Alpine Faculty Assembly Chairs Council

Attendees: Deborah Pendarvis, Angela Brown, Diana Rodriguez, Eric Busby, Jamie Boyd, Mark Saka, Matthew Marsh, Oguzhan Basibuyuk, Marjoire Scott, Chris Herrera

Absent: Ryan Luna, Barbara Tucker, Geri Goosen, Kathy Stein, Laura Payne

Guests: B Dean Wilkinson, Derek Pollacki, Bobby Gleeson, Laura Nelson, Matt Moore, Yvonne Realivasquez

12/2/2020 - Agenda

- I. Guest Presentation: Office of Communications
 - a. D Polacki and D Wilkinson provided an overview of Office of Communications objective to create and disseminate cohesive and high quality coverage of SRSU: from academic programs to student events to athletics and more.
 - b. D Wilkson discussed goal to centralize request for services through the 'creative services' email address; example services include graphic design, video coverage of class activities, club activity, social media, marketing, press releases, etc.
 - c. Example video campaigns to date: Video: "I Love Sul Ross...", "Register to Vote"
 - d. Others video campaigns in progress: Department videos for Geology and BRI; in production and welcome others to schedule meetings to discuss dept videos
 - e. C Herrera' shared idea to have monthly 'Press Briefings' as form of internal communications so that chairs/program coordinators/faculty/staff could meet with Office of Communications to highlight current campaigns and discuss ways for faculty/students/departments to get involved.
 - i. D Wilkinson; D Pollacki support idea.
 - f. Q&A
 - i. D Rodriguez asked about planning video footage of K-12 partner classrooms to support the education courses/program; could also be used in a marketing piece.
 - 1. D Wilkinson/D Pollacki said this would be great use of services and is good example of a more involved request that requires follow to plan video shoots etc.
 - M Scott provided invitation to collaboration between Student
 Publications and Office of Communications regarding 'calendar of events, shared coverage of stories; collaboration with publications staff
 - D Pollacki discussed previous meeting with Amy McFerrin on calendar of events; D Wilkinson offered to help publicize student stories on social media channels
 - g. CPH asked Laura Nelson to introduce herself;

- i. L Nelson primarily responsible for student communications, press releases and RGC campus; and supports Matt Moore with strategic infinitives like website
- h. Matt Moore provided a view of the currently developed new website; uses Wordpress as the framework, and provides new look and feel, as well as focus on academic programs – searchable function for public to find programs faster; and will have a new calendar function. Current status – still in development with potential date of Jan 2021 to go live.
 - i. E Busby mentioned use of Wordpress 'plugins' to support calendar function
 - M Moore mentioned some work and some don't; in progress. Also asked about online programs link; M Moore showed a currently planned home page link and ability for individual programs to specify whether they offer 'distance learning' or not.
 - ii. M Scott asked what the protocol will be for managing/updating academic related content; what is expectation of departments?
 - M Moore reported that decision has not been finalized under continued development of website is finished. The Wordpress technology does provide pathway for users provide updates but it's not worked out in function yet.
 - iii. M Moore highlighted a discussion at EC level "What is Distance Learning"...?
 - CPH reminded Chairs of ODE Subcommittee work on strategic planning for distance education programs. Offered a working definition of distance programs as those that can provide 100% degree option for the student (with different teaching modalities – synchronous vs. asynchrous).
 - iv. CPH closed Guest Lecture; will share contact details of Office of Communications primary contacts:
 - 1. Derek Pollacki
 - 2. B Dean Wilkinson
- II. CPH provided brief review of Chairs Council charge and committee membership from (SRSU Website)
 - a. Shared that Barbara Tucker (Acting Chair of Education) has requested Diana Rodriguez and Matthew Moore to join meetings.
- III. New Business
 - a. Nomination & Election of Chair
 - i. Self-Nomination by C Herrera
 - 1. Motion to nominate: E Busby
 - 2. Second by J Boyd
 - 3. No Discussion; No other nominations
 - ii. Vote to elect C Herrera 100% unanimous
 - b. CPH highlighted briefly areas related to needs for Chairs Council to consider:
 - i. Budget / Financial

- ii. New Faculty Onboarding
- iii. Distance Education Strategic Planning
- iv. Recruitment/Retention
- v. 3-year Tenure & Promotion Reviews
- vi. Peer-to-Peer Mentoring & Workshops (e.g. Dr. Qvarnstrom)
- vii. Internal Communications
- viii. Professional Development (e.g. Management / Leadership) ix. Other
- c. E Busby described priority to market academic programs
- d. D Rodriguez described a need to term our distance education programs appropriate for higher-ed (as opposed to K-12). Suggested "Online Learning" instead of "Distance Education"
 - i. D Pendarvis made suggestion to keep Distance Learning
 - ii. CPH recommended to table discussion to next meeting; encourage Chairs/members to work closely with ODE committee sub chair Dr. Jennifer Miller on current and future 'distance education' program needs.
- e. CPH recommended monthly chairs meetings to start last week of January or February
 - i. M Scott recommended first week in February; general consensus made.

Next Meeting: 1 Feb, 3-4pm