

Frost School Council Minutes

September 8, 2009

HUB 123

3:30-5:00

Present: Mary Ann McGarry (Chair), Nancy Betchart, Trent Boggess, Gail Carr, Terri Dautcher, Christian Roberson, Francis Williams, David Zehr.

Absent: John Donovan, Mark Okrant, Metasebia Woldemariam, James Whiting

Scribe: Nancy Betchart

Introductions: The council welcomed new members Terri Dautcher and Francis Williams.

Selection of the FSC Chair. Mary Ann explained that the chair's responsibilities included attending monthly steering committee meetings at which the chairs of all the policy making committees report. The first Steering Committee meeting is scheduled for September 30th at 4:00. Christian Roberson volunteered to be the chair and was confirmed by a unanimous vote.

Review of Frost School Enrollment and Financial Report. Nancy distributed and shared enrollment and financial data regarding Frost School including the following constituents – matriculated Frost School students, all part-time students, continuing education students, Winterim and summer students, and community education students. Overall revenue for 2009 was approximately \$2.12 million with a 54% margin. There has been a tremendous growth in online enrollments in the last 5 years. There was discussion about why enrollments had dropped during Winterim over the last 10 years with some suggestions including cost, the shortened length of Winterim in 2009, and fewer sections offered. Faculty pay during Winterim and summer was brought up as a possible issue – i.e., differences between Winterim and summer for “guaranteeing” courses. Nancy and Gail plan to meet with Ann Thurston to discuss whether we can make any changes to the existing pay scales.

Terri noted with some surprise the decline in Continuing Education enrollments over the last 10 years and noted that this might be a possible growth area, but Nancy speculated that the community colleges are providing competition since their accreditation and their lower cost.

On a positive note, revenue from matriculated Frost School students has been showing steady and substantial increases with fall 2009 revenues exceeding projections.

Report regarding a change in “who” is a Frost School student. Nancy discussed that there are people who fit the profile of a Frost Student, i.e., they are non-traditional students who have not been permitted to stay in the Frost School once they declare a major that is not identified as one totally available through evening, online and other alternative delivery formats. At a meeting with Provost Bernier and VP Hage, it was decided to allow students with any major to declare as a Frost student as long as they are clearly informed and sign an acknowledgment that their major would require that they attend classes for their major during the day. A meeting is scheduled on Monday, September 21st with undergraduate studies, the registrar, admissions, bursar and others to discuss the processes for making this effective for Spring 2010.

Frost School responsibility regarding policies and procedures regarding online education. There was a brief discussion regarding the history of the Online Education Committee and the Frost School Council's adoption of their responsibility to recommend policies and procedures regarding online education when it was disbanded. The Frost School Council can expect that the

new Director of Online Education, Ellen Murphy, will be leading discussions regarding procedures and policies.

Priorities for 2009-2010. Terri inquired if we had ever conducted a SWOT (strengths, weaknesses, opportunities, and threats) analysis and offered to lead us in the exercise in order to help us better prioritize our goals for the year. We agreed to engage in an SWOT analysis at our next meeting.

General discussion. A number of issues were raised including continuing to inform our faculty and the PSU community about what Frost offers so that they can assist us with recruiting and retention. Terri requested additional information regarding the number of students “retained” by Frost School from one semester to the next and suggested that we might conduct research to determine students’ intentions to continue.

Another topic was the Frost School advantage – what is it? The primary advantage students having first priority for registering in alternative delivery courses and having “concierge-type” services for nontraditional students or one-stop advising and support.

Trent brought up the cost of energy and fuel as a driver for continued demand for online courses and programs. He suggested that a program matrix of online courses would help with the recruitment and retention of a new population of students who need predictability regarding how much time and money a program will cost them in order to commit to it.

Updates. Winterim and community education. Gail is working on finalizing the Winterim schedule and is interested in more courses. Winterim registration will be earlier this year to coincide with advising week and spring registration. She and Linda Hammond (Coordinator of Community Education) visited an alumni and development staff meeting where they shared information about Frost School offerings that might be of interest to alumni and/or their children and also discussed possibilities for collaboration, e.g., the establishment of a scholarship fund for nontraditional students.

TESOL certificate. Nancy announced that the processes are all in place for the TESOL certificate program including the application process, coding in Banner, financial aid, etc. so that if future certificate programs are developed, implementation will be easy. Terri suggested that the “steps” toward the development and approval of a certificate be drafted and posted for faculty to reference. Nancy volunteered to draft this document. The GIS certificate program will be going back to curriculum committee for approval this fall. A sustainability certificate is also a possibility

Adjourned at 5:00

Next meeting: October 13, 2009, 3:30 in HUB 123