

GRADUATE FACULTY MEETING

November 22, 2013

Agenda

Graduate Program Review – Fall 2016/Spring 2017 per Office of Academic Affairs

Testing Services for Comp Exam Proctoring – Depends on workload of Testing Center but very possible it could be done there

OIT Marketing

Course Rotation

Comp Exam/Thesis Defense Rubric – Need one rubric used for both since both activities are culminating experiences for the Master of Science. Program Learning Outcomes are same for both groups.

Ongoing Effort

- Develop some courses that would appeal to SFA staff since these people are able to take courses for free (Runnels' suggestion)
- HMS should look at other state programs to identify their demographics (Shepherd to investigate)
- Meet with Scott Slough and Monique Cossich to investigate recruitment strategies (Principals Program in Sec ED grown by 600%)(Perritt and Martin)
- Investigate graduate scholarships
- Final Review of Graduate Bulletin, December 5-6, 2013 (Perritt)

MINUTES FROM MARKETING MEETING WITH DR. RANDY MCDONALD

November 20, 2013

Chay Runnels, Nancy Shepherd, Mitzi Perritt

\$60,000 available to spend across 20 programs (18 actually since two are academic partners). Rough estimate of \$3,333 for HMS, but the amount can fluctuate according to need and interest. Original estimate of \$7,000 is probably high; it is doubtful that HMS will receive that much funding.

1. Explained HMS's needs: recruitment for Hospitality certificate, FCS, Child/Family, Interior Design (General and Healthcare).
2. Graduate scholarships
 - a. RM does not feel scholarships are the best use of OIT's money because a scholarship will reach only a few students. Using marketing money in other ways reaches more student prospects. However, he investigated the legality of using OIT money (gathered from student fees), and our legal counsel answered a bit vaguely. He was referred to VP for Finance and Administration. Even if F&A approves the use, RM does not think it is wise, and it will set a precedence for other programs who will ask to do the same.
 - b. Dr. Berry says frequently that we leave scholarship money on the table. *More investigation is needed.*
3. Booths at conferences not so effective.
4. Google ads more successful if an audience is targeted. **MUST KNOW THE AUDIENCE.** Get list of prospects and send direct mail or emails.
5. New opportunity for 30-sec vidoes to advertise program. Previewed three which were very well done and appealing.
6. Also vidoes of student testimonials possible but not as flashy as #5.
7. RM prefers online advertising since student prospects are internet users.
8. Facebook ads are a new idea (\$100-200/month)
9. Google searches must get our programs visible. HMS tends to turn up on the 3rd or later page or not at all. However, OIT cannot buy ranking. Whether or not HMS shows up on the first page of a search or not depends on several factors such as the number of times the HMS page is hit.
10. One strategy is to publish an article about our program through Public Affairs. Even a newspaper article will be picked up by other sources which increases visibility and Google ranking.
11. Will revamp Lani's position as not so many faculty are needing course development help now that they have done it before. New person will be 50% marketing.
12. Other recommendations:
 - a. Direct mail to HS teachers – get list – spam the contact list. Also, make mailout poster for teachers' lounge. Consider preloaded jump drives.
 - b. Insert 10-sec or 15-sec ads into YouTube and send with email
 - c. Try to get on organizational Facebook pages which will then link to HMS

- d. Conduct a free webinar. OIT to advertise like "Lighting Design in Nursing Homes." Archive 15-min webinars and link on website.
- e. Make program specific SWAG such as post-it notes and pens.
- f. Use Linked In where you can report someone else's piece. Perhaps signup as our program. Send out a good article you have seen ("reporting").
- g. Pinpoint organizations to purchase advertising in their website, etc.

PROPOSED COURSE ROTATION

1) Proposed in Graduate Faculty Meeting

September 6, 2013

1st Year

Fall 2014	Spring 2014	Summer 2015
HMS 500 Philo of HMS HMS 508 Sustainability HMS 545 Adm & Sup in HMS HMS 551 Child Dev & Parenting SOC 551 Sociological Inquiry	HMS 502 Emp Dev Issues in HMS HMS 586 Aging & Adult Dev SOC 550 Social Statistics	HMS 501 Serv Mngmt in HMS HMS 552 Family Studies (each summer) HMS 560 Advanced Housing

2nd Year

Fall 2014	Spring 2014	Summer 2015
Same as 1 st Year	Same as 1 st Year	HMS 540 Consumer Problems HMS 549 FCS Occupations HMS 552 Family Studies (each summer)

2) Reviewed and Recommended by Dr. Martin

1st Year

Fall 2014	Spring 2014	Summer 2015
HMS 500 Philo of HMS HMS 501 Serv Mngmt HMS 508 Sustainability HMS 545 Adm & Sup in HMS HMS 551 Child Dev & Parenting SOC 551 Sociological Inquiry	HMS 502 Emp Dev Issues in HMS HMS 540 Consumer Problems HMS 560 Advanced Housing HMS 586 Aging & Adult Dev SOC 550 Social Statistics	HMS 501 Serv Mngmt in HMS HMS 549 FCS Occupations (needed every summer for alliance) HMS 552 Family Studies (each summer) HMS 560 Advanced Housing

2nd Year

Fall 2014	Spring 2014	Summer 2015
Same as 1 st Year	Same as 1 st Year	HMS 540 Consumer Problems HMS 545 Adm & Sup in HMS HMS 549 FCS Occupations HMS 552 Family Studies (each summer)

Regarding summers—What if there is no summer money? (Don't post rotation on website)

What if student doesn't want to go to summer school? Need to offer all courses in
Fall & Spring?

549?, 552?, 545?

Common 18-Hr Core:

500 (F), 501 (F), 502 (Sp), 540 (Sp), SOC 550 (Sp), SOC 551 (F)

Total List of HMS Master of Sciences Graduate Courses: (26)

- HMS 500 – Philosophy of Human Sciences
- HMS 501 – Service Management in Human Sciences
- HMS 502 – Employee Development Issues in Human Sciences
- HMS 508 – Sustainability
- HMS 512 – Design of Long-Term Care and Senior Living Facilities
- HMS 514 – Interior Design Studio I
- HMS 516 – Advanced Lighting
- HMS 520 – Advanced Practicum
- HMS 523 – Design of Medical Offices, Retail/Hospitality, and Support Facilities
- HMS 524 – Design of Acute Care Facilities
- HMS 525 – Design of Ambulatory Care Facilities
- HMS 526 – Field Experience in HMS
- HMS 540 – Consumer Problems
- HMS 545 – Administration and Supervision in Human Sciences
- HMS 549 – Family and Consumer Sciences Occupations
- HMS 551 – Child Development and Parenting
- HMS 552 – Family Studies
- HMS 560 – Advanced Housing
- HMS 572 – Topics in Human Sciences – Topic Varies/Utilized for special courses to be developed
- HMS 574 – Human Sciences Delivery Systems – Topic Varies/Utilized for special courses to be developed
- HMS 575– Advanced Graduate Studies (Independent Study)
- HMS 576– Advanced Graduate Studies (Independent Study)
- HMS 578 – Seminar (needs 5 students)
- HMS 586 – Aging and Adult Development
- HMS 589 – Thesis Research
- HMS 590 – Thesis Writing

SOC 550 – Social Statistics

SOC 551 – Sociological Inquiry

Registered Dietitian Program: (7)

HMS 511: Introduction to Dietetics Practice (only students who have been accepted into the SFA DI can register)

HMS 521: Private Practice

HMS 529: Sports Nutrition

HMS 531: Supervised-Practice for Dietetic Interns (only students who have been accepted into the SFA DI can register)

HMS 532: Public Health Nutrition

HMS 535: Advanced Nutrition in Health and Disease

HMS 565: Pediatric Nutrition