



**GRADUATE COUNCIL MEETING MINUTES**  
**APRIL 4, 2013, 1:20 – 2:50 P.M.**  
**SAGE HALL 2210**

**PRESENT:** Sharon Chappy, Denise Clark, Susan Cramer, Mike Ford, Kathy Hagens, Judy Hankes, Doreen Higgins, Marci Hoffman, Phan Hong-Lishner, Emmanuel Jean Francois, Karen King, Greg Kleinheinz, Mandy Potts, Christine Roth, Alan Saginak, Jeremiah Slinde, Bob Stelzer, Nathan Stuart, Jennifer Szydluk, Bill Wresch, Greg Wypiszynski

**INVITED GUESTS:** Jason Herman

**EXCUSED:** Jamie Ceman, Steve Dunn, Karen Gibson, Sandy Schaefer, Kim Udliis

The meeting was called to order at 1:23 p.m. by Sharon Chappy. The Council welcomed Nathan Stuart as the new Dean's Representative for the College of Business.

**APPROVAL ITEMS**

- The minutes of the Graduate Council meeting of March 7, 2013 were approved as written. Motion/Second: Alan Saginak/Jen Szydluk. Approve: 15, Not Approve: 0, Abstain: 1.
- **MS-Transnational Human Services Leadership:** Emmanuel Jean Francois presented the new graduate program to the Council, and discussion ensued. The new program was approved. Motion/Second: Mike Ford/Karen King (Approve: 12, Not Approve: 0, Abstain: 4). Per the new curricular guidelines, the Council did not receive a copy of the course syllabi for this program. Several members felt it difficult to thoroughly review a new graduate program without also reviewing the courses.
- **Graduate Studies Initiatives Program (GSIP):** Several proposals were received by the GSIP Committee, and the following programs were approved for funding; Psychology, Reading Education, Nursing, and Public Administration.

By request of the Provost, the Office of Graduate Studies submitted a proposal to support part of the Dean of Graduate Studies' summer CAS. Discussion ensued. The GSIP Committee received the proposal two days ago, and plan to review it following standard GSIP guidelines/procedures before offering a recommendation to the Council.

**DISCUSSION ITEMS**

- **GSIP Purpose:** The Council has more than \$100,000 in GSIP funds; however, very few requests for funding have been received over the years. A GSIP Short Form was created for proposals under \$1000, to encourage smaller requests. However, most faculty are asking for very little funding to support marketing, and generally have to wait over a month for their proposals to be approved (when submitting both proposals – traditional and short). Is this the best practice and use of this fund? And is this the best use of the GSIP Committee's time (to review such small requests)? Discussion ensued, and the

following suggestions were presented; however, the Council would like to discuss this in further detail at a future meeting:

- Allow the Graduate Dean to approve small funding requests without GSIP or Graduate Council review.
- Allow each program a small amount of funding to use however they feel best-fits their needs, without any type of review.
- Allow all requests that support the Graduate Strategic Plan, but are not supported by academic colleges or Faculty Development, to be considered for funding (including salary, overload, course release, etc.). Other types of resources are needed to increase enrollment than only marketing materials.
- We're in the middle of a new marketing/branding campaign. Use the funding to completely support this new initiative with IMC. Once our branding and enrollment plan is ready, we'll need the GSIP to fund new marketing materials across all programs.
- **Graduate Certificate Guidelines:** Susan Cramer presented a new draft of the Certificate Guidelines that she and Carleen Vande Zande created. The new guidelines are a more simplified and straight-forward model for programs interested in creating a Graduate Certificate. The original 11-page guidelines were shortened into a one-page outline. Discussion ensued, and the new guidelines were approved. Motion/Second: Christine Roth/Judy Hanks. (Approve: 15, Not Approve: 0, Abstain: 1)
- **Marketing Plan Update:** IMC created nearly 12 new branding images for our graduate programs, and after meeting with the Graduate Studies Office, the images were minimized to 4 options. A survey was created and will be sent to all Graduate Program Coordinators, who are then asked to share the survey with their program faculty and students. The Office of Graduate Studies will also share the survey with all students on campus (graduate, special and undergraduate), and will share it with the Provost's Staff, as well. Please complete the survey, so that we can determine which of the 4 branding models best-fits our graduate programs.
- **Website Reviews:** IMC also reviewed all of the graduate program websites at UW Oshkosh, as well as those of nearly 30 comparable graduate universities across the mid-west. Their results of the broad review of campuses were shared with all members of the Council; and the program-specific reviews were given to one Council member for each graduate program.

#### ANNOUNCEMENTS & INFORMATION ITEMS

- Please remember to send your **dual-level syllabi** to Marci Hoffman. Sharon Chappy asked for volunteers to be part of the dual-level committee. A review of syllabi will begin over the summer or fall, at the latest.
- A new **Graduate Student Association (GSA)** is underway. Jason Herman has led a small group of graduate students who are interested in creating a GSA over the past few months. The students are currently completing a second review of the bylaws, which will be presented to OSA. They hope to be formally recognized on campus no later than fall 2013. One item they are currently working on is an end-of-year celebration of all graduate students, faculty and staff. The GSA also plans to spend the summer creating an orientation for newly admitted students (the first of it's kind for graduate students). Orientation items will include campus tours, housing, understanding what resources are available to students, and getting to know fellow graduate students on campus.

- **GradSchool Fest:** Please remember to send your marketing materials to Jason Herman and also please let him know who from your department will be in attendance.

Motion to adjourn at 2:52 pm. The next Graduate Council meeting is on May 2, 2013 from 1:20 – 2:50pm in Sage Hall 2210.

Marci Hoffman, Recorder

Copies to:  
Graduate Council  
Provost Lane Earns  
Deans  
OSA President  
Office of Graduate Studies Staff