

**Graduate Council Minutes**  
**February 21, 2008**  
**Draft**

Present: Liana Fornarotto, Marina Budhos, Robin Schwartz, Rochelle Kaplan, Kathy Malanga, Rita Levine, Frances Cai. (Steve Betts & Rajiv Kashyap, guests)

1. Review of Program Proposals

Steve Betts & Rajiv Kashyap presented the proposed Marketing and Management concentration for the MBA degree. It was noted that most other institutions in the area have an MBA with a marketing concentration and that the College has had requests for this area. The concentration would draw on all existing courses which are already being offered, but not on a regular basis. The department is currently interviewing for two new full-time tenure track lines which would cover teaching in this concentration.

Marketing Concentration MBA was approved.

2. Academic Plan

The Committee discussed the implications of the draft Academic Plan. A number of concerns and issues were raised:

- a) While mention is made of greater marketing for the graduate programs, there are no specific plans outlined for marketing WPU's graduate programs with a separate identity from undergraduate studies. Members expressed concern that the current 'branding' of WPU is focused upon the undergraduate experience. There needs to be a commitment of resources that distinguishes graduate studies from undergraduate studies.
- b) There needs to be a realistic assessment of resources, especially with respect to the creation of new PhD programs. With several graduate programs that are imperiled due to low enrollment, the Graduate Council is concerned that the University focus on planning and analysis of faculty, classroom space, and targeted marketing to determine whether these programs are feasible.
- c) The Graduate Council discussed the demographics of the current graduate body. Liana Fornarotto noted that the students were trending younger, and seeking graduate studies right after undergraduate studies.
- d) Since most of WPU's graduate students are part-time, the Graduate Council discussed the possibility of financial assistance for part-time students as a way of attracting more graduate students.
- e) The Graduate Council discussed the suggestion of "consideration" a School of Graduate Studies, which was first proposed in 1997. Members agreed this was a good way to create a much stronger identity for graduate studies, with a strong mission statement, and greater oversight and coherence between programs. Members indicated that this option should be moved forward from consideration to establishment in a timely way.
- f) The Graduate Council agreed that a task force should be created to analyze the possibility of creating a School of Graduate Studies and creating an action plan.

- The task force would consist of Graduate Directors, Graduate Council members, Library and Professional Staff, Graduate Admissions Office staff, an Associate Dean, and would report directly to Nina Jemmott, Dean of Graduate Studies.
- g) The Council will prepare a recommendations document on the treatment of Graduate Studies in the Academic plan to be presented to the Faculty Senate on March 11<sup>th</sup>, 2008.

### 3. Graduate Council Forum

The Graduate Council Forum will be held on April 3, 2008. In accordance with the discussion above, its theme will be “Establishing a Distinctive Graduate Identity at William Paterson University.”

- 4. The next Graduate Council meeting, focusing primarily on planning for the Forum, will be on March 6<sup>th</sup> at 12:30 p.m. in Valley 3024.

Submitted by Marina Budhos