

Academic Affairs Council
September 24, 2014

1. **Census Day Attendance Verification** Rachele Garrett/Monique Cossich

Census day rosters went well, with all but one submitted on time. 177 student courses, very successful launch.

2. **Enrollment**

Good news that enrollment has gone up, 70% full time freshmen retention. We did not improve much in terms of credit hours due to increase of dual credit students. Dr. Berry announced there is a big push to make 15 hours a full load, would need to look at course offerings and when we offer them. We need to be creative in what we offer.

Randy McDonald stated that online courses are up 6%, more than last fall, 19.1% of total credit hours were fully on line or hybrid in fall 2014.

3. **SFA Promotional Materials/Marketing Initiative** Judy Abbott

The deans meet monthly to discuss different topics and they have been looking at our marketing material, noting the inconsistencies. Monique is working on a list that can be updated to correct information. She stated that our "Lumberjacks make great" campaign is creating some issues. Some of those listed, we do not offer degrees in, but our degrees can lead to jobs in that field. We are receiving irate calls from people wanting to major in certain areas that we are marketing and that are not necessary available. We need to be prepared and be careful what we market. Deans and chairs need to understand the marketing push so they are ready to talk to student/parent.

4. **Fall Forum Library**

Shirley Dickerson

The library have sponsored a fall forum the topic is author and publishing issues, open to public October 17 at 10:00 a.m. in the Wyatt room. We hope to have rich discussion and plan workshops. This is the first time copyright law has been looked at since 1976. Phil Reynolds will facilitate the forum

5. **Livertext**

Larry King

Larry King announced that we have distributed 7325 key codes for students in Livertext for core courses, fall 2014. 1751 still need to register, the deans were asked to encourage students to register now. Sent around 30,000 emails asking to join Livertext.

169 key codes have been sent to faculty to access their account, only 121 faculty attended training sessions. Larry stated we are concentrating on faculty teaching core courses this fall, will increase as we go. This is great resources for students.

October 1st core assessment coordinator submit core assessment reports for spring, this will be the last assessment of the old core.

6. **Dean for College of Business Search**

Steve

Bullard

Dr. Bullard, who is the Chair of this committee will begin to look at the Provost calendar and try to schedule interviews before the end of the semester.

7. **LBB Presentation**

Dr. Berry attended the first LBB budget presentation in Austin. The president did a great job advising on what we require. The Governor's office representative asked who was in favor of performance based funding, three

out of four voted YES.

8. SACS

SACS annual conference is December 6 – 9, 2014 in Nashville, TN. The deans were encouraged to attend, further information can be obtained from Sharon Brewer.

9. Student Success Initiative

Mary Nelle

Brunson

Dr. Brunson reported that the roll-out is going well, she has already met with half of the Liberal and Applied Arts departments, all of Science and Math and Business.

The official launch party will be September 25th, there will be two sessions for faculty, morning and afternoon and a lunch time session for professional advisers.

Also time to talk about what we want to see. We have lots of things on list that need revision. Faculty should be encouraged to work on targets. We are working on an institutional process for suspension students. Need a lot of continued support and it will make all the difference.

Dr. Berry announced that we will add more advisers as the money becomes available.

10. Any Other Business

Dr. Bullard announced that following their first group strategic planning meeting, people will be contacted and asked to contribute. Next meeting is November 21st.

11.Date of Next Meeting

October 22, 2014.

Liz Vaughan, attended as Chair of Chairs' Forum

George Franks, attended as Chair of Faculty Senate