

## University Graduate Committee

Wednesday, February 19, 2020

3:00-5:00pm

ARD Large Pod

**Members Present:** Colleen Byron (Administration), Ginger Christenson (Sustainable Communities), Dawn Clifford (Public Health), Karina Collentine (Ex-officio: Graduate College Associate Dean), Vedran Dronjic (Applied Linguistics), John Fegyveresi (Climate Sciences), Steven Barger (Psychological Sciences), Mike Gowanlock (Informatics & Computer Science), Rich Hofstetter (Forestry), Emily Hoppe (Music), Hal Tagma (Politics & International Affairs), Lynn Jones (Criminology & Criminal Justice), Frederick Lampe (Anthropology), Ji Eun Lee (educational psychology), Gretchen McAllister (Teaching & Learning), Mohamed Mohamed (Sociology), Truong Nghiem (Informatics & Computer Science), Grace Okoli (Educational Leadership), Michelle Parsons (Interdisciplinary Health), Nicole Price (Spanish), Nancy Riggs (School of Earth and Sustainability), Danielle Ross (Science Teaching), Vicki Ross (Teaching & Learning), Bridget Rowan (Ex-officio: Library), Brendan Russo (Engineering – Civil), Anna Sosa (Communication Science & Disorders), Laura Sujo-Montes (Educational Specialties), Jon Torn (Communication), David Trilling (Astronomy & Planetary Science), Ann Vert (Nursing & PL), Nicole Walker (English – Creative Writing), Maribeth Watwood (Ex Officio: Graduate College Dean), Bahattin Yildiz (Mathematics & Statistics), Lydia Wielgus (Business).

**Members Absent:** Michael Amundson (History), Bettie Coplan (Physician Assisting), Jay Farness (English – Literature), Heidi Feigenbaum (Engineering- Mechanical), Slava Fofanov (Informatics & Computer Science), Rebecca Frantz (Educational Specialties), Lena Gaddis (Educational Psychology), Catherine Gehring (Biological Sciences), John Gibbs (Anthropology), Sibylle Gruber (English – RWDMS), John Heick (Physical Therapy & Athletic Training), Stephanie Hurst (Chemistry & Biochemistry), Erika Konrad (English – Professional Writing), Ann Medill (Social Work), Ishmael Munene (Ex-officio: Faculty Senate), Katsu Oi (Applied Sociology), Sue Pieper (Curriculum and Instruction), Sandra Raymond (English – Education), Kathryn Savage (Business), Erik Schiefer (Geography, Planning, & Recreation), Janine Schipper (Applied Sociology), Lara Taggart (Occupational Therapy), Melinda Tremel (Ex Officio: Curriculum and Assessment Director), Franklin Vernon (Parks & Recreation), Sneha Vissa (Graduate Student Government).

The meeting came to order at 3:49pm

1. Emily Hoppe – Welcomed everyone to the meeting.
2. Motion to Approve meeting minutes for November – approved – unanimous, 0 ‘no’ votes, 0 abstentions.
3. Motion to Approve meeting minutes for January – approved – 0 ‘no’ votes, 1 abstention.
4. Dean Watwood

- a. Dean Watwood explained that Graduate Assistant allocations have now been distributed either to programs directly or to academic deans, who will communicate the allocations themselves. All questions about the allocations should go to Dean Watwood. Questions regarding the processing of graduate assistantships should go to Yvette Schmelzle.
  - b. Laura Sujo-Montes asked how departments can get more GA positions. Dean Watwood responded that we are always looking for more resource allocation to teaching assistantships, but that we should not be dependent on teaching assistantships alone to recruit students. Research assistantships should be included in grant proposals, and we are working on proposals to provide some type of incentive. Funds are limited, but we are all working together, and during the upcoming months we are going to reexamine the whole assistantship and tuition waiver system.
5. Associate Dean Collentine
  - a. There were no questions for Associate Dean Collentine.
6. GSG Co-President Sneha Vissa
  - a) Sneha was absent from the meeting. If you have any questions on her report, you can email her directly at [sv468@nau.edu](mailto:sv468@nau.edu)
7. Graduate College Presentation – Yvette Loeffler-Schmelzle
  - a) Yvette began by showing the important dates for hiring GA's. EPARs to hire GA's for Fall 2020 or All Year 2020-2021 are due no later than July 1<sup>st</sup> 2020, ePARs to hire GA's for Spring 2021 are due no later than December 1<sup>st</sup> 2020, and Tuition Waivers are due no later than June 1<sup>st</sup> 2020. She then explained that she will be hosting a required graduate assistant training for all graduate coordinators/administrators. This training will be held on Wednesday, March 4<sup>th</sup> from 1:30-4:30 or on Thursday, March 5<sup>th</sup> from 9:00-12:00am in the Graduate College Conference Room (Ashurst A109). She asked that all reservations be made to [Yvette.Schmelzle@nau.edu](mailto:Yvette.Schmelzle@nau.edu).
  - b) Hal Tagma brought up how the end date for graduate teaching assistants are a week before grades are due which makes it hard for the students to get all of the grading done on time. Dean Watwood said she would look into this.
  - c) David Trilling asked if there was a way to expedite the dispersal of funds in order to decrease the stress on GA's. Yvette explained that the financial aid office is the only office that can disperse funds and we work very hard in sync with them to get everything turned in and processed in time, but this is not always possible. Remember that Financial Aid serves the entire undergraduate population, in addition to our graduate assistants. When requests / epars are received late, sometimes there is simply no way to get the process complete before the first payday. We work very hard to avoid this situation; it takes a team. She also explained that all financial aid is not dispersed until 10 days before the start of each semester.
  - d) Lastly, Yvette explained that all of the forms regarding graduate assistants have been updated and encouraged everyone to go to the Graduate College website and use the most up-to-date form. She is still receiving older versions of these forms that do not contain all of the information she needs so it is important that these updated forms are used. These forms can be found [here](#).

8. University Marketing – Harlan Teller, Chief Marketing Officer, Ann Marie de Wees, Director, William Brant, Client Service Manager.
  - a) Harlan Teller began by discussing some external and inter challenges facing the NAU brand. Some external challenges include: market place clutter/lack of differentiation, market share war in traditional high school market, being outspent by key in-state competitors (i.e. ASU, UA), and increased sophistication of data and digital tools. Some internal challenges include: aligning brand and reputation, the need to bring a different type of thinking to our brand, content development, and the lack of external relationships.
  - b) Ann Marie de Wees discussed the different services offered by University Marketing and encouraged all members to look at their website found [here](#). She also explained that marketing would like to alleviate all of the work maintaining the website that is currently being done by each department.
  - c) William Brandt concluded their presentation by discussing the different areas the client services team can help with. They help create marketing plans for colleges, project management, content procurement/development, and consulting. Any department can reach out to the client services team for help with marketing.
9. Questions for Marketing
  - a) Hal Tagma mentioned that the website is more geared towards undergraduate students and not graduate students. Harlan responded that there is going to be a website reconstruction to gear towards both groups.
  - b) Michelle Parsons asked when there will no longer be links to the old website. Ann Marie responded that they are working with IT to get it fixed.
  - c) Colleen Byron brought up that it is very difficult to find her program (Organizational Leadership). Ann Marie said they will look into it.

Meeting adjourned: 5:00pm