the group know that EAB Research is reviewing the Graduate School and program websites for improvement opportunities. He also briefly inquired about the incentives program directors receive for accepting their positions – are they offered stipends, course releases?

Olejniczak (GSO) reminded the group about the upcoming 3MT competition on November 12 from 2-4pm.

Hakkila (GSO) announced that he recently presented assessment findings for the graduate certificate programs. He made suggestions to the Office of Institutional Effectiveness and Academic Affairs about better ways to either collect data or assess data because the current lack of data creates ineffective or missing assessment results.

Christine Finnan (MTLA) relayed a student concern regarding the recent insensitive Halloween costumes by College of Charleston students. The student was also concerned that Interim President Osborne’s student drop-in hours were not accessible to working students.

X. For the Good of the Order – no comments

XI. Adjournment – the meeting adjourned at 4:35pm