



OHIO
UNIVERSITY

The Gladys W. and David H.
Patton College of Education

Dean's Circle of Engagement

May 16 – 17, 2019

**Key Bridge Marriott – Arlington, Virginia
Summary of Activities**

Continuing The Patton College Roadmap: Building, Sharing, Inspiring, Leading!

DCE Members Present: Dan Evans, Vice Chair, Ray Asik, Mary Frances Bryja, Michelle Connavino, Shirley Drake, Linda Fife, Chris Hayward, Ann Wagner Hill, Ashlee Jackson, Kate Mattison, Joan Motheral, Robert Murphy, Kevin Rice,

Patton College Members Present: Beth Backes, Kim Barlag, Tim Binegar, Maureen Coon, Lindsey Ladd, Dean Renée Middleton, Connie Patterson, Ann Paulins, Tamy Solomon, Helen Watson

**Guests: Chaden Djalali, Executive Vice President and Provost, Ohio University,
Lynn Gangone, President and CEO, American Association of Colleges for Teacher Education**

Thursday Morning – May 16, 2019

Greetings, Introductions and Overview of Agenda - Dan Evans, DCE Vice Chair

Academic Priorities for Ohio – A Vision for the Future

Chaden Djalali, Executive Vice President and Provost, Ohio University

Dr. Djalali reported on the following topics

- The Vision of the Future for Ohio University, including information on Strategic Pathways
 - Engagement with the community, diversity and inclusion.
 - Structural problem that higher education is facing
 - College Credit Plus
 - Facilities – temporarily slow down capital investments.
 - ONEOhio
- Goals
 - Improve retention and graduation rates; within 5 years, underrepresented students will have same graduation and achievements as other students
 - Education and Research - Need to be committed to both
 - Promotion and Tenure to be revisited.
 - Need to align ourselves with 21st century
- Research
 - The Carnegie Classification - there are 131 institutions in the top R1 classification; Ohio University ranks 17th in the second category, R2.
- Marketing
 - Indicated that we need to be more strategic in marketing. We have so much to offer but haven't shown it.
 - Out of state enrollment – working closely with alumni association. Out of state alums are contacted to reach out to students in their area/state. Alumni engagement – there are 250,000 living alums and only 5% are engaged. The national average is 15-19%.

-Online or adult education – growing continuously. OU is largest provider in Ohio for online education.

-Marketing and Branding – need to increase. Currently, 80% paper and 20% digital – needs to be the other way.

-Lots of knobs we could be turning that we have not.

- Upcoming Board of Trustees Meetings in June and a Retreat in August.
- In September, the President will announce the Vision for University – where do we see ourselves in 2025-2030.
- Budget
 - Need to balance the budget within 5 years. Turn the knob to produce more revenue. Have to invest with a solid plan to get more out of it. We can turn this around by 2022. Don't want to use all reserves – this would cause us to lose our ratings and we don't want to spend all of our money and be broke.
 - Higher Ed doesn't work like a business, we have rules, compliance, accreditation of programs, etc. The Board has been encouraged to lobby the Ohio Department of Higher Ed and the Governor to see if they can remove or update the rules of compliance that are outdated.

Exciting and challenging time. All knobs are going to turn.

Provost Djalali then answered questions from the DCE on online courses; enrollment goals; retentions rates, specifically the African American community; and the research mission.

Dan Evans and DCE

- A more in-depth introduction of all DCE members took place.
- Linda Reed sends her regrets that she cannot be here.
- Ann Wagner Hill mentioned her husband, Glenn, as member of DCE not in attendance for this meeting. Both she and her husband are retiring from the DCE – this is the last meeting, but they will be present for the Fall meeting (as alumni members if approved by the DCE).

Renée Middleton, Dean

- Discussed the book that the College Coordinating Council (CCC) will be reading this year, *Demographics and the Demand for Higher Education*, Nathan D. Grawe, author. Copy was provided to all DCE members and guests.
- Reviewed the contents of the DCE Spring Meeting folder.
- Focus for today on the Strategic Plan, but also on 1) recruitment, 2) retention of students, and 3) diversity, with a special focus on African American male students.
- PCOE 2029 Strategic Plan – all DCE members were provided a DRAFT copy of the plan. DCE members reviewed and provided feedback for final edits.
 - The four strategic themes are:
 - Academic Excellence - Seven goals with corresponding objectives. Not in this document, but there are tactics, as well - what are we going to do to reach these goals? What does academic excellence mean to you?
 - Rigorous influential research – Four goals. Achieving national/international recognition for PCOE research and scholarship.
 - Exemplary Student-Centered Services – Six goals. Talking with students, faculty, alumni, DCE, and it meaning something.
 - Vibrant Outreach, Engagement, and Partnerships - Engaged university/college – vibrant outreach. Create measurable, positive impact on the local and regional area.

PCOE Dashboard and USNWR Rankings

Lyndsey Ladd, Statistical Data and Forecasting Administrator, Data Science Center

- US News and World Report Ranking – a breakdown of the components of the rankings
 - US News and World Report is changing the rankings are calculated in response to criticisms that schools that accept the most students from the wealthiest families are ranked the highest
 - Institutions that reject the most students (institutions that are more selective) normally are at top of rankings
 - Ivy league schools are the most selective and are always at the top
 - 10 sub-rankings that go into the overall ranking
 - 390 schools surveyed; 255 provided data
 - The PCOE ranking improved from 130 to 110.
- Presentation on the Academic Dashboard for the Patton College of Education that was presented to the Board of Trustees in April, which included data on undergraduate and graduate enrollment, retention rates, diversity, percent of employed graduates and where they are employed, and etc.

A question and answer session ensued. The Patton College Goal is to be among the top 50 Colleges of Education as measured by USNWR by 2029.

Lunch and Engagement

A Focus on Development

Tim Binegar, Senior Director of Development

- Tim provided information on the current status of Development in the PCOE and meetings/events that have taken place recently and will take place in the near future. He also provided information on the recent inaugural Giving Day, April 18, 2019, with over \$440K in donations campus-wide.

Thursday Afternoon – May 16, 2019

The Role of Colleges and Schools of Education in the 21st Century

Lynn Gangone, President and CEO, American Association of Colleges for Teacher Education

Lynn spoke on the following topics:

- AACTE: A Look at a Changing Future
 - AACTE Strategic Priorities
 - CEEDAR Special Education Initiative
 - AACTE Holmes Scholars Programs
 - Black and Hispanic/Latino Male Network Improvement Community
 - Wallace Foundation Project on Educational Leadership
 - Model Code of Ethics
 - Additional Strategic Partnerships
 - Publications
 - Upcoming events
- Moving Forward
 - Advocacy
 - Diversity, Equity and Inclusion
 - Advancing Policy, Practice and Research

How can we work together to reinvent educator preparation for the future? A discussion ensued with DCE members.

BookTalks with the Dean – A Video Presentation

Renée Middleton, Dean

- BookTalks – BookTalks began about 1.5 years ago. Dean Middleton conducts an interview with faculty that author a book. The most recent BookTalks that took place was with Dianne Gut and

Pam Beam, on their book that was also authored with John Henning, *Building Mentoring Capacity in Teacher Education*.

Video presentation of this BookTalks was shared.

Diversifying the Education and Human Service Profession

Renée Middleton, Dean

- The Patton College is a model College of Education – we are CALLED to Lead.
- Dean Middleton discussed the Shawn Harper Report that was provided as a handout in the DCE folder (*Black Students in Public Colleges and Universities*) – nearly 1 million blacks (male and female). Equity indicators – representation equity; gender equity; completion equity and black student-to-black faculty ratio.

Ohio University – black student population is 5.4%; population in Ohio 15.1%; we are down by 9.7% by representation. Black student/black faculty ratio (955/38) 25:1 ratio. Better than it was 10 years ago. OHIO has been working on this for some time. The DCE spent time discussing the implications of these data for the PCOE.

Maureen Coon, Assistant Dean for Student Affairs and Academic Advising

- Recruiting is a shared responsibility not just that of the Student Affairs office.
Typical recruitment activities in the Office of Student Affairs:
 - connecting and interacting with students/families - always looking for new ways to make connections
 - event participation
 - design days for specific majors or high achieving students
 - target teacher academies
 - PCOE recruiter Curt Plummer does visits
 - Ann Hill brought 55 students to campus and the college recruiter planned the entire day of activities for the students
 - green carpet visits for prospective students and families
 - Curt Plummer takes students to appropriate places on campus, i.e., Early Childhood student would go to CDC
 - Curt has gone to conferences
 - emails, letters, postcards, to prospective students
- Enrollment
 - Our College today, compared to a year ago, is up 41 students! Most other colleges are not up; University is down 303 students.
- Bobcat Student Orientation – in past years, engagements utilized detailed PowerPoints – a couple years ago we decided on flipped model. Students meet with their advisor and get to know them, just talk. Great way to start to develop relationships – helps with retention. Been very successful. Yield reports are pretty high.

The DCE members broke out into small work group to discuss why people of diverse populations are not pursuing degrees at OU and solutions to this problem, and then shared them with whole group. Key findings during these breakout groups were as follows:

Issues:

- They do not know enough about OU
- They don't see enough minority students like themselves
- The stigma of an unfriendly culture or climate in SE Ohio (Appalachia)
- Safety issues on the OU Campus
- Not enough scholarships that are need-based (they tend to be more merit based)
- Financial challenges; looking for career where they can make money
- Isolation – Athens is a small town and they are used to large cities, i.e., Columbus, Cincinnati, Cleveland, etc.
- Rural community – no social life; churches; places to get your hair done, etc.

Solutions to the issues:

- Target high schools with higher minority numbers
- Identify alumni who can assist regionally
- Partner with the OU Alumni Association and the Ebony Bobcat program
- Pairing up people with connections
- Teach Cleveland program a good example
- Send current minority students/staff out to talk with potential students to discuss the available careers; their journey; their successes, etc.
- Work with guidance counselors – they know their kids better than anyone
- More scholarships for students with financial challenges
- Build relationships/trust early on – even starting in middle school
- Community support to affirm a sense of belonging
- Bring students to campus in the summer (such as College Bound program)
- In Cleveland area, most non-white students go to community colleges. Need to work with community colleges.

ACTION ITEMS:

- The Assistant Dean for Student Affairs will take the ideas generated by the DCE and integrate them into a document.
- Touch Points - this is an over-time process and will be discussed further at the Fall DCE meeting. Will be a sustained effort. We will be counting on our DCE for contacts for specific touch points. Each touch point will have a strategy. Ann Wagner Hill mentioned Radio one – the station kids are listening to.

ADJOURN

Friday Morning, May 17, 2019

Opening Remarks - Dan Evans

Formal response to the major discussion item of yesterday's focus on diversity in recruitment with a particular emphasis on African American male students was requested by Dean Middleton. Dan Evans asked the DCE to offer formal endorsement to the College to three goals, as follows:

- 1) focus on recruitment in general;
- 2) continued commitment to diversity – to continue to diversify our student body; and
- 3) special outreach to look particularly at African American males in education and human services professions.

Robert Murphy – Research says that the teaching force in America is represented by less than 2% of African American males, supporting this endeavor, so goes without saying, that should be a major emphasis for not only our College, but every College in America. Research also says that all students benefit from diverse teaching force, specifically African American males; however, it's hard to be what you can't see.

Dan Evans – Call for the motion that we, the members of DCE, are all in support of these three goals.

Kevin Rice made motion; **Mary Frances Bryja** seconded the motion. Vote taken. Motion carried unanimously.

A Strategic Focus on Research

Ann Paulins, Senior Associate Dean for Research and Graduate Studies

- The Sr. Associate Dean discussed the PCOE strategic goal on rigorous and influential research. Faculty in the College have been moving forward with stronger and more research; the work we

do will advance our opportunities to recruit and retain the very best graduate students and faculty who will support continuous quality improvement.

- Various peer-reviewed journals and publications were shared.
Dr. Paulins presented and discussed the Top of the Top Tier Journal Incentive – a brainchild of Dean Middleton approximately 4 years ago. A process was developed to identify a short list of top of the top tier journals that were deemed to be the most rigorous journals in our Patton College fields. All tenure track faculty in the college are eligible for this Incentive which provides a \$3,000 summer stipend to those who publish in top of the top tier journals. In conjunction with the stipend, faculty sign an MOU with criteria to complete that is essentially a re-investment into research. The College is better positioned for grant funding if faculty are published in top of the top tier journals. We see this program as a very strong recruiting tool. It is also a path to elevate the good work of the College. To day, most of our recipients have been not yet tenured.
- Of the approximate 88 faculty and administrators in 2017-18, 33 were part of submitting some sort of grant proposals. Currently there are 11 faculty who have externally funded research underway.

Renée – part of what we want to achieve in faculty publishing in journals is faculty serving on review boards to help in US News rankings. Serving as a reviewer positions them to be on the Board, thus expanding the impact and prominence of the College.

The bio and research focus were shared with the DCE of faculty who have achieved publications in Top-of-the-Top Tier journals.

Provost Chaden Djalali commented that, again, Ohio University is revisiting the Promotion and Tenure criteria. The message to the outside world is that tenure is a tough thing. The ultimate goal is that every single tenure track faculty are going for research (proposals). Once you get them, let State legislators know, the federal government is recognizing by funding this research. Lastly, the top journals are publishing things that matter to society.

Communications and Marketing Update

Kim Barlag, Director of Communications and Design Management

- Athenaeum fresh off the press. Mailed 19,600 of them this week. Electronic version will go out hopefully Wednesday.
<https://tinyurl.com/athenaeum2018>
Kim Barlag discussed the contents of the new issue.
- Marketing – Robin Oliver named new VP for University Communications and Marketing --Ohio University hired an organization for brand research and analytics expertise, Edelman Intelligence. University's mission is to create a stronger brand.
- Telling our Stories
 - Weekly - ambassador spotlight and student success story – swap every other week.
 - Six-month Patton Pride campaign with local radio stations - WXTQ/WATH on PCOE Points of Pride. Kim shared a few examples.
- Ohio University communications that go out:
 - The Brief* – any OU mentions in the media – goes out weekly to President's Council, Dean's, Directors, and all campus communicators
 - Ohio Employee News* – Need to Know information – out every Monday to all faculty and staff
 - Compass* – includes great stories about university faculty/staff/students - out every Thursday via email to students, faculty, parents, faculty emeriti. Includes a link to the website for the complete stories. Kim will be sure that all DCE members are on the list to receive.
- Another way that we get our name out there is through the Dean's Op-Eds
 - Provided samples on past Op-Eds and discussion ensued.
 - We receive a lot of positive feedback on these Op-Eds

- Good relationship with *The Columbus Dispatch* and we often provide them first right of refusal.
- Anytime OHIO is mentioned in the media, it is good for the university. And keep in mind, if there are issues in your area, OHIO might be able to have an expert source to keep us in the loop, or if you have a relationship with reporters in your area, we can provide a source at OU who can provide a good quote or contribute to an article.
- Several other communication examples were provided and new digital marketing efforts were discussed.
- Mention of the annual Patton Party and requested any suggestions for future Patton Parties.

ACTION ITEM:

- Regular emails are sent to faculty and staff on 'PCOE in the News' – will include DCE members in this communication so that members receive information.

Curriculum and Technology Center: Advancements and Updates

Beth Backes, Director, Online Programs and Curriculum Technology Center

- Focusing a lot on online and social media. Enhancing our online programs. Growing our online programs. Launching many new programs this year. Online programs are going well. Need to focus on marketing and getting students into these online programs.
- Provided info on current PCOE advertisements on social media (Facebook and Instagram) – demographics, key words being used in searches, etc.
Ads on social media – very strategic targets
Discussion on target areas for advertisements – promoted nationally; only in Ohio; etc.
Keyword searches – actively research on Google to see what keywords people are using to find us. Can be very generic or very specific. Want to be sure we are using terminology that people are using in searches. Beth Backes walked DCE through the life-cycle of a person who looks at our social media ads.
- New website coming end of May – focused on the way students can find information. Beth went over new features of the website.

Provost Chaden Djalali – suggested testimonials on the website. Careers. That keeps their attention. Also, need to capture the diversity (in photos on the website). Beth indicated that there are short video testimonials on the website; we are conducting photography workshops for faculty on how to take good pictures, good for website, good for advertisements.

ACTION ITEM:

Ann Wagner-Hall - indicated that the Black Alumni Reunion (BAR) is scheduled for September 12-15, 2019. Over 1500 alums will be here that week. Fifty-percent of black alums come from the Patton College. Good to talk with them, get their memories, what Ohio did for them.

Academic Engagement and Outreach Update

Connie Patterson, Assistant Dean for Academic Engagement and Outreach

Many things have been mentioned in earlier presentations that aligned to the Vibrant Outreach, and Engagement, and Partnerships section of The Patton College Strategic Plan-

- Outreach and Engagement – Community Trauma Institute-MetroHealth Hospital (Cleveland); looking for academic partner for trauma research and the development of trauma-informed competencies. The University completed and submitted the application for the Carnegie Classification of Community Engagement of which Connie was a part of the committee.
- International Outreach – African Education Research Network (AERN) and The Pride of Africa social media contest took place and received more than 550 entries (short videos on the Pride of Africa); The PCOE regularly engages in new MOU's with international partners.

- Online programs – programs moving to e-campus to draw in new students; launching of new programs – Professional Tennis Management Program partnership with the College of Business and Sports Administration.
- A lot of promise and a lot of opportunities. Trying to find ways/markets where OU can be out in front of trends.
- 8th Annual Advocacy & Leadership Summit - Theme this year was “Advocacy as a 2-Way Street” – focused on ways that students and faculty can form relationships with legislators and policymakers and be seen as a reliable resource. Connie requested from DCE topic suggestions for upcoming summits.

RECOMMENDATION:

Dan Evans asked Connie, do you partner with the regional campuses for outreach and advocacy? If you are not, it is an opportunity. Connie responded that we could definitely do more and agreed to follow-up with Dan Evans.

Old Business - Dan Evans

- Thanks to staff in the Dean’s Office
- Shirley Drake expressed that she is impressed with the enthusiasm of everyone, goals of continued improvement both in education and social reform are to be applauded.
- Michelle Connavino provided a brief overview of Fall Meeting 2018 meeting minutes

New Business - Dan Evans

- Posthumous Recognition of Service to the DCE for Marilyn Allen was presented to her daughter, Margaret Allen, via Zoom. Dean Middleton indicated that Marilyn served with distinction, was a founding member of DCE, and there was nothing we did that she didn’t engage in. She was an inspiration to all. She was a role model in terms of giving when you didn’t have to give, when you didn’t feel like it; she was a role model just in her commitment to our students. Memento was given posthumously. Hoping this remains special to you. Margaret gave a brief remembrance of her mother.
- New DCE Member Update - Tamy Solomon provided information on two new members who are currently out of the country – husband and wife team, Gail and Marc Houk and will send info. Linda Fife and Dan Evans will complete the review process, and then to the DCE will review.

Ideas for next meeting in the fall – Dan Evans

- Joan Motheral – She would like to host the Spring 2020 meeting in Youngstown. Would like to continue the diversity issue. Will work with Tamy on dates.

MOTION AND ACTION ITEM:

- Mary Francis Bryja made a proposal to the DCE group that, as members leave group, they be allowed to request alumni status – DCE alumni – to be able to attend the meetings (not mandatory), but with no voting rights. A motion was made by Mary Frances Bryja and seconded by Michelle Connavino. Vote was taken. Motion carried unanimously. Dan indicated that the new By-Laws Committee will take this up and insert this action into the By-Laws.
- Diversity and recruitment will remain focus for fall meeting.
- Possibility – visit to equine therapy farm during the Fall DCE meeting (it will be closing soon). Equine will now be an online program. Dan lives close by and we could have lunch or dinner at his home.
- Visit to the Drake farm; however, October is not a good time. Smaller groups can be more hands-on.

RECOMMENDATION:

- Chris Hayward indicated that we need a student voices at the table; with the diversity focus, possibly a panel of African American male students could join us at the fall meeting, from different segments of the PCOE (not just Teacher Ed).

- Michelle Connavino voiced that this meeting was very teacher ed focused – hearing from other areas of the College would be great.

ACTION ITEM:

- By-Laws NEED UPDATING. Dan assigned the committee for updating By-Laws: Dan will serve; Others – Linda Fife, Bob Murphy and Shirley Drake. Will meet in Athens.

Provost Djalali – Closing remarks

Thank you for the invitation. Thank you to the members for the support and enthusiasm. The College is in good hands – the Dean, the enthusiasm of the staff, the DCE. Everything I’ve heard aligns itself with the strategic plan and direction of the University. The College is leading in many areas-retention, diversity, research, and so on. There are several new Deans coming on board who will be working with some veteran Deans (i.e., Dean Middleton), the institution is in good shape. President wants to move institution forward. We can lead, we can teach OSU, Cincinnati and others. We can do great things. Please continue your enthusiasm and passion.

ADJOURN

DCE members then visited the grave of former DCE member Col. Arlene F. Greenfield at Arlington National Cemetery.