

ACADEMIC LEADERSHIP COUNCIL  
8/28/07 MEETING SUMMARY

Attendance: Jannet Vreeland (Interim Provost-chair)  
Ted Batchman (Engineering)  
Heather Hardy (Liberal Arts)  
Charlie Bullock (HHS)  
Marsha Read (Research/Graduate School)  
Mark Brenner (Research/Graduate School)  
Greg Mosier (Business Administration)  
Bill Follette (Faculty Senate)  
Rosemary McCarthy (RSJ)  
Bill Sparkman (Education)  
Ron Pardini (CABNR)  
Steve Zink (Library/IT)  
Karen Hinton (UNCE)  
Jeff Thompson (Science)  
Paul Neil (Core Curriculum)  
Mike Collopy (Academy for the Environment)  
Bill Cathey (Vice Provost)  
Fred Holman (Vice Provost)  
Bruce Shively (PBA)

Announcements:

1. **Beware: Telemarketer Scams.** ALC members were asked to make their staff aware of two telemarketing scams that have occurred on campus. The first such scam involves a fast-talking sales representative, who seems to be calling simply to verify information but is actually treating the call as confirmation of an order. Don't agree to have someone send an invoice (for consideration). The company treats this as an order and aggressively pursues payment. The second involves receiving unordered items with an invoice as if it were in fact ordered. The university is under no obligation to pay for or return such items.
2. **Board of Regents' Agenda Items.** Board of Regents' agenda items for the October meeting are due to the Provost on or before September 4.
3. **Professional Development Leave Application Deadline.** Professional Development leave applications are due to the Provost's office by September 17.
4. **Course and Student Fee Increases.** Special course fees (over \$50) and student fee increases are due to the Provost's office by September 28. These will be heard along with other institutions' fees at the November 29-30 Board of Regents' meeting.
5. **Research at Lake Tahoe.** Mike Collopy described a federal event taking place at Lake Tahoe and provided copies of a publication which had been prepared for this event which reported all the research at the lake by various University faculty and departments. He

noted that these were being provided at the event and that additional copies were available if anyone wanted them.

### Discussion Topics:

#### New Student Orientation Activities Feedback

Jannet asked for feedback on this year's orientation and opening ceremony activities. She shared that positive comments had been received regarding the welcome ceremony and the dessert reception. Of particular interest will be feedback regarding the book project. Any feedback should be sent to Paul Neill.

Academic Advising Plan. It was announced that the Advising Center and Office of Prospective Students would be going forward with the plan that had been presented at the August ALC retreat. The few concerns that had been expressed are being addressed by the group who developed the plan. Of special mention was that seniors WILL NOT have to wait to register after freshmen. The immediate goal is to be more successful in advising and having freshmen register.

Communications & Web Initiatives Update. Jake Kupiec, Director, University Digital Initiative, was present to update the members on the several projects her division is working on. There is a *Blue Kit*, a self-service site for University employees needing to publicize or communicate an event. Their division is also conducting regular open houses, where anyone can bring things they are working on for advice and assistance. The *Graphic Standards Manual* is out and ready for use. There will be an official launch. She reminded the group that the logo needs to appear on every publication and website, with but a few exceptions that are in the manual. Regarding websites, the communications area has changed. Web services and creative services are no more. They simply do not have enough resources for everything that everyone wants done. They will assist with College websites, but none lower. They will now be focusing on those things that will make the greatest impact. Templates for faculty websites are being created, though they are not posted yet. With these, it will be much easier for the faculty member to do the work themselves and get help when they need it. The logo and color palette will be standard.

Jake also reported that there are hundreds of pages on university websites that are more than three years old. They are investigating the best way to accomplish having these pages updated or removed. In addition, many sites have media files or streaming videos that are huge and are not optimized for downloads. They will be sending e-mails to those offices to suggest how they can improve access to the file. Jake also noted that the new Google search engine for the UNR site will be coming next month and will be much better than the current search engine.

Upon question about outdated websites, Jake reported that there is a list and that a lot of them are faculty websites. They will be contacting the department to ask for updating. They will start with a Vice President or Dean to find out who responsible for the site. Jake also noted that the new University logo needs work because of the size of the text.

Jake announced that they are also going to be getting some recommendations from a group of students put together by ASUN on what they would like to see. They are also looking to change

the home page every other day or so. Other ideas her division is working on include providing information on how a web page should be organized to help people build a site that is user friendly and organizing a peer group for web developers. She recommended the book *Don't Make Me Think* by Steven Krug which answers not Do you like this web site? but rather Can you do what you want to? on this site.

#### Digital Measures Update

Duncan Aldrich was present to describe the goals they have for the year in connection with solving the various issues with the Digital Measures system. He noted that he is looking for a good resource people from each college. He shared what he had found out about the company and described ways that Digital Measures can provide more information in response to the various requests for information the University experiences every year. Various recommendations were given by the ALC members including the need to inform last year's task force about what is happening and the need to fix the problems with publications as soon as possible.

#### President Glick Update

President Glick was present and welcomed everyone to the new semester. He extended his thanks for the efforts of faculty and administration in organizing the orientation events. He stated he had talked to a lot of parents, who were very positive and enthusiastic about the University and their child's attendance here. Two task forces are being formed to advise him—one on retention and recruitment, and another on research, chaired by Bill Murphy at UNSOM. He also updated the ALC on the issues they are looking at regarding safety and security on campus.

#### National Merit/Presidential Scholars

Jannet asked the colleges to send to Audrey a description of the things they are doing to support the National Merit and Presidential Scholars. She noted that it would be nice if these students were assigned a faculty mentor. A list of these students will be sent to the college. The work of the recruitment/retention task force has begun and the ALC will be engaged along the way as ideas develop.

#### Metrics, Continued

Jannet distributed a document of undergraduate success metrics prepared by Janet Rogers to spark a discussion on possible metrics the university might adopt. Discussion followed on ways these metrics might be adapted for our use as well as additional metrics that might be included.