

9-6-2017

Meeting Minutes

WKU Council of Academic Deans

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**Council of Academic Deans
CAD Minutes
September 6, 2017
1:00 p.m.**

Voting Members Present: Cheryl Stevens, Sam Evans, Susann deVries, Jeff Katz, Scott Lyons, Larry Snyder, Dennis George, and Neale Chumbler

Advisory Members Present: David Lee, Richard Miller, Craig Cobane, Cheryl Davis, Brian Meredith, Beth Laves, Doug McElroy, Tuesdi Helbig, Sylvia Gaiko, Ladonna Hunton, and Amber Scott Belt.

Guests Present: Tim Caboni and Jace Lux

I. Approval of August 23, 2017 Minutes

Dean Evans made a motion, seconded by Dean deVries, to approve the minutes from the August 23, 2017 CAD Meeting. The motion passed without dissent.

II. Information Items:

A. Commencement

President Caboni shared with deans and advisory members that he has asked Registrar Robinson to convene a group to discuss potential changes to Commencement beginning in Spring 2018.

B. Faculty Handbook Updates and Tenure Documents

Due to recent changes in the Faculty Handbook 23rd edition, Provost Lee asked deans to forward a copy of their college and departmental tenure and promotion documents to provost@wku.edu.

II. Discussion Items:

A. Student Recruitment and Yield

President Caboni reminded deans, advisory members and guests that while we are recruiting a high number of students, we are not “yielding” them. He asked deans to be thinking about ‘yield weekends’. While these events will likely be known by a different name, the idea is to create opportunities for colleges to increase personal connections with potential students.

President Caboni presented data to deans, advisory members and guests using CAI (20 times ACT plus GPA) to forecast the likelihood of success at WKU

when the student does not meet the ACT or GPA admission requirements. He indicated that WKU will no longer be admitting students with a CAI at or below 59. President Caboni emphasized that access without persistence is not success. WKU can no longer continue to admit students who are not prepared to succeed in college.

Dr. Cobane asked what types of data are being collected/analyzed for students with a CAI between 60-64. After some discussion, President Caboni advised deans, advisory members and guests that a second conversation will need to take place in the future involving how best to utilize our resources for helping those students to succeed.

Dr. Lux shared with deans, advisory members and guests an illustration of the 'WKU Enrollment Funnel' and ideas for increasing student yield which are as follows: hosting college-wide Saturday receptions, sending personalized letters from faculty and current students, providing welcome packets from departments and colleges, summer college level "we're getting ready for your arrival" messages. Dean Katz requested that Dr. Lux spearhead a conversation concerning campus resources for recruiting students (e.g. unsold event tickets, no-fee space options, no-fee parking options, etc.)

Dean Katz indicated that late housing assignments may also be negatively impacting yield. Dean Stevens added that delays in financial aid processing may also be a contributing factor.

Dr. Lux shared with deans, advisory members and guests a recent Longmire study that argues the top three things that got students excited about attending a particular campus were 1) seeing (touring) the campus, 2) interaction with current students within his/her desired major, and 3) interaction with instructors within his/her desired major.

Provost Lee encouraged deans to engage in serious conversations concerning Dr. Lux's recommendations as well as other ideas for improving student yield.

B. Letters of Reappointment

Dr. Miller reminded deans that faculty who are hired on a temporary/renewable basis should receive a letter of reappointment each time his/her appointment is renewed.

C. Proposed 2018-2019 and 2019-2020 Academic Calendars

Registrar Robinson shared with deans and advisory members the proposed 2018-2019 and 2019-2020 Academic Calendars. The predominate change involves a later start time in the Fall subsequently causes later start dates for all other terms and commencements thereafter as well as some additional overlap in in the summer. Dr. Laves and Registrar Robinson will meet again to review the summer overlap. After some discussion deans unanimously supported the revised start time indicated in the draft academic calendars.

Respectfully Submitted,

Amber Scott Belt