

**Graduate Committee Meeting**  
**March 6, 2013 ♦ 12:00 – 1:00 PM**  
**Martin Rm (BTAC)**  
**Meeting Minutes**

Dr. Randy Pembroke called the meeting to order at 12:04 p.m.

Those present included:

Bob Boncella, Kim Harrison, Donna LaLonde, Bruce Mactavish, Randy Pembroke, \*Tim Peterson, Dave Provorse, Monica Scheibmeir, Courtney Sullivan, Cindy Turk, Kayla Waters, Harrison Watts

1. A motion was made to approve the meeting minutes and was seconded. Graduate Committee Meeting Minutes from February 6, 2013, were approved without objection.
2. Dr. Pembroke asked Dr. Harrison to present the Website subcommittee's findings:

Dr. Harrison provided a handout, which points out that:

- WU's Graduate Department website is very limited and only directs visitors to individual graduate program pages. This is the only unifying page for all programs.
- After reviewing Fort Hays State, Missouri State, Emporia State, and Truman State Universities' Graduate Department websites, common elements were consistently found.
- The subcommittee also reviewed WU existing graduate program websites and found information and features specific to each program.
- The common elements found on comparable graduate programs' websites should be included in our proposed website along with some elements specific to our Graduate Department and its graduate programs.
- The Subcommittee contacted Shane Bartley and found out that there would be no cost to set up a shell for a graduate program or departmental website. Video and any other additional features would have extra costs. Individual campus content managers would be able to develop content for program pages and graduate department pages. Project resources on campus would be Shane Bartley (Webmaster), Michaela Saunders (Web Editor), Erin England (Web Specialist), and a student web assistant.
- Subcommittee recommends working closely with current marketing plans and marketing strategies to promote the Graduate Department and Graduate Programs websites. Tim Peterson provided insights into the Carnegie Communications digital marketing strategies which focus on QR codes, keywords, search engine optimization, retargeting through cookies and codes, brand name searches and analytics & webmaster tools.

Thoughtful questions arose and were answered. The Committee agreed that a mock-up of the website would be helpful in determining the ultimate use of such a site. Dr. Pembroke & Dr. Peterson agreed that they would work with Richard Liedtke (Office of Enrollment Management) to coordinate the creation of a test page(s).

3. Dr. Pembroke turned the Committee's attention to the Faculty Senate draft agenda item. He noted that Faculty Senate President, Dr. Angel, believes that any structural changes to the Graduate Committee should go through the Academic Affairs Committee before coming before the Faculty Senate. Dr. Pembroke asked the Committee to offer thoughts on Dr. Peterson's draft Faculty Senate agenda item regarding the "Graduate Degree Programs Governance & Administrative Proposal."

Thoughtful questions were asked and answered. More information is still needed on the necessity and function of Academic Outreach as the administrative unit and of the Graduate Programs Coordinator administrative position. The committee agreed that this should be a separate agenda item from the Graduate Degree Programs Governance. Dr. Peterson will redraft current Faculty Senate agenda item describing the Graduate Committee's restructuring into a Graduate Council and editing out the administrative proposal language.

4. Dr. Pembroke asked for input related to admitting an undergraduate student who has received a degree from a non-accredited university into a Washburn graduate program. The Committee determined that such instances should ultimately be determined by the college or school.
5. The Hours/Fees subcommittee will report their findings at our next meeting, April 3, 2013.

Dr. Pembroke adjourned the Graduate Committee meeting at 1:00 p.m.

*\*ex officio*