UBGS MINUTES

To:       UBGS Members
From:     Jeanne Hossenlopp
Date:     12-9-10
Re:       University Board of Graduate Studies
           Approved Minutes of the December 9, 2010 UBGS Meeting

Present:  Margaret Bull, Jay Caulfield, Ed Fallone, Kanoe Fish, Robert Griffin, Stephen Guastello, Kim Halula, Arthur Hefti, Jeanne Hossenlopp, Ed Inderrieden, Mike Johnson, Sarah Knox, Stephen Merrill, Albert Rivero, Jim South

Excused:  Melody Baker

Also Present: Melody Baker (note taker), Erin Fox, Tim Melchert, Craig Pierce, Tricia Geraghty (OMC), Mary Pat Pfiel (OMC)

The meeting was called to order at 2:30 p.m. and the agenda was approved.

Reports:

Committee Chair –

Dr. Griffin reported that the Academic Senate Executive Committee is recommending the formation of a joint subcommittee, including the UBGS and UBUS, to make recommendations for an Academic Integrity Policy. Dr. Johnson and Dr. Melchert had already volunteered to represent the UBGS and anyone else on the board who is interested is welcome to join. Dr. Griffin described the responsibilities of this subcommittee.

Dr. Melchert described the history of the UBGS involvement in developing a policy of Academic Integrity that started four years ago. At that time the emphasis was on how to handle cases of dishonesty. Since then, a desire to develop a policy to prevent dishonesty and apply it campus wide was expressed. A motion was made to support this initiative and for the UBGS to be involved through the two representatives. A recommendation was made to have grad student representation and Ms. Fish agreed to participate. A vote was taken and passed unanimously.

Graduate Dean –

Dr. Hossenlopp announced that the new CTSA in Physical Therapy was approved by the Board of Trustees and is currently featured on the University’s website.

Dr. Hossenlopp also reported that she attended the CGS meetings last week and shared some ideas she learned there and that she plans to explore further.

Graduate Assistant Dean –

Mr. Pierce reported that there is still interest in INPR programs and that he received 3 calls this week. He also reported that the graduate admissions department is extremely busy right now.

Before the guests appeared, Dr. Griffin asked the members to consider any issue or questions they would like addressed. Suggestions included:

- Are we seen as an institution that is not supportive of providing funding for faculty research?
- MU has never been branded as a research university. It’s more of a well-kept secret.
New Business:

Guests Tricia Geraghty, VP Marketing and Communication, and Mary Pat Pfeil, Senior Director Marketing and Communication discuss with the UBGS how to promote graduate education and research –

Ms. Geraghty and Ms. Pfeil joined the meeting and introductions were made. Dr. Griffin shared the concerns of the UBGS concerning a lack of image for graduate education at Marquette. Ms. Geraghty described the current OMC, redesigned 6 years ago. She also described the research magazine, Discover, and that it is shared off and on campus and highlights faculty research. While she said faculty have to take some initiatives for public recognition, she acknowledges that the media plays an important role.

She explained how OMC will take into account faculty research and their plans to promote through publications, redesigned websites, and view books. Additionally new materials were developed where necessary. A question to address is, where does research and graduate education fit into the university? There is a need to articulate the difference it makes. She also described a survey that OMC is conducting to gather more information and who it will be going to and she will be glad to share the results of this survey when it becomes available. In response to a question, the surveys will be national.

Comments and questions from UBGS members included:

- Prospective students and their parents seem to care more and more whether the institution they attend is doing “cool” things. A lack of information on what MU is involved in is detrimental to the ability to recruit.
- Often the students don’t understand a prominent researcher is standing in front of the room for lack of publicity.
- Faculty, alums, and the community are confused about who we (MU) are.
- Although we have nationally competitive faculty, it is a secret. What is known, at prominent universities, is the graduate programs and researchers. Ms. Pfeil said there is a reluctance of some professors to toot their own horns on their webpages. If prospective students and their parents are interested in the research reputation of the university this has to change. On the other hand, some research is not media friendly. OMC does identify research that will appeal to the public.
- In what way can the webpage be used? It seems that people have to dig through a lot of sites to find stories about faculty research.
- Are faculty aware of any systematic way of OMC gathering information? Ms. Pfeil said each department has a beat reporter that should be aware of what faculty are working on. OMC also tries to use Compendium as a way to showcase research. They are also aware however, that many faculty are doing research that does not show up on Compendium.
- It was pointed out that Discover does not have the wide distribution that some other publications, such as Marquette Magazine does. Ms. Geraghty said the mailing list is being expanded this year.
- A suggestion was made that a list of completed thesis and dissertations would give an idea of research topics.
- With the arrival of a new president, how much will OMC highlight his plans for graduate education and research? Ms. Geraghty said an effort will be made to take full advantage of an occasion which garners national attention.
Ms. Geraghty and Ms. Pfeil will take these comments and questions into consideration as they consider ways to promote graduate programs and research and as they are in future discussions with the new president.

The meeting adjourned at 4:00pm.