

**Reich College of Education
Administrative Council
Minutes**

April 12, 2011, 10:00 am, Room #314 EDH, Greene-Oakes

Members Present: Charles Duke (chair), Dolly Farrell, Jim Killacky, Roma Angel, Michael Jacobson, Dick Riedl, Monica Lambert, Ellen Carpenter, and Lee Baruth

Members Excused: Doris Jenkins

Guests: Rob Sanders and Mary Englebert

- 1. Approve Minutes from March 29, 2011, Meeting:** Minutes were approved without any changes.

Advancement Update- Dolly Farrell: Dolly discussed the handouts she sent out to the committee via e-mail. The university has about 40% of their campaign goal in hand at this time. \$35 million of that 40% is athletics. Dolly discussed the universities five priorities: sustainability, entrepreneurship, globalization, scholarship, and health sciences. The university is planning a lot of events for donors at different locations including people's homes. We are looking for some fresh material to add to our story. One of our struggles is cash. There is a plan to solicit every single alumni member of the college about donating for the new building. One of our main priorities for the new building is furnishing technology. Dolly provided a handout on the naming priorities for the Reich College of Education. We will have a sign on the ground that will identify the building as the RCOE but it will not be on the building. There are naming opportunities that range from \$5,000.00 to \$5,000,000.00. The main donor board will probably be in the lobby of the new building. Dolly went over the college campaign and asked AC members to review the document that we put together for the college campaign and provide feedback to Dolly and/or Dr. Duke. What are our top three priorities because that is probably what we will be asked? We really need unrestricted funding. One of the populations we have not discussed in our scholarships is off-campus students. We will meet at a future date to discuss these priorities.

We are purchasing a new banner that can be taken to different events and set on a table or set on the floor.

- 2. Extension Projections & Recruitment- Mary Faye Englebert:** Mary Faye discussed extension projections as well as recruitment for our off-campus population. The program offering process starts with the department/ coordinator on what they want to offer and where. Then they notify the extension office. The Extension office has to get together the SACS approval. This approval is tied to federal financial aid. This process takes time and can result in cancelled or delayed cohorts. Programs need to be approved a year in advance of when/ where the department wants to offer that program. SACS says you cannot advertise a program until you have the SACS approval in your hand. It generally takes between 6-8 weeks for a prospectus and/ or letter to leave this campus to SACS. Every degree program requires an Appendix F as well as an Appendix G to the GA. If some of the courses offered off-campus are offered on-line, that has to be in the setup to be able to market the program accurately. If you start a cohort, you have to complete that cohort no matter how few students are left. A new federal requirement is that an institution has to have approval/ permission of the state in which the student is taking an on-line course. This will not only

impact off-campus but on-campus students taking on-line courses. You cannot market a program in another state until you have permission from that state in hand. You have to provide the procedure for making a complaint and the person to whom the student will need to complain. You cannot deny admission for a student because they live in a state that ASU does not have permission from that state for that course. We have a couple of programs that have out of state program work included in the program. Probably need to speak with Mike Mayfield about this issue and have him keep us updated on the process. This is an institutional issue not just an extension issue. This also impacts internships. This information can be found at the following site:

<http://distance.appstate.edu/faculty/department-resources/department-chairs>, under planning new programs, cohorts, and sites. Dr. Duke will try and get more information on this issue. We are already in process with enrollment. Programs, internships, student teaching, etc. may be impacted.

Mary Faye showed the projections as well as the funding requested. This year and last year we did not even get close to reaching the SCH's that we had projected. However, we received funding for enrollments because of how the funding is calculated. Mary Faye showed the process of finding out how much funding it will require to offer a program. We need to do better specific program planning as well as better marketing. We cannot continue to use the same old models but we need to be very proactive and think of some creative ways to offer classes. How is the marketing of our off-campus being addressed? The marketing budget of Extension is very small compared to the programs that we offer. Maybe we need to look at more creative marketing tactics that will entice more students to join our extension programs.

3. Moving: Boxes are coming Thursday. The Dean's office will be working with departments to get these boxes distributed. Handouts were provided to chairs of the members in their department with their office numbers for Duncan as well as the new building office numbers. The names are color coordinated to the floor in the new building that their office is on. The Dean's Office will provide dots and colored labels as well as tape at a little later date as the labels have not arrived yet. The dots and labels will denote which floor in the new building the office is on.

4. Other:

Next AC meeting is scheduled for Tuesday, April 26, 2011, at 10:00 am, in Room # 314 EDH, Greene-Oakes.