

# Graduate Course and Program Review Committee

February 22, 2023

## Minutes

Present: Chad Baker, Joe Behun, Robyn Davis, Bertha DeJesus, James Delle, Ollie Dreon, Ann Gaudino, Christine Gaudry, Laura Granruth, Barb Havercamp, Aileen Hower, Lauren Kaiser, Susan Kopecky, Lucie Lehr, Ann Marie Licata, Julie Lombardi, Rich Mehrenberg, Nicole Pfannenstiel, Beth Powers, Kelly Rotondo, Deborah Tamakloe, Melissa Tineo, Tyrone Washington, Carlton Wolfgang, Tiffany Wright

1. Review and Approval of the January 2023 Minutes:
  - a. L. Granruth motion. T. Washington second. Approved. R. Davis abstained.
2. Updates and Announcements:
  - a. Deborah Tamakloe visited. She will replace Rich Mehrenberg as coordinator.
  - b. Clarence Thomas will return as the History Program Coordinator as Robyn Davis serves as History Department Chair.
  - c. The fulltime credit load of 6 credits as fulltime status for graduate students was approved effective fall 2023.
  - d. OneSys is soon being implemented. Eight PASSHE institutions were already using Banner but in customized form. A standard set of codes has been created that will affect our records. Students will soon see other schools' courses on our MU web schedule.
  - e. CAP entrance will be shut down on March 15 so any proposals should be submitted before that date. Proposals not reviewed by Deans Council in June will be deleted. CAP will no longer be supported after this summer. Coursedog will take over the proposal process.
  - f. Marketing review –
    - i. Marketing is a more sophisticated process than is known.
    - ii. Much of marketing is digital; a vast collection of data.
    - iii. We still do some traditional marketing here at MU.
    - iv. Marketing at MU is centralized in both process and budget.
    - v. Our marketing budget was reduced to half of what it was the prior year. Campaigns have remained the same (list was shared). FY24 campaigns will soon be finalized.

- vi. Tactics have included strategically placed digital billboards, general social media, cable tv spots, streaming audio, paid/targeted social media and Google paid search.
- vii. It has been reported we have over 7.5 million impressions and of those we had 48K clicks (opens) and 477K views.
- viii. Women click more than men.
- ix. Our biggest population is ages 18-24.
  - x. Social media outlets used were Twitter, LinkedIn, Spotify.
  - xi. The most successful LinkedIn ad was ACTE Emergency Certification program.
- xii. Q1 subcontractor reported 40K funneled into our landing page and 5K of those went to program pages. The “More Information” button received most hits for Secondary Teaching, Nursing and Space Weather. It is beneficial to have students brought to our web pages so they can look around.
- xiii. LinkedIn was a big hit with our Prime grant. We saw an increase in the number of hits overall.
- xiv. New Pathways is a model for next year. PB Cert to MED to Cert to EDD. 1 million saw their ad. Digital geofencing was employed to focus on areas of greatest attraction. This is less expensive.
- xv. There are more campaign ideas than there are campaign dollars.
- xvi. Marketing budgets are often the first to be cut in tight budget years.
- g. A Graduate Student Virtual Open House will be held on Tuesday, March 28 from 5-6 p.m. The time change was in response to coordinators’ feedback.
- h. There were upgrades/corrections to the SLATE application page. A student can accept 100% online now.
- i. Melissa Schlies is the new GA in the Graduate Admissions area.
- j. It was pointed out that international students’ financial information was visible in SLATE and should be removed.
- k. The graduate student commencement ceremony will be held on Friday, May 5 at 6 p.m. This is likely the last graduate student (only) ceremony we will have. Future ceremonies will be done by college. A post-ceremony event is planned. There will be photo kiosk in the lobby this year. Master’s hooding will be held of stage and doctoral hooding should be held on stage. T. Wright is now a member of the Commencement Committee so will advocate for the group.

3. Graduate Curriculum Proposals:
  - a. ENGL Course Change Proposal 207: Add DL to ENGL 613 - Modern British Fiction.  
<https://wiki.millersville.edu/display/CAP/ENGL+Course+Change+Proposal+207> –
    - i. A. Hower motioned. A. Licata second. Approved.
4. Policy and Related Items:
  - a. MEd Core groups have been meeting and will present a draft to the group next month.
5. Old Business:
  - a. Tuition and Graduate Assistants –
    - i. There is no movement on this issue.
    - ii. The university is not in a financial position to reallocate funding to this effort.
    - iii. Can we bundle here? For further investigation and discussion.
  - b. Bundling tuition and fees –
    - i. This new billing process is moving along.
    - ii. Consensus is good but integrations are needed.
    - iii. Other PASSE schools are doing this.
    - iv. It should be in place by spring 2024.
  - c. It is possible Dr. Wubah will attend the March meeting
6. New Business:
  - a. Advisors for non-degree students –
    - i. The advisor for non-degree graduate students used to be listed as the Graduate Dean but this is not longer permitted.
    - ii. The advisor is now selected as related to the area of interest expressed by the student.
    - iii. Non-degree students must now submit an undergraduate transcript.

Meeting adjourned at 3:26 p.m.

Minutes respectfully submitted by L. Lehr