

# COLLEGE ADVISORY COUNCIL

## Meeting Minutes

Date:	Friday, August 18, 2017
Location:	191 ComArtSci, Deeb Conference Room
Chair:	Laura Dilley
Secretary:	Julie Fusi

Present: David, Prabu (Dean's Office); Dilley, Laura (CSD); Dutton, Bill (MI); Fusi, Julie (Dean's Office); Holtz, Bree (ADPR); O'Donnell, Casey (MI); Rifon, Nora (ADPR); Schmaelzle, Ralf (COM); Takahashi, Bruno (JRN); Tamborini, Ron (COM); Venker, Courtney (CSD); Watson, Brendan (JRN)

### Minutes

Topic	Prabu David called the meeting to order at 9:06 am.
Approval of Agenda	<u>Nora Rifon moved to approve the agenda for August 18, 2017. Bill Dutton seconded. Agenda approved.</u>
Approval of minutes from May 12, 2017	<u>Prabu David moved to approve minutes from May 12, 2017. Bruno Takahashi seconded. Minutes approved.</u>
Introductions	Introductions by CAC members were made.
Election of Chair	<u>Bill Dutton moved to nominate Laura Dilley for chair. Nora Rifon seconded. Laura Dilley elected as chair by unanimous vote.</u>
Subcommittee Assignments	Subcommittees were decided and are as follows:  Undergraduate Subcommittee: Laura Dilley, Ralf Schmaelzle, Bruno Takahashi, ADPR, MI, Ann Hoffman, Lauren McKenzie, Aaris Dawson  Graduate Subcommittee: Courtney Venker, Ron Tamborini, Brendan Watson, Nancy Rhodes, MI, John Sherry, Dominik Neumann
College Updates	<u>P. David:</u> Important for CAC representatives to share information discussed in CAC with your unit faculty, determine department goals and how you can facilitate these discussions/goals at future CAC meetings.  <u>Graduate Programs</u> <ol style="list-style-type: none"> <li>a. Doctoral Programs – looking for synergies across all 3 programs. Need to eliminate perception that students in one unit should not interact with students/faculty from other units.</li> <li>b. Recruiting Top Graduate Students – Looking for suggestions for how to recruit top students. Scholarship funding is a top motivator. Streamlining programs may allow for less students, making more funding available to those students who are admitted.</li> <li>c. MA Program Synergies – would like to examine the number of programs in the college and whether there are potential synergies and ways to streamline. Discussed opportunity for better use of linked programs.</li> <li>d. Each grad program could have a segment in upcoming CAC meetings to share current state to spur discussion and discover potential synergies. Important to clarify whether we are discussing synergies among programs involved in IM PhD, or the 3 PhD programs in the college (COM, CSD, IM).</li> </ol> <u>Research Areas</u>

	<ul style="list-style-type: none"> <li>a. Computational Communication – Talks/Speaker Series focused in this area, as well as neurocommunication, will help accomplish the goal of a more collaborative PhD atmosphere.</li> <li>b. Immersive Media/Human Centered Design – how can we capitalize on the expertise in the college?</li> </ul> <p><u>Rankings and Reputation</u></p> <ul style="list-style-type: none"> <li>a. Website – Beta version of the new website will soft launch this week. This site is a content management system, so changes will be easy to make. New website will allow faculty to update their own websites which will help publicize major works.</li> <li>b. Branding and communication campaign to enrich academic reputation – Faculty will need to collaborate with the communications team to develop a strategy to tell the story of our college in order to advance our academic reputation.</li> <li>c. Telling our story and a cohesive strategy – looking for strategies for how to encourage faculty conversations to discover streamlined focus for the college. What are we known for?</li> </ul> <p><u>Fostering productive discussions in the college</u></p> <ul style="list-style-type: none"> <li>a. Speaker series/pro-seminar – This could be a way to encourage student collaboration across all 3 PhD programs in the college. Would be in collaboration/cooperation with other speaker series. Suggested including class discussion and reception immediately following the talk.</li> </ul> <p><u>Revenues</u></p> <ul style="list-style-type: none"> <li>a. China Initiative for Strategic Communications MA – University policy says that 75% of tuition from online courses can come back to the college. Strategic Communications program has a special dispensation from the provost to have on-campus students and still receive revenues. Hope to work with Chinese universities to bring international students to campus to generate revenue.</li> <li>b. Collaboration with Mudra Institute of Communications, Ahmedabad (MICA) – MICA has 9000 applicants for 180 seats in their MA program. Hope to work with these students to create joint MA and PhD programs to generate revenue. MICA faculty will be visiting campus 9/24-9/29.</li> </ul>
Adjournment	<u>Bill Dutton moved to adjourn. Casey O'Donnell passed. Meeting adjourned at 10:19 am.</u>