

## **Long Range Planning Committee**

Minutes from the December 1, 2016 Meeting

In attendance: John Kranzler; Sondra Smith; Elizabeth Bondy; Carole Beal; Kristen Kemple; Kelli Peck Parrott; Glenn Good; Nancy Waldron; Tom Dana.

Dr. Nancy Waldron attended and discussed the recruitment efforts of the College, as well as needs and possible areas for the Committee's focus. Highlights of her discussion:

### **Undergraduate:**

- There has been a decline in enrollment in early childhood and elementary teacher education majors, which is a nationally shared issue.
- There is a large number of students obtaining an education minor and these numbers have remained stable.
- Beginning the BA in Education Sciences, as an alternative for students looking for a degree in education, but not seeking teacher certification.
- Working to make certain that advisors, particularly Academic Advisement Center in Liberal Arts and Sciences, who see all new freshmen, are aware of the offerings from the College of Education.
- Solid relationships and communication with the Florida College System, particularly Santa Fe College, however, the state colleges are now offering teacher preparation programs and students may not feel a need to transfer.

### **Graduate:**

- Has seen a decrease as well, especially as the state no longer provides monetary incentives for teachers to obtain advanced degrees. Marked decline in Master's degree enrollments. Doctoral enrollments generally stable.
- College Recruitment Work Group has representatives from staff and schools and has developed an action plan. Three current foci: (a) Business processes, (b) Marketing, (c) Outreach.
- New UF Student Information System coming online in Fall 2017, which will provide a new graduate application system, and CRM for tracking communications with applicants.

### **Potential Areas for the Committee's Discussion and Work:**

- Where are the targets and foci in terms of enrollment?
- Ed.D. is an area of high interest for potential students and may be a means for growth. However, discerning the difference between Ph.D. and Ed.D degrees, if any, is an area for faculty conversation. For example, Ed.D. students are not currently included in Graduate School university metrics and college has latitude to reconsider requirements.
- Role of faculty in the recruitment process – is there/should there be a difference in master's students and doctoral student recruitment?

The meeting was adjourned and the next meeting set for Thursday, January 5 at 1:00 p.m.