

APPROVED Minutes
UMD Graduate Council
September 17, 2015
10 - 11am DAdB 520
Approved September 30, 2015

Present: Nigel Wattrus (*Chair*; Geology), Dalibor Froncek (Math), Alan Roline (MBA), Michael Rother (MEng; ChemEng), Paul Kiprof (Chem), Carlos Carranza-Torres (CivEng), Peter Willemsen (CS), Julia Williams (MEd), Jing Bai (MSEE), Hongyi Chen (MSEM), Julie Ernst (MEEEd), Robert Feyen (MEHS), Dee Charles for Mark Whitlock (Music), Alexandra Luong (MAPS), Anne Tellett (MSW), Tadd Johnson (MTAG), Erik Brown (Interim Director of Graduate Education)

Guest: Lynne Williams, Director of University Marketing and Public Relations

Meeting called to order at 10:00am.

1. Lynne Williams, Director of University Marketing and Public Relations

Lynne explained what her office does: branding oversight, legislative relations, website content, internal communications, media relations, community outreach, press releases.

She also talked about the following:

- experts list – Media want local experts to contact when doing stories. Contact Lynne or Cheryl Reitan if you want to be on the list.
- Website migration to Drupal – Grad Office site is currently being updated. This is prioritized because marketing strategy is to raise awareness of existence of graduate programs at UMD, in order to raise the perception of UMD as a whole. All websites should have a landing page with an external focus – calls to action: apply now, request information, contact us. Need to have a communication plan to follow up with potential applicants. Public Relations office is available to help develop website content – use their service request form. Timeline for departmental pages is tied to the development of the collegiate sites
 - A concern was expressed that the standardization of websites that will come with Drupal will make it difficult for individual programs to create a unique identity. Lynne responded that external visitors to the UMD website need to be able to find their way around, and this will be easier if the content and layouts have some degree of uniformity.
- Branding campaign – Phasing out the “Those Who Can, Duluth” tagline, but not the student and faculty stories that underlie it. Still using the System tagline of “Driven to Discover”. System is launching a new campaign this fall using “What drives ____?” to highlight personal stories. Billboards in this area will promote campuses in greater MN: UMD, Crookston, Morris.
- Legislative relations – Lynne is UMD expert on site at the Capitol. Current proposals to budget committees contain 3 projects related to construction and renovation of UMD buildings.
- Media relations – Local media (Duluth/Superior market: 3 TV stations, Duluth News Tribune) want human interest stories that are visual, active, and/or have a local connection or angle on national or international news. Public Relations will send a weekly recap of press releases to Erik, who can forward them to the Grad Council list for members to get an idea of what kinds of

stories are being released. Feel free to send ideas, stories to Lynne's office. Local reporters tend to be less experienced, so stories and messages must be short and focused to avoid misinterpretation. Placement in bigger media outlets (Star Trib, MPR) requires stories with statewide impact.

2. Approval of Minutes of 9/2/15 meeting.

Motion to approve with revisions was made by Julie Ernst, seconded by Tadd Johnson, all in favor.

3. Announcements - tabled

4. Course proposals - tabled

5. Student processes – tabled

6. Nominations and Elections

a. Vice-chair (12 months starting now and Chair in subsequent year) - Bob Feyen (MEHS) volunteered and was unanimously approved.

b. Research & Scholarship Subcommittee – Carlos Carranza-Torres (CivEng) volunteered and was unanimously approved.

c. Teaching and Learning Committee (ex-officio Grad Council Chair or designee) – Tadd Johnson (MTAG) volunteered and was unanimously approved.

d. IT & Library Subcommittee – Pete Willemsen will be Nigel Wattrus' replacement as SCSE representative.

e. Student representatives – process developed and approved by the Grad Council last year is underway. Nominations are being solicited.

7. Post-baccalaureate restructuring.

Erik distributed copies of the memo sent from UMD (EVCAA and Director of Grad Ed Office) in response to Provost Karen Hanson's proposal for the restructuring of post-baccalaureate education that was mentioned at the 9/2 meeting, along with a first draft of proposed degree alignments. Generally anything that was not traditional grad was moved to the professional group. Follow-up list will be issued in coming weeks.

Cost pool assessment for each group has not been decided yet, but the result may be that more money stays here to support UMD students.

Concern was expressed by Julia about what the realignment will mean for funding for students in the MEd program.

Next scheduled meeting: September 30, 2 – 3pm

Meeting adjourned at 10:55am.

Submitted by Kim Habig, Graduate Office.