

January 9, 2014

TO: Provost's Council

FROM: Judith M. Bowman
Assistant Vice President for Undergraduate Studies

SUBJ: Provost's Council Agenda for Tuesday, January 14, 2014

The Provost's Council will meet on Tuesday, January 14 from 8:30-10:00 a.m. in the Board Room in Koch Hall. The following agenda items will be discussed.

1. Approval of the December 10 minutes (see attachment, p. 1-2)
2. Distance Learning Marketing Efforts for Online Programs
Andy Casiello and Team
3. Strategic Plan for 2014-19 Topic Areas on (1) Economic Development and Entrepreneurship and (2) Engagement: Campus, Regionally and Globally (see attachment, p. 3-13)
4. Endowed Positions at Old Dominion University (see attachment, p. 14-17)
Chandra de Silva
5. Proposed Provost Fellows Program (see attachment, p. 18)
Chandra de Silva
6. Faculty Senate Issue 2013/14-8, Proposed Changes to the Policy on University Professors (see attachment, p. 19-21)
7. Announcements

PROVOST'S COUNCIL
January 14, 2014
Minutes

The Provost's Council met on Tuesday, January 14 from 8:30-10:00 a.m. in the Board Room in Koch Hall. Those present were Carol Simpson (Chair), Oktay Baysal, Richardean Benjamin, Jane Bray, Andy Casiello, Paul Champagne, Chandra de Silva, Tammy Dodson, Heather Huling, Brenda Lewis, Ginny O'Herron, Renee Olander, Brian Payne, Chris Platsoucas, Charles Wilson, and Gil Yochum. The following agenda items were discussed.

1. The December 10 minutes were approved.
2. Distance Learning Marketing Efforts for Online Programs

Andy Casiello, Heather Huling and Tammy Dodson presented information on Distance Learning marketing efforts for online programs. They have developed a way to reach out to potential students, contact them, and track registered students. They utilize internet marketing, email and direct mail campaigns, as well as posters and signs; they hope to use employer demand-based targeting marketing in the future. Data are analyzed on a quarterly basis. As a result of their marketing efforts, they have seen an increase in enrollment in Distance Learning technologies, particularly mobile and tablet activity.

3. Strategic Plan for 2014-19 Topic Areas on (1) Economic Development and Entrepreneurship and (2) Engagement: Campus, Regionally and Globally

Provost's Council members discussed the third topic area for the 2014-19 Strategic Plan, which is economic development and entrepreneurship. Gil Yochum presented information on some of the work that has begun regarding entrepreneurship. The College of Business and Public Administration has begun working on an undergraduate certificate in entrepreneurship, and a graduate certificate will also be developed. Students across campus will be able to select from a series of courses available in the certificate. Carol Simpson asked the Deans to identify one or two faculty from each college who will receive training on entrepreneurship skills.

The fourth Strategic Plan topic area on engagement will be discussed at the next meeting.

4. Endowed Positions at Old Dominion University

Chandra de Silva presented a discussion memo on endowed positions at the University. There are two categories of fully or partially endowed positions: named professorships and named chairs. Questions raised for discussion were as follows.

- Should there be documents outlining performance expectations of various endowed positions?
- Should there be periodic reviews of performance of those holding endowed positions?
- Should there be time limits on endowed appointments and what should the time limit be?
- Should there be a provision for revocation of endowed positions?

There was general agreement to proceed with revising the policies on named professorships and named chairs. Dr. de Silva will develop proposed revisions for review at a future meeting.

5. Proposed Provost Fellows Program

Chandra de Silva presented a proposal to establish a Provost Fellows Program. Such a program would provide an opportunity for tenured faculty members who have demonstrated leadership potential and have an interest in administration to be chosen to work on specific projects. Possible areas of focus include student success, faculty development, and the new College of Professional and Continuing Education. The proposal for a Provost Fellows Program was discussed and generally met with approval. Carol Simpson will determine when to implement the program and for which area (e.g. Graduate Studies), and the position will be advertised.

6. Faculty Senate Issue 2013/14-8, Proposed Changes to the Policy on University Professors

Council members discussed the recommendation from the Faculty Senate regarding proposed changes to the policy on University Professors. The proposed changes would expand the policy to include the teaching of graduate courses as well as undergraduate courses.

The Senate felt that the University Professor designation should remain as originally established for the recognition of undergraduate teaching and did not recommend approval of the proposed changes. They did, however, recommend that a separate University Professor teaching award be established or that the present Doctoral Mentoring Award be amended to include graduate teaching.

Chandra de Silva has developed a proposal to convert the Doctoral Mentoring Award to a University Award for Excellence in Graduate Teaching and Mentoring. The proposal will be discussed at an upcoming meeting of the Graduate Administrators Council and subsequently brought back to the Provost's Council.

7. Announcements

- A. Carol Simpson reported that there is a strong pool for the search for the Vice President for Research.