

November 22, 2013

TO: Provost's Council

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

SUBJ: Provost's Council Agenda for Tuesday, November 26, 2013

The Provost's Council will meet on Tuesday, November 26 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 November 12, 2013 minutes (see attachment, p. 1-2)
2. Marketing Strategy for Graduate Programs
Brian Payne
3. Enrollment Requirements for Graduate Assistants (see attachment, p. 3)
Brian Payne
4. Provisional Admission for Graduate Students (see attachment, p. 4)
Brenda Lewis
5. COACHE Summary and Recommendations (see attachment, p. 5-8)
Chandra de Silva
6. Information Item – Faculty Senate Issue 2013/14-15, Early Consideration for Tenure (see attachment, p. 9-19)
7. Virginia Space Grant Consortium 2014-15 Scholarship and Fellowship Opportunities (see attachment, p. 20-26)

PROVOST'S COUNCIL
November 26, 2013
Minutes

The Provost's Council met on Tuesday, November 26 from 8:30-10:00 a.m. in the Board Room in Koch Hall. Those present were Chandra de Silva (Chair), Oktay Baysal, Jane Bray, Andy Casiello, Paul Champagne, Jim Duffy, Brenda Lewis, Shelley Mishoe, Ginny O'Herron, Renee Olander, Brian Payne, Chris Platsoucas, Charles Wilson, and Gil Yochum. The following agenda items were discussed.

1. The November 12, 2013 minutes were approved.
2. Marketing Strategy for Graduate Programs

Brian Payne reported that the graduate programs identified by the Deans to be marketed have been shared with Jennifer Mullen, and she has agreed to set aside resources in the spring to market specific graduate programs. Application trends at different universities will be examined, and Graduate Program Directors will be involved in future discussions regarding marketing strategies.

Discussions on marketing graduate programs have taken place in the Graduate Administrators Council and Strategic Planning Committees, and there is agreement that traditional marketing strategies do not work for graduate programs. The following comments and suggestions were made by the Deans.

- Some of the issues to be considered when marketing graduate programs are the stipends available and health insurance.
- The availability of online programs alters marketing strategies.
- The key to marketing is to be first in the market with a diversified product that emphasizes the quality of the faculty; the model should be tied to anticipated revenues.
- The University should consider an outside firm to market graduate programs.
- A multi-prong approach is needed; for example, marketing strategies would be different for professional programs and doctoral programs.
- Someone needs to be identified as responsible for marketing graduate programs.

Chandra de Silva recommended that some of the issues raised be discussed in Strategic Planning committees. He suggested a short-term approach to begin marketing some programs now and a long-term approach involving an outside marketing firm. Brian Payne was asked to report back to the Provost on the discussion. Andy Casiello asked to be on the agenda for the next meeting to discuss what Distance Learning is doing currently regarding the marketing of online programs. He also noted that the plan for the new College includes marketing.

3. Enrollment Requirements for Graduate Assistants

Brian Payne discussed a proposed change to the enrollment requirements for graduate assistants. The University's auditors found it problematic that international GRAs funded by ODURF are allowed to take fewer hours to be considered full time than are graduate assistants funded by Commonwealth funds. The proposed change would tie enrollment requirements to the type of assistantship rather than the funding source. Thus, the requirement for graduate teaching assistants and graduate administrative assistants would be different than the requirement for graduate research assistants. Council members supported the proposed change, which will be forwarded to the Faculty Senate for review.

4. Provisional Admission for Graduate Students

Brenda Lewis discussed a proposed change to the policy on provisional admission for graduate students. The proposed language clarifies that provisional admission is a temporary status and specifies that a student must move to degree status or be removed from the program after the completion of 18 hours. Council members supported the proposed change, which will be forwarded to the Faculty Senate for review.

5. COACHE Summary and Recommendations

Chandra de Silva discussed the survey and recommendations from the Collaborative on Academic Careers in Higher Education (COACHE). The survey was administered in spring 2013 by the Harvard Graduate School of Education to all tenure-track faculty who had been teaching at ODU for at least a year. Among the 20 benchmarks, ODU's areas of strength included (a) facilities and work resources; (b) personal and family policies; (c) interdisciplinary work; (d) collaboration; and (e) senior leadership. The primary area of concern was tenure policies.

After reviewing the report, the Vice Provost for Faculty Development and Assistant Vice President for Assessment convened a group of faculty to review and discuss the results and make recommendations. As part of their discussions the committee identified several areas of concern. After thoroughly reviewing the data and conducting additional analyses, the committee developed recommendations, which can be organized within two themes: (1) developing institutional capacity by devoting institutional resources to support research and teaching productivity while reducing service loads; and (2) providing clarity for tenure expectations. The recommendations will be shared with the Provost.

6. Information Item – Faculty Senate Issue 2013/14-15, Early Consideration for Tenure

The recommendation from the Faculty Senate on early consideration for tenure was included with the agenda as an information item. Several of the Deans expressed concern about some of the revised language in section III.E.4. but agreed that the recommendation should be forwarded to the President and Board of Visitors for approval.

7. Announcements

- A. Information from the Virginia Space Grant Consortium about 2014-15 Scholarship and Fellowship Opportunities was included with the agenda.
- B. Chandra de Silva reminded the Deans to nominate 10 tenured faculty members from their College to participate in the Faculty Institute on Writing and Critical Thinking in the Major to be held on Thursday, January 9, 2014 from 11:00 a.m.-2:00 p.m.