



Graduate Faculty - Meeting Minutes
November 24, 2014 – 3:30 p.m.
Frost Commons

In attendance: Sarah Robertson, Meg Peterson, Edith Patridge, Margie King, Osama Taani, Jen Pinckney, Mardie Burckes-Miller, Cheryl Baker, Christie Sweeney, Ann Berry, Christina Flanders, Cindy Waltman, Gary Goodnough, Marcel Lebrun, Mike Mariska, Cynthia Vascak, Gail Mears, Eric Hoffman, Kathleen Norris, David Zehr, Angela Adams, Ryan Aquilina, Beth Beaulieu, Lynnette Lawrence, Jason Swift, Ellanna Tallent, Lori Armstrong, Natalya Vinogradova, Amy Barnes, Jim Hundrieser, and Paula Lee Hobson

Call to Order – 3:32 p.m. by Dr. Fischler

Approval of the agenda as presented and minutes from October 2014 - unanimous

No major items from Curriculum Committee this month

Policy and Bylaws Committee update – they are currently reviewing the inactivity and withdrawal policies

No old business

NEW BUSINESS

- Guest speakers – Jim Hundrieser, Paula Lee Hobson, and Amy Barnes

Gail Mears introduced Jim Hundrieser stating that in light of budget discussions, lower registration numbers for summer and fall, the institution is putting enormous resources towards marketing. Jim stated that the big questions are “where are we going as an institution?” and “what do we need to be mindful of?” Gail will be sending an email soon to program coordinators regarding your contact with students who are inquiring about your specific program. Gail would like responses to ensure we are not duplicating efforts and that we fill the areas where programs are unable to respond. In the same light, it is important to answer any inquiries as quickly as possible.

Jim told the group that the marketing folks are learning that we need a more robust inquiry pool. With timing, we are losing students who are not immediately looking to enter a program. Some program coordinators keep lists of people and terms they are interested in – that information needs to be shared. We need to be process oriented in our recruiting efforts. We do not have strong systems in place (ex. MBA reaching out on their own to students who have not taken classes in several semester). We need to be cultivating students who inquire as well as getting our advertising messages out.

With Granite State and SNHU adding additional master’s level programs on a regular basis, often with more online availability and lower cost, we need to get our stories out and reach students. The current USNH board is open to allowing competition between programs unlike boards in the past.

Amy Barnes explained that we have new ad initiatives. The Graduate microsite was rolled out over the

weekend. The purpose of this site is to reach prospective graduate students and have them request info, provide contact information, and ultimately apply. All information collected on the microsite inputs directly into the CRM. Paula Lee added that for marketing it is important to collect zip codes to see where we are gaining traction around the state and nationally. Another initiative is the “Experience Education” video located on the PSU homepage and found through YouTube. The video was made based on feedback from recruiters and focuses on “hands on, minds on.” Amy added that we are all advocates. We all have social media and need to share the PSU word.

Paula Lee explained her thoughts about what speaks about us; we need to get conversations out there “with” each of us in this room and on campus. Tell the world what your own personal work consists of – we should have this happening from students, alumni, faculty, and staff. What are you doing inside and outside of the classroom – think about what you are willing to share. Feel free to share your story of what has happened thanks to PSU Graduate Studies.

Eric Hoffman spoke to the fact that marketing to adult learners would not help him get any students as his are more traditional and out of undergraduate programs. Jim responded and asked him to reply to Gail’s email so that we can learn from you and your ideas.

Cynthia Vascak asked, “when are we going to polish individual graduate program websites?” Paula Lee responded that she does not want to see cookie cutter or vanilla anymore. She would like programs to step up, be pilots for new initiatives, and then link similar programs. Gail added that the Graduate website has always been an add-on to the main website. She wants to fix looks and the “buckets” in that we put many programs.

Gail also brought up the fact that PSU just discovered that no one is doing professional development on an institutional level. Several departments thought others were handling this. Cheryl Baker is working to create new programs.

Jim added that we need to create new gateways to our graduate programs. Gail spoke about new plans including a new, lower pricing structure for some master’s students when we can offer a course in a school district or at a private entity without paying rent and with a minimum of 12 students. \$1100 masters and \$1160 per CAGS course.

- Sarah Robertson reminded the group that the February 2015 Graduate Faculty meeting is the last month for all 2015-16 catalog changes. Proposals are due to the Curriculum Committee by: 2/3/15
- Gail described David Zehr’s new role. He is the AVP for Academic Affairs and now handles all grade changes, appeals, and student complaints. David let the group know that he prefers the chairs handle as much of the student complaints as possible before moving on to his office. His new role is part of PSU’s attempt to reach consistency across all students.
- Gail introduced Fawn Ouelette and described her new role as the assistant director of PSU Concord. She is looking at the systems down in Concord to create new policies and procedures along with working with Cheryl to increase use of the space for professional development. Angela Adams added that the rooms in PSU Concord would be added to 25 live after the first of the year.
- Introduction of Ryan Aquilina, Student Representative to the Graduate Faculty

Meeting adjourned at 4:25 p.m.