Academic Affairs Announcements

WCU Programs at Biltmore Park - Strategic Planning Initiative

For the last 10 months, a team of faculty and staff at WCU has been conducting a strategic planning process to map out the future of WCU’s programs and presence at the Biltmore Park instructional site and surrounding region. The team conducted a series of forums (with students, faculty, and staff, as well as community members from the greater Asheville and Hendersonville areas), a survey, and research, and held conversations for data gathering to meet Chancellor Belcher’s charge:

…undertake an inclusive planning process that represents an appropriate, mutually beneficial vision 1) to meet current and anticipated program needs (professional, graduate, and other) of the greater Asheville-Hendersonville area and 2) to strengthen WCU’s position as a cornerstone of economic and community development in Western North Carolina, generally, and the Asheville-Hendersonville area, specifically.

The planning process has culminated in six broad goals and accompanying initiatives that reflect our vision for WCU Programs at Biltmore Park. The goals are listed below.

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### Provost on the Ground

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<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td>October 29</td>
<td>Gender Equality Salary Survey Forum</td>
<td>3:00 - 5:00</td>
<td>UC Theater</td>
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<td>October 31</td>
<td>College Meeting - College of Education and Allied Professions</td>
<td>11:00 - 12:00</td>
<td>Killian 201</td>
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<td>October 31</td>
<td>College Meeting - College of Fine and Performing Arts</td>
<td>1:00 - 2:00</td>
<td>Black Box Studio</td>
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<td>November 4</td>
<td>WCU/SCC Fall Networking Lunch</td>
<td>12:00 - 2:00</td>
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<tr>
<td>November 25-27</td>
<td>Attending Macy’s Thanksgiving Day Parade Event/Marching Band</td>
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**Academic Affairs Announcements, Continued**

Goal 1.0 Develop a shared understanding of, and commitment to, the purpose, scope, and objectives of WCU’s Biltmore Park instructional Site.

Goal 2.0 Establish Biltmore Park Instructional Site as a leader in regional and economic development in the Asheville-Hendersonville corridor.

Goal 3.0: Expand and increase external partnerships and collaborations with regional businesses and industries, educational institutions, health care, nonprofit and civic organizations, government agencies, communities, cultural institutions, and municipalities at Biltmore Park instructional site.

Goal 4.0: Target growth of educational programs that meet community needs and align with WCU’s mission as a regionally engaged university committed to economic and community development while fostering a student-centered culture emphasizing academic excellence and personal growth opportunities.

Goal 5.0: Pursue a cohesive, consistent, and efficient organizational and policy structure including state of the art infrastructure (facilities, technology, fiscal practices, business process and procedures) to support faculty and students to advance the educational mission of the university.

Goal 6.0: Increase perception, identity, and awareness of WCU in the area by ensuring that there is broad community understanding of resources available to foster economic growth and development of the areas east, southeast, and south of the Biltmore Park area, including contiguous counties and the Interstate 26 corridor.

The planning process coincided with the arrival of Kevan Frazier, the new Executive Director of WCU Programs at Biltmore Park, who replaced Patsy Miller following her retirement from WCU.

For additional information on WCU Programs at Biltmore Park and the strategic planning process, please visit biltmorepark.wcu.edu

*Carol Burton and Doug Keskula, Co-Chairs, Biltmore Park Strategic Planning Committee*
Southern Association of Colleges and Schools - Commission on Colleges (SACSCOC) Reaffirmation Update

A major part of WCU's SACSCOC reaffirmation is the selection and planning of a new Quality Enhancement Plan (QEP). SACSCOC is the only regional accreditation body that requires a QEP for institutions of higher education. WCU's original QEP, "Synthesis: A Pathway to Intentional Learning" animated changes across academic and co-curricular programs and led to the creation of university-wide student learning outcomes as well as a more intentional focus on engaged, experiential learning.

The next QEP presents another opportunity for similarly comprehensive change and advancement of student learning at WCU. To that end, a QEP Topic Selection Committee has been formed, chaired by Dr. Sloan Despeaux, Associate Professor of Mathematics. The committee includes representation from major administrative and academic units across campus, as well as representatives from the Student Government Association, the Graduate Student Association, Staff Senate, and Faculty Senate. The committee's task is not to select WCU's next QEP topic, but to facilitate the selection of a new topic. All members of the campus community -- students, staff, and faculty -- will have the opportunity to both submit potential QEP topics and to vote in the selection process.

The timeline for the QEP topic selection is as follows:

1. Mid-January 2015: Open call for topic submission.
2. March 1, 2015: Submission period ends.
3. Mid-April 2015: Committee reveals top proposed topics that best meet selection criteria.
4. Early May 2015: Top proposals in voting are fleshed out into 5-page white papers, written by QEP committee members in conjunction with people who proposed the topics.
5. First month of Fall semester 2015: Campus-wide presentations about top proposals.
6. Mid-September: University vote on QEP topic.

By the end of September 2015 we will have a new QEP topic, and a new committee will be formed to plan the QEP's implementation. SACSCOC reviewers will review our QEP in the Spring of 2017 as part of WCU’s reaffirmation of accreditation.
Meet WCU’s Leadership Academy

Writer Warren Bennis once said that “leadership is the capacity to translate vision into reality.” WCU did just that when it translated 2020 Initiative 4.2.5, "establish a campus leadership academy to cultivate faculty and staff leaders" into a reality in the fall of 2013. Now beginning its second cohort of this annual program, the WCU Leadership Academy draws together twelve carefully-selected WCU faculty and staff members for a year of professional growth, community engagement, and organizational development.

For 2014-15, the theme is “leadership in action” and fellows will have the opportunity to be an integral part of leadership events, such as the recent visit by the Board of Governors, or leadership activities, such as the budget hearing process. In an innovative curriculum model developed with the input of Leadership Academy alumni, members of the Academy meet weekly to engage with community and university leaders, reflect on their own leadership practice, and engage in experiential activities relevant to the business of the University. Topics covered include change management, vision, developing your people, budgets, and more. For example, Chief of Staff Melissa Wargo recently met with the group to talk about change management and viewing complex issues through the four frames outlined in Lee G. Bolman and Terrence E. Deale’s popular work *Reframing Organizations: Artistry, Choice, and Leadership* (2003). The year-long experience culminates in a regional tour in which the Academy fellows are joined by the Chancellor and other university leaders as they meet with stakeholders across the western region.

Members of the WCU Leadership Academy cohort are chosen through a highly selective process overseen by the WCU Leadership Academy Steering Committee.
Members of the 2014-15 WCU Leadership Academy are Lauren Bishop, chief sustainability officer and director of the Office of Sustainability and Energy Management; Neil Calvert, project intake analyst for the Department of Academic Engagement and IT Governance; Cory Causby, director of employment and affirmative action programs with human resources; Mae Claxton, associate professor of English; Mike Despeaux, associate director of career services; Amanda Dockendorf, assistant director for fitness and wellness; David Evanoff, associate professor of chemistry; Tammy Frizzell, administrative specialist for orientation; Cheryl Johnston, associate professor of anthropology; Hollye Moss, associate professor and head of the Global Management and Strategy Department; Ryan Taylor, business counselor with the Center for Rapid Product Realization; and Gayle Wells, associate professor in the School of Teaching and Learning.

The WCU Leadership Academy is facilitated by the Coulter Faculty Commons, with the cooperation of the Center for Student Involvement and Leadership. Those interested in applying for next year should contact Laura Cruz (lcruz@wcu.edu) or visit the Leadership Academy web page at www.wcu.edu/about-wcu/leadership/office-of-the-provost/leadership-academy/. There will also be an email announcement in the Spring semester.
Faculty Spotlight

Iveta Imre
Communication Department

Iveta Imre has been a member of the Western Carolina University faculty since 2013. Iveta is an Assistant Professor in the Communication Department teaching classes in broadcasting.

Iveta Imre is originally from Croatia. After receiving a bachelor's degree in journalism and political sciences from the College of Political Sciences at the University of Zagreb in Croatia, Iveta continued her education in mass communication in the United States. She earned her Doctor of Philosophy degree in Communication and Information from the University of Tennessee in December 2013.

Iveta has a professional background in broadcast journalism. In Croatia she worked as a news reporter for the Croatian Public Television station. Iveta has more than 10 years of experience in documentary making, and teaching television and field production classes. At the University of Tennessee she was the executive producer of a student-produced newscast, UT Today, which was broadcast on the local NBC affiliate. Her research interests include international mass communication, mass media in transitional societies, citizen journalism and news credibility, and visual communication.

Her native language is Croatian, and she speaks Serbian, Spanish, and has a basic knowledge in German. She lives in Cullowhee and enjoys hiking and traveling.
Christopher “Adam” Ray is a first year Graduate student enrolled in the College Student Personnel program and a native of Cullowhee. As an alumnus of WCU, Adam completed his undergraduate studies with a double major in History and Social Science Education with minors in both German and Economics, while also graduating with highest honors.

In addition to his academic achievements, Adam was actively involved as a Resident Assistant within Balsam Hall, an Orientation Counselor, and he also served as a Chancellor’s Ambassador. Adam was also actively involved in extracurricular activities, including Phi Alpha Theta (History Honor Society), The National Society of Leadership and Success, and intramural sports. As a Graduate Student, Adam serves as a Vice President for the Graduate Student Association and assists Dr. Carol Burton within the Office of Undergraduate Studies. In his free time, Adam enjoys reading, running, swimming, playing soccer, and spending time with his friends and family.
Jill VanOrder joined Western Carolina University in January 2013. She spent most of her first year at Catamount Clothing and Gifts, later moving to the Registrar’s Office where she articulates transfer credits for incoming students.

Previously, Jill spent ten years as an account manager at Stuart C. Irby Co. in the electric utility industry in Wildwood, FL. During her time at Irby she went back to school and completed her Bachelors in Business Administration with a concentration in Marketing at Saint Leo University. An interest in Student Affairs was sparked while completing her degree. She had her eye on WCU about four years prior to beginning her career here. Once she got her foot in the door, she enrolled in the M.Ed. in College Student Personnel Program here on campus. Jill has a passion for helping kids with troubled home lives and is excited to be working on a new campus program to provide support for this group of students.

Jill and her husband, Curtis, are both Florida natives, with deep family roots in Wildwood and Oxford Florida. They moved here in 2012, which is the first time either had moved from central Florida. Curtis works in the steam plant on campus, starting the same day Jill started in January 2013. Next July, they will celebrate 20 years of marriage. In this time, they took in and raised two teenagers, which is the most rewarding experience of their years together. Both kids are first generation college students with many family challenges. Seeing these two complete high school and start college has been life-changing. In addition, Jill loves spending time with family and friends at church activities, camping, day trips in the mountains, and entertaining.