**MINUTES**

**December 4, 2012, 10:00 a.m. -12:00 p.m.**

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| **Present** | Regis Gilman, Robert Kehrberg, James Zhang, Dale Carpenter, Brian Railsback, Carol Burton, Mimi Fenton, Richard Starnes, Marie Huff, Mark Lord, Dana Sally, Angi Brenton |
| **Guests** | Debbie Burke for Darrell Parker |
| **Recorder** | Pat Smith |

**ANNOUNCEMENTS/INFORMATION/MINUTES**

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| **Angi** | Angi reported on the regional economic development meeting that was held last week in Asheville. Leslie Boney, VP for International, Community and Economic Engagement at GA led the meeting which included 8-10 local business leaders, Advantage West, SBTDC, BoG members, and WCU (Angi Brenton, Chancellor Belcher, Erin McNelis and James Zhang). The purpose of these meetings is to determine how we can better prepare our students for employee readiness. Business leaders indicated that they are looking for graduates with good writing skills and are adaptable and able to work in teams. |

**DISCUSSION**

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| **AA/EEO Faculty/Staff Data for Colleges** | Cory Causby distributed and reviewed the WCU Affirmative Action/EEO Summary Report – Faculty 2012/2013. The date range is October 1st - September 30th to ensure that all new faculty with .5 FTE or greater are captured for an accurate representation. WCU’s percentages for female faculty employment are above expectations and below expectations for our minority faculty. **Q:** Will HR assist in recruiting minorities and females?**A:** Yes, there are resources available. HR would also like to meet with search committees at the beginning of searches to assist with recruiting minority and female applicants.**Q:** Salary and benefits are not competitive and also impacts recruiting. Will there be funding available to increase positions?**A:** HR is reviewing salaries, but is not focused on minority recruitment at this time.Henry Wong informed the council of the minority recruitment resources available on the Equal Opportunity and Diversity Programs Web page under the employment and hiring tab. <http://www.wcu.edu/26030.asp>Dr. Brenton would like to discuss strategies on this subject at future meetings. She mentioned creating a program promising graduate students a fixed term teaching position and to develop university commitment to hire minorities.  |
| **Royall Contract** **(Sam Miller/** **Phil Cauley)** | Sam and Phil were invited to describe the benefits of the Royall contract which is due for renewal. Royall focuses on helping Western achieve its enrollment goals (grow enrollment and increase academic quality). Phil distributed handouts and requested that the council not just focus on the price of the contract but to also consider the cost savings and benefits, which include:* Expanded prospect base
* Cultivating the recruitment leads earlier
* Growing enrollment and the quality of students
* Revenues generated from application fees
* Estimated savings of 600K in re-directed costs (printing, eliminated positions, postage, travel)

Phil also shared pre and post Royall data with the council. **Q:** Are the same number of students being enrolled post Royall?**A:** Yes, but the quality and diversity have increased.**Q:** Does Royall help recruit transfer students?**A:** Not directly, but we encourage students who apply and do not meet standards to apply to community colleges and then transfer to WCU.**Q:** Will it outlive its usefulness?**A:** No, most universities use outsourcing. Royall is very sophisticated on the front end.**Q:** Are there other options besides Royall?**A:** Yes, and we will be looking at our options.**Q:** If we had the funds, could we recruit using internal resources?**A:** Yes, if fully funded, and we would expect that future cost saving conversations would be to return to outsourcing. Without Royall, we would not have the resources to be first to market.Discussion ensued.  |
| **Summer Session****(Mark)** | Mark announced that the APR for summer session is being edited for 2013. The changes include increasing the maximum salary rate per credit hour and per course. Angi would also like to review the teaching loads and maximum salary.Please send any suggestions or comments to Mark.The council discussed * Offering summer classes for student success and retention, including developing summer courses to help at-risk students and keep them on track.
* Online summer classes
* Strategic marketing (other campuses, ads on social media, and summer destination)
* Building course schedules late spring is problematic.
* Offering difficult classes in summer which affords students time to devote to that one course
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| **Tuition and Fees (Angi)** | WCU’s proposal for the 8.1% tuition increase is on the Board of Trustees’ agenda. The proposal includes distributions of funds to cover Financial Aid, Salary Increases, Liberal Studies, High demand positions, Graduate Assistantships, and Library.The council discussed * More support for Academic Technology
* Salary increases - based on merit
* Liberal Studies – reviewing workloads, class capacity, amount of hours
* Online student survey results

Angi will email results to COD.  |
| **Program Prioritization (Angi)** | Angi distributed the draft program prioritization comparison measures to the council and requested they provide direct feedback on the handout and return to her by December 12th. The proposed measures are under discussion by the taskforce so COD is requested to keep confidential for now.COD also requested an opportunity to review the data from IPE to confirm accuracy before it is distributed to campus. |
| **Millennial Initiatives** **(Angi)** | Angi requested the Kimmel School, College of Business and Art & Sciences send 2-3 faculty names to serve on this committee. The committee will also have representation from the community.Please send Angi names by December 17th. |