

## **Strategic Planning Work Team #6 – Graduate – Tuesday, April 12, 2011**

**Members:** Maria Kohnke, Angela Naginey, Gerhard Apfelthaler, Gail Uellendahl, Tom Hoener, George Petersen – Regrets: Herb Gooch

**Handouts given:** Retention Report

Last time we looked at environmental conditions and bullet points. We will look at retention data and look briefly at Professional Development Day.

The team received and reviewed the Retention Report. Looked at the graduate data. Is this the best way to look at the data? How does this data inform our current practices for the School of Education?

Time to degree and completion rates, are they affected by the fact that 40% of our students in the Grad and adult programs have children. Could we create a niche by offering childcare and being more family friendly?

### **Discussion of the review of the environmental conditions list and bullet points.**

What are the niche markets that we could take advantage of? They must be out there. Niche markets in terms of program areas (i.e. Education in growth in Education will be in counties north and east of Ventura County, not here in Ventura County and certainly not in Los Angeles County). What programs could we offer locally, that we don't and no one else does? For example: we are in discussion with Amgen to great STEM masters programs. What are programs that we could offer that would be unique to the county and to the state?

Asking the program directors to be open to new ideas and possibilities. Going where the growth is; the intersection of both program and geographic opportunities. The threat is the for-profits and others. They see the same data and they can sometimes move faster to meet new demands.

Our final report should include this information. Think about areas of student growth. We don't see a scenario for growth that does not include something new. We need to be creative in what we consider programs. Do we need to offer certificate programs? No accreditation necessary. These programs can be agile and responsive, market sensitive. Consider all delivery methods, and opportunities for cross-disciplinary. The faculty could be hired for their expertise, not necessarily for their long-term relationship with the university.

Could we consider any flat-rate tuition, a sliding scale? Consider where that works and how it impacts each area differently. Scholarships and discounting need to be also be considered in the pricing models. This could help with the

issues of being family friendly, cares about the needs of the student, retention and better marketability.

Next time, we will have a more comprehensive discussion around the data. We should also look the necessary resources for the entire university. Adequate staff support is critical, but it needs to be looked at University Wide.

Professional development day is May 18<sup>th</sup> and presentation will need to be given. We might combine ADEP and the Graduate work teams. This is where we are and give the campus community a chance to respond.

**Minutes submitted by Angela Naginey**