

MSE-PD Council meeting minutes

March 17, 2016 WH4013

Present: Melanie Agnew, Pam Clinkenbeard, Liesl Gapinski, Julie Marino, Rick Mason, Eileen Schroeder, Kelly Witte, John Zbikowski Absent: Kristina Navarro

The meeting was called to order at 8:32 a.m. by chair, Rick Mason

I. Approval of minutes from February 18, 2016 - Liesl moved to approve the minutes with correction under item V, and replacing "committee name" with "degree and council name." Pam seconded, passed unanimously.

II. Name change (Melanie)

1. Greg Cook advised the committee to process a name change through the curriculum process
2. Melanie shared an example of how the MSEPD degree looks on a transcript. This confirmed we could drop the "PD" from "MSE-PD." If we did that, each "Sub-Plan" would move up to a "Plan."

Example of how the degree shows up on the transcript:

Degree Master of Science in Education

Confer Date : 2015-12-23

Plan: Professional Development Major

Sub-Plan: Higher Education Leadership Emphasis

Rick turned the meeting over to John to attend a search and screen committee meeting.

III. Membership/mission (John)

Discussion of the MSE in Professional Development Council charter updates.

Under item 6 of The Work of the Council, "marketing the program to the public," Kelly asked whether some of the kinds of marketing efforts that have worked so well for the Higher Education emphases (such as conferences, website with video, social media links, etc.) could be applied to the other emphasis areas. Discussion followed regarding improvement of the MSE-PD website and emphasis area coordinators' role in website maintenance.

It was noted that Linda Nortier has been working with school districts to develop certificate programs, cohort groups, and other PD relatable to graduate degrees. Melanie invited Linda to attend the next meeting of the Council and consider being a permanent member for program development and marketing support.

John reported on efforts underway in Marketing and Media Relations to automate responses to inquiries (CRM). Kristine Zaballos has been editing a series of email messages to be sent out to

individuals who request information.

Liesl reported on the process of recruiting students for a second Mukwonago cohort. The 2015 cohort includes mostly teachers from outside the Mukwonago district. Email marketing through Graduate Studies was an important part of recruiting enough students.

Under Council membership, roles of the MSE-PD Coordinator and MSE-PD Council chair were discussed. John's current role includes responding to general inquiries, evaluating applications for admission and transfer credit, handling appeals, course repeats, deadline extension requests, and advisor assignments, and writing the audit and review report. Rick's current role includes creating the agenda and running the meetings.

Melanie will review the suggested updates to the Council Charter and will forward them to Dean Heyning for approval:

- Request update to one person per emphasis on this committee.
- Other edits as marked on the copy Julie sent out.

IV. MSE-PD Council Website has been updated; membership is current and minutes have been posted: <http://www.uww.edu/coeps/facstaff-resources/mse-pd-council>

V. Other

Liesl distributed the MSE-PD Program Evaluation Survey (Post Assessment) form and the Capstone Project Report Rubric for discussion of how well they fit with each emphasis area. Consensus was to invite each emphasis area coordinator to a meeting for a more general discussion of assessment.

Kristina's written report was read to the Council.

- a. The new course, HELEAD 780, Reading, Analyzing, and Evaluating Higher Education Research, passed the College of Education and Professional Studies Curriculum Committee unopposed.
 - b. An Emerging Athletic Director conference at UW-Whitewater is scheduled for April 30-May 1.
 - c. Kristina and Seth Meisel are discussing creation of an HELEAD tenure-track line.
2. Agenda for April 21 meeting
- a. Marketing the MSE-PD
 - i. Linda Nortier on current outreach efforts and how they may relate to the MSE-PD
 - ii. Emphasis coordinators on current status and marketing needs
 - b. Planning a retreat to create an assessment plan, including enrollment-based criteria for continuing or dropping emphasis areas

Kelly motioned to adjourn, Eileen seconded, meeting adjourned at 9:52 a.m. Minutes respectfully submitted by Julie Marino 3/17/2016

Minutes approved by majority on a Witte/Schroeder 4/21/2016