

UNIVERSITY PLANNING ADVISORY COUNCIL  
March 18, 2005

The VSU University Planning Advisory Council held its sixth meeting of the 2004-05 academic year on March 18, 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: Myrna Ballard, Bob Bauer, Phyllis Holland, Mike Meacham, Michael Noll, and Ruth Salter. Two guests, Ms. Octavia Meyers and Mr. Bobby Flowers, attended the meeting. Council members unable to attend included: Jason Adams, Brian Adler, Chet Ballard, Sarah Bartholomew, Jeanna Clinkscales, Martha Giddings, Shirley Hardin, Sue Lampert, Charles Moore (Ex-officio), Jay Register, Patrick Smith and Rebecca Taylor.

Dr. Krotseng welcomed everyone to the meeting.

Update of SGA Survey Activities

Octavia Meyers, on behalf of Jason Adams, presented the new Student Union survey to the Council. This survey polls students on what services or activities they would like to have in the new Student Union. The SGA will pilot test this survey on its members before releasing it to the entire student body. Any questions may be e-mailed to Jason Adams at [jpadams@valdosta.edu](mailto:jpadams@valdosta.edu).

Update of Diversity Task Force

Dr. Krotseng stated that the report has been shared with Cabinet. The report is presently being refined based on that discussion and will be finalized soon.

Update of Strategic Communication Task Force

Michael Noll distributed the draft Survey on Communication & Communication Structures at VSU. The task force hopes to learn through this survey how information flows on campus and whether or not people feel comfortable sharing ideas. This survey will be available mainly on Banner but also in paper form. The survey will be finalized by March 25 and there are plans to pilot test the survey after spring break. The survey questions will be sent out to the entire campus before finals. Michael Noll plans on presenting the results of the survey to the Faculty Senate in September.

Update on Faculty Work Task Force

Ruth Salter reported that the first steps for implementing the Faculty Workload Module in Banner have been taken.

- 1) A technical team with representatives from the Registrar's Office, Information Technology, and Institutional Research has been established and has met.
- 2) A technical team subcommittee has been formed to review the Banner tables involved in the module and determine the best way to implement the module without unintended consequences. The faculty workload module uses some of the same Banner tables that are used for course assignment and scheduling. It is imperative that all relationships among tables and data elements are clearly understood prior to data entry. This subcommittee is scheduled to meet next week.
- 3) The next step is to identify all data elements present in Peoplesoft that are needed in the Banner workload module. A process must be established to develop and maintain matching faculty data in both systems.
- 4) A careful, step-by-step approach is being taken in order to maximize the effectiveness of the module at initial implementation. The goal of the technical team is to build the foundation system by the beginning of Fall semester, 2005, using campus-wide decision rules established at the Dean and Vice Presidential level. Once the foundation is established, Institutional Research will work with individual colleges and disciplines to add elements specific to academic disciplines.

#### Update on the Regional Impact and Partnerships Task Force

Bob Bauer reported that the task force met recently and reviewed Cindy Tori's economic impact study. The task force members agreed they would also like to review the value added model. They also discussed Ginger Macheski's quality of life survey. Another issue the task force would like to look at is involvement of faculty and staff. For example, what committees do they serve on? They also talked about how VSU could assist in increasing the opportunity for VSU graduates to stay and work in this area.

#### Update on Graduation Rate Outcomes Study

Marsha Krotseng informed the Council that she just returned from the AASCU study team visit to Murray State University, which is located in rural Kentucky. The student population of the institution is 10,100. Kentucky's student population is very stable so Murray State University sees a strong need to recruit and retain students. Their graduation rate increased by 17 percentage points between 1997 and 2004. VSU's current graduation rate is approximately 38%. This is comparable to MSU's graduation rate in 1997. MSU has a very aggressive mission statement and are very customer service oriented. Based on their findings, the team that visited Murray State University compiled a 20-page report which was forwarded to AASCU. Council members discussed various proactive efforts found at Murray State such as sending letters to prospective sophomores and juniors and the "secret shopper" program. The summary of highlights is available on-line at [http://www.valdosta.edu/planning/Murray\\_State\\_Notes.pdf](http://www.valdosta.edu/planning/Murray_State_Notes.pdf).

#### Other Items

None.

#### Conclusion

Dr. Krotseng mentioned that if anyone had questions about Goal 3 to e-mail them to her and she would forward them to Marty Giddings.

The next meeting of the University Planning Advisory Council is scheduled for Friday, April 22 from 1:30 p.m. until 3:00 p.m. in room 3026 of the Biology/Chemistry building.

Respectfully submitted,

Melinda Cutchens