ADMINISTRATIVE COUNCIL
Minutes of
April 1, 2015


Approval of Minutes

The minutes of March 5, 2015, were approved.

NCAA Tournament Impact

Mr. Hale and Mr. Cobb reported on the extensive media coverage of GSU in the NCAA Tournament games at Jacksonville, Florida on March 19 and 21, 2015. Athletics and Public Relations & Marketing Communications collaborated with great success to maximize and continue conversation in social and general media. High levels of interest were registered across the nation and even internationally.

Consolidation Update

Dr. Becker reported the consolidation implementation committee had framed two major questions about the GSU-GPC consolidation: (1) how to achieve innovation through the process of consolidation and (2) how to address issues arising during the process of consolidation such as perceived heavy handedness and differences in campus cultures. Feedback from the Board of Regents had been positive to date, and cautious optimism characterized the GPC faculty and staff climate.

Enrollment Report

Dr. Becker presented an enrollment report from Dr. Renick showing freshman applications at an all-time high (up 12%) as well as confirmations (up 9%). Honors freshman confirmations were up 21%. Quality of admitted students also outpaced prior years in average high school GPA (3.52), average Freshman Index (2885), average SAT (1119) and average ACT (25).

Dr. Berman thanked those who participated in the Scholarship Day events.

Budget Report

Dr. Rackliffe reported all on-campus student housing was already reserved for Fall Semester 2015 with a waiting list of 150.

Dr. Rackliffe reiterated the need to maximize Summer Semester 2015 enrollments to meet budget expectations for FY2015 and FY2016.

Legislative Report

Ms. Kerlin and Mr. Lewis reported the legislative session will end April 2, 2015. Media coverage of GSU in the NCAA Tournament carried over to the legislature with on-the-floor recognitions of the GSU team in both houses and strengthening of the GSU brand on Capitol Hill. The $4.9 million Classroom South expansion project was funded as well as a $500,000 project for GPC.
Faculty and staff salary increases were funded with seed money to be supplemented by the USG institutions.

President's Remarks

Dr. Becker announced the first GSU Goldwater Scholarship recipient.

Dr. Becker noted the Classroom South expansion will enable decommissioning Kell Hall and proceeding toward the "greenway project" in the Campus Master Plan.

Dr. Becker indicated that the limited seed money for FY2016 faculty and staff raises would be supplemented by redirected funds from all units as was done for FY2015.

Announcements

Dr. Weyhenmeyer reviewed YTD research awards noting that the current total of $70.9 million was up 38% from the same point in the preceding year, which saw a whole year total of $81.3 million. Arts & Sciences, Education, Public Health, and Policy Studies were lauded for contributing 66% of the total.

Dr. Weyhenmeyer announced the arrival of Dr. Ming Zou, the newest GRA Eminent Scholar, and pointed out that Dr. Zou's research portfolio was not counted in the research award numbers cited at this meeting. Dr. Alberto suggested a reception to welcome Dr. Zou to GSU.

Dr. Berman announced that GSU had received excellent exposure in Viet Nam during his recent visit, including attention to the basketball team.

Dr. Eriksen reported on the recent Reddit session, “Ask Me Anything”, focusing on e-cigarettes as an example of the power of reaching young audiences via social media.

Dr. Morris announced a forthcoming business competition for entrepreneurial initiatives with increased sponsorship and award amounts.

Dr. Phillips announced renewal of AACSB accreditation for the Robinson College of Business.