

# Lansing Community College

## Academic Senate

## MINUTES

2/21/14

Senator Attendees: James Allen, Alex Azima, Marcy Bauman, Matt Boeve, Ed Bryant, Vicki Deketelaere, Darrell DeMartino, Curlada Eure-Harris, Matthew Fall, Dale Franks, Catherine Griffin, Judy Goth-Owens, Jeff Haynes, Dan Holt, Dedria Humphries, Jeff Janowick, Terrence King, Jon Liebold, Peter MacFadden, Heather McAlpin, Rafeeq McGiveron, Jerry Onofryton, George Pena, Elaine Pogoncheff, Tracy Price, Richard Prystowsky, Terrill Putman, Kelly Sakkinen, Suzanne Sawyer, Hananiel Setiawan, Kathy Shaffer, Eric Snider, James Swain, Ed Thomas, Joe Werner,

Senators Absent: Kevin Bubb, Christine Conner, Willie Davis, Pamela Erramuzpe, Ann French, Tammy Grossbauer, Melissa Kamai-Arambula, Cathy Wilhm

### Call to Order

President Azima called the meeting to order at 9:37 a.m.

### Roll Call

Clerk Blundy called the roll. A quorum was present.

### Approval of Minutes

President Azima asked if there were any additions/corrections/deletions to the minutes of the February 7, 2014 meeting. The minutes were approved as distributed.

### Public Comments (also permitted during the meeting with the approval of the Senate)

None at this time.

### President's Report – Sent via email

President Azima indicated PQIP documents were sent via email to the senators. Please review the information and send him your comments. Also, let him know if you would like to volunteer your program to participate in the pilot.

### Provost's Report

Dr. Prystowsky gave an update on the Michigan Transfer Agreement (MTA). He indicated this is a two-step process. 1) Create a bank of courses, MACRAO, etc. that would be part of the MTA. There is much discussion regarding the math requirement at the state level. The position he wants LCC to take is that college level math should count for a college degree, not intermediate, even in technical areas. We would defer to faculty as to what that math course should be, but it should be a college level course. 2) The programs would then look at the options on the MTA list they want students to choose from that would be most pertinent to the program. Again, the general rule should be college degree, college courses. Further discussion will need to take place regarding what we will allow to transfer to LCC from other institutions to count towards an LCC degree.

### Presentations – Task Force Chairs will Update the Academic Senate

President Azima indicated that the co-chairs of AQIP steering committee met this morning to update the Senior Vice Presidents on the status of their action projects. It is hoped that a first draft of the Academic Master Plan will be ready for review at the next Senate meeting. The following senator co-chairs then gave a brief update to the Senate regarding their specific task force:

Terrence King, Community Engagement

Jeff Janowick, Competitiveness and Innovation

Elaine Pogoncheff, Leadership, Culture and Communication

Tracy Price and Marc Thomas, Learning

Joe Werner, Student Success

Dr. Prystowsky updated the Senate about the AAC&U (Association of American Colleges and Universities) team on campus and a recent conference they attended, which included information about essential learning outcomes. A goal for the institution would be to have LCC institution level outcomes—beginning with course level outcomes that map to program level outcomes that map to institution level outcomes. This is the practice we are trying to

get to. He asked senators to look at the AAC&U website [www.aacu.org](http://www.aacu.org) and read [High Impact Educational Practices](#). He encouraged senators to get in on this conversation and provide feedback to any of the AAC&U committee members: Anne Heutsche, Dedria Humphries, Marc Thomas, Martine Rife, Felipe Lopez, Dan Holt, Eliza Lee, Kali Majumdar, and Kevin Brown.

#### Curriculum Committee Update on MTA and Other Matters – Senator Ed Thomas

Senator Thomas serves as the Chair of the Curriculum Committee. He indicated this committee will no longer be called the Curriculum & Instruction Council, or CIC, but is now officially the Curriculum Committee, or CC. He has put together a subcommittee to work on the MTA (Michigan Transfer Agreement). The deadline for courses to be submitted for the MTA is today. These should be submitted directly to Ed Thomas. He reiterated that this is a work in progress.

#### Action Items – None at this time

#### Discussion Items – LCC Marketing Services and Issues – Nicole Szymczak

President Azima introduced Nicole Szymczak, Director of Marketing, to give an update on how we can market our programs. She gave an overview of their 2014 Brand Strategy/Marketing Objectives, which all tie back to the Strategic Plan. This information is available on the Marketing public workspace and will be sent to Academic Senators via email. The Marketing office is in the beginning stages of revamping our college website to be ready to roll out a new look and more efficient delivery by fall semester. To get in on those conversations, contact Nicole or President Azima.

There was a question on how faculty members can submit their program for marketing and recruiting efforts. Nicole indicated that there are marketing coordinators assigned to specific divisions. There is an effort to bring LCC to the front when students search on Google or other internet search engines for key words. One of the goals for the new

website is to be able to measure how many students visit program web pages and be able to respond to this feedback with marketing efforts. Nicole indicated there is a toolkit of all the ways you can communicate that she will send to senators along with the names of the divisional Marketing coordinators.

After further discussion, it was recommended that a Senate marketing advisory committee be formed, consisting of administrators, faculty, Marketing, Recruiting, and Data Science representatives who would make recommendations to the Senate for their consideration, who then make recommendations to administration. President Azima proposed the creation of such a committee and there was no objection. If you are interested in serving on this committee, please contact President Azima.

President Azima introduced Matt Fall, Director for the Center of Data Science, and welcomed him to the Academic Senate.

#### Possible Future Agenda Items

#### Task Force Work Sessions – Time Permitting

#### Adjournment

The Senate adjourned at 11:06 a.m. for Office 365 training scheduled from 11 to 12 noon.