

Academic Council Minutes

May 13, 2004

Present: Haffley, Green, Kintzele, T. Sehr, Cass, Pati, L. Henry, Roales, Stroman, Aniskiewicz, Giesecke, Anderson, Bever

Guest: Tharp, Calhoon

1. The Council examined comparative data on Summer I session enrollments and explored possible strategies to increase enrollments. We also looked at current admissions for Fall 2004 and discussed how to increase enrollments.
2. Calhoon shared her 3-year plan for assessment activities in the Center for Teaching, Learning & Assessment and a proposed assessment policy. The Council also discussed and then approved the proposed assessment policy. The plan calls for all assessment activities that were funded in the departments to be funded in the future through the CTLA budget.
3. Green discussed the need to avoid soliciting any funds without coordination and approval of External Relations. He also addressed the expectation that our public communications would be run by the Office of Communications and Marketing, in particular advertising. He noted that we are planning a modest retreat to work with Anne-Marie Damler, Jack Tharp, and other IU marketing gurus to find more effective ways the academic programs can use their small amounts of recruiting funds to their best effect. We will also look more broadly at the work academic units are doing in this arena to explore how we might better align their efforts with the larger IU Kokomo Marketing Plan and activities.