

Liberal Arts Council  
Minutes  
February 5, 2019

Present: K. Arwood, C. Baker, J. Beeby, S. Bengert, B. Cowden (guest), A. Buck, M. Dixon, J. Galbus, J. Hardgrave, A. McKibban, V. Morgan, K. Oeth, S. Pritchard, P. Raymond, M. Roberts, S. Rode, R. Rowland, T. Schroer, S. Vogl-Bauer, E. Wasserman.

Dean Beeby opened the meeting in LA 3005 at 9 am.

**Online Learning**

Belle Cowden, Executive Director of Online Learning, presented information about Online Learning programs and course policies (attachment 1).

**CLA Marketing Updates**

K. Arwood provided an update of CLA marketing activities:

- She said LA has increased our online presence
  - Specifically, for Facebook, she noted a 7% increase in male followers and that the 18-24 age demographic had the highest engagement.
- She thanked the department who have designated web coordinators
- She needs story ideas from each department for an LA newsletter that will likely be distributed through MailChimp or another source
- Requests for publicity, etc. should continue to be brought to Kristina though the department chair not individual professors.

**Honors Day Awards**

M. Dixon reminded all that the deadline for awards was tomorrow. He discussed the potential errors this Honors Day. Awards will recognize 2018-2019 recipients at the 5 p.m. ceremony Monday, March 18. The recipients will be notified by a university committee.

**USI Recruitment Initiative**

J. Beeby announced the recruitment initiative for CLA developed by the three deans and K. Arwood. Points of this recruitment plan include:

- Postcard mailing to all admitted students (postcard should be ready for mailing in two days)
- Student to potential-student phone calls
- Potential students that want to speak to a faculty member will be referred to appropriate chair or designee.

**Approval of meeting minutes from January 29, 2019 was tabled.**

**Announcements**

- R. Rowland provided census data and reminded all that CAP students were no longer part of the total. A list of students with D.F. NA, NP will be posted on the M-drive so student may be email; template letter provided. She reported 19 individuals have applied for the LA advising center position (attachment 2)

- J. Hardgrave asked about students/faculty attending the April 5 Inauguration. J. Beeby reported that instructions about the inauguration will be forth coming.
- C. Baker thanked R. Rowland for entering Degreeworks Plans for each major
- E. Wasserman reminded everyone that Pygmalion is scheduled for run Feb. 14 -17 in the Performance Center
- Silvia reminded all that the German Film Festival begins February 15.

Meeting adjourned at 10:23 am