

Minutes
University System of Georgia
Administrative Committee on Graduate Studies
Fall 2007 Meeting

Date: October 12, 2007

Location: Valdosta State University

Context: In addition to the business meeting of the ACGS, the schedule included the following:

- Keynote Address: Dr. Sandra Stone, Vice Chancellor for Academic Planning and Programs, Board of Regents
- Presentation on Georgia ONmyLINE and GAcollge411: Dr. Kris Biesinger, OIIT Assistant Vice Chancellor for Advanced Learning and Technologies
- “Student Health Insurance Program Update”: Ms. Carolyn Pearce, Pearce and Pearce
- “Privacy Laws and Campus Security: The Aftermath of Virginia Tech”: Ms. Laverne Lewis Gaskins, University Attorney, Valdosta State
- Staff Development, including all of the sessions above, and “Marketing and Recruiting Strategies: Highlights form the NAGAP Summer Institute”: Ms. Meg Giddings, Admissions Coordinator, The Graduate School, Valdosta State University

Recorder: Dr. Donna Gessell

Item	Discussion/Action
Call to Order/ Introduction of Members	<p>Dr. Gretchen Caughman called the meeting to order at 9:35, welcomed Dr. Sandra Stone, and asked members to introduce themselves. Those attending included:</p> <p>Dr. Brian Adler, Valdosta State University Ms. Jill Bell, Armstrong Atlantic State University Dr. Wil Campbell, Albany State University Dr. Patricia Cameron, Medical College of Georgia Dr. Gretchen Caughman, Medical College of Georgia Dr. Charles “Skip” Clark, University of West Georgia Dr. Dick Diebolt, Georgia Southern University Dr. Bill Dodd, Augusta State University Dr. Thomas Eaves, Clayton State University Dr. Donna Gessell, North Georgia College & State University Dr. Greg Hawver, Georgia Southwestern University Dr. Anna Holloway, Fort Valley State University Dr. Michael Johnson, University of Georgia Dr. Teresa Joyce, Kennesaw State University Dr. Jim Lidstone, Georgia College and State University Ms. Nikki Palamiotis, Southern Polytechnic State University Dr. Sandra Stone, BOR</p>
Discussion of AGCS Teleconference of 4/17/07 Topics	<p><u>GAcollge411</u> The group will continue to pursue goals with Dr. Kris Biesinger’s guidance, seeking a new graduate model and stressing functionality and ties to career advisement and development. Those serving on the subcommittee include Dr. Caughman, Dr. Skip Clark, Ms. Nikki Palamiotis, and Dr. Mike Price (Ms. Jill Bell offered to serve, if he is not able to serve).</p>

BOR Strategic Plan

Copies of the plan were distributed before the meeting and included in the meeting packet. Dr. Caughman referred to Dr. Stone's comments the previous evening that Graduate Studies was implicitly, though not explicitly, included in the plan.

Graduate Recruitment/Marketing

This topic was addressed later in the meeting.

Comprehensive Program Review and New Program Review for Graduate Programs

The discussion focused on whether we were interested in peer review of the programs submitted to the USG for approval. The conversation focused on advantages, criteria, process, and concerns.

- Advantages included establishing best practices among the group and fostering the potential for collaboration and non-duplication of programs, as well as locating programs strategically. The USG would benefit from the expertise of the group, acting within each member's academic discipline. A list of members and disciplines will be submitted to Dr. Stone.
- Criteria would be developed in rubric form, but would include program quality and rigor of content; market potential both within the state and within the field; program cost; impact on existing programs; and faculty qualifications.
- The details of the process have yet to be determined, but the process would fit into the existing process, with a turnaround time of only a few weeks.
- Concerns included the need for a rubric, for training, and for learning best practices. Competition among institutions would also need to be addressed. Dr. Stone stressed that with the capacity issues USG faces, we need to manage competition internally so that we can be competitive externally, and that we need to use resources more wisely. Another concern was the ownership of degrees by institutions and the need of smaller institutions to generate enrollment credit. The new franchise model raises concerns about SACS criteria and Council of Graduate Schools' recommendations for the percentage of courses in a degree being offered within an institution. It was pointed out that USG is not accredited; individual institutions are.

The CPR process will be reexamined at a November 6th meeting; Dr. Stone stated that there is a need to more clearly define the process in both its purpose and how feedback is provided. Graduate deans expressed the need to close the assessment loop and to return to the origins of the practice, which initially was to provide review for programs without an external review process. They also requested that trigger numbers be made more meaningful, recognizing that some programs are traditionally smaller, and that larger programs without appropriate enrollments may signal the need for review.

	<p><u>Graduate School as Assessment Point</u> Dr. Stone will check with Dr. Kathie Hudson about progress on this point, given plans underway to make changes in undergraduate curriculum. However, the data of students continuing on in graduate programs is readily available.</p> <p><u>Post-Baccalaureate Focus</u> Whether or not ACGS should expand to include first professional programs will be considered from the USG.</p> <p><u>RACAA</u> Dr. Caughman clarified that we are a recommending body to RACAA.</p> <p><u>BOR Liaison</u> ACGS's new liaison will be Dr. Linda Noble, who will be beginning January 1st.</p>
<p>Leadership Development/ Minority Recruitment Event</p>	<p>Dr. Caughman referred members to the handout prepared by Dr. Donna Gessell for the meeting providing a brief history of the event. Discussion focused on the following:</p> <ul style="list-style-type: none"> • questions about the effectiveness of the event and the lack of evidence that minority enrollments for USG graduate programs improved because of the event; • the HBC Recruitment Fair in Atlanta October 17th has an expected low attendance; • the proper time to start outreach to undergraduates, suggesting that sophomore year is the best time to influence students' awareness of graduate schools and provide time for them to achieve the GPA and test scores, as well as experiences and faculty mentoring; • ambiguity of the event because students were unsure whether it was about leadership or recruitment; • more effective strategies, including recruitment fairs at each school and one day recruitment fairs with HBCs and appointments with program directors; and • concerns about minority recruitment efforts disappearing if each institution focuses only on its own campus. <p>Dr. Stone will meet with USG's Minority Achievement Group at Macon State, and she will ask their advice. Once ACGS has this input, we will make a decision about where the resources will go that are reflected in the budget balance.</p>
<p>Marketing Graduate Studies</p>	<p>After briefly reviewing our discussions and work to date on a marketing brochure, including discussions about who our audience is and whether a website might not be the better vehicle, Dr. Stone indicated that the USG system office would take the initiative in figuring out how to market the value of graduate education. The target audiences are potential business partners and legislators. The message includes the number of graduates, types of professionals, spin-off entrepreneurs, and economic impact on the state. Dr. Michael Johnson agreed to send what has been done to date to Dr.</p>

	<p>Stone.</p> <p>A different marketing campaign would need to be developed for recruitment purposes, including recruiting minority and non-traditional students. Financial aid plays an important part in recruiting these groups, and out-of-state waivers are very important in recruiting graduate students. For that reason, graduate studies should be awarded their own waivers, not tied to undergraduate waivers, as they currently are.</p>
Professional Masters Programs and Summit	<p>Dr. Stone discussed the Professional Masters Programs, which she had discussed in her remarks the previous evening. After pointing out that they are ideal for smaller institutions and that they put all USG institutions on an equal footing, she explained that they target unique industries and provide regional opportunities at a lower cost than developing other masters-level programs. Georgia Tech already has developed these programs. Dr. Michael Johnson suggested that we hold a two-day summit to hear from industry what their particular needs would be so that we can develop appropriate partnerships. Dr. Stone will ask Dr. Noble to help identify industries, when she comes on board.</p>
Salaries	<p>Dr. Stone announced the Chancellor is requesting a separate allocation from the state legislators for salary adjustments.</p>
ACGS Budget	<p>The current balance is \$35,515.36, which reflects the assessment for 2006-07, which was not spent on a recruitment event. No new assessment will be made this year.</p>
Next Meeting	<p>Dr. Caughman will work with Dr. Stone's office to schedule the Spring meeting so that it will coincide with the Summit, possibly in late spring.</p>
Adjournment	<p>The meeting was adjourned at 10:50 so that members could attend the session on the Student Health Insurance Program update.</p>