

## College Faculty Council (CFC) Meeting Minutes

February 4, 2015

In attendance: Laura Stephenson, Tim Fry, Michael Retting, Corey Zwickstra, Ian Smith, Jason Emry, Eric McHenry, Dave Provorse, Lisa Sharpe Elles, Steve Black, Bruce MacTavish (guest), Stephanie Decker, Ross Friesen, Janet Sharp, Chris Kelts, Chris Hamilton, Nan Sun, Kathy Menzie, Kelly Erby

- I. Call to Order 3:30 PM
- II. Discussion with Richard Liedtke—Liedtke acknowledged a significant recent drop in retention and recruitment, especially among students who are not direct from high school. He thanked faculty for their efforts to help address this issue, underscoring his office’s position that everyone, faculty included, must pitch in to reverse the trend. Dr. Liedtke then responded to questions from faculty members about what his office is doing to address the decline in enrollment. He indicated that he supported a shift away from television advertising and toward a heavier emphasis on print media, including letters aimed at high school freshmen and sophomores. In addition, he endorses holding regular “Sophomore Days” to bring high school sophomores to campus in addition to seniors in an attempt to reach students earlier in their high school careers. Liedtke indicated new strategies to reach prospective community college transfer students, including organizing groups of WU faculty and students to visit community colleges like Allen County and Highland. Liedtke explained a new video media campaign focused on the slogans “Become an Ichabod” and “Be different. Be an Ichabod.” He also said his office is pursuing digital marketing campaigns. Liedtke indicated that his office employs 2 full-time transfer-student recruiters and 4 high-school recruiters. He said that he did not see WU’s student default rate as a recruitment problem, although he did acknowledge that it would be “annoying” to transfer students. In response to a question about what his office is doing to recruit Latino/a students, Liedtke said that it had produced promotional, “tool-kit” literature in Spanish and that it had formed partnerships with groups like Herminitas and HALO. In response to a committee member who asked about what his office is doing to tap into recruiting students who are already coming to campus, including Herminitas and Women in Science, Liedtke acknowledged that his office had recently reduced its funding in support of such initiatives. Committee member responded by indicating that she would like to see increased presence of Admissions Officers at events, something that would require little financial investment. In response to questions about the logic behind the Concurrent Enrollment Program as a recruitment tool, Liedtke highlighted the new Senior Academy Program and indicated that he believes that CEP students who have no intention of coming to WU have the benefit of taking some monies away from schools like KU and K-State. In response to questions about insufficient billboard-campaigns promoting WU throughout the Midwest, Liedtke said that he did not support billboard initiatives unless a number of billboards could be purchased, a considerable investment. Liedtke indicated his belief

that the Topeka market was “oversaturated” with Washburn promotional campaigns.

- III. Approval of Minutes from 1/21/15
- IV. Division Reports Withdrawn
- V. New Business
  - a. Grand Marshall Ballot
  - b. Curriculum Changes
    - i. New Programs
      - 1. Approval of ESOL
    - ii. Program Changes
      - 1. Approval of Bachelor of Science in Athletic Training
      - 2. Approval of Bachelor of Science in Athletic Training
- VI. Discussion Items
  - a. Student Perception Forms—committee members reported back on how their respective departments felt about the previously-circulated IDEA and SIR II forms. There was a slight preference among departments for the SIR II forms. Another suggestion brought up by several committee members was for a form that only included “Question 10” (teaching effectiveness) and asked for student comments. Dean Stephenson suggested that committee members take this idea back to their home departments for feedback.
- VII. Adjourned 4:56 PM

Respectfully submitted by Kelly Erby