Minutes 9/24

Ostroff moved and Ferguson seconded approval of the minutes from 9/10 and 9/17.

The Committee unanimously voted for Juan Carlos Molleda’s as our college’s Doctoral Mentoring Award nominee. Treise will contact him and provide the details for his application packet.

Treise corrected the agenda from last week listing the fund-raising program that Kathy Kelly is developing as a distance certificate program. It is an on-campus program. The Committee suggested that with the syllabi that are being developed, they would also like to know which faculty will be teaching these courses. Once this program is finalized, it will need to come back to the Graduate Committee and then to the graduate faculty.

The Committee unanimously approved the PR master’s online and Spanish programs. The program will now go to the graduate faculty.

Treise reported that she had met with Diane and Spiro to provide a list of graduate recruiting priorities, including enhancing the website (in progress), developing positon for tracking alumni to highlight their success stories and indicate where our grads are getting jobs (approved, seeking appropriate funding mechanism), begin SEO (approved), develop an alumni site (approved), and the lowering the TOEFL in tiers along with the summer program (approved).

Discussion of needed research within departments and outside with alumni working in the various fields and advisory councils. Treise will forward the Advertising Department’s template, once approved, as a starting point for other departments to follow if they wish.

Further discussion of the job duties for a College graduate tracking person.

* Position will track undergrad, grad, online graduates for promoting/marketing their successes and for fund raising efforts
* Develop internships
* Career fairs
* Social media, alumni website facilitator.

ATTENDING: Treise, Goodman, Ferguson, Cleary, Kelleher, Ostroff, Rodgers, Selepak, Spiker.