CALL TO ORDER

a) Approve Agenda

After delayed access to the conference room due to a faulty electronic lock mechanism, Cutrer called the meeting to order at 9:12 a.m. She welcomed Janet McDaniel, Chair of the Academic Senate, as a new member of the Academic Affairs Leadership Council. The Agenda was accepted as presented.

b) Approve 9/2/08 Minutes

Due to time constraints, Cutrer asked members to forward to Boyle via email any corrections or modifications to the Minutes of the 9/2/08 AALC meeting.

ANNOUNCEMENTS

Golich announced that plans are underway to hold a memorial service for Professor Tom Wahlund on campus in about a month. Watch for an announcement, which will also include information about an opportunity to contribute to a scholarship fund in his memory.

Cutrer announced that she accepted Executive Vice Chancellor Gary Reichard’s invitation to chair the search committee for Associate Vice Chancellor Keith Boyum’s replacement. The recruitment will be conducted this fall. Qualifications in the draft position description include “familiarity and expertise with academic technology”, which underscores the importance of Agenda Item IV. below.

OFFICE OF COMMUNICATIONS

Margaret Lutz, Public Information Officer, and Dave Woods, Web Communications Specialist, from the Office of Communications joined the meeting at 9:15 a.m. Introductions were made around the table. Lutz distributed copies of a PowerPoint presentation entitled “CSUSM Communications Office, September 16, 2008”, and reviewed the mission and role of the office and the areas of responsibility for office personnel.

- Newsworthy information may be submitted by email to publicity@csusm.edu
- When an employee receives an interview request from the media, the employee should contact Lutz or other staff in the Office of Communications prior to responding to receive assistance, to determine if multiple individuals on campus received similar requests for interviews on the same topic, and to keep the Office of Communications apprised of media requests.
- Protocols and guidelines for responding to media requests are available on the campus website at the following link: http://www.csusm.edu/communications/documents/csusmMediaProtocol.pdf
- Cutrer and Lutz will work together to prepare a message to the Division about the Speakers Bureau and the media protocols and guidelines.
- Campus-wide email distribution is reserved for pressing or urgent messages. Requests for such messaging should be submitted to publicity@csusm.edu (messages sent to this address are received by all staff in the office, who will coordinate appropriate handling).
- Cougar Channel displays information via PowerPoint slides. The audience is primarily students, but messages relevant to faculty and staff also may be posted. Cougar Channel is broadcast on monitors located in the Dome, Clarke Field House, and the University Village Apartments, and may also be viewed on campus computers.
• Website redesign implementation
  o Redesign of the campus website is currently underway using Cascade software and new campus standards and template to enhance the look/feel, facilitate navigation, and to help brand and market the University.
  o Members of the redesign team are meeting with staff in the administrative offices included in Phase 2 implementation to assess progress and offer assistance (39 meetings). Pending the findings of the meetings, the October 1st deadline may be adjusted.
  o Phase 2 implementation applies to administrative offices to the organization level of direct-reports to the Division Provost/Vice President.
• Kate Callen joined the campus yesterday as the Executive Communications Manager in the President’s Office (replacing Carol Bonomo, who is retiring). She will be responsible for coordinating communications on behalf of the President. Lutz will interface with Callen.

Cutrer thanked Lutz and Woods for a very informative presentation and useful dialogue.

IV. ACADEMIC TECHNOLOGY PLANNING
Cutrer introduced this item. Among the recurrent topics at Academic Council (CSU Provosts) are remediation and academic technology. The academic technology discussions cover a wide range of topics from redesigning courses to incorporate technology to the development of on-line programs and the sharing of courses. It is clear that this is a key agenda item for the system and some key initiatives (such as the development of an online college at East Bay) have come to fruition over the last few months.

Recognizing that CSUSM is seen as a leader in academic technology and also recognizing that the campus has not had a conversation about how it should invest in or focus on different forms of academic technology, Cutrer and Veres engaged in a discussion over the summer about the

• development of a campus plan for the use of technology pedagogically and to improve student learning, and
• the appropriate forum for conducting such a discussion and for drafting a campus plan that would consider the human, technological, space and financial resources involved.

The documents distributed with today’s agenda materials (CSU East Bay documents and AVC Boyum’s document revised 8/1/08) were shared at recent CSU meetings and were provided to AALC members strictly as background information to prepare for today’s meeting – not to be inferred as “best practices” or a model that is appropriate for, or should be followed on, our campus. This discussion is very timely and an important consideration as unit and division strategic plans are developed and modified. Discussion ensued. Cutrer and Veres will draft an action plan and a charge for a group to move forward with drafting a campus plan to be vetted among the appropriate constituencies.

V. SCHEDULING THE DISTANCE LEARNING ROOM (MARK 104)
Barsky and Veres reported that, due to increased usage, scheduling of the Distance Learning Classroom (MARK 104) is transferring from IITS to the office of Academic Scheduling. Staff in IITS will draft guidelines for determining appropriate uses for the room and for the use and care of the equipment. Veres will vet the draft guidelines with AALC members prior to implementation. It was recommended that a chart of rooms with technology capabilities be included.

VI. AGENDA ITEMS FOR NEXT MEETING
• University Budget Process ~ Cutrer co-chairs the University Budget Committee (UBC) with VP Linda Hawk. Division representatives on UBC include Jeffries, McDaniel and Kathleen Watson; Glasgow and Bill Ward serve as staff to UBC. President Haynes has charged the UBC with evaluating the current University budget process and preparing a recommendation, as appropriate. This topic is scheduled for discussion at the October 10th UBC meeting. To prepare for that discussion, Cutrer seeks feedback from AALC members regarding the university budget process. Cutrer will distribute to AALC members via email attachment documents UBC members received providing information about budget processes at some CSU campuses. This background information is not endorsed as “best practices”. Members are invited to consider processes from other institutions to inform their recommendations. Cutrer will invite Watson to attend the 10/7AALC meeting for discussion of this item.
VII. ACTION ITEMS

All: Forward to Boyle via email any recommended corrections/modifications to the 9/2/08 AALC Minutes.

Cutrer: Work with Lutz to prepare a message to the Division about the Speakers Bureau and the media protocols and guidelines.

Cutrer and Veres: Draft an action plan and a charge for a group to move forward with drafting a campus academic technology plan to be vetted among the appropriate constituencies.

Veres: Draft and vet among AALC members guidelines for determining appropriate uses for the Distance Learning Classroom (MARK 104) and for use, care and maintenance of the technology equipment. A chart of rooms with technology capabilities will be included.

Cutrer/All: Cutrer will distribute, and members should review, budget process background information in preparation for the discussion planned at the next AALC meeting (Tuesday, October 7th).

Cutrer: Invite Kathleen Watson to the 10/7 AALC meeting for the University budget process discussion.

VIII. ADJOURNMENT

There being no further business, Cutrer adjourned the meeting at 11:00 a.m.

Submitted by
Marcy Boyle, Assistant to the Provost and Vice President for Academic Affairs
Staff to the Academic Affairs Leadership Council