Graduate Council Meeting

Friday, February 15, 2013, 1:00-2:45 pm, HAB 802


1. Minutes of February 1, 2013 were approved.

2. Announcements:

   a. Laurel announced that the annual Graduate School Open House will be held on Tuesday, February 26, 2013, 5:30-7:00pm in the Student Union Building, MPR. For more information about this event please go to http://www.newpaltz.edu/graduate/open_house.html. Laurel asked us to reach out to our graduating seniors to invite them to Open House. She also asked us to ask our adjuncts to share the information. Open House this year has taken on an important place in terms of recruitment. Bernadette asked us to remind students that if they graduate from NP transcripts are free, even if they transferred in from another school. Gwen asked if we have fliers/table tents in Career Development Office.

   b. The School of Business was recently accredited. As a result, undergraduate students are now asking about the MBA program. There are many opportunities available for own undergraduate students. The School of Business is hoping to see a rise in enrollment as a result of the accreditation.

   c. Gwen asked a question about advertising and the possibility of putting up a billboard. A discussion ensued about advertising the Graduate School. Laurel and Vika shared that although the budget is small, they have spent money on advertising through local television and radio stations. Vika also explained that there were ads on Google and Yahoo. The bulk of the budget is going toward Open House. Ads were placed in the Poughkeepsie Journal and the Times Herald Record. In addition, there is an internal print campaign using table tents, ad bills, posters, and a digital campaign on campus TV screens. In addition, faculty have been invited via an e-card campaign.

3. We discussed the revised alternate criteria for admission to the MPS Humanistic/Multicultural Education program. We added a codicil to both programs that the courses taken as a non-matriculated student would need to be taken at New Paltz. Courses taken elsewhere would be considered transfer credits. We voted to approve the amended criteria for admission.
4. Graduate School Strategic Planning – We discussed strategic planning for the Graduate School. Laurel initiated the conversation by asking how to keep the campus involved.

   a. We discussed keeping the focus on program development and refinement rather than marketing. Laurel then asked us to develop criteria for evaluating program quality. We discussed accreditation, employment, faculty involvement, alumni testimonials, (depth and breadth of programs, how programs keep pace with what is happening in the field, program reviews - every five years, survey of alumni, placement in advance degree programs, geographical scope of recruitment, quality of the students, student publications, rejection rate, and jobs in other states). We had a brief discussion about perception that our programs are not good. Laurel is trying to address the concern in the strategic planning process. Laurel asked us to please let her know if we come up with other criteria.

   b. Laurel then asked how we define the Region. If we meet a regional need? How we would recruit in a region we are not familiar with?
      i. The School of Business has many international students. Some of whom are supported by their government.
      ii. Laurel spoke about a possible collaboration with a university in the West Indies and the School of Education
      iii. We discussed the possibility of marketing at conferences.
      iv. We discussed looking at regional needs by program rather than as a whole, and the possibility that faculty connections are more important than major marketing campaigns.
      v. We discussed the nine counties considered to be in the Hudson Valley.

   c. We discussed expanding how we could reach potential students. We discussed housing accommodations and the fact that housing is an issue for undergraduate students at New Paltz. If we recruited from outside the region we would need to provide housing for graduate students.

   d. We discussed delivering our programs via distance. We discussed the value of online programs and the possibility of offering some of our courses online in certain programs. We discussed the difference between teaching fully online or teaching in blended programs. We discussed the need for faculty development prior to teaching online.

5. Meeting adjourned 2:44pm

Respectfully Submitted,

Jane M. Sileo