

## **Frost School Council Minutes**

November 10, 2009

HUB 123

3:30-4:45

Present: Christian Roberson (Chair), Gale Beckwith (student), Nancy Betchart, Trent Boggess, Gail Carr, Terri Dautcher, Mary Ann McGarry, Ellen Murphy, Josh Smith (student), Francis Williams, Metasebia Woldemariam.

Excused: John Donovan, David Zehr.

Absent: Daniel Moore, Mark Okrant, James Whiting.

Scribe: Nancy Betchart

**Approval of September 8 minutes.** There were no corrections or additions to the October minutes.

**Frost School SWOT Analysis.** Terri Dautcher continued the SWOT analysis with the Council. We reviewed her notes from the October minutes and made some additions. We began to focus on a possible “to do” list of initiatives that we could select from to address this year. Terri will add to her typed notes summarizing the SWOT analysis and we will choose from among the items on the list next meeting. Among the ideas that we might pursue this year are the following:

- Continue to work on branding and marketing to internal and external constituents
- Conduct a competitive market analysis
- Define measurable objectives regarding enrollment and growth
- Develop and adopt a standard student evaluation form for online and blended courses
- Clarify online education policies
- Work with departments to develop course matrices (2-3 years out for all programs offered through Frost)
- Increase staff participation in educational opportunities through Frost School
- Determine scalability as we add programs (e.g., will structure of Frost School stay the same or will we have a steering group with sub-groups to work on specific tasks?)

**Health Education Major.** Nancy announced that HHP had voted to offer the Health Education Major through the Frost School. The only course outside the department that needs to be scheduled evenings or online is General Psychology or Human Development. Nancy will work with Paul Fedorchak to schedule that course. The council voted unanimously to adopt the Health Education program as a Frost School program.

**Discussion re Frost School’s role in increasing transfer students to PSU.** Discussion was deferred until David Zehr is able to participate. Nancy distributed two pages from the EMAG group’s recommendations to the cabinet for review and future discussion. This topic will be on next month’s agenda.

**Reaching out to former PSU students who left with 100+ credits.** Nancy discussed an initiative that is underway to reach out to former PSU students who left prior to graduating. She will keep the council updated on progress.

**Discussion regarding clarification of by-laws on membership.** Christian raised two issues regarding membership. One was a recommendation that we revise our by-laws so that we

always have at least one Frost School student out of the two student representatives on the FS Council. Christian agreed to edit the by-laws for consideration and approval by the faculty. The second issue was whether we need to think about revising the membership guidelines that says we will include the chair or designee from every department offering a program through the Frost School. As we add more and more programs, the council will become larger and larger. Some members did not feel that this was a problem and that all chairs (or designees) should be invited and included in the email communications regarding the council.

Meeting adjourned at 4:45.

**Next meeting:** December 8, 3:30 in HUB 123