

## **Year-End Report: Spring 2020**

### **1. Council:**

#### **Graduate Policy Council:**

### **2. Academic Year:**

#### **Academic Year 2019-20**

### **3. Council Members:**

Bruce J Diamond, Robert Laud, Timothy Newman, Tinu Adeniran, Kristin Victorino,  
Meredith Drew and Jonathan Lincoln

### **4. Council Charges and Summary of Council Activities** (please list the council's charges - both standing charges and charges for that particular academic year - and describe any significant discussion/progress related to each charge):

#### **Review charges, priorities and administrative issues**

##### **Standing Charges:**

1. Review and recommend policy for the adoption, implementation and enforcement of graduate educational and academic standards.
2. Review and recommend policy for admission and retention in graduate programs, and for publicity and recruitment issues.
3. Review graduate advisement and registration policies and procedures, and recommend revisions and/or new policies, as needed.
4. Identify and recommend means for improvement in graduate advisement and registration policies and procedures.
5. Liaise with university officials and bodies responsible for policy on the above matters to review the effectiveness of policies and facilitate their implementation.
6. Work with other appropriate offices as needed.

## **Recommended Charges For Academic Year 2020-21**

1. Review and unpack the “WPU Graduate Education: Future Directions and Policy” document previously submitted to the Senate
2. Review and recommend policies and procedures for ideas, models and strategies that enhance BOTH graduate and undergraduate programs by building an integrated and symbiotic Graduate Studies structure
3. Review and recommend policies and procedures for the development of centers and institutes linked to our academic programs for delivering products and services
4. Review and recommend policies and procedures for using both qualitative and quantitative criteria for evaluating graduate program performance and potential
5. Review and recommend policies and procedures for developing a Strategic Plan for Graduate Program marketing and branding that includes a decentralized approach.
6. Graduate Forum “2021”: Growing new programs and improving current graduate programs in a Post-COVID 19..... World: Implications for Graduate Education.
7. Graduate Academic, Diversity and Support Group (GAD-SSG)  
Review and recommend policies and procedures for developing, identifying, and coordinating academic, multicultural and social integration resources in order to support and mentor graduate students, including returning and international students.

### **Accomplishments: Fall 19 and Spring 20**

#### **Graduate Policy Council**

Council Members: Tinu Adeniran, Meredith Drew, Robert Laud, Timothy Newman, and Bruce J. Diamond (Chair). Administrative Liason: Jonathan Lincoln

#### **I. Developed and submitted to the Faculty Senate the document:**

“WPU Graduate Education: Future Directions and Policy”

#### **The goal of this proposal was to:**

present ideas, models and strategies that enhance BOTH graduate and undergraduate programs by building an integrated and symbiotic Graduate Studies structure

recommend the development of new and innovative programs and certificates that serve diverse constituencies

recommend the creation of a distinct Graduate Studies marketing and branding strategy

recommend both qualitative and quantitative criteria for evaluating graduate program performance

recommend the development of centers and institutes linked to our academic programs for delivering products and services (consultation and clinical)

recommend the development of in-person, online and satellite facilities for program delivery providing flexibility to traditional, returning and working students as well as International students

## II. Motions Submitted to the Faculty Senate

Submitted three motions to the Senate as a follow-up to the “WPU Graduate Education: Future Directions and Policy” document.

### Motions/Proposals

- Establish qualitative and quantitative criteria for evaluating graduate program performance.
- Establish an interdisciplinary committee to develop ideas for centers and institutes linked to our academic programs that could deliver products and services (consultation and clinical)
- We propose developing a vision, strategy and implementation plan for graduate studies.

Opportunities for potential growth and sustainability at the graduate level have not been adequately addressed nor have we articulated nor agreed upon a vision, strategy and implementation plan to create a symbiotic relationship between undergraduate and graduate programs based in a school, college or division of graduate study.



## III. Developed the Graduate Forum 2020

### WPU Graduate Forum 2020

Thursday, April 9th, 11:30-1:45, UC 211

Light Lunch 11:30-12:00

### Building Revenue & Reputation: The Symbiotic Relationship between Graduate and Undergraduate Studies

*–Where are We...What’s Next for WPU?*



11:30-12:00 *Light Lunch*

*Speakers will speak for 10 minutes and allow 5 minutes for Discussion*

12:00-12:15 **Building Stronger Undergraduate and Graduate Programs through a Shared Vision**, *B.J. Diamond, Professor, Department of Psychology, HSS*

- 12:15-12:30 **A Changing Market and Shifts in Graduate Student Buyer Values** *Robert Laud, Professor, Marketing & Management Sciences, COB*
- 12:30-12:45 **Graduate Enrollment & Retention: Trends and 2020... Where are we?** *Reginald Ross, Vice President for Enrollment Management*
- 12:45-1:00 **Current View of Graduate Education at WPU by College...and What's our Competition Doing?** *Jonathan Lincoln, Associate Provost for Curriculum and International Education*
- 1:00-1:15 **Tactics to Increase Engagement of Graduate versus Undergraduate Prospects,** *Stuart Goldstein, Vice President for Marketing and Public Relations*
- 1:15-1:30 **Financial Status of the University and what can Graduate Programs Contribute?** *Stephen Bolyai, Senior Vice President for Administration and Finance*

Submitted by  
*Bruce J. Diamond*  
Bruce J. Diamond