

Vitalization Work Group 8  
Meeting Minutes 10/10/16, 4:00pm  
3108 Blair Hall

Members present: Jeff-Stowell (Chair), Ryan Hendrickson (Task Force Coordinator), Nora Small, Renee Kidd-Marshall, Kimberly Kuspa, Britto Nathan, Samantha Boomgarden, Kelly Miller, Amy Rosenstein, and Peter Liu

Meeting called to order at 4:00pm.

Jeff Stowell called the meeting to order and directed the group's attention to the agenda.

Introductions were completed first. Each member of the group stated his/her name, department, and experience.

A recorder was requested of the group. Amy Rosenstein volunteered for the first meeting.

The timeline for the group was reviewed. The deadline for the group's first report/recommendations was set for the end of final exam week.

The purpose of the group was reviewed.

The group has been charged with identifying:

1. New or Modified Programs (undergraduate and graduate majors)
2. Completion Programs (for adult learners and community college students)
3. Identifying Signature Programs
4. Micro Degrees

Some discussion of how each type of program and degree was defined followed. New or modified programs consisted of new offerings or reorganization of offerings that may make EIU more attractive to prospective students. Each member of the work group offered input into how these were defined. Completion programs were defined as those programs designed for prospective students that are entering with coursework from other institutions who want an undergraduate degree not offered by the original institution. Signature programs were defined as those that already exist at EIU but may need enhancements or additional marketing. Micro degrees were defined as those that focus on a specific skill sets or a major where credit is given to the student for competency related to that skill. This may accelerate advancement through courses at the University.

Most of the discussion of the types of programs identified centered on Micro-degree programs, which many in the work group had heard about but were not as familiar with as traditional programs. Western Governors University was offered as an example. It is a nonprofit online University with a focus on vocational areas such as teaching, nursing, business, and technology. Some members asked about how these degrees were received by the professional communities. No data was on hand to discuss student outcomes related to these types of programs.

Jeff Stowell (Chair) moved the discussion towards identifying a process for fact finding and asked the work group if subcommittees should be considered. The group decided that individuals or small groups could do fact finding and reporting of facts to the group. However, given the size of the workgroup, we should not be split up.

Discussion began on what facts were needed to make recommendations.

Information needed to move forward included:

1. Existing major/minors at EIU and numbers of students in those programs for the last three years,
2. Existing programs at other Institutions,
3. How EIU compares related to offerings,

(Discussion of examples included Graphic arts. When looking at the major/minors list for EIU, it's not listed. It's a highly sought after program but not prominently advertised. Group members pointed out that it is a program option. Other comments included an IBHE Applegate report--60% are professional oriented such as biology and environmental sciences. Other discussion centered on students who are going away from the area, such as agriculture students, but commuting back to work with families. Some concerns were raised that EIU may not be targeting the needs of students.)

4. New programs being developed,
5. Prospective student interest (programs and certifications)
6. Trends in employment and where the jobs are currently and projected to be in the coming years.

Discussion then moved to sources of data the group would need for the next meeting and who would bring data to share.

Tasks for next meeting and Source of data included:

Jeff Stowell will create a shared space on OneDrive so members can share data. He will also look into Undergraduate programs in development.

Ryan Hendrickson will bring information back about graduate programs in development of new to EIU. He will also provide national a data on graduate enrollment trends by field or area of study.

Renee Kidd-Marshall will bring back IBHE trends and work force information specific to community colleges.

Kelly Miller will bring back information from career service on career trends. She will consult with Josh Norman on interest and data from EIU. She will identify 3-5 year trends in community college enrollments where EIU students typically attend before transferring into EIU.

Amy Rosenstein will post to OneDrive the program demographic data provided to all workgroups that outlined undergraduate and graduate program enrollments.

Looking ahead: Considerations for future data included reviewing structure of programming at other institutions as models for reorganization and identifying signature programs on campus. Student demographics and shifts in recruitment.

Next meeting will be at 4:00pm on Monday October 17<sup>th</sup>, 2016 in 3108 Blair Hall.

Meeting adjourned at 5:00pm. Meeting minutes were recorded by Amy Rosenstein and Peter Liu and typed and submitted by Amy Rosenstein.