

Master Plan Town Hall Meeting
132 Townsend Hall
March 26, 2013
2:00-4:00 p.m.

Minutes

Agenda: Teaching and Curriculum

Dean Rieger announced that there would be three town hall meetings, and reiterated a few main points from his past blogs.

Why change? There are approximately two jobs for every ANR graduate, starting salaries are better, and unemployment rates are lower. He met with the director of admissions and reviewed changes in demographics, ethnicity, and student enrollment figures. The enrollments trends in ANR nationwide have steadily increased but not at UD. The number of high school graduates is decreasing in the North Eastern United States. UD is looking to expand in other parts of the country. UD needs to change within the next decade. We only have 4.5% of the UD's enrollment in CANR. He presented a slide showing enrollment growth trends in relation to majors. There has been about a 21% increase in undergraduate enrollment nationwide (FAEIS <http://www.facis.ahnrit.vt.edu>). Graduate enrollment is flat. We need better marketing strategies. Pre-professional and pre-vet majors show areas of growth as well in Environmental/Natural Resources and Ag Business/Economics. There seems to be the least amount of interest in Plant Science.

Stamats Reports-Dean Rieger discussed the outcomes of the Stamats reports. In Part I, Stamats recommended a website makeover and the websites at UMD and Penn State would be good models. Stamats recommended talking about academics first, then using the "fit and feel" approach with a focus on strong career outcomes and how students would make a difference in professional careers. Part II, Stamats recommended fewer, broader majors with concentrations that map to careers. Dean Rieger recommended using a Learning Outcomes & Curriculum matrix. One of the lower marks for UD from the Middle-States review was the lack of advising models that should tie-in with the curriculum. Systems to use: triage, direct faculty, and full-time staff. The dean asked the faculty how many of them use one of these systems and showed examples of some Advising Models. Question was raised, "How many faculty members advise undergraduate students?" About 33-40% of the faculty raised their hands. Mason-commented that direct faculty advising has been a tradition in the CANR.

Dean Rieger then discussed a base-plus system in relation to enrollment revenue whereby there would be a 60% return to the department; 40% to the college. Graduate program growth is a major

priority for UD. The dean discussed the Graduate program funding RBB model. The college just about zero's out on the revenue. We need to find a way to fund the Graduate program. Question-Ilvento commented on that the allocated costs figure seemed high. In CANR, we have the 2nd highest number of majors, but the 2nd lowest enrollment at UD. What are the transactional costs related to these majors? He asked if the 6/10 rule should be enforced and what would trigger revision or elimination? He explained that the 6/10 rule meant 6 in a graduate class/10 in an undergraduate class. What conditions would trigger revision or elimination of low enrollment programs/curriculum revision? Let's get a philosophy moving forward on how we should deal with that. He discussed online/blended courses and asked what courses work better online. Some curriculum must be "critical live" and cannot be done on a computer yet. John Frett asked if students want this (online courses) or are we being forced into this because of budget issues. Dr. Frett prefers face-to-face interaction teaching. Is there data that shows the online teaching is equally effective? Dean Rieger mentioned a report in 2009 by the Department of Education that showed that the learning outcomes were higher for the online and the hybrid. Dean Rieger said that blending the two (online/live classroom) would be an ideal situation. Frett stated that test scores and attendance dropped using UD Capture. Dean Rieger suggested reviewing the open learning initiative by Carnegie Mellon. The statistics showed that there were more positive higher learning outcomes with half the time with online courses. From the viewpoint of the strategic plan, the dean would like everyone to think about blending education models and how we get started on July 1. Mark Parcels asked how we would translate active learning processes to online. How do we assess the outcomes? Dean Rieger suggested training opportunities for faculty to help them be successful with online courses. Lesa Griffiths suggested using Academic Technology Services for assistance. Steve Hastings wanted to know if anyone asked the parents about how they would like their children taught. What do the parents think? Dean Rieger presented some new ideas and programs and popular topics for courses to consider that would attract students to want to come to CANR, such as in organic gardening, nutrition, health, etc. He suggested that everyone think about increasing winter/summer offerings because enrollment has been declining in these sessions.

Open discussion ensued. Sue Barton stated that she was surprised that she didn't see anything on the Landscape Horticulture major on the list of ideas and feels that it would attract students since it is very connected to a career and she wants it to stay on the radar screen.

Chuck Mason heard that there are jobs in Ag that go unfilled partly because of lack of experience on applicants; industries are hiring students from the Midwest because of their experience. Is this something we could think about for a summer internship program for example? The dean said that the two things employers look for on a student's resume are internships and work experience. Study Abroad was the last thing they were interested in. Sims mentioned that we have a number of internships in the college but few are in Ag production.

Steve Hastings stated that credit requirements hinder the need for students to have to take courses during winter/summer sessions. Perhaps we could change the number of credits required for

fall/spring sessions. Eric Wommack commented about what employers' value and asked if a system could be built into programs and laboratories, and what would the incentives be? He works with interns and finds it very valuable to him and the students and thinks it is important to let employers know that we take it very seriously. More funds will be streamlined directly to the departments and the departments will have the flexibility to build incentives. Eric thought we should think about how this effects online vs. classroom teaching. He asked about revenue going to into the college from RBB and faculty incentives. Dean Rieger explained how the revenue is distributed to the college and how the proportion to our college will rise as we offer more courses.

Mark Parcels commented that the CANR has many trained scientists but not a lot of electives involving high scientists. He asked the dean about using higher-trained scientists to teach the higher-level courses. Dean Rieger stated that, that would be the decision of the department chair, but he added that you need both the depth and importance of Ag in people's lives.

Parcels asked about space for these classes. Dean Rieger responded that UD has hired an external consultant to evaluate space needs. John Frett stated that space is a very important topic that needs to be addressed and we need more space down here on South Campus. The dean announced that we are conducting our own space evaluation within the college as well.

Amy Shoher expressed concern regarding competition with other colleges at UD, particularly in Environmental Science. She mentioned that she had a student that commented that she did not know anything about the association of farmers with environmental concerns. If we are going to team up with other colleges, then the students need more information about agriculture. She said that there is a negative perception of agriculture by undergraduate students. Dean Rieger stated that we have a responsibility to teach students the proper perspective about agriculture.

Chuck Mason asked how we could facilitate more interdisciplinary programs without feeling like we are competing with other colleges. He asked if the deans could come up with a plan to tweak the RBB model. Dean Rieger said that the Path to Prominence would be revised with the new Provost.

Steve Hastings commented that enrollments tend to increase if a course is listed as a breadth course. Do we need more breadth courses? Hastings emphasized the importance of "being at the table" and on the radar to propose course revision. Dean Rieger emphasized the importance of serving on college committees and encouraged the faculty to participate in UD governance and take it seriously.

A question was raised about the growth in undergraduate enrollment at UD along with a commented about UD's ranking nationwide, and how are we going to ensure the quality that we provide to students and attract better students. We currently have about a 9/1 student to faculty ratio and the dean thinks we could improve a little bit without worrying about quality. Hastings asked should we focus on students or majors in growing enrollment? Dean said that it does not

matter in the current RBB formula. Lesa asked about what was going to happen when you have more majors than before because of faculty unable to let go of weaknesses. The dean stated that we have to let go of some things in order to build excellence. Letting go is the most difficult thing that we are going to go through in the next few months. Lesa commented that she thought that the student/faculty ratio was skewed among departments.

Dean Rieger stated that we need to look to the future to meet the needs of 25 years from now, and that will help guide us as we develop a staffing plan. Sherry Kitto asked who exactly would be looking at those needs of the college. Dean Rieger said that he and his admin team would be studying these things.

Lesa Griffiths asked if Dean Rieger had an enrollment number in mind that he is targeting for our college. He said we should be moderate setting up a matrix plan and then revisit it. Sherrier commented that what we need to think about are the students and the quality of our products and ultimately we would all benefit. Chuck Mason agrees and thinks that incentives would change the mindsets of people, and we could complement each other that way. The Dean suggested inviting people who have had this experience and established program, and he asked if the faculty would come to a session like that. Mason asked if we might have faculty who teach some of the core courses. The dean said, for example, that we don't have a major in genetics and genomics. John Frett commented that you don't need cross-listing courses to teach Biology for example; the course material is basically the same in both courses just in different colleges and the students choose the one that falls under their program of study.

Christy Mannering asked about adult education and continuing education as a possibility to increase enrollment; should our audience be age-limited? The dean said that we do have an obligation not to limit the age requirement for adult education, and that statistics show that out of 19 million college students in the U.S., 65% of them enrolled are not 18-24 years of age. How do we reach out? Amy Shober asked what our opportunities would be if we paired-up with Delaware State University? Dean Rieger said we could also work with the University of Maryland and others in the Delmarva region. He mentioned that we already work with Dean Dyremple of DSU and that he is on the CANR's Advisory Board who will meet on May 1.

Karen Gartley asked about the opportunity in the college for professional certification programs. Michelle Rodgers said that Cooperative Extension is involved in offering various certification programs and incorporating engagement online is important and being explored.

Chuck Mason mentioned that interactive TV programs could be another avenue. Alice Moore commented that as an adult student at Del Tech, she is enrolled in the Ag Business Management degree 2-yr. program, which is completely offered online. It is convenient for her and she wishes that our College offered that opportunity.

Benham asked about offering online courses internationally. The dean welcomes further discussion on this subject.

Hastings wanted to emphasize that when freshman are exposed to courses in the CANR, that often times they decide that they want to be in the CANR, so he suggested that we have to try to get the students down here. The dean thought that perhaps we could advertise on the UD buses. Katy O. said that it is available for free if a paying advertiser is not already using the space or we could buy a space on the bus to advertise. Parcels has students in the UNIV Freshman Year Seminar Course come to the college at least once to meet with him during the semester, and he walks them around and they visit the Creamery. He mentioned that most of them tell him that they have not been to this part of the campus before. Kathy Lyons said that she never visited the farm when she was a student, and she suggested that we think about innovative marketing strategies. Sherry Kitto suggested advertising on the WVUD radio. The dean asked for suggestions for radio clips.

Meeting adjourned 4:00 p.m.

This meeting was recorded <http://udel.adobeconnect.com/p682e4z716u/>.

Respectfully submitted,
Cathy Kinney