Welcome and Introductions

- Dr. Wojtowicz opened the meeting by welcoming everyone to the first Graduate Administrators’ Council meeting of the 2014-2015 academic year. He said that he was honored to take over as the new chair of the Graduate Administrators’ Council. Because there are several new members, he asked that members introduce themselves to the group.

Enrollment Projections

- Dr. Wojtowicz informed Council that Brian Payne would be joining the meeting via conference call to discuss the process of enrollment projections. There have been ongoing conversations; however, we are in a position where we need to look at what we are doing and what we can do.
- Dr. Payne joined the conversation providing introductory comments on enrollment and enrollment planning. Graduate enrollment is currently down 2%, however distance learning enrollment is increasing. With the increase in distance learning enrollment, we are holding steady for the past two years.
- Dr. Payne continued by saying that what is troublesome is that new enrollments are down 150 students and could potentially go down more next year. We know what the potential problems are, but we need to discuss solutions and areas to focus on. Enrollment projections will be done differently this year. Information will be provided for the last five years and projections will be requested for the next three semesters. Dr. Payne asked for everyone to be honest with their projections so that resources can be appropriately allocated. He said that a narrative should be provided discussing how projections will be met to see if there is some overlap or to see if the Office of Graduate Studies or Graduate Admissions can help. Dr. Payne turned the conversation over to Jane Dané.
- Ms. Dané stated that the actual enrollment head count has decreased by 1.4%. She has met with a couple of deans to try to identify where changes may have occurred. If associate deans or graduate program directors are interested in delving further, Ms. Dané said that she will meet to discuss. She further stated that Bill Heffelfinger has worked with departments and Associate Deans and has spreadsheets to share that include data on the number of applicants and the number of enrollees. She also said that part of the planning process is knowing where to anticipate growth. Any cohort changes can impact planning. Last year’s request only looked at fall enrollment. This year, we will be looking at spring, summer, and fall.
- Dr. Mukkamala said that GPDs have no information to make projections. They just provide what has happened in the past. They need tools.
Ms. Dané asked everyone to look at whether or not there was room for growth or is the program at capacity. Can the growth be estimated? What will you do to grow the program? What is your target audience? How will you recruit?

Information is available through Graduate Admissions. We should look at our internal market. There is a decrease in students going from undergraduate to graduate programs at ODU.

Dr. Wojtowicz said with regard to undergraduate recruitment that during the Reagan administration the trend was to go to a different school for master’s and doctoral degrees. However, he said that there are different ways of looking at a situation and advising students to do what’s best for their advancement. He also addressed Dr. Mukkamala’s question by advising him to look at the qualitative data. Are there emails from students? Are there more inquiries about online programs? Are students asking for assistantships, health insurance? What is the competition? Where are new programs?

Dr. Payne said that if a program is currently at is capacity or doesn’t want to grow, then an explanation for that should be included as well. The explanation should include a good explanation as to why and offer options with regard to course scheduling.

Dr. Porter brought up the issue of assistantship funding. They are currently offering more money for assistantships, but now have fewer positions at the doctoral level. We need to be able to offer more in order to grow.

In the future, the Provost’s plan is to increase graduate stipends. However, while the ability to offer assistantships is important, we would like to see an increase in the professional market.

It was also mentioned that programs should look at alternative ways to offer courses, such as online, hybrid, and concentrated formats. The Registrar’s Office has the ability to offer 7-week courses or vary schedules within the semester time frame.

Programs should be looking at ways to market their programs. The CRM system can be used to help manage inquiries. Marketing online is not that expensive.

Heffelfinger talked about funnel enrollment and said that he and Celine will work to create welcome letters for prospective students from the colleges and then specific programs using templates. In October, he will be able to purchase GRE names, then GRE scores and data to increase the applicant pool.

The issue was raised regarding marketing. How do we tell people about outstanding programs? GPDs don’t have the ability to make the region aware of programs. Marketing dollars are limited. A better understanding of our market is needed.

Dr. Wojtowicz said that the University is working on a comprehensive marketing plan. We need to reach out to current undergraduates, pair degrees to target students, and look at getting Master’s students into PhD programs to increase the pipeline of transition. We should focus on enrolling Master’s students.

Dr. Selover brought up advertising, stating that advertising can make the University money, but the University minimizes advertising because it is a cost. He thought that we should change the way we view advertising and use it to our advantage.

Dr. Grothaus discussed variance in yield. He said that more competitive students have more options and other colleges see that as well. If we aren’t competitive, we can predict that our yield will be smaller for those students.

Dr. Benjamin stated that if you increase the number of admissions, you increase the burden in the program.

Dr. Wojtowicz said that there is a strange rise and fall across the board; we are scrambling to fill entry level seminars. We would like a steadily upward trend. There are very few programs at or beyond capacity at the graduate level. Some ways to possibly
increase enrollment might be to offer deferred admission or offering admission 2 to 3 times per year. If you have a student inquiring about a program in April and the deadline to apply was March, they will go elsewhere and find a program they can get into sooner.

Announcements

- **Graduate Student Orientation and GTAI Institute** – Evaluation Summaries of the Graduate Student Orientation and the GTAI Institute are in the packets. The Office of Graduate Studies will be looking at streamlining the orientation program to two hours and also reducing the length of the GTAI Institute. This will be a topic for discussion at a later meeting.
- **4+1 Information Session** for prospective students interested in completing a bachelor’s and a Master’s degree in 5 years. The Office of Graduate Studies is partnering with the Office of Graduate Admissions and the Career Management Center. GPDs and CDAs will be invited to attend. If you or if you know a colleague that can attend to be available to answer questions, that would be even better.
- **Courseleaf Training Sessions** – There are several upcoming training sessions for Courseleaf listed on today’s agenda. Please encourage the appropriate faculty and staff to attend.
- **Graduate Administration Workshop** – The Graduate Administration Workshop is scheduled for October 31, 2014 in the Alumni Center from 11:30 to 3:00 pm. Dr. Wojtowicz recommends that all GPDs attend. There will be a panel specifically for new GPDs which will serve as a precursor to a new GPD orientation planned for next summer.
- **CSGS Master’s Thesis Awards** – Deadline – Friday, November 14, 2014
- **Courseleaf Deadline** – All course proposals and course changes must be submitted in Courseleaf to the Office of Academic Affairs by Friday, November 21, 2014. This should include any changes through summer 2016.

Revised Faculty Handbook Policy

- Dr. Wojtowicz advised Council of the revised Faculty Handbook policy on Certification of Faculty for Graduate Instruction. The policy has been updated under Section I. A. to require each college to have a graduate committee and it outlined the responsibilities of the committee. Dr. Wojtowicz recognized that each college has their own processes; however, all colleges need to make sure they are in compliance with this policy.

Forms

- The G6 and G7 forms, which both are related to requesting adjustments to a student’s GPA, were presented to Council for review and approval. The forms were created to correlate with policies in the Graduate Catalog. Council approved the forms without any changes.
- The new G8 form, Exceptional Certification of Faculty for Graduate Instruction, was presented for review and approval. Dr. Wojtowicz reminded Council that about five years ago, it was decided that the Certifications for Graduate Instruction are to remain at the college level in the Dean’s office. According to the Faculty Handbook, when a Dean requests an exceptional certification, it must be approved by the Provost. An example of an exceptional certification would be when an individual does not have a terminal degree
but the person’s presence would increase participation in the program. Council approved the new G8 form.

- G3 – Re-Validation of Out-of-Date Credit Form – Dr. Wojtowicz brought up the issue of course re-validation and whether or not it should occur prior to completion of the dissertation. After some discussion, it was agreed that the decision should be made on a case by case basis.

Dr. Wojtowicz also said that it is important that if a PhD student has a break and returns to complete his/her dissertation that there is faculty support and that the research done is still valid. A question was raised regarding students that change direction on their research and whether or not the student would still be a candidate.

Dr. Wojtowicz suggested that a subcommittee be created to examine the issues surrounding returning ABD PhD students including course re-validation, research re-validation, candidates that change direction with their research, and the continuous enrollment policy.

- Curricular Change Form – The curricular change form has been updated. The major change is related to certificates. The new form is to be posted on the Academic Affairs website.