

**Approved Minutes
Graduate Council
December 7, 2007
303C DEV**

Faculty Members Present: C. Coviak, C. Grapczynski, L. Konecki, V. Long, M. Luttenton, P. Ratliff-Miller, D. Ross, R. Smith, M. Staves, R. Wilson

Elected Student Representatives Present: K. Wildeboer

Administrative Ex-Officio Present: C. Bajema, B. Cole, I. Fountain, J. Guevara, T. James-Heer, S. Lipnicki, J. Montag

Ex-Officio Students Present: Meredith Care

Guests Present: E. Eldridge, P. Oldt

I. Call to Order

M. Luttenton called the meeting to order at 9:06 AM.

II. Approval of Agenda

Action: C. Coviak moved to approve the agenda. M. Staves seconded. Agenda approved.

III. Graduate Strategic Positioning/Planning – Patricia Oldt

P. Oldt gave an overview of the history of strategic planning at GVSU. Currently, strategic planning is an important part of the NCA self-study that Julie Guevara is reading. A SWOT analysis can help assess the impact of external influences, such as MSU's medical school and the economy. It will help put GVSU in a proactive rather than reactive position.

GC members broke into groups to discuss strengths, weaknesses, opportunities and threats. The analysis resulted in the following:

Strengths:

- a) Links with the local community (e.g., donors), grad programs are responsive to community needs, bringing in first generation students
- b) Increasing reputation for quality, educational programs
- c) Low turnover of employees, loyal employee base, excellent full time faculty, work ethic of employees
- d) Pleasant environment/new facilities with technology, landscaping, new buildings, residence halls, wireless internet, multimedia in classrooms, courses incorporate Blackboard

Weaknesses:

- a) Complacency - process for change is slow: method of instruction use of facilities, course availability (times) designation of grad faculty qualifications
- b) Failure to acknowledge differing needs of grad students: assumption that undergrad policies fit grads, hesitation of administration to accommodate differing needs, lack of designated space and funding for grads
- c) History: institutional culture focuses on undergrads, grad programs are money-generators but have little commitment of resources

Opportunities:

- a) Environmental sustainability, we should offer programmatically, research and funding opportunities that address this, alternative energy, build knowledge and skills in that area
- b) Large population of W. Michigan with some college but no degree who need to complete education (reference MI Lieutenant Governor's Commission on Higher Education and Economic Growth-Cherry Report)
- c) Could develop numerous grad programs not offered by any higher education institution in GR (e.g., pharmacy, history)
- d) Health care industry, MSU coming to town, join-not fight

Threats:

Community presence/perceptions of GVSU

- a) MSU's medical school-they will have greater impact than people are aware
- b) Competition from WMU, Ferris, and Davenport - Davenport is building new sites all over state, e.g., Livonia, Davenport is advertising for people to head up programs
- c) Resources-financial, state and donor - power that MSU med school will have, pull dollars away from us; need people in health professions leadership roles who are strong enough to push GVSU
- d) Fuel prices for a commuter campus
- e) Quality – competition through quality is great idea, it has taken 12 years for our students to compete against Western (OT program)

Other points made during the strategic planning discussion included:

Marketing GVSU - C. Grapczyznski noted that in the College of Health Professions students taking the national exam in OT score a 97% passing rate, but EMU and Western score in the 70-80% range.

Strengths and opportunities did not include opportunities for enrollment and program development.

GVSU's links to the community and donors do not reach across the socio-economic classes in the community. GVSU does not have a strong reputation with those in the lower income. They do not see GVSU doing anything for them. GVSU's admissions standards have a role in this as well.

GVSU should make more connections with GRCC to promote dual enrollment.

Weaknesses and threats have similarities, such as complacency and the MSU medical school.

P. Oldt reported that the university strategic planning committee meets on December 13th. Please email her with comments prior to that date.

IV. Approval of Minutes

Action: L. Konecki moved to approve the Graduate Council meeting minutes of November 16 with corrections. C. Grapczynski seconded. Minutes approved.

V. Report of the Chair

M. Luttenton reported that CLAS is considering having national level debates on higher education, and to invite nationally known speakers to campus. C. Coviak noted that KCON is also considering bringing in an expert who did a study under Carnegie on nursing education.

Rhonda Lubberts attended the last Graduate Directors meeting. M. Luttenton will be meeting with her regarding marketing graduate programs.

He has not heard back from ECS/R. Franciosi about the GA Policy.

GC members were reminded to review the NCA draft and also to review P. Kimboko's documents on the GC Blackboard.

VI. Report of the Curriculum Subcommittee

C. Coviak reported that the GC-CC completed review of all courses submitted for the PAS program change. They have been sent back to PAS for minor editing revisions.

C. Coviak and R. Adams will be working on a draft of bylaws changes to bring to the GC committees to see what else might be suggested. She noted that Policy and Curriculum have substantial overlap, and not just within the GC but with UCC as well.

VII. Report of the Policy Subcommittee

R. Wilson reported that the GC-PC discussed priorities that P. Kimboko had laid out. The committee is also reviewing expectations from the NCA Report on Graduate Education, as well as the Provost's priority areas. The GC-PC will put forward a number of items simultaneously in January and February 08, such as criteria for grad level faculty and capstones.

M. Luttenton noted that the GC-PC's work will show the NCA that there is effort and intent to rectify the shortcomings the NCA would find.

VIII. Report of GPSA

K. Wildeboer reported that GPSA meets this evening. The GPSA board has been invited to meet with President Haas on January 9, 2008.

K. Wildeboer discussed an idea GPSA got from the national conference. Oklahoma State's College of Health Professions holds student-sponsored colloquia and seminars on how to do poster presentations, write abstracts, and other graduate school related topics. Potential employers are invited to sponsor tables and give cash rewards for giving good presentations.

IX. New Business

GC Member Update

L. Konecki will be replaced by Dorothy Armstrong in the Winter semester. She asked COE to elect one person to serve the full academic year.

S. IsHak will not be back in the Winter semester. Dave Cannon will return.

X. Old Business

K. Wildeboer reported that the Graduate Student Blackboard is working properly and all current graduate students have access.

M. Luttenton and J. Montag will meet with Sue Korzinek to implement the new graduate certificate policy.

New Grad Student Orientation will be held on January 3 at 5:30 PM.

XI. Adjournment

Action: C. Coviak moved to adjourn. M. Staves seconded. Meeting adjourned at 11:00 AM.

Minutes approved at Graduate Council meeting on January 11, 2008.