**College of Arts, Humanities and Social Sciences**

**Executive Council – Minutes**

January 21, 2015 – 3:15 PM – Minard 204J

**Present**: Ann, Jeff B, Monique, Carol, Gary, John C., Dan, Mark, Christina, Dave S., David B., Rick, Betsy, Jeff C., John M.

*Announcements and Good News*

* Good news: David Bertolini announced that Malini Srivistana, Assistant Professor of Architecture, has secured two grants from the City of Fargo in support of her E-Fargo initiative. Malini’s initiative has also enabled the City of Fargo to be selected as one of the 50 communities who will compete for the $5 million Georgetown University Energy Prize.
* Rep. Kevin Cramer will be delivering a lecture for the Pffifner Lecture Series at 3:30 PM on Thursday, March 10.
* FORWARD Ally training will be provided Jan. 27, 11:30-1:00 in Arikara Room. Another training will also be provided in March. Kent asked the chairs/heads to encourage faculty to attend, if they haven’t done so in the recent past.
* Kent and Monique Anderson, the AHSS Development Director, will be attending NDSU alumni events in Arizona on Feb. 28-March 3. They will also be meeting with donors and advisory board members.
* Kent invited the chairs/heads to consider attending one of the upcoming seminars for Department Chairs/Heads sponsored by CCAS or ACE.
* Chairs/heads were reminded to submit student recruitment plans and goals for their departments by Feb. 2.
* The chairs/heads were also reminded to submit an alumni tracking update by Feb. 2. This update should describe the strategies used by the department to engage with alumni. Monique reported on how departments could use LinkedIn for alumni tracking. She also talked about how to work effectively with the Development Foundation in efforts to track students.
* Lindsey Rendlen-Latzke, the 2015 AHSS Distinguished Alumna, will be visiting campus at the end of Feb or in early March. Linsey is a graduate of the Communication department.
* Nominations are needed for AHSS Ambassadors. Nominations should be sent to Linda.Fricker@ndsu.edu.

*Third-Year Reviews*

Kent provided a quick update regarding the Policy 327 review of his performance as dean and reminded the chairs/heads that the provost would provide a relevant report to the college at 4 PM on Wed., Feb. 4.

Kent noted that Policy 327 reviews have been completed for the Chair of Communication, the Head of History, Philosophy, and Religious Studies, and the Director of the Division of Performing Arts and the School of Music. All of the reviews were positive. Policy 327 reviews will be conducted next fall for the Head of Emergency Management and the Head of Visual Arts.

Kent reminded the chairs/heads that reviews of third-year probationary faculty need to be completed this spring.

*Search Updates*

Kent asked the chairs/heads for updates on departmental searches. John Cox reported that an offer had been accepted regarding a history hire, and candidates for the Religious Studies position are visiting campus this week. Betsy Birmingham reported that the finalists for the Writing Program Administrator position are being selected and should be visiting campus within the next two to three weeks. Dan Klenow noted that phone interviews have been completed for the open position in Emergency Management and finalists will be selected soon. Ann Burnett reported that Skype interviews have been conducted for the Archaeology position, and they have narrowed the list of candidates to six people.

The Executive Council subsequently discussed questions pertaining to best practices in conducting searches, such as when to notify non-selected candidates that an offer has been made.

Kent provided an update on the status of the search for the Vice Provost for Faculty Affairs and the Dean of Business.

*Other Updates and Issues*

Kent met with Linda Fricker regarding the college brochure, and they will have continued discussions about needed revisions. Kent and Monique talked about the importance of external communications, and Monique shared a related handout. The handout emphasized the importance of being mindful of your audience (e.g., think about the audience as prospective students and donors—they are often interested in the same thing—photos of and stories about students).

Kent noted that he will be meeting with some faculty from the Department of Communication who will be providing him with guidance on strategic communication, particularly communicating messages as effectively as possible to the faculty.

Kent would like to form a faculty listening group so that he can have more opportunities to listen to and communicate directly with faculty in the college. The chairs/heads were asked to nominate a tenured faculty member from their department for this group.

The Executive Council talked next about data providers, such as Academic Analytics, which examine the scholarly productivity of departments, particularly in comparison to peer institutions. The Council discussed some of the limits of these providers and their data, especially with respect to the fine and performing arts. Kent has shared related concerns with the provost.

*College Messaging and Strategic Planning*

The meeting concluded with a lengthy discussion of messaging and strategic planning. Kent shared copies of the AHSS mission and vision statements, and pointed out the need for us to update these documents, which were last revised more than a decade ago.

Kent also talked about the need for departments to develop strategic messages, and he provided a draft of a strategic “5-fingered” message he had developed for the college. He also asked the members of the Executive Council to provide him with feedback on the draft.

Kent requested that the chairs, heads, and directors develop a five-fingered message for their units within the next month. These messages need to address five key questions: (1) Who do we (the department or unit) want to be? (2) Why does this matter? (3) Why are we the right ones to do this? (4) What will it take to get there? And, (5) how can you (potential donor or supporter) help us?

The Council talked next about the strategic planning process and the three grand challenges highlighted in the draft of the university strategic plan that was distributed. These challenges include: (1) Healthy Populations and Vital Communities; (2) Food Systems and Security; and (3) Sustainable Energy, Environment, and Societal Infrastructure. Kent and others stressed that we need to address these grand challenges and find ways to link our strategic planning efforts to them.

The college will not begin strategic planning efforts until the university-level strategic plan is more crystallized, but Kent will be talking with the chairs, heads, and directors about what procedures and processes should guide college-level planning. He also plans to talk about these matters with the faculty listening group.

Kent noted that as we think about strategic planning, we need to adopt a variant of the “Moneyball” approach. That is, we need to think about how we “play the game” in a non-conventional way that would allow us to take advantage of our strengths and smaller size? We also need to think about how we can offer distinctive, high quality programs and market their unique characteristics.

Meeting adjourned at 5 PM.

Submitted by,

Betsy Birmingham and Kent Sandstrom