

Graduate Council
Appalachian State University
September 20, 2010
Approved October 18, 2010

Present: John Abbott, Doris Bazzini, Becki Battista, Joseph Cazier, Keith Davis, Tom Fisher, Pollyanne Frantz, Holly Hirst, Marie Hoepfl, Lisa Holliday, Charna Howson, Edelma Huntley, Jim Killacky, Katherine Ledford, Denise Martz, Mike Mayfield, William Pelto, Martin Root, Neva Specht (for Dru Henson), Jenny Primm, Jennifer Snodgrass, Julie Taubman, Chris Thaxton

Excused: Susan Davies, Glenda Treadaway, Peter Villanova

Absent: Charles Duke, Randy Edwards, Charles Gibson, Fred Whitt

Guests: Hank Foreman, Megan Hayes, Susan Pettyjohn

Dr. Edelma Huntley called the meeting to order, welcomed members and guests, and asked that members introduce themselves.

It was moved (Root) and seconded (Abbott) that the minutes of the April 19 meeting be approved. Motion carried. None opposed; no abstentions.

Reports/Announcements from the Dean – Edelma Huntley

- The Chancellor's Office invited Dr. Huntley to make short presentations on graduate studies and on research to the Board of Trustees Academic Affairs Subcommittee and to the full Board on September 23-24. The Board of Trustees will also hear three research presentations by master's students in Exercise Science and Geography and Planning, and by a doctoral student.
- Each graduate program is supposed to submit its mission, vision, and goals to the Graduate School. At the Graduate School retreat, the Graduate School's mission, vision and goals will be developed from common themes throughout the programs.

Reports/Announcements from Graduate Studies – Holly Hirst

- Two graduate records staff positions from the Registrar's Office were transferred to the Graduate School, reporting to Holly Hirst. Due to resignation and promotion, both positions were vacant. Dr. Hirst hired the first replacement, Charity Martinez, and hopes to fill the second position soon.
- A committee is reviewing nominations/applications for the following awards: 100 Scholars, Outstanding Graduate Program, Distinguished Graduate Faculty, Wachovia, and Transforming NC. The Faculty Awards reception will be held on October 7.
- ASU is moving to an online program of study: Degree Works. A committee is working to modify the program this fall with implementation in Spring.

Reports/Announcements from Sponsored Programs – Charna Howson

- 84 proposals totaling \$25.5M were submitted. 79 awards in the amount of \$9.6M were received. This is more than half when compared to this time in 2009.
- Sponsored Program's monthly reports will be in a more useful format, including 3-years of comparative data with breakdowns for federal, state, and private sponsors. This format should be available by the end of September.
- ARRA funding is winding down with many of the 11 awards near or at closure. There is no word whether there will be another round of ARRA funding. The next quarterly reports are due October 1, and Sponsored Programs is working with PIs for submissions.
- Staff continue to work with RAMSeS to correct information. Although Ms. Howson worked successfully with RAMSeS for three years while at Greensboro, it will not be implemented at Appalachian until data is clean and reporting is correct.
- Upcoming events:
 - An NSF Webinar on September 14
 - Building Budgets for Sponsored Projects on October 5 and November 10
 - Contract workshop on October 11
- Sponsored Programs is looking for a computer lab or classroom with a teaching station for a two-hour block to hold agency-specific proposal preparation workshops.
- The following are visiting departments to discuss activities which comprise Research and Sponsored Programs: Proposal Development (Pollyanne Frantz), Research Protections (Julie Taubman) and Sponsored Programs (Charna Howson).
- Lisa Bingham was promoted into a position in Special Funds Accounting, and her vacated position is being restructured.

Reports/Announcements from Proposal Development – Pollyanne Frantz

- Ms. Amy Love replaced Heather Brandon.
- New Research Development Officers are Reeves Shulstad (School of Music) and Joe Cullen (IHHS).
- Upcoming Events:
 - New Faculty and Researcher Workshop on September 24
 - Research Café on September 27
 - First Fridays Series on October 1
 - "Writing Successful Grants" workshop on October 28 sponsored by UNC-Charlotte and featuring Dr. Bob Porter from the University of Tennessee at Knoxville
 - Faculty Without Borders on November 16

Reports/Announcements from Research Protections – Julie Taubman

- There is an increase in requests for studies involving human participants, vertebrate animals, and export controls.
- There are new IRB applications and consent forms on the web. Robin Tyndall is providing training to faculty and students.
- The office anticipates over 300 IRB protocols.

Presentation: The Brand Platform Survey and the Comprehensive Campaign –
Susan Pettyjohn, Megan Hayes, and Hank Foreman

Megan Hayes explained that Appalachian needs help to achieve its goals, specifically funding. The coming comprehensive campaign enters its leadership phase for 12-36 months, then has a kickoff and goes public in Fall 2011. The campaign has reached \$7M, and hopes to reach \$100M by next fall in time for the public announcement. The university is finalizing its communication plan from information received from the Brand Survey, an online survey conducted October-December, 2009.

Words repeatedly used in the survey in open-ended questions were: *location, mountains, atmosphere, environmental interest, small school perspective, fun teacher/student relations, small classes, sustainability, green, quality, unique, lively, value, affordable, progressive, caring, kindness, close-knit, home, safe*. Descriptions of student experiences included words such as *rewarding, awesome, exciting, life changing, adventure, amazing, incredible, and exhilarating*.

The large majority of respondents would encourage prospective students to attend Appalachian.

Areas of opportunity for increased communication include: student research, health-related research, internship opportunities, and graduate opportunities.

Some respondents noted that Appalachian cannot compete in the national arena, that the small town hinders career opportunities for students, and that Appalachian is not well-known outside of the region.

Student stories describe student experiences and how Appalachian was life-changing. All surveyed believe Appalachian has exceptional value.

The next step is to prepare customized marketing or communications for programs to educate others on Appalachian's initiatives.

Hank Foreman indicated that Appalachian is capitalizing on the positives from the Brand Survey.

Employees are encouraged to represent the university and their areas with passion, and to contribute to the campaign. Units need to continue to identify priorities for their students, faculty and staff. Appalachian is making a case with impact stories – making a difference one story at a time.

The University will examine its visual identity by sending out communications from Appalachian with one logo which reinforces the Appalachian brand.

There will be a new Director of Communications who will work with deans and chairs to create individual communication plans.

Susan Pettyjohn discussed communicating needs to external constituencies to raise funding. Employees need to understand the campaign, be engaged, and make a commitment. The floor was opened for questions and answers.

- Dr. Huntley noted that Appalachian is competing both nationally and internationally, as evidenced by invitation to the Solar Decathlon and top ranking degree programs, such as Engineering Physics, I/O–HRM Psychology, and Expressive Arts Therapy.

- Mr. Fisher pointed out that half of ASU's graduates are registered through Extension and have different experiences than on-campus students. He cautions not to inadvertently alienate this population.
- Advancement was encouraged to continue to emphasize affordability.
- Dr. Thaxton noted diversity and accessibility are not mentioned. Ms. Pettyjohn noted that diversity is not driving the university's Strategic Plan.
- It was noted that many stories relate to faculty members. Faculty are encouraged to submit student stories.
- The Graduate School would like to market cluster programs, such as health, STEM, and "green" programs. Ms. Hayes indicated she would like to be a part of these conversations.

Mr. Foreman noted there will be an online toolbox that can be accessed via password that can be modified for individual areas. Printing and Publications can process requests using this template quickly and affordably.

Curriculum Proposal: Graduate School 1011-01 Revise the bulletin description about dissertation grading, including the way grades are posted.

During 2009-10, the Graduate Council changed the mechanics of grading theses but did not include dissertations in the discussions. It is recommended, and supported by the Doctoral Program, that the bulletin description be changed as follows:

From: Once the Dean has signed the dissertation, the dissertation requirement is met, and the grade in dissertation hours (7999) will be changed to S.

To: Once the Dean has signed the dissertation, the dissertation requirement is met, and the grade in all dissertation hours will be changed by the Registrar from IP to S.

MOTION: It was moved (Thaxton) and seconded (Root) that the proposal be approved.

VOTE: Motion carried. None opposed; no abstentions.

Other Business

- Dr. Hoepfl noted that David Lee serves as communication manager of the Solar Decathlon project, sponsored by the US Department of Energy. Held every two years, Appalachian was selected as one of 25 international teams to have an exhibit in DC in 2011. There are 160 students actively involved with the project. The exhibit will be constructed in Boone, broken down, transported to DC, then reassembled in one week.
- For a third year, Technology students received funding through EPA, surpassing even MIT!

It was moved (Thaxton) and seconded (Hoepfl) that the meeting be adjourned.