

Graduate Council
Minutes of the Meeting
October 16, 2009

The meeting was called to order at 1:30 p.m. by Dean Judith Walker de Felix. Members in attendance: Teresa Guess, Baorong Guo, Alan Heisel, Beth Huebner, David Kimball, Stephen Moehrle, Wendy Olivas, David Ronen, Shawn Woodhouse, Charles McLane (C & I graduate assistant). Members absent: Michael Bahr, Carl Bassi, Cynthia Dupureur, Anne Fish, Sally Ebest, Martin Pelikan.

I. **Minutes**

The minutes of the September 18 meeting were approved with one change. The Council action of “approved” needs to be added to the M.Ed. in Counseling program proposal.

II. **Curriculum and Instruction Report** – Loren McLane

Council reviewed the report and approved the following course proposals:

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| PPA 6500 | Selected Topics in Public Policy Administration (add) |
| PPA 6501 | Selected Topics in Nonprofit Management and Leadership (add) |
| Comm 6500 | Seminar in Communication Theory (add) |
| Comm 6510 | Advanced Communication Research Methods I (add) |
| Comm 6515 | Advanced Communication Research Methods II (add) |
| Comm 6600 | Seminar in Organizational Communication (add) |
| Comm 6700 | Seminar in Mass Communication (add) |
| Comm 6900 | Directed Readings in Communication (change N, P, D) |
| Comm 6910 | Supervised Research in Communication (change N, P, D) |

The Dean asked Council to consider how to handle curriculum issues in the future. Contrary to its initial charge, the Senate C & I committee reviews all courses, graduate and undergraduate. If Council feels they no longer wish to review graduate level courses, then a policy change would need to be made to the Senate.

III. **Program Development Report** – Loren McLane

Council reviewed and approved the following program proposals as presented.
Graduate Certificate in Autism Studies (new)

Rationale: There is no other post-secondary institution in Greater St. Louis that provides such a concentrated study of skills for best understanding and strategy implementation that specialize and focus on improving academic instruction,

social and emotional growth, acquisition of functional skills, and general quality of life of individuals with Autism Spectrum Disorder. This certificate has the potential of validating to employers, that upon completion of this program, the individual will have the specialized skills necessary for working with individuals with autism and their families, teachers, and related specialists in the field.

Changes in the M.A. Communication

Rationale: Core courses are being renumbered so that the system is more coherent. Courses beginning with 65 related to theory/methods and courses beginning with 66 deal with mass communications. COMM 6405 and 6435 are being re-named and re-numbered to reflect the way they are currently taught and for the sequence in which students are advised to take them.

Changes in the Master of Education: Elementary Education

Rationale: Corrected course title and number, ELE ED 6410 to ELE ED 6411. ED TEC 5301 replaces ED TEC 6452 because it is more appropriate for all students.

Adult Education and Literacy Certification (change)

Rationale: All changes made reflect those required by the Missouri Department of Elementary and Secondary Education. Expectations and guidelines towards receiving certification are now laid out at the beginning of the program listing. Students then choose from a number of listed courses to reach the 60 credit hour requirements.

VI. **Dean's Report**

Update on Marketing Initiative

Martin Leifeld gathered a group of experts from industry to seek advice on marketing our campus as a strong, public research university. On campus, four committees have been created: resource, communication, marketing, and telecommunication. The university hired a company with expertise in higher education to handle market research. The company will meet with people around campus and hold focus groups. Internally, we need to know who we are so we can market ourselves.

The Technology committee will review if any departments are using technology for marketing. They will look at U-tube and social networking sites etc where we can put relevant information. We will also need to update our website. Our current self-service for students isn't very user friendly.

The Communications Committee will be assessing our internal communications. Do we have email overload, how do we streamline our communications, possible use of calendars to avoid email overload.

Update from Graduate Program Directors meeting.

Tony Georges, Director of Student Financial Aid, will be implementing a combined cashiers/financial aid financial services center. This would keep students from being bounced back and forth between the two offices.

DARS Update

The IT staff will look to see if DARS information can be placed into MyView. At this time, it is not possible.

There being no other business, the meeting adjourned at 2:20 p.m.

Respectfully submitted,

Teresa Guess
Vice-Chairperson and Secretary

TG:meh