

ADMINISTRATIVE COUNCIL
Minutes of
August 8, 2012

Attendees: Paul Alberto, Mark Becker, Cody Benson, Chandler Brown, Lynda Brown-Wright, Sarah Cook, Doug Covey, Michael Eriksen, Colleen Geary, Linda Goodfellow, Kerry Heyward, DeAnna Hines, Kenya Johnson, Steve Kaminshine, Julie Kerlin, Cheryl Levick, Bill Long, Peter Lyons, Walter Massey, Robin Morris, George Pullman, Tim Renick, Sterling Roth, Nan Seamans, Andrea Thornton, Jowanna Tillman, Edgar Torbert, Tracy Widman, Andy Williams (Enablus consultant)

Minutes of June 6, 2012, were approved as distributed.

Centennial

Ms. Geary presented an overview of planning for the Centennial. The internal (campus) launch of the Centennial will occur in September, 2012 with the unveiling of the Centennial logo and a basic web site. The external launch will occur in January, 2013 with the full Centennial web site, etc. Among the Centennial observances mentioned were: a Centennial Special Edition of the *GSU Magazine*, pole banners, shuttle bus wraps, facility decal signage, commemorative athletic events, window clings on Commons facing I-75/85, drop-down ads on AJC.com and other popular local web sites, Corey Tower signage, social media, smartphone app, oral history presentation by emeriti, speaker series, unifying theme of "13", monthly focus (such as alumni, arts, athletics, past presidents, downtown), college-based kick-off events, dedications of Langdale Hall and Patton Hall, undergraduate research conference, Founder's Day in September, Homecoming in October, Centennial concert, community service, GSU Nights at various venues, Habitat for Humanity project, statue, donor bricks, etc.

Dr. Eriksen recommended explicit tie-ins to the University Strategic Plan for the Centennial observances. Dr. Kaminshine recommended a physical, archival display for the Centennial in addition to the on-line presentations, to which Dr. Seamans responded that the Library was already working on such a display. Dr. Becker noted the Robinson College of Business would also be celebrating its centennial.

WordPress

Ms. Thornton introduced a presentation on WordPress, the software product selected to replace Red Dot as the GSU web software. The implementation will coincide with a new look for GSU on the web as well as addressing content management.

Mr. Benson and Mr. Williams presented an overview of the WordPress implementation. The approach will produce a consistent brand design for each web page representing GSU in an open environment, with content strategy guidelines, and attention to analytics and outcomes. Among issues to be addressed will be the 3% rate of traffic beyond the GSU home page and the bounce rates of 80% or more for all but 2 of the 29 core web pages. The new web design will fit smartphones, the most popular devices currently for web access. Content strategies will be developed to deal with the more than 34,000 existing GSU web pages and to refocus to external audiences seeking simpler navigation to content choices.

Ms. Thornton emphasized the need for content strategy training, and noted this training cannot be met by existing in-house resources. Mr. Williams commented that not all web pages would be moved to the new site, but instead a framework would be built to determine what pages were needed. Dr. Pullman added that a group of faculty had trained on WordPress in only twenty minutes.

Desire2Learn

Dr. Pullman reported on the upcoming replacement of ULearn by Desire2Learn, as the university learning management system, effective January 2013. Desire2Learn will offer a more robust set of features including extensive grade book and calendar tools, compatibility with all browsers, social networking, mobile learning technology, monitoring of student progress, web analytics, video-based training, etc. Department chairs will receive information about training sessions, etc.

Open Records

Dr. Heyward explained changes in the state open records law as implemented by the State Attorney General. All records created or maintained are subject to open records with few exceptions. Data and data fields are now subject to open records along with a requirement to compile such if simple search functions to do so are already available. Electronic records including text messages are subject to open records, including business use on personal devices. Exemptions are granted for FERPA-protected documents, examinations/tests, and research data prior to publication/patent. The deadline for responses to open-records requests is three days. Legal Affairs should be notified immediately upon receipt of such requests. Penalties for non-compliance were increased. There were 113 open-records requests in 2011-12.

Renaming of Divisions in Byrdine F. Lewis School of Nursing & Health Professions

Dr. Goodfellow presented proposed changes of the names of the divisions of the Byrdine F. Lewis School of Nursing. The nursing unit would be the School of Nursing headed by an assistant dean. The health professions unit would be the Division of Health Professions also headed by an assistant dean. Units with the Division of Health Professions would be called departments, including the Department of Physical Therapy, the Department of Nutrition, and the Department of Respiratory Therapy. The Administrative Council will take formal action on the proposal in September 2012.

Enrollment/Admissions

Dr. Renick distributed handouts detailing Summer Semester 2012 enrollments and Fall Semester 2012 admissions and enrollments to date. Summer enrollments were down for the first time in 4 years, largely due to only starting freshmen qualifying for Pell Grants under the new regulations for that program. The first Summer Success Academy was a bright spot with 132 of 137 participants achieving grade point averages of 2.5 or above. New freshmen and transfers for Fall Semester 2012 were projected to be all-time records, although graduate admissions continued to face issues with yield rates. College plans to increase graduate admissions will not take effect until next year.

Athletics

Ms. Levick reminded that the football season will begin August 30, 2012, with the first of six home games. The home games will be at 3:30 p.m., except for the first game at 7:30 p.m. against South Carolina State and the second game at 6:00 p.m. against UT San Antonio. The Homecoming opponent will be Villanova on October 20, 2012. GSU will be in a transitional year from FCS to FBS football and from the CAA to the SunBelt Conference. Team sports will play CAA schedules, but will be ineligible for CAA championships. Individual sports will play in the SunBelt, and will be eligible for SunBelt championships.

Capital Campaign

Mr. Massey reported on the GSU Foundation retreat and the recommendation of the campaign consultants of a \$300 million goal and 7-year campaign. Identified needs included enhanced stewardship and donor relations areas, better coordination between Development and Alumni Affairs, more local and regional activities for donors and alumni, and high profile local leader to

lend name to campaign. Dr. Becker congratulated Dr. Long and Dr. Massey on a \$7 million gift secured for the College of Arts & Sciences.

President's Remarks

Dr. Becker announced the real estate closing for the Atlanta Life Building, which will house the Welcome Center, Alumni Association, Honors College, and senior university administration. Vacated space in Dahlberg Hall will house the Office of International Initiatives and expanded student center-type functions. Previously designated space in SunTrust Building for university administration will be assigned to the College of Arts & Sciences in exchange for two floors in SunTrust Building for the additional student advisement personnel funded by the Board of Regents in FY2013.

The Board of Regents August, 2012 meeting was highlighted by approval of capital requests list sent to Governor Deal, including \$58.8 million for GSU College of Law Building. The system was expected to experience a drop in students for Fall Semester 2012 for only the second time since 1978, but GSU anticipated an increase. Approval was also given for the naming of Langdale Hall (General Classroom Building) and Patton Hall (Freshmen Hall) during the observance of the GSU Centennial. Dr. Renick reported several degree program approvals by the Board of Regents, including the BA and BS in Geosciences, the Master of Global Hospitality Management, and revision of the Master of Education program in Communication Disorders.

Dr. Becker reviewed the budget cut situation to be faced by the University System in FY2013. The Office of Planning & Budget has informed the Board of Regents that the cut will be no less than 3% of state appropriations. These cuts will be real and not replenished in the FY2014 budget. A 3% cut for GSU would amount to \$5.5 million. Enrollment growth is crucial to continuance of the University Strategic Plan initiatives. The cuts were precipitated by growth in state tax revenues being approximately one half of what was projected in balancing the FY2013 state budget.

Announcements

Dr. Reitzes reminded that college promotion and tenure manuals were due to Dr. Palm in September, 2012.

Dr. Covey encouraged attendance at the Freshman Convocation on August 19, 2012, featuring author Wes Moore, and the block party in Hurt Park after the convocation.

Dr. Cook announced the Honors College Convocation on August 22, 2012.

Ms. Hines announced the new faculty dinner on August 13, 2012.