

## Graduate Council Minutes

September 26, 2016

12:00 – 1:00 p.m.

Cottonwood Room/Union

**Members Present:** Michael Rettig (ED), Pat Dahl (CJ), Bassima Schbley (SW), Vickie Kelly (AH), Jim Schnoebelen (C/L), Brenda Patzel (SON), Bob Boncella (SOBu), Kandy Ockree (SOBu), Michael McGuire (PY), Bruce Mactavish (MLS)

**Guest:** Angela Duncan (SOS)

1. Meeting was called to order at 12:00pm.
2. Motions to approve/second meeting minutes from August 29, 2016, were made; minutes approved.
3. The new admissions process is working well now for several programs. Angela Duncan from the Student One Stop clarified the following questions:
  - Questions about CollegeNET should be directed to Nancy Tate or Zachery Hinnergardt; questions about admission policy/procedures should be directed to Angela.
  - Electronic transcripts sent directly from the applicant's previous institutions are considered official.
  - Hard copies of transcripts that are scanned into the system are most readable by printing them on landscape orientation.
  - When programs receive copies of applications from International Programs, programs do not need to forward materials to Admissions; the originals will have been sent to Admissions by International Programs.
  - Application fees are sent from CollegeNET to Washburn's finance office once per month.

Council members also advocated establishing a CollegeNET user group to share tips on working with the software. The following tips were shared at this meeting:

- Transcripts and letters of recommendation cannot be viewed until the applicant has submitted their application.
- To print HTML views, Internet Explorer should be used to avoid having information cut off.

Council members who haven't already done so should send CollegeNET training topic requests to Nancy Tate immediately so that training can be scheduled.

4. Council members continued the discussion of pursuing travel funds for graduate students to present at conferences. Since need for funds is greatest for Psychology and Criminal Justice students, Michael McGuire and Pat Dahl will work on creating a proposal for discussion with the Foundation, using the undergraduate WTE and faculty Small Grants application processes as guidance. Some guidelines the Council suggested include a breakdown of the \$20,000 proposed target, criteria for competitiveness (i.e. already accepted to present, proposed travel budget, and the local/regional/national level of the conference) and the scoring rubric, and the administration of the awards (such as Graduate Council subcommittee or Small Grants subcommittee).
5. Advertising is a priority need for many of the programs; several programs do not have any materials and those that do have very little. Most program directors expressed concern regarding the lack of communication from University administration regarding the logistical details of the new logo use, the lack of solicitation for Graduate Council feedback regarding effective ways to market programs, and the lack of openness to individualized marketing approaches put forth so far by the rebranding initiative. Council members agreed that graduate programs are too specialized to follow the undergraduate marketing techniques in which Washburn University as a brand is the focus; potential graduate students are looking for a program first and an institution second. Council members stated that graduate programs need support in the following manner to grow their programs: resources to create advertising, oversight on how programs are advertised and to whom/where ads are targeted, and deans to act as program advocates.
6. Several programs have been getting requests from applicants regarding funding/scholarship options. Programs should contact the Foundation for a list of scholarships available to graduate students beyond those available through the academic units.
7. Meeting was adjourned at 1pm.