

## **Academic Staff- November 7, 2001**

### **Easel Comments**

#### **State of the Art Technology**

- laptop gets huge positive response from parents

#### **Branding and Marketing**

- executive marketing council
- resources 0 to \$25k
- employ outside marketing consultant
- niche/target marketing, specific groups, i.e. second career folks
- outside vs internal marketing consultant (use on campus first)

#### **Graduate Education**

- clarification of 104 to 102; cont grad ed to GPR; more tuition revenue to university; since we may change differential tuition= more money to depts.
- why is grad ed down? up some schools; why not us?
- non-traditional/returning students prefer: accelerated program, on-campus w/face to face instruction; structured environment and curricula. Location, location, location!! Close to home could be the decision for some students; cohort model is helpful
- linkages w/feeder schools

#### **Applied Research**

- faculty impacted, workload issue
- (how) involve tech park
- internal customer; support/serve on campus; resources (staff)
- connect w/recruitment
- implications for instructional academic staff: resources, roles, future

#### **Premier Institution of Workforce Preparation**

- connect w/the “school to work” model
- seamless array of programs in conjunction w/K-14