

April 23, 2009

TO: Provost's Council

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

SUBJ: Provost's Council Agenda for Tuesday, April 28, 2009

The Provost's Council will meet on Tuesday, April 28, 2009 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 April 14 minutes (see attachment, p. 1-3)
2. 2008 Quality of University Life Survey Report – Teaching and Research Faculty (see attachment, p. 4-17)
3. Faculty Senate Issue 2008/9-1, General Education Revisions (see attachment, p. 18, and separate Word attachment)
4. Branding and Marketing Initiative – 9:15 a.m.  
Jennifer Mullen
5. Implementation of Revisions to Grade Forgiveness Policy (see attachment, p. 19-20)
6. Proposed Policy on Appeal of Undergraduate and Graduate Admission Decisions (see attachment, p. 21-22)
7. Old Dominion University Inclusiveness Statement (see attachment, p. 23)
8. Announcements/Reminders
  - A. Higher Education Reauthorization Act and ISBN Numbers (see attachment, p. 24-26)
  - B. Program Accreditation Update (see attachment, p. 27)
  - C. November 6-7, 2009 Conference on Integrating Study Abroad into the Curriculum (see attachment, p. 28)
  - D. Reminder – Please increase videostreaming section caps in specific courses for the higher education centers and distance learning.

PROVOST'S COUNCIL  
April 28, 2009  
Minutes

The Provost's Council met on Tuesday, April 28, 2009 from 8:30-10:15 a.m. in the Board Room in Koch Hall. Those present were Carol Simpson (Chair), Nancy Bagranoff, Andrew Balas, Oktay Baysal, Andy Casiello, Paul Champagne, Chandra de Silva, Bill Graves, Brenda Lewis, Jennifer Mullen, Ann Pettingill, Chris Platsoucas, Mary Swartz, and Charles Wilson. The following agenda items were discussed.

1. The April 14 minutes were approved.
2. 2008 Quality of University Life Survey Report

The 2008 Quality of University Life Survey Report for Teaching and Research Faculty was included with the agenda materials. The deans received a copy of the survey results broken down by college. Carol Simpson asked the deans to review the data regarding their college and announced that both the survey report and the results by college will be available on the University's web page.

The deans noted the difficulty in addressing professional growth and development. The deans, administration and Faculty Senate should be sure faculty are aware of the faculty development funds available from the Faculty Senate. Chandra de Silva asked whether the University should review the distribution of travel funds since funding for travel has stayed constant while the number of faculty has increased.

3. Faculty Senate Issue 2008/9-1, General Education Revisions

Council members discussed the general education revisions recommended by the Faculty Senate. Charles Wilson summarized the key changes as follows.

- Students will now take required writing courses both at the 100-level and the 200-level.
- Information literacy and research has been added to ensure that students are provided the skills necessary to navigate the new (technology-based) world of information gathering. It will replace the computer literacy requirement.
- American Sign Language will be accepted to fulfill the foreign language requirement.
- Students will be able to complete the 8-hour natural science requirement by taking a 4-credit course in each of two sciences, as opposed to taking an 8-hour sequence in one science.
- Students will be encouraged to integrate interdisciplinarity in satisfying the upper-division general education requirement.

Chandra de Silva proposed a change in the description of the Way of Knowing on Human Behavior. Instead of stating that other departments may offer courses to satisfy this

requirement, subject to approval by Faculty Senate Committee A, he proposed the following statement.

Other departments may offer courses to satisfy this requirement, subject to their cross listing by the departments in which these disciplines are taught and approval by Faculty Senate Committee A.

After discussion, Council members preferred the original wording with the revisions noted in bold below.

This Way of **Knowing** will be satisfied with an **appropriate** course from the following **such** disciplines: Anthropology, Communications, Criminal Justice, Economics, Geography, Political Science, Psychology, Sociology, and Women's Studies.

Council members also recommended an editorial revision on page 5 to correct the name of the Mathematics and Statistics Department and an additional statement to the Way of Knowing on Impact of Technology to specify that upper-division courses approved to meet this category should be more rigorous than courses proposed at the lower division. The Council's recommendation will be forwarded to Acting President Broderick for approval.

#### 4. Branding and Marketing Initiative

Jennifer Mullen discussed initiatives from her office and offered help to the academic colleges. Provost Simpson urged the deans to notify Jennifer's office whenever an issue arises that will require a public response, after notifying the Provost's and President's offices. Ms. Mullen then highlighted the following:

- a. Marketing and Public Relations requests. The University needs to set a tone for promoting what it does well. In this regard, faculty should be encouraged to respond to Ms. Mullen's requests for faculty expertise or for faculty to be showcased in some way. We are all ambassadors for the institution, especially the faculty and the innovative work they do.
- b. Publications. Ms. Mullen offered the assistance of her staff with writing the academic colleges' Annual Reports. She also noted that she will be happy to confer with the deans on establishing a publishing schedule that fits the needs of the individual colleges. Her office will also help with coordinating efforts with external vendors.
- c. Web Redesign. OCCS is purchasing a new Content Management System that should be functioning by the end of summer. This system must work with our existing systems like Banner. The University is determined to create a web presence with the consumer in mind, rather than the employees. The goal is to find a balance between responding to consumer need while also transacting University business.
- d. Renewed Focus on Influencers. In a new marketing initiative, Ms. Mullen's office will target "influencers," those persons who are indirectly connected to the University

but whose beliefs about the institution can influence the institution's reputation. These include business/community leaders, prospective students and their parents, and others. There will be new ads posted in the two local airports, as well as billboards in four Hampton Roads locations. These ad campaigns will highlight ODU's brand drivers. It will be the responsibility of all of us to become familiar with, and to tout, these drivers.

- e. Marketing of Graduate Programs. Once the Strategic Plan is finalized, Public Relations will develop a new marketing campaign for key graduate programs.

#### 5. Implementation of Revisions to Grade Forgiveness Policy

This issue was postponed.

#### 6. Proposed Policy on Appeal of Undergraduate and Graduate Admission Decisions

This issue was postponed.

#### 7. Old Dominion University Inclusiveness Statement

This issue was postponed.

#### 8. Announcements

- a. Provost Simpson reminded the deans that the SACS workbooks on program accreditation update are to be completed by May 11, 2009. Judy Bowman will send the deans an electronic version of the spreadsheet to be completed.
- b. Provost Simpson stressed the need for the colleges to increase their videostreaming caps. The colleges also need to offer more courses both online and at the Higher Education Centers. It seems that there has recently been a decrease in these offerings.
- c. Mary Swartz noted that, with the renewal of the Higher Education Reauthorization Act and certain mandates therein, ODU must devise a system for apprising students of textbook choices prior to their registration for classes. The system must be established by the registration period preceding fall 2010.
- d. Information on the November 6-7, 2009 Conference on Integrating Study Abroad into the Curriculum was included with the agenda.