Dewar COE Meeting Documentation Form

This form should be completed by all non-statutory committees/groups for meeting associated with the COE. Statutory committees are required to maintain formal minutes. The completed form should be filed according to approved COE policies and procedures.

Committee/Group Name: _____C&I IT___Group_

Chairperson/Responsible Contact: _____LS /EH___

Purpose of Meeting: __Program Activities_____

Date: 2/26/2020   Time: 10:00am-12:00pm   Location: Conference Room, 2033

Departments/Groups/Agencies Represented: Schmertzing, Fiester, Downey, Hartsell, Kim, Jung

Primary Outcomes/Discussion Points:

Marketing strategies were discussed. It included: (a) giving students options of what to look at on web pages than having videos begin upon page's loading, (b) pilot testing videos of students comments on the pages first for functionality, (c) design pages that has student comments/quotes about the programs with a picture and clickable icon to begin a video or audio, (d) need to show lived experiences of the students through stories, (e) need to hear from current students, as well as from alumni, (f) do not use 'distinguished alumni' as this would put others off, and (g) ask student awardees to help out with this online marketing campaign.

Lorraine and E-ling shared the GaPSC Assessment table to demonstrate how the Masters and Specialist programs were assessed between course work and assessment types (e.g., Learning, Leadership, and Growth Portfolio). Questions arose from Taralynn about updates made and ITED 7070 being used to assess the Literature Review component in the assessment.

Steve talked about GaETC. Booth had been reserved. Items purchased (or will be) were brought up such as the Oculus-VR and large screen television to be used at the booth to show the programs' technology side of the programs. Dates were given by E-ling to make sure we were all on the same page.

Departmental-related news were mentioned by Steve such as the (1) President's Meet and Greet with each department on campus (accommodated by the Provost, College Dean, and Marketing), and (2) the discussion about having VSU Onsite and VSU Online that distinguishes programs between on-campus and online programs. First one came about as the administrators realized the open-door and cookies with the Dean activities did not work as people did not attend. So, they felt more communication was needed with individual departments. Second one came from the BOU in reaction to the decline of undergraduate populations (less high school graduates nationwide) and the need to keep GA students in GA with online programs.

Actionable Items/Planned Follow-up

Submit student quotes to Steve from SOIs that could be used as *student testimony* on the Program Web pages by March 4. This is an attempt in making the Web pages more appealing and attractive to those who visit them. Part of a marketing strategy to help promote programs as potential students visit the pages.

Student awards were discussed and decided upon for the four student awards. Nominators need to get the name, email, ID number, and information write-up to Jamie Workman.

11/15/2012