

## ACADEMIC LEADERSHIP COUNCIL 2/26/08 MEETING SUMMARY

Attendance: Dean Adams (Engineering)  
Heather Hardy (Liberal Arts)  
Marsha Read (Research/Graduate School)  
Mark Brenner (Research/Graduate School)  
Charlie Bullock (Health & Human Sciences)  
Greg Mosier (Business Administration)  
Karen Hinton (Cooperative Extension)  
Jerry Ceppos (RSJ)  
Rosemary McCarthy (RSJ)  
Jack Hayes (Science)  
Bill Sparkman (Education)  
Dave Thawley (CABNR)  
Dave Lupan (UNSOM)  
Janita Jobe (Library/IT)  
Bill Follette (Faculty Senate)  
Fred Holman (Extended Studies)  
Mike Collopy (Academy for the Environment)  
Bill Cathey (Vice Provost)  
Paul Neill (Core Curriculum)  
Bruce Shively (PBA)

### Discussion Topics:

#### Target 500 Update

Bruce Shively provided an update on Target 500 work. He noted that the colleges will be responsible for contacting the “26-ers” (students with ACT scores of 26 or better) about coming to UNR. Bill Cathey mentioned that significant planning was needed for providing class seats. It is expected that the Las Vegas registration event the third week of April will fill classes to capacity.

#### University Communications Update

Jane Tors, Executive Director, Public Relations was present to provide an update on her department’s activities. She began by describing their recent efforts to promote campus safety and keep the campus and community informed.

With the recent restructuring, she noted that her office now does all media relations work. All public relations staff report to her, and she reports to President Glick. She does realize, however, that they are not the only department on campus doing media and public relations work. They are focusing their efforts on telling stories that tie to keys to the university’s success in the future. They are trying to understand what stories there are that could create coat tails for the entire college or university to tie onto. They are spending a lot of time on issues management, but are

trying to look for news or work at the university that is important or prestigious and would be of interest to the national and international market.

An ongoing project they have is assembling points of pride for each college. Paul Neill recommended that these be combined into a background document that could be used in the recruitment of National Merit scholars.

Jane noted that they do have resources for developing the stories internally. She clarified that website content for various programs is overseen by Digital Initiatives, but that if a college is developing stories for the website, her unit would like to have a role in that.

Regarding event promotion, they need as much notice as possible—4 to 5 weeks in terms of getting it out to the media. Other methods of driving the community to campus were discussed.

#### New Buildings

David Lupan, Jennifer Kimmel, and Patsy Ruchala were present to provide details on two new buildings being planned at the north end of campus—the Center for Molecular Medicine Building and a Health Sciences Education Building. A Powerpoint presentation was given on the plans for these two buildings. Drs. Lupan and Ruchala provided background on the need for these two buildings. There was a discussion on the planned space and facilities, funding, and expected impact as these buildings come on line.

#### Fall to Spring Retention Data

Shannon Ellis distributed a handout with retention data. She noted that the Native American rate warranted further discussion. One suggestion was that these students be placed together in the residence halls. Bill Cathey noted that the Target 500 retention subcommittee was looking at what is going on now and which of these practices should be continued and enhanced. Shannon encouraged the deans to share this data with their college retention coordinators.

Jack Hayes inquired about getting information on what areas the undeclared students are interested in. They are particularly interested in students who might identify themselves as pre-science majors. There was also interest in getting data on how many times students change majors. Shannon noted she remembered it being done within the last 5 years and that she believed the average was 3 times. Paul Neill noted the big impact on a student's graduation rate if the change of major is into another college.

#### Getchell Space Plans

Paul Neill provided a draft plan for the use of Getchell Library space once the Knowledge Center opens. The domino effect of various units moving from their current space to Getchell was also described. He noted that the raising of Getchell is extremely unlikely given the difficulty in obtaining funding for new buildings. The library will begin moving at the end of May and will be out by the end of August. Plans for Getchell will be finalized in a few months. It was noted that the large lecture hall is only at 2/3 capacity for the Fall 2008, so they are looking for classes to use that space.