ADMINISTRATIVE COUNCIL MINUTES

Date: Monday, December 9, 2013, 8:30 a.m.

Location: University Center, Ballroom B

Present: Dobbins (presiding); Ahmed, Ball, Bai, Barrios, Bowen, Cook, Eddleman, Gathman, Holland, Jenkins, Lee-DiStephano, Lipe, Mangels, McAllister, McDougall, McGowan, Meyer, Rogers-Adkinson, Sides, Skinner, Sprengel, Starrett, Stinson, Weller-Stilson

Guests: Sandy Hinkle, Registrar
       Alex Gasser, Associate Director of Admissions

1. President’s Items: President Dobbins called the meeting to order and addressed a new University initiative entitled Associate’sPlus™, which is a cooperative reverse transfer program with Missouri State University-West Plains. He and Interim Provost McDougall outlined the complete program and the potential for Southeast Missouri students to have access to Associate of Arts degree from MSU-West Plains. Vice President Below briefed the group on the marketing efforts to promote the new program. Associate’sPlus™ will be rolled out to the media and the community in scheduled events on Tuesday, December 10th. The president reviewed the Board of Regents agenda for the December 20, 2013, meeting.

2. Degree Maps: Dr. Below briefed the group on a new success initiative involving the completion of Degree Maps for each academic program. These maps outline all necessary courses needed to complete a major/degree. Registrar Sandy Hinkle and Associate Director of Admissions Alex Gasser were present to comment on the progress of the project and to ask for feedback and input. This initiative came from the Completion Academy. Hinkle and Gasser are working with deans and department chairs on completion of the degree maps. When finalized, they will be displayed on the web site with links from each department to the Degree Maps, and will be reviewed/updated on an annual basis. It was noted that there may be a need for some modified Degree Maps for special circumstances, and eventually Degree Maps will be completed for all graduate programs and minors, and unique mapping may be created for areas such as online, regional campuses, and military initiatives. The Department Chairs and Deans were asked to make sure someone within each department is designated as the person responsible for the Degree Map project within that area.

3. Academic Calendar: The president reported that Faculty Senate had reviewed the Academic Calendar prior to its upcoming presentation to the Board of Regents, and will specifically be looking at changes for 2015. Dr. Lee-DiStephano, Chair of Faculty Senate, reported that Faculty Senate representatives want to discuss the academic calendar with students in January and look at possible long-range changes.
4. Academic Visioning Committee Report: Dr. Stapleton, Chair of the Academic Visioning Committee, reviewed the committee’s mission and membership. Academic Visioning Committee (AVC) was charged with assessing opportunities to expand academic programs based upon emerging trends, issues, and opportunities. AVC was asked to review health-related areas that may increase retention of nursing students and increase enrollment. The AVC conducted a review of over 40 programs offered from peer and aspirant institutions in health sciences, healthcare management, health management, health studies, health communications, and health administration. The AVC also completed a series of interviews with external stakeholders representing hospitals in Cape Girardeau and St. Louis Markets. Based on the review of existing programs, and existing and future demand for entry-level employees and staff development, the healthcare industry provides considerable opportunity for Southeast Missouri State University. Since 1990, employment in the healthcare industry in Cape Girardeau County has grown nearly 70% and has moved from the 3rd largest to the largest industry sector in the county. Labor estimates indicate continued growth and increased education and training needs in the industry through the next several decades. Given the dynamics of the local, regional, and national markets an opportunity exists to develop a strategic, comprehensive approach that will leverage academic, training and development, and outreach programs to maximize revenue.

AVC agreed to do following:

A. Establish with a consortium of local and regional healthcare stakeholders a Center for Health Quality and Innovation with a goal to support improvements and innovations in local and regional healthcare systems that can transform the way the health needs of the region are addressed and therefore advance the health of Southeast Missourians.

B. Establish a Health Studies area of study that is a collaboration of several academic units and programs.

C. Develop, coordinate, and promote these programs collectively with easily navigable career paths illustrated for prospective students. A coordinator should be appointed to maintain a focused, cohesive effort until a Center Director is named.

D. Develop the following new degree programs:

- BS Health Sciences - Department of Health, Human Performance, and Recreation
- Pre-Physical / Occupational Therapy
- General Health Sciences
- BS Health Communication – Department of Communication Studies
- BS Health Administration – Department of Management and Marketing
- BS Healthcare Management – Department of Management and Marketing
- MS Healthcare Management – Department of Management and Marketing
- Grad Certificates Healthcare Management – Department of Management and Marketing
The committee reviewed and evaluated 57 proposals, and solicited feedback from the various academic departments in which the programs would likely reside. Based upon feedback received, The AVC identified the following programs to be given further review and consideration:

- Industrial Engineering and Technology: add options in Robotics and Automation and Civil and Construction Engineering to the BS Engineering Technology
- Physics and Engineering Physics: add an option in Civil Applications to the BS Engineering Physics
- Computer Science: work with department to enhance and publicize new Multimedia Computing option in BS Computer Information Systems
- School of Visual and Performing Arts / College of Business: establish an arts management program
- Human Environmental Studies: consider expansion of the culinary arts option in Hospitality Management to include a more suitable commercial kitchen

The next steps for departments are to finalize the approval processes for the new academic programs. The Provost reported the need to establish a Faculty Associate in the Provost’s Office to coordinate these new health sciences programs as one package and to shepherd through marketing and public relations, and coordinate with outside agencies and organizations. There is need to develop a comprehensive promotional strategy for our 29-plus health studies programs.

5. **Co-requisite courses:** Interim Provost McDougall presented a brief overview of the University’s efforts to more appropriately align remediation courses in math and English. Dean McGowan reported that the creation of co-requisite courses in math came out of the Completion Academy project. In addition to realigning the math courses, there also will be a review of all academic program math requirements to insure that students are taking a math requirement most in align with their academic area. Dean McGowan complimented the members of the Department of Math for their outstanding efforts in revising curriculum and being willing to entertain new initiatives. Dean Barrios reported that co-requisite courses in English are on target, with the need for more co-requisite courses to be offered at the regional campuses.

6. **CSTL Reorganization & Accreditation Responsibilities:** Interim Provost McDougall reported that the Higher Learning Commission (HLC) has become more rigorous resulting in a need for more reporting activity. Additionally, there is a need for AQIP project oversight and better tracking for continuous accreditation and reaccreditation. Dr. David Starrett has become the University’s resource and specialist for institutional accreditation and program accreditation. Therefore, the CSTL reporting line will move to Dr. Gathman to allow Dr. Starrett more time for HLC and AQIP duties.

7. **Facility Rental Rates & Custodial Care:** Vice President Mangels reported that with the reopening of Academic Hall, there is a need for continuous custodial care due to increased activity in the building. She distributed cost estimates associated with rental rates and invited feedback and input.

8. **Unit Items:**
Members reported on various items of interest to the group, including compliments to all those who responded during the recent weather challenges.

Submitted by,

Diane O. Sides
Associate to the President and
Assistant Secretary to the Board of Regents