Dean's Circle of Engagement  
Spring 2015 Meeting Minutes  
Marriott Washington Georgetown  
April 23-24, 2015

Attendees: Art Stellar (Chair), Renée Middleton, Ray Asik, Shirley Drake, Ann Wagner Hill, Marilyn Allen, Yawa Agbemabiese, Marquis Parham, Linda Fife, Jacque Montgomery, Tim Binegar, Tamy Solomon, Ann Paulins, John Henning, Rondel Edwards, Sarah Snyder, Mary Frances Beria, Barbara Wright

Guests: Beth Backes, Kim Barlag, Sarah Nestor, Erin Renslow

Inaugural 2014 PCOE Communications Report Video
Ms. Beth Backes, Director, Curriculum and Technology Center presented the year-end report showing the impact of social media, google analytics, and website tracking. All social media goals have been met for this academic year.

Type of audiences to share social media:
- Career Days in the High Schools
- Guidance / College Counselors - use Listserves
- Community Colleges - link straight to this website
- Community Based Organizations (Non Profits)
- Internal Audiences: Trustees, Foundation Board, Alumni

How to distribute video:
- Put on flash drive (with logo and website) or DVD
- Use Facebook for International audiences
- Share other potential students, advisory committee, Regional Alumni Networks,
- Send out email to students: “Follow us on FB, LinkedIn, Twitter, Pinterest, all social media connections
- Use E News, E Board, PCOE Student Orientation, Learning Communities

College Credit Plus: Challenges and Opportunities
Dr. Henning, Associate Dean of Academic Engagement and Outreach, presented a report from the Ohio University College Credit Task Force concerning the legislation passed by Governor Kasich to significantly expand the role of higher education to offer dual enrollment courses. There are challenges and opportunities concerning credentialing, class requirements, curriculum, student support, and standards, etc. Upon review of the report, Ohio University set up a committee to work out the challenges of meeting the requirements of this legislation.

PCOE Valuing of OHIO Veterans Update
The new web page for Veterans has been successfully launched. It provides student information, benefits, and internal and external links/resources. To further Veteran awareness a “Soup and Substance” luncheon was organized for each semester. Other ideas were to add this link to the dashboard, veterans receive credit for their experience, military services lounge in Baker Center, and social media marketing with testimonials from veterans.

The Promise Lives Campaign Update
Mr. Tim Binegar, Director of Development, reviewed the progress of the current campaign. Ohio University’s goal was $450 million, but has raised over $485 million as of April 13, 2015. The goal has been met. PCOE’s goal is $41 million and as of 4/22/15, $39.5 million is obtained and documented, $38.6 million (96.4%) is contributed by PCOE’s alumni which is an impressive amount.
American Association of Colleges for Teacher Education (AACTE)
Dr. Sharon P. Robinson, President and Chief Executive Officer, gave an overview of current issues such as financial pressures, coaching students, research and community engagement.

Ohio University Innovation Strategy
Dr. V. Ann Paulins, Associate Dean of Research and Graduate Studies presented the new Ohio University Innovation Strategy which seeks to address complex societal challenges by focusing on the theme of innovation, research and creative activities, academic programs and external engagement. It is necessary to have conversations about what is meant by projects that could advance opportunities for scholarship and activities in areas such as a digitally connected world, energy, environment and economy, and health and wellness.

Regional Implementation of a Reimagined Clinical Model of Teacher Education
Dean Middleton spoke on the progressive technique of the Clinical Model and its differences versus traditional methods. Today’s teachers can’t just be focused on reading, writing and arithmetic but have to understand that they are advocates for their field, profession, students and families in their classes. A video was then shown which was also presented at the AACTE main conference, keynote speaker.

Program Specific Video Feedback
Ms. Kim Barlag, Director, Communication and Marketing, showed three newly developed videos on the programs within Higher Education and Student Affairs, Educational Administration, and Human and Consumer Sciences to target new students. Feedback on videos included: add more OU paraphernalia, add OU faculty at the beginning of the video, add hashtags to catch phrases, ask more women to do testimonials, use different backgrounds, define the audience and tailor video.

PCOE Honors Programs Student Presentations
Sarah Nestor, Conninovo Honors Program, talked about her journey to choose Ohio University and “Why Teach?” The presentation was based on her research on nutrition and learning.
Erin Renslow, McKenzie King Honors Program, spoke on her love of fashion and the choice of Ohio University.

Tracking Our Impact
Ms. Beth Backes and Ms. Kim Barlag
- PCOE Conceptual Core – The brochure, “Conceptual Core”, was reviewed; it explains PCOE’s Core Values, Mission and Vision.
- Google Analytics – The results of using “Google Analytics” were examined to track the demographics of people, their interests, and frequency of those viewing the website.
- Use of Social Media – Pinterest was added to the social media used. Comments from users are gathered which allows the Communications and Marketing committee to review and make changes to reach out to the correct audience. We are integrating the QCR codes on the brochures that will automatically link the appropriate videos.
- US News and World Report - Current ranking is at #99. This information is advertised on our website in the form of a banner.
- College Dashboard – the most current data is published on the website. The Athenaeum will be complete in late summer. PCOE received two awards; one for technology for online learning; the other is a national award for our Professional School Partnerships.
- Department Fact Sheets: The front has information on PCOE while the inside profiles a department within PCOE; the back page displays information on Ohio University.
Old Business

- Bereavement Response – A video was shown honoring Col. Arlene Greenfield. The main question to answer is “How do we respond to events affecting the people in this group”? Marilyn Allen, Shirley Drake, Jacque Montgomery, and Yawa Agbemabiese volunteered to be a committee to address this issue.
- Patton Party – held on February 4, 2015 – Had a 2nd Patton Party which was really a party! And a nice event. Next year, hand out Called to Lead T-shirts to the first 60 people to sign up.
- NCATE Update – After the review, we were found to have (3) AFI, Areas For Improvement, and met 9 standards.
- Patton College Renovation Update (Internal Rendering) and Groundbreaking Ceremony was previously discussed. Naming opportunities for bricks at the new Patton College were discussed.

New Business - Fall DCE Meeting, October 8-9, 2015 in Athens, OH at Baker Center

- Agenda Items for Fall:
  - Charter Schools in Ohio
  - Hear from the students – project involvement
  - Hospitality - Culinary Services tour of facilities
  - Visit Tupper Hall and Lindley Hall, the Veterans Center
  - Criteria for Patton College scholarships
  - Address the future of Higher Education – changes taking place and College Credit Plus
  - Faculty proposals for Innovation Strategy or RDP programs
  - Dr. David Axner, NASA, K-12 issues as a speaker

- Spring Meeting (April 2016) - Suggested sites are Cleveland and Boston; invite local counselors, and alumni (Cocktail hour for Alumni Dinner)

- Review, Reflection and Discussion of Select DCE Accomplishments –
  - Hometown Tailgate has been successful and involves the Culinary students
  - Alumni of the Month is strong with alum booked until June