

**Graduate Council Meeting
December 8, 2011 Meeting Minutes
(Room: York Room, Mansion)**

Present: Beth Barnett; Cynthia Brennan, Kathy Burke, Lew Chakrin, Brian Chinni (Recorder), Angela Cristini, Eric Daffron, Hassan Nejad, Steven Perry, Chris Romano, Sam Rosenberg, Eddie Saiff, Elizabeth Siecke, Anita Stellenwerf, and Ashwani Vasisht

Dean Perry opened meeting at 10:05 a.m., introduced the meeting agenda and distributed copies of related documents for individual and collective review. The meeting topics included:

1. Graduate Program Marketing (Chris Romano)
2. Additional (Satellite) Locations – Processes and Protocols (Eric Daffron)
3. Registration Processes and Protocols (Cynthia Brennan)

The following provides a summative report of all activities and related actions:

1. Steve Perry introduced Provost Barnett; the Provost first expressed that the Graduate Council meeting minute must be forwarded to her office to ensure online posting. Next, the Provost explained that each of the graduate programs must provide a three-year business plan and related budget through 2014-2015. Meetings will be scheduled with Vice Provost Eric Daffron, Deans and Graduate Program Directors in the early part of the spring semester. Provost Barnett then explained that she would be meeting the Deans Council to examine academic plans, and recommended that the Graduate Council should consider the same. While this may present some challenges, given the renewed Strategic Plan is currently in development and, therefore, has not yet been established. In essence, this should serve as a "refreshment" of the plan for 2012-13.

Provost Barnett opened the discussion for questions. Hassan asked if there is a specific model for the business plan. The Provost explained that there is an exemplar; Eric expressed that he would email all directors the template/model.

2. Steve Perry introduced Chris Romano to speak to the first agenda item, Graduate Program Marketing. Chris distributed a related document the group, detailing the marketing initiative. He explained that his office recently launched the marketing campaign, an initial attempt to market graduate programs and build an overall awareness, image and, ultimately, brand. He expressed that word map reflects that most do not know about the graduate programs offered by Ramapo and, therefore, the goals, objectives and action items of the marketing plan are intended to build this image. Chris highlighted the important action items presented in the document, referencing the bold portion of the document which describes the overall marketing plan (see document). A discussion among the Council members ensued, during which Chris entertained specific questions. Items under discussion included: the use of billboards; web-based marketing;

program letters to support automated response on “click”; provision of contact information to allow for follow-up calls by respective program directors; enhancement of program collateral, including brochures; and brand recognition through “Pushing Boundaries” campaign.

Next, Chris distributed and offered highlights of the Enrollment Report. He explained that he can print and furnish, upon request. There were no additional questions regarding enrollment.

3. Steve Perry introduced Eric Daffron to speak to the next agenda item, Graduate Program Satellite Locations – Processes and Protocols. Eric explained that there is a rather involved process to obtain “additional” program approval from Middle States. By definition, a program is considered “additional” when more than 50 percent of all course offerings are delivered off campus. If under 50 percent, the program location is codified as “other instructional site.” In order to ensure Middle States compliance, Eric requested that we inform him of any and all program-specific sites; this information will be included and/or deleted, as necessary, in the Middle States document. Furthermore, he requested that the respective program Dean is copied in any/all emails to Eric. In addition, Eric explained that we will need to pursue Distance Education classification for any graduate program that relies on an online medium as the “dominant” mode of instruction. According to MSCHE guidelines, this codification is necessary when 50% of courses are delivered online. Once again, Eric requested that graduate directors inform him of such, should this be of question.

Angela Cristini explained how the process she has applied for establishing in-district sites for the MSET program. The approach may vary somewhat, as determined by the BOE policy of the respective district. Typically, an Affiliation Agreement is provided, approved and endorsed by the BOE. Then, a building use form is completed, and a standard letter is provided explaining that we are a State institution covered by Tort law. Angela explained that she needs the district to guarantee a minimum of ten (10) students. In order to achieve this quota, some districts allow for outside districts to participate. There is a guarantee that only the four core courses are offered off campus, which aligns to Middle State/State requirements. A brief discussion ensued.

Finally, Steve Perry spoke to the Provost’s desire for the Graduate Council to schedule a planning retreat. Eric requested that the retreat be scheduled after the Deans Council. Steve expressed that he would coordinate some possible dates and email to the Council members.

The next Graduate Council meeting is scheduled for Thursday, January 12, 2012 (10 a.m.) in the York Room of the Mansion.

Steve Perry motioned to adjourn the meeting at 11:05 a.m.

Minutes submitted by Dr. Brian P. Chinni