CHANCELLOR’S CABINET MEETING

December 12, 2013
Centennial Hall, 3rd floor

Members Present: Joe Abhold, David Baker, MJ Brukardt, Mike Carney, Greg Falkenberg, Mitch Freymiller, Dave Gessner, Debbie Gough, Beth Hellwig, Diane Hoadley, Christina Hupy, Stephanie Jamelske, David Jones, Paul Kaldjian, Heather Kretz, Bryon Larson, Teresa O’Halloran, Geoff Peterson, Julie Poquette, Mark Reeves, Mike Rindo, Gail Scukanec, Sherrie Serros, Dave Sprick, Kim Way, Mike Wick, Linda Young

Absent: Mary Canales, Jason Rector, Patricia Kleine, Geoff Peterson, Katie Wilson

Updates
College of Arts & Sciences Dean search – they are interviewing three candidates and they will be done by next week - asked everyone to get feedback forms back to the committee.

College of Education & Human Sciences is in the process of putting together a search committee; they will meet in spring semester.

Applications are being reviewed for the Director of Admissions position.

Marty Hanifin has been hired as the Vice Chancellor of Administration and Finance; he will begin on January 15.

The University branding survey has gotten very good response, message will be “The Power of And”, we are tentatively scheduling a launch after spring break. This Friday the committee will meet with people from across campus that work on marketing. Will have guidelines on how to use brand.

Task Force Proposal
Would like recommendations for task force after break.
People can self-nominate. Add student to enrollment management team.
Liberal Arts and Liberal Education - we need to think about end goals.

TABLE DISCUSSIONS

International Students
Enrollment Committee should define the role for international students on campus. What are benefits they bring? The dollars that we’re spending - are they paying off?
We need a focused statement on the ROLE international students play at UWEC:
• Tactical issues
• Programming issues
• Curricular issues
- Cultural issues
- Support issues
- Community issues
- Multi-level approach to recruitment
- Student life issues: interactions of domestic and international students
- Role/link of international students with campus goals of internalization
- Cost benefits
- What does the Strategic Plan say?
- Intentional?

**Non-traditional Students**
- How are they doing? Financial issues
- Specials – 2nd biggest category
- An opportunity to bring in more students
- How do we convert them into degree seekers?
- No. 1 issue is to look at delivery methods, weekend, flexible schedules, online
- The whole system should be reviewed
- Parking is not an issue on weekends
- Flex option – receive credit for prior learning

**Transfer Students**
- Getting more people aware of transfer students, we need more campus awareness
- Do we have majors that they want?
- Connect to campus, should be at department level
- Every major on campus should have a meeting in the fall and spring to get them connected

**Under-represented Students**
- Connectedness plan
- Niche recruiting (external, building in areas where they are successful)
- Critical mass – what does that look like
- Blugolds Beginnings
- Continue to support Ho-Chunk

**Graduate Students**
- Program, grad certificate programs
- On-line possibilities
- Health certificates
- We need to evaluate and figure out our infrastructure needs for grad students
- There is commonalities between groups

1. Connectedness Plan
2. Niche recruiting

1. Connectedness Plan
2. Niche recruiting
Great “food for thought” for the task force
If you have descriptions for the task force, send to MJ.

Shared Governance Question
Parking:
- At the last senate meeting a discussion parking took place
- Zimride
- Jefferson lines
- Zip rides
- Bikes
- Parking influences enrollment,

Would anyone be interested in sharing information at this meeting? There will be an Open Forum at the January 28th meeting.

Chancellor Wrap Up
Are the Cabinet meetings, meeting your needs?
It’s helpful to be given the data to work with
It’s useful to recap the last meetings