

**University of Wisconsin – Superior
Graduate Council Meeting Minutes**

December 17, 2013

Present: Clark (Chair), Paul (Secretary), Loonsk, Blue, Harrison, Cross, Notton, Hembd **Staff:** Finckler

Absent: Burdge, Masterson, Banks, Erickson

Call to Order: Clark called the meeting to order at 11:40 AM

1. **Approval of Minutes of October 15, 2013:** Motion by Paul, second by Loonsk. Motion carried.
2. **Associate Dean Report:** Cappex up & running for a couple of Months. Zinch contract just signed this week for a one-year experience focused on Art Therapy, Counseling & Special Education. Spring 2014 reports indicate 133 students enrolled. Plans for recruiting will be shared in February 2014.
3. **Superior Visions 2020:** Clark talked about Graduate Studies marketing ideas; financial advantage, how to accomplish and advertise. Research questions; 3 of the 7 UWS Mission Goals pertain to Grad Studies. Clark indicated the Admissions Office and Marketing Department claim to have no responsibility to the Graduate Studies Office. The question is “what role Grad Studies plays in UWS Campus Vision.” Blue looking into how tuition is set and any possible reduction. Viterbo mentioned as a competitor.
4. **GC Faculty Profiles:** Clark appreciated those who have submitted however more still need to be submitted.
5. **Grad Programs Catalog Copy:** Clark indicated Registrar will set the framework so then it can move forward and requested any wording be brought forward. Registrar will publish timeline in coming weeks, possibly April. Blue indicated to make changes in a Word document however no big changes. Clark making the MSE ‘instruction’ part more generic would be a selling point as well as the modification of programs to fit individual needs.
6. **Good of the Order:** Clark indicated more Master degree candidates attend Commencement. Blue indicated faculty requests to not attend Commencement to go through the Dean. Holding a Graduate Studies reception after commencement may be an attraction.
7. **Next GC Meeting: January 21, 2014**

Petitions acted on since last Grad Council meeting:

Leslie Lewison - approved

Alana Hughes - denied

Amanda Schlafke - approved

Meeting adjourned at 12:17 PM.

Respectfully submitted, Suzie Finckler

Superior Visions 2020 - Strategic Planning

8 Research Teams Key Findings and Conclusions Pertaining to **Graduate Programs**

Research Team 1

Research Question:

Who are the constituencies we currently serve and who are the ones we could potentially serve?

1. Graduate enrollments have declined 50% since 2004
2. Declining graduate programs need new direction
3. Expand recruiting activities for traditional, nontraditional and international students...
4. Pursue new graduate degrees to meet regional needs

Research Team 2

Research Question:

What is the demonstrated need for the programs we currently offer? How effective are they?

1. Graduate programs need a strategic vision and plan to position themselves more competitively and reverse the declining enrollment
2. Explore online programs and/or course growth opportunities

Research Team 3

Research Question:

Who are our competitors and what distinctive advantages do we have (or could have) relative to them?

1. Market our financial advantage over regional competitors

Research Team 4

Research Question:

What forces external to the University could affect its future either positively or negatively?

1. Online learning will continue to grow
2. Hybrid courses & programs are increasing in popularity
3. Require students to complete a job, or grad school, search prior to graduation

