

**CMU Academic Affairs Council
Agenda October 18, 2017
3:00-5:00 pm, UC ~~213~~ 221**

Reminders, Guests, Academic Units & Leadership Reports, Commentary, etc.

Reminders: CMU Scholars and Mesa Experience (10/20 and 10/21)

New OTE session starting November 2, 2017

Difference in New Hire moving allowance

http://www.coloradomesa.edu/human-resources/cmu-ppeh-allsections_august2017.pdf (pg. III-2)

Update to use of Instructional Connections form

Need for unused PT funds.

Draft copy of Colorado Mesa University Online Course Creation & Quality Matters Certification Incentive Program Guidelines (see attached)

AVPAA: Dr. Sonia Brandon (OIRPDS)

GUEST: Social Media – Ms. Katlin Birdsall, Creative Content and Social Media Manager (4:00PM)
-(plan appears below)

WCCC: Ms. Chris Murphy

Montrose: Dr. Gary Ratcliff

Assessment & Accreditation Support: Dr. Bette Schans

Library: Ms. Sylvia Rael

Registrar: Ms. Holly Teal

Sponsored Programs: Dr. Louis Nadelson

Mentor Policy/Practice/Dept Sharing (thru fall)

SBS-Dr. Jessica Herrick

Business – Dr. Steve Norman

CMS – Dr. Lori Payne

Dates & Deadlines/2017-2018 Meetings: UC 213, 3:00-5:00 pm

Nov 1 & 15**; Dec 6 & 13; January 24; Feb 7 & 21; March 7 & 21; Apr 4 & 18; May 2 & 9

**November 15 meeting *tentatively* will be at WCCC. Stay tuned!

Academic Council ePortfolio Platform use (see:

https://coloradomesa.digication.com/academic_council/Home

Social Media - Alumni Feature Campaign

Target Audience: Prospective students

Messaging will showcase three attribute ratings we consistently score lower than average in the Student Insight Survey report:

1. Job opportunities for graduates
2. Availability of majors
3. Academic Strength

Plan Once a week, we will highlight a recent alumni working in their field. The alumni will have graduated within the last 10 years ('17-'07). Shania will work with Academic Affairs and faculty to find recent alums to interview. We will choose one person from each academic program to highlight. We will also include in the rotation a graduate from Montrose and WCCC.

The alumni features will be hosted on a new webpage on the future students site.

Content

- **Photo** of alumni in their current career and photo of them from graduation or in Maverick gear from their time at college.
- **Q&A format:** Since Gen Z have a short attention span and prefer snackable pieces of content we will format the copy as a Q&A.
- **Handles:** Ask for alumni Twitter, Instagram and LinkedIn handles to tag them in our social media posts. Also ask alumni if they are ok with us posting their handles at the bottom of the Q&A so that prospective students can reach out to them with questions.

Distribution The alumni features will run on CMU's FB, Twitter, Instagram and LinkedIn. Once we have a few features posted we will create a banner image for the homepage carousel which will link to the alumni feature page. This content will also be used on admissions and alumni social channels.