

# Graduate Council Meeting Minutes

Thursday, November 15, 2018 – AC 401

## **MEMBERS PRESENT:**

Richard Bowler, History

Melissa Bugdal, At-Large Seat

Doug DeWitt, Ed Leadership and Chair

Yvonne Downie Hanley, M.B.A.

#### IV. Boot Camp Follow-Up – Mou Chakraborty

Event was well attended and well-received despite the rescheduling due to weather.  
Students enjoyed the variety of topics and the door prizes.  
Several Grad Council members mentioned positive remarks from their students.  
Mou thanked J. Scott and the Office of Graduate Studies for their help in planning.  
Will definitely plan for another one with the possibility of opening it up for undergraduates.

#### V. Grad School Update – Doug DeWitt

The Grad School Update was on the 11/6 agenda but was tabled until the 11/20 meeting due to time.  
D. DeWitt will work with C. Vilmar to make sure fiscal model is presented.  
D. DeWitt and C. Vilmar will present the motion at the 11/20 meeting of Faculty Senate.

#### VI. Bylaw Vote/Membership - D. DeWitt

- OGS has met with Publications and Public Relations to identify current campaigns and dollar usage.
  - Grad Marketing - \$44K – all of which is not being spent
  - Peterson's - \$12.5K – not getting applications for our investment
  - OGS is geotargeting several schools who fall within the expansion territory of Good Neighbor. Can track analytics and see results.
  - OGS is working with Publications and PR, and their vendor to market programs in places which makes most sense for that particular program.
    - S. Hamilton – Linked In is a good fit for GIS
    - Y. Downie – Spotify and Pandora are good platforms.
    - Target big events such as Seagull Century, Big Sports games, etc.
    - C. Griffin will send list to Grad Council for review.

Meeting was adjourned at 4:24 p.m.

Submitted by Jessica Scott

Next Meeting: Thursday, December 13, 2018 at 3:30pm in AC 401