

Technology and DE committee

Sept 15, 2022, 3-4 p.m.

Magdi Castaneda (FPC representative) called the meeting and will help us elect a chair

Attendees: Tom Dana, Sondra Smith, Katy Chapman, Helena Mawdsley, Swapna Kumar, Kristi Cheney-Collante

Goals for today:

- Elect a chair: Decision was **Swapna for Fall and Sondra in Spring**
- Establish goals for the year

To do so, we

- Reviewed Google Doc shared by Julie Brown
- Reviewed final report shared from last year (Swapna)

Possible Goals

- How to market to more diverse audiences and get a better applicant pool
- How to help program coordinators to learn how to do this better

Discussed what we could do

- Maybe look at how to reach out/market to more diverse audiences (Tom)
- Maybe ask ETC/invite Kevin (Swapna)
- Have a company that would talk about it that Tom previously had contact with
- Survey maybe to all faculty at COE, asking them for places to market (Swapna)
- Collect information from an applicant as to what source they learned about us from (Tom)
- Maybe ask UF Online or larger UF about how to do this. Maybe the UF enrollment management office. (Kristi, Swapna, Magdi, Tom)

Goals for 2022-23

1. Continue to review data for our online programs (e.g., applicant demographics) from the perspective of diversity.
2. Based on analysis of these data, provide support and resources to Program Coordinators related to diversifying the pool of applicants applying to our online programs.

Action Steps towards Goals:

- Review applicant data. Get applicant data from Tina's office and look at the diversity of pool of applicants
- Invite Kevin Coulson to talk to the committee

- Plan a Summit for program coordinators about how to expand applicant diversity (faculty diversify their pool of applicants. What resources are out there, what steps they could take, etc.)

Action items for Chair (Swapna):

Send out calendar invites for meetings

Create Google Doc for meetings

Contact Earl McKee and copy Tina (about applicant data)

Contact Kevin about talking to us during the November meeting

Planned meetings dates for Fall 2022 Thursdays, 3-4 p.m. EST:

October 13, 2022

November 10, 2022

December 8, 2022