Don Hendricks from University Communications along with Nicki Donnelson and Andrea Mostyn met with ALC to talk about the best ways to get information out to the world. He emphasized that University Communications is a one-stop publicity service and that for example, when they receive a news item, it may potentially go out to over 40 local media outlets. University Communications concentrates its efforts on news coverage outside Springfield. They provide all types of podcasts, tweets, and Facebook feeds. They would like to know who our stars are, who to contact for Hot Topics. It is very important to provide information as far in advance as possible. The week of an event is not useful. Don hopes to visit each college and discuss how to use the Public Relations Advisory Team to publicize events to best advantage.

Administrative Council update—Helen. Brenda Burrell presented a possible idea called My IDEA which would be a way for any employee to suggest cost-saving ideas. BOG agenda was discussed. The agenda for the BOG AA/Student Affairs Committee meeting was also. There was some discussion of the State Audit presentation. Larry Gates will be assisting with the Long Range Plan. Leslie Anderson is working on Diversity Training. The University will be paying for Brick City and Downtown security related to MSU locations. There was more discussion on the low completer rates. There was discussion of phased retirement. Is this possible? Something along the lines of half pay and benefits?

Registering Students Prior to SOAR and also Retention—Don. Retention is up and then goes down. Have spent much money with no good measurable results. Need to focus on reasons why students don’t come back. On registering students prior to SOAR need to consider and decide if it is useful. How would it be done? Some Honors students and athletes do register before SOAR.
**Foundation of Excellence** is an organization that helps colleges/universities to do institutional self-study. Nine teams of faculty are used to study, process and analyze 9 dimensions of the first year of college. Institutions go through an application process in the spring and then begin the process in the fall semester. Eventually a plan is created outlining how to move forward in improving the first year. Helen sees a big difference between first year students with college credit and those without. This may help with a proposal on how to increase retention—retention in 2008 was 76% and in 2009 73%. Terrell asked if we knew what caused the drop-off—what are all of the factors?

**AABOG agenda**—was distributed. It will be a joint meeting with the Student Affairs committee.

**President’s Task Force on General Education**—draft charge was distributed. The charge is to “Recommend goals for a general education program which reflect the character of the University and prepare our students to be successful and effective in their future roles in the 21st Century.” See [http://www.missouristate.edu/provost/GenEdReview/committee.htm](http://www.missouristate.edu/provost/GenEdReview/committee.htm) for list of members and presentation of Dr. McCarthy’s. Etta Madden will Chair. Phase one is linking General Education with the Long Range Plan. General education at MSU needs a mission for all students at MSU. Bullet 4—pedagogy and student success need to be studied together. Faculty roles should be a separate item. The last 2 bullets listed under phase one should be the first two under phase 2. There is no time line. The Presidents wants this to be a deliberative process with good campus dialogue.

**DFW rates**—Rachelle—Look at student success cubes. Can compare sections. Training session is needed for understanding the cubes and the information. **Provost Communiqué’**—Art will contact us each week for lists of activities, programs, and other good information to go in the Communiqué’.

**Online Course Review form**—Art. All of the required items must have yes marked in order to get funding from Instructional Design. All 16 weeks of the semester must be posted before evaluation and funding are possible. Current on-line courses need to be evaluated to see if they meet recommendations—faculty can use the form to evaluate own courses. DHs can use to evaluate courses. This is not a punitive process, but rather a positive to look at courses. If departmental faculty want additional help, can ask FCTL. It was suggested that Gary Rader attend Department Heads meeting.

**AA goals**—Newest version was distributed.