



TO: Faculty, Staff and Academic Administrators – Jefferson – East Falls Campus
FROM: Jessica L. Holt
Manager of Faculty Affairs
RE: October 16, 2018 Jefferson – East Falls Faculty Meeting Minutes

Approval of the Agenda

Professor Pierce called the meeting to order on Tuesday, October 16, 2018 at 12:35 p.m. in the Kanbar Performance Space. The agenda was approved.

Each meeting is recorded and posted on the Jefferson – East Falls Office of the Provost’s website [<https://www.philau.edu/provost/meetings/>] for any faculty not able to attend.

Approval of the Minutes of the September 18, 2018 Full Faculty Meeting

Professor Pierce presented the minutes, which were acknowledged and submitted.

Faculty Voices

Thank you for Participation in the Bylaws Process

J. Pierce

Professor Pierce thanked the faculty for their participation in the bylaws process. The motion to accept the bylaws passed with a 90.4% Yes vote with an overall 96% participation rate of all eligible faculty.

Needed: Amenities in the Faculty Locker Room

J. Pierce

Professor Pierce commented on the lack of amenities, such as shampoo dispensers, a laundry basket and towels in the faculty locker room. Beth Shepard-Rabadam stated that this issue has been discussed, people are receptive, and more information will be shared soon on this topic. Anne Bower commented that the Kanbar women’s bathroom is great.

Report from the Provost’s Office

M. Baker

No report at this time.

Updates of the Standing Committees

None at this time.

Special Reports

Marketing and Enrollment Management Update and Future Initiatives

P. Baldrige & E. Finn

Pat and Erin spoke to the materials that were made available prior to the meeting. Pat began by providing an overview of the Enrollment Marketing Summit. She discussed the partners the University has worked with in developing the marketing strategy. Erin then presented a chart on the applicant journey of each population of student from first-year to graduate student and from suspect student to enrolled student and how the marketing progresses. She thanked the faculty and staff who participated in the survey sent in July. It yielded 72 responses and 215 insights into marketing strategies for admissions and retention.

Pat then turned to the marketing and communications. She presented a marketing model, which reflects the strategy, account management and content guide. In order to build the brand, the key marketing objectives of awareness, reputation and growth remain at the forefront. Marketing conducted a pre-campaign awareness of the University among peer institutions, and sent the online survey to several audiences, including prospective undergraduate students, parents, school counselors and prospective graduate students. She reviewed the key drivers for audiences, the salient messages and the key barriers to success, which are low awareness and a confusion around program offerings. Pat then discussed how the brand has evolved and been implemented since the merger via social media and the update of admission materials. The results show that these changes have increased everything from campus visits, to enrolment and enhanced national rankings. Pat then discussed the next steps and provided attendees with the new lookbook provided to interested students.

Erin then turned to new student enrollment. She provided a debrief on Year 1 (2018) providing snapshots of enrollment by application pools. She noted where campuses and programs either increased or declined in enrollment as well as the strengths and weaknesses that faced the University. Looking ahead to 2024, Erin discussed the strategic academic frameworks and the milestones that the University hopes to achieve. Of the 15 milestones, 4 are related to enrollment. Finally, Erin reviewed the Year 2 (2019) strategic priorities.

Technology Integration

J. Cepull

Jeff spoke to the continued integration of the various systems. He noted that there is ongoing discussion concerning the possible migration from Blackboard to Canvas. There are meetings to determine if this migration makes sense. Any comments on thoughts on this can be directed to Jeff or Beth.

Jeff then announced that there are new software offerings available to faculty, staff and students. These systems are: Qualtrics, SPSS & NVIVO, and Grammarly. An email will follow with additional information on accessing these resources.

Update from Safety and Security: Parking issues and Active Shooter training.

S. Karp

Stef spoke to the materials that were made available prior to the meeting. She reviewed emergency preparedness, including active shooter training, access to JeffAlert, and the addition of swipe card access to Archer, Haggard, Downs and Gibbs Halls.

Unfinished Business

None at this time.

New Business

None at this time.

Announcements

Upcoming JCIPE Conference

C. Zane

Colleen announced that the JCIPE 2018 Conference will be held October 26-27, 2018, with a focus on InterProfessional Care for the 21st Century. The conference will be held at the Dorrance H. Hamilton Building on the Center City campus. Interested participants may register online at https://www.jefferson.edu/university/interprofessional_education.html.

Anne Bower commented that the Global Medical Brigade will be heading to Honduras this year. There will a fundraiser on Wednesday, October 17 at Panera Bread on City Line Ave from 4:00 pm – 8:00 pm.

Beth Shepard-Rabadam announced that the East Falls internal grant applications are now available and posted on the Office of the Provost's webpage.

Stan Gorski reminded attendees of the book event for Teishan Latner, Assistant Professor of History, concerning his publication, *Cuban Revolution in America*. The event will be on Wednesday, October 17th from 1:00 pm – 4:00 pm in the Library Instruction Space.

Evan Laine announced that there will be two (2) \$5,000 fellowships for 2019. These fellowships aid scholars in the pursuit of study and research in an area supported by the Arlen Spector Collection. More information can be found at <http://www.eastfalls.jefferson.edu/spectercenter/index.html>.

Special Presentation

Presentation on TJU Benefits

P. Taveras

The Center City Office of Human Resources Benefits Team presented information on the annual benefits enrollment for 2019. The annual enrollment window will be open from October 29 – November 13, 2018. In order to ensure that information shared is accurate, these minutes will not include details of the plan. Please refer to the enrollment instructions along with benefit plan information that will be sent to homes and will be available at myJeffHub.Jefferson.edu.

Next Meeting: October 16, 2018 at 12:30 p.m.

Adjourned at 2:15 p.m.