



Graduate Council

Retreat Minutes

05/16/14 – Montpelier Room – East Campus Dining Hall

*Supporting, facilitating and promoting excellence in lifelong education
through graduate programs of distinction, innovative outreach programs and a diverse student body.*

Members present: Melissa Aleman, Theresa Gonzalez (Academic Affairs), Karin Tollefson (Art & Art History), Roshna Wunderlich and Christine May (Biology), Carlos Alemàn (Communication & Advocacy), Michael Busing (Business Administration), Hossain Heydari (Computer Science – Info. Sec), Dannette Bronaugh (Exceptional Education), Robin Anderson (Graduate Psychology), A.J. Good (Graduate Student Representative), Janet Gloeckner (Health Sciences), Maria Papadakis (ISAT), Mary Jean Speare (Music), Gerald Weniger (Physician Assistant Studies), Nicholas Swartz (Public Administration), Tammy Gilligan (School Psychology), Michael Hall (Psychological Sciences), Karen Ford (Strategic Leadership), Michael Klein (WRTC).

Guests present: Chris Arndt (CAL), Jeff Tang (CISE), Michael Stoloff (CHBS)

Graduate programs not represented: Accounting, Adult Ed/HDR, Assessment & Measurement, Clinical & School Psychology, CSD, Counseling & Supervision, Education, English, History, Kinesiology, Mathematics Education, Nursing, Occupational Therapy, Political Science (EUPS).

APPROVAL OF MINUTES

The minutes of the April 10, 2014 meeting were approved by acclamation with no revisions.

ANNOUNCEMENTS

- Program Directors and Graduate Faculty were thanked for participating in commencement. A larger-than-expected number of faculty attended.
- New Graduate Student Orientation will be conducted on Monday, August 18, 2013 at 9:00 am.
- Dr. Michael Stoloff (currently Associate Dean in CHBS) will serve as Interim Associate Dean for TGS during 2014-15
- International teaching and collaborative opportunities at University of Malta. The Rector of the University of Malta, Professor Juanito Camilleri, is very interested in developing additional international programs through collaborations with other universities including JMU. Michael Stoloff can help JMU faculty and Program Directors make connections.
- AJ Good described efforts by the Graduate Student Association to encourage greater student participation in the organization and their efforts to promote campus services to graduate students.
- Following the retirement of Reed Linn and announcement of the retirement of Ralph Alberico, searches for Deans of the JMU Libraries and Graduate School will begin during Fall, 2014.

REFLECTING BACK AND LOOKING FORWARD (Presentation by Melissa)

- JMU graduate school enrollment has doubled since 2004 and grown 17.6% since 2009.
- Reviewed ideas and suggestions from 2013 retreat discussions. Primary themes:
 - Recruiting out-of-state and international students
 - Better supporting graduate students and graduate faculty

- Culture shift needed: Focus greater attention at JMU on graduate programs; seek greater support of graduate students by student affairs
- Reviewed Graduate School Strategic Communication Plan
 - Plan developed after analysis of current communications at JMU and an examination of peer institutions
 - Plan included:
 - Effective use of social media and dynamic websites
 - Identification of various target audiences and tailoring messages to identified groups
 - Identification of key aspirational themes for JMU graduate programs; What is unique about the JMU experience?
 - Highlight student and faculty achievements, and present data that demonstrates program quality and student success

STRATEGIC COMMUNICATION PLANNING DISCUSSION

Participants were organized into groups based on discipline to identify and discuss:

- Key recruitment goals.
- Target audiences and messages that must be conveyed.
- Partners (such as Outreach and Engagement) who can help with recruiting efforts.

Groups presented a summary of their discussion. While most agreed they want to receive an adequate number of well-prepared applicants, the target audiences and messages that need to be conveyed vary across programs. Various approaches to marketing and recruitment employed by different programs were discussed. Ideas expressed during these discussions will inform future marketing and recruitment.

Discussion continued with conversations about obstacles and concerns regarding recruitment and orienting new students. The issues raised included:

- The need for additional graduate and doctoral assistantships.
- Financial support for thesis and dissertation projects.
- Concerns regarding support for student scholarship in IRB processes.
- The need for more time to talk with potential program applicants.
- The need to clarify how GA activities contribute to professional development to craft meaningful assistantship experiences.

60TH ANNIVERSARY OF GRADUATE EDUCATION AT JMU

2014-15 will be the 60th year of Graduate Education at JMU. Melissa asked for suggestions regarding how we can celebrate, highlight, and leverage this occasion.

Melissa thanked all of those present for attending and asked all program directors to share a story or testimonial with the graduate school to aid in communicating our presence at JMU and beyond. She encouraged those present to send ideas on how The Graduate School can help promote graduate programs on the TGS website.

2014-2015 MEETING DATES (2:00 – 3:30 P.M.)

Thursday, September 11, 2014 – Taylor 404

Thursday, October 9, 2014 – Taylor 404

Thursday, November 6, 2014 – Taylor 404

(No December meeting)

Thursday, January 15, 2015 – Taylor 404

Thursday, February 12, 2015 – Taylor 404

(No March meeting)

Thursday, April 2, 2015 – Taylor 404

Retreat: Friday, May 15, 2015, 9:00 a.m. – noon – Montpelier Room