CMU Academic Affairs Council
Summary October 18, 2017
3:00-5:00 pm, UC 221

AA Council Members in Attendance: Mr. Tim Pinnow—Asst. VP, Academic Affairs, Director of Graduate Studies/Director of Distance Education; **Dr. Blake Bickham**—Dept. Head, Teacher Education; **Ms. Suzie Garner**—Dept. Head, Art and Design; **Dr. Jeremy Hawkins**—Dept. Head, Kinesiology; **Dr. Jessica Herrick**—Dept. Head, Social and Behavioral Sciences; **Dr. Barry Laga**—Dept. Head, Languages, Literature and Mass Communication; **Mr. Mo LaMee**—Dept. Head, Theatre Arts; **Dr. Carrie McVean Waring**—Dept. Head, Biological Sciences; **Ms. Millie Moland** – Director of Academic Services.; **Dr. Sandie Nadelson**—Dept. Head, Health Sciences; **Dr. Steven Norman**—Dept. Head, Business; **Dr. Lori Payne**—Dept. Head, Computer Science, Mathematics, and Statistics; **Ms. Sylvia Rael**—Director, Tomlinson Library; **Ms. Holly Teal**—Registrar; **Dr. Russ Walker**—Dept. Head, Physical and Environmental Sciences.

Members Excused: Dr. Cynthia Pemberton—Vice President of Academic Affairs; **Dr. Kurt Haas** - Asst. VP, Academic Affairs; **Dr. Sonia Brandon**—Assist. VP, Institutional Research, Planning and Decision Support; **Ms. Christine Murphy**—Director of Instruction/ Director of Developmental Programs, WCCC; **Dr. Louis Nadelson**—Director of Sponsored Programs and Academic Research; **Dr. Gary Ratcliff**—Director, CMU Montrose Center; **Dr. Bette Schans**—Director of Assessment and Student Learning.

Also in Attendance: Ms. Lisa Harris, Professional Staff Assistant to VPAA

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

Reminder of the upcoming CMU Scholars and Mesa Experience (10/20 and 10/21). Ms. Erin Rooks has sent out information to ADHs to be available from 4:30-6:00PM to represent their departments.

Mr. Pinnow announced an Online Teaching Essentials session on November 1 or 2, 2017. An email with sign-up link will be sent out.

Mr. Pinnow discussed the New Hire moving allowance change that was approved by the BOT on May 24, 2017; the difference is that new hires are allowed *up to* $2000 for moving, as opposed to the previous 50% up to $2000 (reference http://www.coloradomesa.edu/human-resources/cmu-ppeh-allsections_august2017.pdf (pg. III-2, section C.1.f)).

Mr. Pinnow discussed the process for using the **Instructional Connections form** (*see Appendix A*). ADHs should use the formula $55/student/credit hour for the salary formula and use their best judgement as to the course size. If the course regularly fills, the course cap should be used, and if not, use a general average or expectation.

Mr. Pinnow gave an overview of how to fill out the job posting request in the new system. Job announcements need to be more descriptive the first time they are entered, as they will then become the template for future job postings. He also discussed position approval salary ranges, and

budget/target hiring salary information Dr. Pemberton sent to ADHs whose position requests were supported. In terms of posting ranges for the new system interface, if the target hiring salary was identified as $50,000 the range can either be posted as $48,000-$52,000 or $45,000-$50,000. He also reminded ADHs to include in their postings recommendations of at least one discipline-specific place to advertise to target increasing applicants from diverse backgrounds. Academic Affairs will pay up to $200 for the diversity posting. Examples of places where postings might be placed include professional organization newsletters, diversity-targeted discipline organizations, etc. Postings will automatically be put in HigherEd.com and the Chronicle of Higher Education.

Mr. Pinnow noted that we (Academic Affairs) have **need for potentially unused PT faculty funds** to support a budget shortfall in a department that has multiple milestone courses needing replacement instructors for their regular courses. PT funds do not rollover year-to-year, so any department that anticipates not spending their full budgeted amount in this category, please let Mr. Pinnow know.

Mr. Pinnow discussed the **draft copy of Colorado Mesa University Online Course Creation & Quality Matters Certification Incentive Program Guidelines** (*see Appendix B*)**.** He asked for ADH input by the of the week (10/20/17).

Mr. Pinnow advised ADHs to read the Faculty Senate working group on Tenure and Promotion Policies recommendations so that they can discuss them with their faculty.

Ms. Katlin Birdsall, **Creative Content and Social Media Manager**, discussed the launch of a new social media Alumni Feature Campaign (*see http://coloradomesa.edu/social/recentgrads and Appendix C*). She asked ADHs to help her identify recent CMU graduates (within the last five years) who have success stories. She will be reaching out to each of the departments for input by November 1, 2017.

Mentor Policy/Practice/Dept Sharing (thru fall)

SBS - Dr. Jessica Herrick shared that she had originally put in a formal mentoring program, but found that was counterproductive when choosing mentors. She has since moved toward a more organic process, where new faculty naturally find mentors they gravitate towards. Dr. Herrick also mentioned that more seasoned faculty do not adapt well to formal mentoring, so she uses a less structured method.

Business – Dr. Steve Norman shared that his department gives all new faculty binders with pertinent information in them, and gives them two books ("Scholarship Revisited "and "What They Didn't Teach You in Grad School"). The Business Department also holds "scholarship communities" that include brown bags to provide insight and support. He likes to have one-on-ones with his faculty to understand their goals and to provide support.

CMS – Dr. Lori Payne echoed Dr. Herrick's experience with formal mentoring, stating that it bred more negative than positive outcomes. She holds a class for new faculty to go over basic rules, interpersonal communication with students, and using a common syllabus; and discusses scholarship opportunities, gives help when needed, and encourages interaction.

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)

Appendix A - Academic Council 10/18/17

Request for Assistance in Sourcing Adjunct Faculty

A one-time fee will apply for each Instructional Connections' candidate that is selected and hired directly by the university. The fee applies only to those situations in which the institutions directly hires an Adjunct Faculty member that IC has recruited at the request of the institution. It may be 2-3 weeks from submission date before you will receive resumes of potential candidates for your review and vetting. We are not able to source location-specific candidates; only Online Adjunct Faculty that could be located anywhere within the US.

Date of Request: *   10/4/17

Full Name of Requester: *

Timothy Pinnow

Title: *

Village Idiot

College/Dept.: *

Academic Affairs

Email Address: *   **Phone Number:**

tpinnow@coloradomesa.edu   970-248-1795

Course #: *   **Course Title: ***

FINE 101   The Living Arts

Date *

10/16/2017

Date

Course Length: *

8

# of Weeks

# of Credit Hours: *

3

Course Type *

• Online

○ Hybrid

Expected Enrollment/Course Size *

35-40

Estimated Pay for Adjunct Faculty: *

$55/student/credit hour

Course Syllabus (if available):

Choose File   no file selected

Preferred Adjunct Faculty Credentials:

Min. Academic Credentials Requested: *

M.A. in an Arts Discipline and basic teaching
knowledge/experience in at least 4-5 of the following:
Painting, Sculpture, Architecture, music, theatre, dance.
M.F.A. preferred

Work Experience Requested: *

3 years of college level teaching preferred.

Colorado Mesa University Online Course Creation & Quality Matters Certification Incentive Program Guidelines

To support expansion of quality online instruction, Colorado Mesa University has adopted an Online Course Creation Incentive Program that will allow faculty to be paid a $2000.00 stipend for creating a new online course and a $1000.00 stipend for completing a Quality Matters certification for an existing online course. This Incentive program was approved by CMU President Tim Foster summer 2017, with implementation to commence January 2019. The guidelines that follow describe the operational logistics associated with the incentive program.

New Online Course Creation Stipend Guidelines:

1. The course must be new to the online environment. (Not simply a new faculty member teaching a course that has previously been taught online.)
2. The course must be necessary for student completion. (This includes Essential Learning (ESSL) courses and courses within the major defined on program sheets.
3. The course cannot be a "single-use" course. (One-time topics courses are not eligible unless the department intends the course to become part of the regular course schedule rotation.)
4. The course must adhere to the Quality Matters standards as condensed in CMU's Internal Review Rubric. (CMU faculty who have been through OTE are familiar with this.)
   http://www.coloradomesa.edu/mavzone/cmuonline/documents/InternalRubric.pdf
5. The stipend is available to full-time CMU faculty (tenure, tenure-track, and instructors). Exceptions (i.e., part-time faculty/instructor eligibility for course creation stipends must be approved, in advance of course creation, by the Academic Department Head and Director of Distance Education in consultation with the VPAA).
6. If the course is created by multiple faculty/instructors (i.e., a master course) the stipend may be split.
7. Once completed, courses will be reviewed for compliance with the Internal Review Rubric listed above.
8. Once the course is verified as being in compliance with the Internal Review Rubric, the stipend will be paid in the last pay period of the course's initial offering.
9. The contract prep will be completed by the course's "home" department and forwarded to the Director of Distance Education for processing.
10. The stipend will be paid from org. 1801 and not from departmental resources.

Quality Matters Online Course Certification Stipend Guidelines: Quality Matters (QM) is a process and a tool to help institutions continuously improve online and blended learning course quality. The Quality Matters Rubric is a set of 8 general standards and 43 specific standards used to evaluate the design of online and blended courses. The goal is for CMU online courses to meet nationally recognized, research-based course design standards (i.e., QM).

Colorado Mesa University Online Course Creation & Quality Matters Certification Incentive Program Guidelines

1. The course must be an existing online course, taught at least twice by the same instructor(s).
2. Any faculty member wishing to seek QM status for their course must request a QM review through the Director of Distance Education. Distance Education will make decisions concerning the appropriateness and timing of all QM reviews.
3. The stipend is available to full-time CMU faculty (tenure, tenure-track, and instructors). Exceptions (i.e., part-time faculty/instructor eligibility for course creation stipends must be approved by the Academic Department Head and Director of Distance Education in consultation with the VPAA).
4. Items 6 and 10 above apply to the QM stipend.
5. The stipend will be paid upon successful attainment of QM Quality Course status, completion of the QM Post-Review Survey and the forwarding of the Quality Matters Course Review Final Report to the Director of Distance Education.
6. The Director of Distance Education will prepare the contract prep upon completion of the above items.

[PC1]

For information on the Quality Matters review process and help getting started, contact the Director of Distance Education.

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.