

**Academic Assembly**  
May 20, 2013  
2:05 – 3:35pm, STCN 130

**MINUTES**

Present: David Arnesen, Brenda Broussard, Mason Bryan, Carol Wolfe Clay, John Collins, Karen Cowgill, Isiaah Crawford, Tito Cruz, Lynn Deeken, Terry Foster, Christian Halliburton, Sonora Jha, William Kangas, Chuck Lawrence, Kristi Lee, Michael Matriotti, Sean McDowell, Erik Olsen, Rob Rutherford, Chris Stipe, John Strait

*Minutes taken by Rosa Hughes*

- I. Review of 5-6-13 Minutes
  - A. III.E. – Add point 4 about the need for systematic cost-benefit analysis of Athletics
  - B. Edited minutes will re-circulate for review at next meeting
- II. College of Nursing Program Review (*Anne Hirsch, Deb Stauffer*)
  - A. New internal program review process for externally accredited programs and schools/colleges
    - 1. External accreditation requires more in-depth self study than our standard internal review process for non-accredited programs
    - 2. Program Review Committee developed a streamlined “linking document” to guide the PRC to the data and analysis that is already in the external accreditation report, with as little additional work for the program as possible
  - B. PRC Memo
    - 1. Legal barriers to international study
      - a. SU health science education area does not have a structure in place to support legal contracts with agencies that allow students to practice internationally
      - b. Currently examining partnership options with organizations like Red Cross, UNICEF, or PATH that would provide litigation liability to SU
      - c. Provost’s Office (Global Engagement) and the College of Nursing will have a strong focus on building these partnerships this summer and fall
    - 2. Faculty retention challenges
      - a. Recommendation 1.C.
        - i. PRC has recommended to the provost that the CoN be considered for exceptions to faculty appointment guidelines due to unique and strenuous nature of licensure requirements
        - ii. SU is working to create joint appointments so that CoN faculty can work full time and have their licensure work at local hospitals and clinics included in their contract, but there are ongoing issues with liability coverage and benefits that are still being worked out
      - b. Ongoing issue of competitive pay and benefits when there are an abundance of higher-paying options in the healthcare field
    - 3. Memo approved with two typos fixed
- III.

2. Undergraduate programs with hybrid and online courses that target adult learning (students 25 and older)
  - B. COPE website will launch in early June, and announcements will go out to campus community with an invitation to partner
  - C. University processes for course approval, intellectual property policies, faculty workloads and incentives all follow best practice
- IV. Student Representation Proposal
- A. Undergraduate students would be better served with an additional representative on AcA to discuss meeting materials and create action plans
  - B. Mason will draft a motion and AcA will vote on it at next meeting
- V. Marketing Communications Updates (*Scott McClellan*)
- A. Key Priorities
    1. New brand initiative with a clearly defined narrative to prospective students, approximately five month process
    2. Elevate academic profile to match our service and social justice reputation
    3. Deepen external partnerships
  - B. AcA Discussion
    1. MarCom is open to feedback about how publicize faculty research and scholarship
    2. Increasing visibility
      - a. Digital and social media focus, especially for graduate programs
      - b. Listen to companies within the region about how to best meet their needs, identify priority relationships, advertise programs that meet those needs
      - c. Athletics can help raise profile but in a complementary way, primary focus on academics
      - d. More media training for faculty to appear and speak as national experts
      - e. Encourage faculty to do more public scholarship (op-ed pieces, etc.)
      - f. Promote message of producing students who are able to think critically, write and speak