

Deans Council
February 26, 2014

1. **Marketing**

Jill Still

Jill gave the group an overview of the new marketing campaign, we have hired a company called Richards Carlberg for our rebranding which was approved on February 10th. She felt it was important to reach out to the deans. She explained the goals the company will be using over the coming months.

2. **Advisory Board Presentation 3/5/14**

Mary Nelle Brunson

A presentation will be given by David Goddell from the Education Advisory Board on March 5th in Business 161 at 10:00 a.m. all deans and chairs are invited to attend. The presentation is titled "future students, future revenue".

3. **Core Curriculum**

Mary Nelle Brunson

Our new core curriculum submitted to the Coordinating Board has received approval. It still needs to go through our Core Curriculum Assessment Committee.

4. **International Travel**

The deans were reminded that international travel must be approved prior to travel, by way of a written approval from the provost and president. An email/memo should be submitted to the provost stating the location of travel, reason for travel, cost, and source of funding.

5. **Certificate Programs**

Dr. Berry stated he had seen an article in a Cleveland newspaper where a university plan to award associate degrees on the way to a bachelors degree, as a credential you get along the way. Here in Fine Arts on the way to getting your MFA you get an MA. Dr. Berry thought this may be a way to increase enrollment, perhaps we could offer certificate programs on the way to a BA degree. The deans were asked to think about it, this would give the students "official" encouragement and may add to their "employability". He suggested we put together a list we could use for marketing. Dr. Brunson reminded us that we cannot compete with community colleges, they must be upper level courses.

6. **Lone Star College University Center**

Dr. Berry reported that we are well on our way to getting started in the Woodlands with Lone Star College. With possibilities with social work, and BAAS, Dr. Murphy is working on this. .

Dr. Childs is ready for fall 2014 in four areas:

BS Biology

MS School Math Teaching

Cyber Security Certificate

Dr. Janusa

Chemical Lab teaching Certificate

Dr. Pickard

Dr. Berry stated this will be a great opportunity, we will be developing more online course work, Lonestar are very excited. They are located across street from Montgomery campus. We have never done anything on this scale before, the ultimate plan is to have someone there full time to coordinate onsite.

7. **Budget Matters**

This Thursday Dr. Berry will meet with two regents from the Finance Committee to talk about tuition and fees, looking at increase designated tuition but not finalized yet.

Danny Gallant is looking at mandated fixed tuition starting next fall. We will not use called meeting in March to present to Board we will wait until April meeting, this will not generate enough money for raise pool, hopefully enough to cover costs in part Hazelwood legacy.

Dr. Pattillo is still pushing to create a salary pool, so looking at ways to talk about the possibility to save dollars, our big expense is personnel. One way is decrease our adjunct expenditure, we spent \$2.3 million last year. We need to decrease additional comp for service activities, we will look at this and study banner reports. We will also look at reassigned time – which requires us to hire adjuncts.

Adjuncts are used mostly in the college of Education and Liber and Applied Arts.

It is very difficult for new money and new positions, we need to re-purpose.

Dr. Bullard said that even a small salary pool would be useful if we are given maximum flexibility.

It was stated that other schools set a summer teaching pay amount, no matter what the rank!

8. **Any Other Business**

Lyle Lovett will be the speaker for the Archie McDonald Speaker Series on April 10, 2014.

9. **Date of Next Meeting:**

Academic Affairs Council: March 19, 2014