



TO: Faculty, Staff and Academic Administrators – Jefferson – East Falls Campus
 FROM: Jessica L. Holt
 Manager of Faculty Affairs
 RE: August 29, 2017 Jefferson – East Falls Faculty Meeting Minutes

Approval of the Agenda

Professor Pierce called the meeting to order on Tuesday, August 29, 2017 at 12:33 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 May 11, 2017 Full Faculty Meeting

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

Faculty Voices

Concerns about Private Information on Ellucian

N. Howard

Professor Howard expressed some concerns over the availability of private information on the Ellucian system due to a recent experience she had where she signed on and was able to view personal information. Jeff Cepull commented that what Professor Howard experienced, and what has since been corrected, was a view into the framework of the system. He did comment, however, that if you are accessing the student plan module in a public space to not leave the computer unattended.

Report from the Provost’s Office

M. Baker

Senior Vice Provost of Academic Affairs, Matt Baker, began his presentation by providing an overview and introduction of various new colleagues from the Center City office, as well as roles for certain East Falls administrators.

Karen Novielli	Associate Provost for Faculty Affairs, TJU, and Vice Dean for Faculty Affairs and Professional Development, SKMC
Ron Kander	Applied Research, Research Affairs
Rick Shain	IRB – East Falls Campus
Robert Taylor	Human Resources, East Falls Campus
Cecilia McCormick	New Programs, Center City
Lloyd Russow	New Programs, East Falls
Jake Marini	University Affairs

He also outlined those individuals/Offices who would support the Academic Affairs Office.

Erin Finn	Enrollment Management
Raelynn Cooter	Infrastructure (Registrar, Academic Research, Assessment)
Susan Frosten	Study Abroad, Academic Success Center, Honors
Philip Russell	Non-Health
Kathy Piersol	Health
Jeff Ashley	CTiNL
Gutman Library	
Specter Center	

College Update and Introduction of New Faculty and Staff

School of Continuing and Professional Studies

M. Woltman

Director Woltman introduced the following faculty and provided a brief biography of their background, areas of academic focus and accomplishments:

Lauren Stutzbach	Instructional Designer for On-Line Programs
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In addition, LaRonda Lockhart-Keene has assumed the role of Interim Program Director for the Occupational Therapy Program at Jefferson – Bucks County.

College of Science, Health and the Liberal Arts

M. Dryer

Dean Barbara Kimmelman introduced the following faculty and provided a brief biography of their background, areas of academic focus and accomplishments:

Letrell Crittenden	Assistant Professor and Program Director, Communications
Melissa DeGezelle	Teaching Assistant Professor, Writing
Jenna McNicholl	Assistant Professor and Clinical Coordinator, Physician Assistant Studies
Marilisa Navarro	Assistant Professor, African American Studies
Abigail Orenstein	Teaching Lecturer, Writing
Brian Yust	Assistant Professor, Physics
Colleen Zane	Assistant Professor, Occupational Therapy

Kanbar College of Design, Engineering and Commerce

M. Leonard and M. Lam

Dean Leonard and Dean Lam introduced the following faculty and provided a brief biography of their background, areas of academic focus and accomplishments:

Shubha Bennur	Assistant Professor, Global Fashion Enterprise
Ryan Cruz	Assistant Professor, Marketing
Jason Kirk	Assistant Professor, Animation
Tim Mooney	Assistant Professor, Finance

College of Architecture and the Built Environment

B. Klinkhammer

Dean Klinkhammer introduced the following faculty and provided a brief biography of their background, areas of academic focus and accomplishments:

Andrew Hart	Assistant Professor, Architecture
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Howard Ways	Associate Professor and Program Director, Real Estate Development
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In addition, Associate Professor Suzanne Singletary will be serving as the Associate Dean for Academic Initiatives and Graduate Studies. She will also serve as interim program director for the new MS in Real Estate Development Program in Fall 2017, until Associate Professor Ways arrives on campus.

Introduction of New Staff

M. Baker and H. Humphreys

Dean of Students, Henry Humphreys, introduced the following new staff members and provided a brief biography of their background, areas of focus and accomplishments:

Meghan O'Meara	Director of Counseling Services
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Updates of the Standing Committees

Faculty Council: Upcoming Elections

J. Pierce

Professor Pierce reported that there are 10 committee openings that will need to be filled. The call for nominations were requested and the ballots will be distributed within the next two weeks.

Special Reports

Updates on Hallmarks Program

T. Schrand, V. Hanson, K. Jones, D. Rogers

Professors Schrand, Hanson, Jones and Rogers directed attendees to the presentation materials that were provided prior to the meeting. They reported that the Year Four: Capstone Folio Workshop was conducted for the first time. The workshop centered around the idea of "citizenship." Student presentations were purposely low on slide images and instead focused on the oral presentation. Additionally, a focus on reflective writing was identified in order to foster a culture of reflection. The presenters encouraged colleagues to stress this type of thinking in their classes. Steps are also underway to standardize how reflective writing is taught and graded.

The assessment of the Hallmarks program was conducted in May 2017. The results were that of the 203 junior level portfolios reviewed, focusing on empathy and collaboration, 97% have artifacts, with a majority of those artifacts coming from the Hallmarks Core and not the major. The number of artifacts expected to be found in each portfolio is 20, however, the average number of artifacts found during the assessment was 7. IN addition, a majority of the artifacts focused on collaboration and not empathy. The thought is that these are more of a focus in a major during the student's junior and senior years.

More work is needed on both empathy and collaboration, with future collaboration workshops being held on campus.

Results of 2016-17 Faculty Survey of Administrative Offices

J. Pierce

Professor Pierce directed attendees to the presentation materials that were provided prior to the meeting. He reported that the following administrative offices were evaluated:

- The Academic Services Center (ASC)
- The Dean of Students Office (DoS)

- The Office Of Information Resources (OIR)

All full time faculty members were invited to participate in the survey of these offices. Approximately 37 individuals out of 172, completed the survey.

For each office, priorities and recommendations were made to improve service. A common theme amongst the respondents was a lack of service for graduate students and those at other campus locations.

Megan Mills will return in September to make a presentation on the services offered through the ASC. Henry Humphreys will return in October to provide a presentation on Student Services. Finally, Jeff Cepull will return in November to provide a presentation on OIR.

A suggestion was made that if it is not done already, perhaps students should be surveyed on their satisfaction with various offices to determine if the faculty experience matches students.

Dean of Students Update

H. Humphreys and M. O'Meara

Dean Humphreys introduced the new director of Counseling Services, Megan O'Meara. Ms. O'Meara directed attendees to the presentation materials provided prior to the meeting and reviewed the hours that the Counseling Center is open, the drop in hour and the launch of two new support groups.

A request was made that the pamphlet include the names and credentials of the Counseling staff, as well as extending hours until 7:00 pm to serve other groups of students that are not the traditional undergraduate.

Monique Chabot commented that she and Marie-Christine Potvin have created a program called GOALS2. The purpose of this program is to expand on the services of Student Accessibility beyond the currently offered accommodations to support students who need other kinds of supports not currently provided. It follows a student coaching model to empower students, and in addition to one on one intervention, the program will be running study skills and assistive technology groups. There is a structured screening process with a questionnaire that is used to systematically review people, and faculty can contact Monique or Marie-Christine directly with any questions. The program aims to serve any student who feels they could use more assistance to be successful in their academic careers, and also have a specific tier of support for those on the autism spectrum.

Update of Jefferson Brand and Website

P. Baldrige

Pat Baldrige directed attendees to the presentation materials that were provided prior to the meeting. Diplomas will be modeled after Stanford University, with both TJU and PhilaU seals being reflected if the student is an honors student. Public Relations is currently looking into the options for students and alumni regarding the University they wish to have reflected on their diploma.

In regards to the visual identity of the University in general, Sidney Kimmel Medical College (SKMC) must be included. However, it is not needed if it is used in relation to a program, or on business cards or letterhead. If you have a role in the University than spans the entire enterprise, then you would need to include SKMC. Please contact Pat Baldrige or Veronica Montefusco for a brand style guide.

The University is working with 160/90 on finalizing the athletics visual identity and have assisted in creating the new slogan of “Redefining Humanly Possible.”

The website is currently in the middle of Phase 1.0 in its redesign. A conscious effort has been made to move quickly but at the same time making sure that input is being received from Deans and Program Directors. Phase 2.0 will start in September with the redesigned Jefferson.edu website launching in summer 2018. The suggestion was heard from the floor to incorporate information on the liberal arts.

The Brand Art for the new University is new, different and bold on purpose. Evidence of this has been seen in crosswalks, building signage and transportation skins throughout the city. She reviewed the integrated marketing planning goals to increase brand recognition, engagement and enrollment and build loyalty. The various marketing goals will support student recruitment with ads and banners being used to tell our story. While all of the target audiences are important, this year will focus on reaching out to the Higher Ed community via paid and organic media. If you are attending a conference, please notify Public Relations so that they can help.

If you are being featured in a journal or publication, please use Jefferson (Philadelphia University + Thomas Jefferson University). If not, you can use Thomas Jefferson University. Please note that Jefferson University is not appropriate.

There will also be two websites to distinguish between the health/hospital arm of the enterprise and the University arm.

Fall Open Houses will have revised materials.

Update of forthcoming Email Changes

J. Cepull

Jeff Cepull reported that OIR is working on consolidating mail space. The office will look for a natural break in order to conduct this action and communication will be sent about this at a future date.

In response to a question raised on the floor, there is not currently an email directory to locate our Jefferson Center City colleagues. However, it looks like their naming system is “First Name.Last Name @Jefferson.edu.”

Unfinished Business

None at this time.

New Business

None at this time.

Chancellor’s Report

S. Spinelli

Chancellor Spinelli commented that attendees should turn into Good Morning America on September 14th to see two fashion design students participate in the Good Morning America Fashion Challenge. The Jefferson Academic Board will be on the East Falls campus on Thursday, September 7th. The Board is comprised equally of legacy TJU and PhilaU Board members. Plans are being finalized for the Health Sciences Building. In addition, the marketing plan that Pat Baldrige presented is outstanding. Enrollment management is making large strides and he is proud of the record retention rates.

Announcements

None at this time.

Next Meeting: September 19, 2017 at 12:30 p.m.

Adjourned at 2:22 p.m.