Open Session 5 - November 7, 2001

Easel Comments

State of the Art Technology

- Need to add link measurement to strategy (lab) and resources
- Technology- short term more dollars to get up and running; long term, keep funding
- keep technology accessible and affordable to students with disabilities; teach people what's available
- laptops- get faculty up to speed to support freshman with laptops. May need remedial help available to students to do course work. Alternative methods and/or resources
- redesign and evaluate curriculum for laptop environment
- urgent need to get laptops to faculty for prep
- look at broad support (network, software, maintenance) (broader than laptop)
- maintain current laboratory (other) needs
- Define State of the Art Technology
- future thinking; proactive, ahead of wave
- balance quality of curriculum w/ technology

Branding and Marketing

- aligning marketing and branding to enrollment management
- add appropriate linkages to measurements and strategies
- look special programs to get the word out
- add key measurement "exceed our application targets"
- re: "GPA H.S." reword "accepting students"
- improving quality of incoming freshmen
- include program directors, faculty, students, alumni and contacts with business in marketing efforts and marketing strategy
- clarify/define web site improvement
- website: have broad participation from audiences (add personality)

Graduate Education

- look at internal expertise for consulting
- re: linkage of G and UG, look at increasing faculty allocation to maintain UG-G (now are double listed)
- market at program level (not university level)
- need resources to target market at program level, i.e. system to support building relationships
- develop an ongoing support; do a better job of funding/spending for marketing
- target grads, makes sense dollar wise
- centers added to strategies in life long learning

Applied Research

- allow faculty- work in industry/sabbatical; develop and market life long learning
- returning larger chunk of grant money to research
- outcomes of research are not listed as key measurements, but needs to be
- find ways to deal with workload issues as related to applied research
- add pieces of "teaching" (TRS) to strategies
- support non-instructional labs and tie back to statement
- advisement of grad field project to issue list (add as strategy)

Recruitment

- some hires need experience not necessarily terminal degree; attract applicants w/relevant experience
- grow your own
- goal: eventually PHD faculty
- look at benefits of hiring our own; don't discriminate against alumni