Members Present: Atkinson, Terry; Bickley-Green, Cynthia; Coddington, Charles; Cox, Kathy; Decker, Jim; Franklin, Richard; Gallagher, Margie; Gares, Paul; Harer, John; Keiper, Brett; McFadden, Cheryl;Mott, Vivian; Ozan, Erol; Pressler, Jana; Rachlin, Sid; Reisch, John; Ries, Heather; Russoniello, Carmen; St. Amant Kirk; Scavo, Carmine; Schwager, Paul; Thompson, Bob; and Terry West

Ex-Officio Members Present: Griffin, Linner; Kasperek, George; Sprague, Mark; and Mariana Walker

Guests: Allen, Rose; Armstrong, Robin; McConnell, Tom; and Belinda Patterson

1. Welcome and Charge
    - Welcome by Dr. Gemperline (Dean of the Graduate School) and Dr. Sheerer (Provost and Senior Vice Chancellor)
    a. Introductions
    b. Graduate Council Roster
    c. Governance of Graduate Academic Matters Interim Regulation
        - Operating under an interim regulation until new version of *Appendix F* of the *Faculty Manual* is approved
        - The Graduate Council is comprised of 20 coordinators of graduate programs elected in proportion to the number of graduate faculty in their representative colleges; 4 Graduate Faculty at large elected by the Faculty Senate; plus 3 at-large appointees by the Dean of the Graduate School. In addition there will be 4 ex-officio members with a vote, including the Chair of the Faculty Senate or designee, a representative of the Faculty Senate, a representative of the Provost and Senior Vice Chancellor for Academic Affairs, and a representative of the Vice Chancellor for Health Sciences
            o 3 at large appointees selected by the Dean of the Graduate School are: Marie Pokorny (Associate Dean of Graduate Programs in Nursing), Hans Vogelsong (Director of PhD Coastal Resources Management Program) and Angela Lamson (Director of PhD program in Medical Family Therapy)
        - The Graduate Council will be responsible for consideration and approval of all graduate academic policies and recommendations of the GCC graduate curriculum and degree programs
        - New graduate degree programs, new certificates, new concentrations, degree title change, and moving or discontinuing programs are also submitted to the EPPC for review according to the Program Development Approval Process (Faculty Manual Part V.III.C)
            o Recommendations from the EPPC are submitted to the Faculty Senate and Chancellor following the established process

- The results of Graduate Council decisions will be made in the form of recommendations to the Dean of the Graduate School, who may concur or not, to the Academic Council and Chancellor for final approval.
- Results will also be communicated to the Faculty Senate for information, comment, and advice
- The Chair of the Graduate Council will report at each Faculty Senate meeting on graduate matters and seek Faculty Senate input

2. Election of Officers and Graduate Council Executive Committee
   - The Graduate Council Executive Committee (GCEC) will include the Graduate School Dean, the Graduate Council Chair, and 5 members elected by the Graduate Council
     o Terry West elected chair of the Graduate Council
     o Jim Decker elected Vice Chair of the Graduate Council
     o Heather Ries, Margie Gallagher, Kathy Cox, and Paul Schwager were elected to the GCEC
   - This committee will develop the agenda for meetings of the Graduate Council and may develop graduate education policy proposals for review and consideration by the Graduate Council
   - GCEC will review and approve student requests for exceptions such as excess transfer credits and time-to-degree requirements and report such actions to the Graduate Council
   - GCEC serves as an advisory committee to the Dean of the Graduate School
   - Senior Staff at the Graduate School will provide assistance and data as needed to the GCEC and Graduate Council

3. Approval of GSAB Minutes - October 13, 2011
   - Approved

4. Approval of Graduate Curriculum Committee (GCC) minutes and actions items from the October 5, 2011 GCC meeting
   Action Items
   - Proposal of New Courses: PADP 6390, 6395
   - Revision of Existing Courses: PADP 6310, 6320, 6330, 6340, 6350, 6360, 6370, 6380
   - Request for Authorization to Establish a New Degree Program: MS in Health Informatics ad Information Management (Paul Bell presented the HIIM proposal)
     o Current bachelors degree program will be discontinued
     o Accrediting body has given a strong recommendation to upgrade from the bachelor's degree to the master's level by 2016
     o Will require 36 semester hours of core courses and 12 semester hours from one of the following options: non-thesis, thesis, or Registered Health Information Administrator (RHIA)

- o RHIA option allows graduates to be eligible to take the RHIA examination
- o Aim to prepare individuals for managerial, executive and leadership positions
- o ECU will be the only program in the state offering students the option to become RHIA certified
- o Will seek accreditation once the degree program is established (aim to complete requirements within 2 years)
- o The closest universities in proximity to ECU offering this master's degree include: University of Tennessee, Memphis; University of Alabama, Birmingham; and University of Pittsburgh
- o The faculty of the department supports the creation of the degree
- o Limited additional resources are needed
- o Requesting support for 4 graduate assistantships at steady-state (reflecting the majority of students will be DE)
- o Approved
- Proposal of New Courses: ECON 8111, 8112, 8211, 8212, 8241, 8242, 8310, 8350, 8411, 8412, 8413, 8510, 8540, 8620, 8650, 8720, 8901, 8951, 9000, 9001
- Deletion of Existing Certificate: Certificate in Applied Economics
- Request for Authorization to Plan: PhD in Economics
- Deletion of Existing Course: NURS 5620

- All Action Items are approved

5. Discussion on Graduate Enrollment Action Plan
    - Three year grad enrollment and SCH detail
    - Three year grad enrollment and SCH summary
        - o Enrollment in the College of Nursing has increased
        - o The College of Education has experience the largest decline in graduate enrollment in the past 2 years
            - ▪ This decline is caused by a number of economic and political factors and is comparable with national trends
    - Three year GRE GPA history of new students
        - o The average GRE score of students applying is decreasing while the average GRE scores of admitted and enrolled students is increasing
        - o Dr. Gemperline does not think the new admission standard has contributed to declining graduate enrollment

Graduate Enrollment Action Plan:
- Marketing to increase number of applications
    - o Highlight cost-benefit (tuition is lower at ECU than at UNC-G and UNC-Charlotte)
- Develop communication plans with prospective students (before, during and after the application process) to add a personal touch
    - o The Graduate School will develop best practices, workshops etc.

- Remove and reduce barriers for students completing applications to increase the number of actionable applications
- Retention Strategies
  - The Graduate School will review time to degree, attrition and retention data to discuss and determine retention strategies

Discussion of graduate enrollment and plans to increase enrollment:
- Provide on-line orientation organized by subject matter with more detail on graduate education to students
- Establish a permanent section on graduate education in publications such as *East*
- Social media marketing
- Marketing more aligned with ECU's academic priorities
- Simplify online search process
- Develop mechanism to recognize the achievements of students in the ECU media
- The role of certificates (there are more certificates offered at ECU than at any other sister institution)

6. Review and discussion of draft – Graduate School Governance document
   - George Kasperek, Jim Decker, Paul Gemperline and Michele Eble are working to revise Appendix F
   - Part I has not been revised (the same language of the original Appendix F has been retained)
     - Part I will be revised once the governance structure has been settled
   - Part II was rewritten to incorporate new operating framework
   - Discuss draft with colleagues and bring back feedback for November meeting
   - Planning to hold 4 public forums (2 on east campus and 2 on west campus) to discuss this issue

Respectfully submitted,
Amy Tripp