Administrative Council
Minutes of June 6, 2017

Attendees:

Approval of Minutes:
The committee approved the minutes of May 3, 2017.

Information Item: Influencer Ambassador Program
Ms. Coniglio, Mr. Hale and Ms. Jones presented an update on the university’s branding and communication strategies. The strategies highlight the university’s connections to Atlanta, aggressive trajectory in research growth, innovation in classroom instruction and advances in student success. In addition to traditional media outlets such as billboards, digital advertising and an updated web presence, the university will utilize the Hootsuite Amplify application to assist university leaders and influencers in sharing content through social media connections. The product has gone through a soft launch with a beta group of university employees and units earlier in the spring with successful results and quick adoption of the #thestateway tag.

Information Item: One USG Connect Initiative
Mr. Elmore and Ms. Nelson delivered a brief presentation regarding the system migration from ADP to PeopleSoft for human resources processes. The first cohort of university system institutions will go live in mid-June. Georgia State will move to the new system in December 2017. Human Resources employees are working with college and department personnel to ensure accurate data is migrated to the new system, which will utilize single sign on functionality as well as components of the existing Taleo suite for recruitment and hiring activities. Project leadership will continue to communicate with the university community throughout the fall and ensure a broad range of training opportunities for university employees.

Enrollment Update:
Dr. Renick shared data relating to summer 2017 enrollment figures. Figures at the Atlanta campus represent a six-year high. The numbers should be viewed cautiously as the final summer semester drop deadline has not yet passed. Transient student enrollment increased by almost 100% over the previous summer, due largely to concerted advertising efforts and innovative summer programming offerings. Perimeter College figures show a sizable increase in enrolling previous students who were not enrolled for at least one year.
Fall enrollment figures are flat at the Atlanta campus, but Perimeter College shows a substantial increase. Atlanta campus figures are down year to year due based on timing of orientation sessions. By the time fall semester classes begin, leadership anticipates an increase in fall enrollment over last year.

Dr. Armistead reported on graduate enrollment figures. The figures show a slight decline in fall graduate student enrollment compared to the same point in time last year. In 2016-2017, the university succeeded in placing 10 graduate students into a variety of prestigious graduate student fellowships, which marked a seven-year high. Dr. Armistead also shared information on a new extension of graduate student orientation. This program will mix 12-15 new graduate students from a variety of disciplines into cohorts with veteran graduate students during the fall semester. The goal is for the new graduate students to experience increased connectedness around the university and better understand resources that can support them in their studies.

Legislative Update:

Ms. Kerlin and Mr. Lewis informed the group that even though fiscal year 2018 has not yet begun, work on the fiscal year 2019 budget is already underway. Georgia’s congressional delegation will visit the university during the federal recess in August.

Dr. Heyward shared information from the Board of Regents on the campus carry legislation that will become law in the state of Georgia on July 1, 2017. Legal Affairs is working with appropriate university departments to develop central resources that will provide clarity and guidance going forward.

President’s Remarks & Announcements:

Dr. Becker recognized and acknowledged the leadership team for their contributions towards a productive leadership retreat earlier in the week. Dr. Becker also shared observations on Generation Z, which will begin to enter colleges in the next year or two. Understanding these generational tendencies and priorities will be essential as the institution moves forward.

Finally, Dr. Becker recognized Dr. Robin Morris and Dr. Steve Kaminshine who attended their final meeting as Assistant Provost for Strategic Initiatives and Innovation and Dean of the College of Law, respectively. Dr. Becker noted their accomplishments, thanked them for their significant contributions to the university, and wished them well in their return to teaching and scholarship.

Adjournment:

The meeting was adjourned at 10:40 am.