

ADMINISTRATIVE COUNCIL  
Minutes of  
March 7, 2012

Attendees: J.L. Albert, Paul Alberto, Mark Becker, Larry Berman, Doug Covey, Bill Curlette, Michael Eriksen, Kerry Heyward, DeAnna Hines, Fenwick Huss, Andrea Jones, Steve Kaminshine, Julie Kerlin, Cheryl Levick, Tom Lewis, Jun Liu, Peter Lyons, Walter Massey, Robin Morris, Risa Palm, George Pullman, Jerry Rackliffe, Tim Renick, Sterling Roth, Nan Seamans, Rose Sevcik, Jowanna Tillman, Edgar Torbert, Kris Varjas, Mary Beth Walker, Margaret Wilmoth

Minutes of February 1, 2012, were approved as distributed.

Smoke/Tobacco Free Campus Policy

Dr. Heyward presented a draft "Smoke/Tobacco Free Campus Policy". Dr. Becker noted numerous complaints about second-hand smoke near entrances to campus buildings and on the plazas. Dr. Heyward pointed to a national trend toward smoke free campuses. She noted that the American Cancer Society had examples of campus policies posted on its web site, and that those resources had been used in drafting the GSU policy. Dr. Heyward reminded that the current policy allowed smoking outside a 25 foot radius of building entrances, and that the policy could not be enforced on public streets. Dr. Kaminshine commented that the porousness of the campus with respect to such public areas would relieve the need for designated smoking zones. Dr. Covey pointed to the need to accommodate smokers living in on-campus housing, and recommended that safe areas such as the University Commons interior courtyard be designated as smoking zones rather than force those students onto public streets, especially at night. Dr. Eriksen pointed out that the SGA Senate had consistently tabled motions to deal with smoking on campus. Dr. Becker reminded that the document under consideration was a draft and would be referred to the appropriate University Senate committee for review.

Center for Instructional Innovation

Dr. Pullman presented an update on the Center for Instructional Innovation and emerging developments in teaching and learning. Dr. Pullman highlighted several initiatives across the nation focusing on on-line learning, including the introduction of MOOCs (massive open on-line classrooms), in one case (Udacity) with over 160,000 students in a single course. Dr. Pullman pointed out that GSU on-line courses currently are primarily hybrids, half on-line and half face-to-face. He commented that keeping students on pace is a critical issue with on-line courses. Dr. Becker suggested that in preparation for lifelong learning, students need to know how to learn on-line and that consequently this should become a general education requirement. Dr. Pullman announced that ULearn would be replaced by Desire2Learn in January 2013 as the university-supported course management software. He pointed out the advantages of Desire2Learn, in particular means for obtaining more comprehensive assessment evidence as needed for SACS. Dr. Pullman also highlighted simulation and authoring software, and announced Apple will be on campus on March 29 showcasing its products. Dr. Becker spoke to the importance of thinking of the student at the center of learning and cornering the market through the campus experience that surpasses the value of merely giving students a stack of books or on-line only learning. Dr. Palm commented on the need for faculty champions for utilizing on-line methods in addition to classroom learning, and Dr. Wilmoth added that student champions are also needed.

Enrollment Report

Dr. Renick reported that Spring Semester enrollments were record highs for headcounts and credit hours. Dr. Renick noted a sharp rise in fee drops for Spring Semester 2012 over Spring Semester 2011, but remarkable recovery of headcounts and credit hours prior to census date because of intervention strategies, especially the Panther Retention Grants totaling \$263K that produced credit hour revenues exceeding \$664K.

Dr. Renick reported admission figures for Summer and Fall Semester 2012 as very positive and tracking toward a freshman class of at least 3,000 students. Dr. Renick noted transfer applications were lagging, but he observed that transfer applications tend to come later so that a recovery for transfers was anticipated. Dr. Becker emphasized increased interaction between faculty and upper division students as critical to differentiation of GSU from competitors for transfers.

### Capital Campaign

Mr. Massey reported on the preliminary findings of the capital campaign consultants concerning the need to broaden the GSU philanthropy base and to strengthen the linkages between the University Strategic Plan and the campaign case statement. Mr. Massey indicated that the consultants would recommend a campaign goal of \$300 million. Dr. Becker added that the consultants had already made 200 preliminary calls to prospective donors, who indicated their gifts would total \$6 million.

### Legislature

Mr. Lewis announced March 7, 2012 was “crossover day” for the 2012 legislative session. Ms. Kerlin handed out a summary of legislation affecting USG and GSU. Dr. Heyward commented that the open records bill under consideration would clarify open records procedures in a helpful way, but would not eliminate all burdensome aspects of compliance. Dr. Becker noted that the alternative-investments retirement bill would bring Georgia in line with all other states. Dr. Rackliffe observed that the state purchasing bill would provide some helpful relief in bidding requirements.

### Announcements

Ms. Levick announced the men’s basketball team will host a first round game of the College Insider.com Tournament on March 13, 2012.