

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.
 - ii. 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
 1. 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;

- 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