

UNIVERSITY PLANNING ADVISORY COUNCIL
January 28, 2005

The VSU University Planning Advisory Council held its fourth meeting of the 2004-05 academic year on January 28, 2005 at 1:30 p.m. in Room 3026 of the Biology/Chemistry building. Dr. Marsha Krotseng, Chief Planning Officer, presided over the meeting. Council members present included: Jason Adams, Chet Ballard, Myrna Ballard, Jeanna Clinkscales, Marty Giddings, Phyllis Holland, Mike Meacham, and Michael Noll. One guest, Mr. Charles Harmon, attended the meeting. Council members unable to attend included Brian Adler, Sarah Bartholomew, Bob Bauer, Shirley Hardin, Mike Harpe, Sue Lampert, Charles Moore (Ex-Officio), Erin Palmer, Jay Register, Ruth Salter, Patrick Smith, and Rebecca Taylor.

Dr. Krotseng welcomed everyone to the meeting and noted that she would present some questions at the end of the meeting as part of a self-assessment of Valdosta State University. She welcomed any feedback from the questions that would help Valdosta State University continue to advance.

Report of SGA Survey Activities

Jason Adams informed the Council that SGA recently conducted an on-line survey about advising on Banner that saw a significant increase in student participation. Although they are waiting for the crucial cross tabulations with student classification and major, they are going to move forward with the next survey with an emphasis on Student Affairs. These questions are currently being drafted and will focus on the type of information the Athletic Director needs, as well as the entire Student Affairs division. From this next survey, focus groups will be formed to inquire about the new Student Union and address any other issues.

Report of Diversity Task Force

Dr. Marty Giddings reported that the Diversity Task Force met to make a final decision on a definition of diversity that is acceptable to the committee. Deciding on a single definition has been a challenging process, since the concept is so broad. The Task Force has developed its own definition after reviewing definitions from other universities and corporations. By the February UPAC meeting, the Task Force will have developed a definition for VSU, and it will also present the by-laws and other relevant information.

Report of Strategic Communication Task Force

Dr. Michael Noll informed the Council that the general mission of the Strategic Communication Task Force is to a) enhance communication at VSU (in the widest sense possible) by more effectively using and developing communication structures and b) improve the general information exchange at VSU about progress (e.g. in the form of a web-based Master Plan) which would be of interest to both VSU alumni as well as current members of the VSU community. Thus, the Task Force will at its next meeting discuss ways to identify existing problems in communication structures (perhaps with the help of a web-based survey) and it will also need to discuss what pieces (or layers) of information it would like to make available in the envisioned web-based Master Plan.

Implementation of Goal 7 Recommendations

The Regional Impact and Partnerships Task Force met on Wednesday, January 26, 2005. Members of the Task Force provided feedback to Dr. Ginger Macheski, Professor in the Sociology, Anthropology & Criminal Justice Department. Dr. Macheski, an Administrative Intern this semester, is working on a project suggested last year by the Task Force to identify and assess Valdosta State University's educational, cultural, multicultural and overall quality-of-life impacts on VSU's community and region. Among the suggestions from the members were to collect data about community contacts highlighting VSU's diversified impacts both at the positive level and where there might be opportunities for improvement; to survey VSU departments and organizations to collect such data by performing an audit of all of the various partnerships currently under way; to pool resources and information such as database software already being used by the Harley Langdale, Jr. College of Business to collect such information or fund an existing initiative request for such software; to develop the concept and measurement of the value added by a VSU degree to the recipient and

community; and to use Valdosta's metropolitan statistical area (MSA) as a starting point for evaluating VSU impacts. Task Force members will continue to define the type of data needed and forward ideas and comments to Dr. Macheski.

In addition, the Task Force was provided a briefing by Dr. Cynthia Tori, Associate Professor of Economics in the Harley Langdale, Jr. College of Business Administration, on her recent economic impact study for VSU, conducted through the South Georgia Institute. The Task Force had recommended such a study be updated and prepared in advance of President Ronald M. Zaccari's January 2005 Convocation Address. Dr. Tori completed the study in December concentrating on Valdosta's metropolitan statistical area (Valdosta-MSA). The study reveals that VSU's economic impact on the MSA was \$304.7 million and 4,906 jobs during Fiscal Year 2004. The Valdosta-MSA includes VSU's home county Lowndes, as well as Brooks, Echols, and Lanier Counties. The report shows VSU as an economic engine in this region. Dr. Tori said that she is going to be conducting an additional economic impact of VSU's theatre programs and is developing a model that will evaluate theatre activity during the summer of 2005 following the move of the summer theatre from Jekyll Island back to the main campus.

Implementation of Faculty Work Recommendations

Dr. Krotseng mentioned that the Deans have identified six types of faculty work criteria that we would like to use as a pilot for the Faculty Workload module. This will be coordinated through Institutional Research and Information Technology. She also mentioned that last Spring several colleges piloted the second part of the Delaware study. Taking information and communicating better about faculty work outside the classroom is very important. Two other types of modules mentioned were Sedona and one from Clemson.

Update on Goal 8

Dr. Mike Meacham reiterated the fact that President Zaccari is the chief spokesperson of VSU and, as such, he is the key individual who should be in communication with the Board of Regents. Dr. Meacham also feels that "think tanks" should be created when appropriate either by volunteers or appointment by the President. There should be a standard practice of communicating with the Board of Regents by contacting President Zaccari's office. Dr. Meacham believes there should be a database developed containing which agencies should be contacted for specific problems or issues. He also suggested that any ideas may be sent to the Executive Secretary of the Faculty Senate for presentation at the Faculty Senate meetings.

Update on Goal 3

Co-chairs Marty Giddings and Jason Adams have been working to select action steps that they believe should be implemented in Goal 3. They have included additional information for the Strategic Plan for Goal 3, and have begun the selection and ranking process that is necessary when so many action steps are incorporated into a single goal. They concur that more time is needed to complete their task which is to develop a succinct summary of their recommendations for Goal 3. They will present this summary at the February meeting.

Graduation Rate Study: Group Input

Dr. Krotseng distributed a chart for review by the Council which contained graduation rate comparisons. The following questions were discussed and the answers given will be compiled as part of a VSU Self-Assessment that is being conducted by Dr. Krotseng as part of a larger AASCU national study of graduation rate outcomes.

PROTOCOL FOR AASCU STUDY OF GRADUATION RATES

Please provide brief responses to the following queries:

1. What do you think are the most important features (e.g. policies, practices, initiatives, expectations, culture, etc.) of your institution that have contributed to your success in graduation rate outcomes? How do you know each feature has contributed to your success? Why do you think these features have been important to your success?
2. Is there one college that deserves particular attention vis-à-vis its approach or effectiveness of its practices? If so, how is that effort different?

3. Please describe any initiative that was intended to improve graduation rates that was not successful. How did you know it was a failure? What happened when the initiative was recognized as a failure?
4. Please provide a profile (note: See attached) of your undergraduate student population and identify those features that most help to explain the institution's graduation rate success.
 - a. Which groups of students make up the majority of your student body?
 - b. Have there been changes in the make-up of your student body since 1996? If so, were the changes the results of demographic shifts in your service area or are they a result of changes in your recruitment or admissions policies and practices?
 - c. Has the institution assessed whether its reported graduation rates, given the profile of incoming students over time, are as good as or better than should be expected from such a group? If so, what did you conclude?
5. Please describe any routinely used data driven policy or decision making processes that are used to contribute to student success in progressing toward a degree (please consider things such as, but not limited to, degree audits, determinations of which students require remediation or inclusion in first year programs, assessment of which students require academic interventions, analysis of why students do not graduate, etc.).
 - a. What kinds of processes do you employ to share these kinds of data throughout your campus?
 - b. Who receives such data?
 - c. How is the data used?
 - d. Is use of the data reported back to a central authority?
 - e. Do those receiving it perceive the data that is disseminated as useful?
6. How are faculty members involved in efforts to improve graduation rates?
7. Where does responsibility lay for achieving/ensuring your graduation rate outcomes?

Other Items

Dr. Michael Noll asked Dr. Krotseng about the current situation with the budget. Dr. Krotseng indicated that the Chancellor is pleased with the Governor's budget recommendation. It appears the Governor will fully fund the formula of which Valdosta State University will receive 80% and the remaining 20% will be allocated by the Board of Regents.

Dr. Marty Giddings noted that at the last Dean's meeting there was mention of funds for emergent issues (i.e., Vista). In addition, the use of HUB is contingent upon funding.

Conclusion

Dr. Krotseng thanked everyone for their input on the self assessment and indicated that she will send a report to the University Planning Advisory Council in late February.

The next meeting of the University Planning Advisory Council is scheduled for Friday, February 25 from 1:30 p.m. until 3:00 p.m. in room 3026 of the Biology/Chemistry building.

Respectfully submitted,

Melinda Cutchens