Associate Deans Council
April 11, 2012
Meeting Minutes

Present: Peter Ryan (Chair), Wes Ammon, Jeremy Baham, Donny Banerjee, Ray Berryhill, Royce Bowden, Tim Chamblee, Karen Coats, Robert Cooper, Diane Daniels, Walter Diehl, Greg Dunaway, Randy Follett, Becky Gardner, Mitzy Johnson, Dinetta Karriem, David Lewis, Patricia Matthes, Scott Maynard, Elton Moore, Linda Morse, Allison Pearson, Gail Peyton, Mike Rackley, Kevin Rogers, James Scheiner, Butch Stokes, Walter Taylor.
Guests: Angi Bourgeois, Maridith Geuder, Sharon Hewlett, Joan Lucas, Meghan Millea.

Peter Ryan called the meeting to order at 1:30 p.m. in 611 Allen Hall.

1. **Consideration of the minutes.**
   James Scheiner made the motion and Butch Stokes seconded to approve the minutes of March 28, 2012. The motion was approved unanimously.

2. **Visual Identity Standards**.
   a. Joan Lucas, Sharon Hewlett, Maridith Geuder, Meghan Millea, and Mike Rackley were present for discussion of the university's Visual Identity Standards.
   b. A handout was distributed on - Visual Identity Standards, what is new in the 2008 standards. The main new requirements are:
      - Campus units may no longer use unique departmental logos.
      - All official web pages must include the formal signature at the top of the page.
      - For web pages, the signatures may only be rendered in maroon or white.
   c. Academic units are the primary violators of the visual identity standards at MSU. There is a need for more uniformity for the importance of branding when marketing the university. There are units that have created logos to represent their discipline, but are not consistent in patterns that identify MSU.
   d. Mike Rackley provided a presentation beginning with the background of the modern internet, the first Banner module, and a collection of different web pages on the MSU website to show the inconsistency with units not using the official identity of MSU.
   e. As the World Wide Web has grown, reliance on it has grown along with potential risks such as incorrect information on departmental web pages, legal issues of inappropriate MSU web information, and personal identification information corruption. Other issues include accreditation, academic requirements being out of date or incorrect, safety, and marketing and branding of the university.
   f. These recommendations were presented:
      i. Adopt a policy and procedure to ensure accuracy and consistency of MSU web content.
      ii. Implementation of web content management system as a technical framework for implementation of web policies and procedures.
   g. The possible rewards of such a plan would be to reduce exposure to liability and legal risks, help ensure MSU web presence consistency and support of SACS compliance, synchronized actual and published information, increase Maroon Alert visibility and dissemination, and be a more efficient use of university resources.
   h. An example of a SEC institute's website showed a general idea of using the university logo and emblem with a navigation element in which departments, units, faculty/staff, and other web pages within the university website would inherit these elements as a header and/or footer for branding of the university.

i. There was discussion of the different unit logos and the difficulty to enforce the standards. There is a need to take steps for an agreement across campus but will need cooperation and take some time to establish.

j. Joan Lucas stated that if individual logos are important to departments, then standards could be revised as long as the MSU logo is the dominant visual.

k. There was further discussion of web page content and individual logos with the MSU identity being the more prominent. Feedback was requested for future revisions of the standards that everyone will support and can be emailed to Joan Lucas, Sharon Hewlett, or Maridith Geuder.

3. **Announcements.**
   - President Keenum launched the 2012 Maroon Edition Book, **Unbowed** by Wangari Maathai, a Nobel Peace Prize winning author. Linda Morse noted that Rick Kaminski had arranged for Mossy Oak to donate the seedlings that were given away as door prizes. Students attending Orientation this summer will automatically be presented with a copy of the book.
   - Linda Morse passed out the First Year Experience brochures for those that work with orientation and asked that they please take them back to home departments for distribution.
   - Linda Morse extended appreciation to Ray Berryhill, Lynda Moore, and Vic Parker for hosting a new faculty event on Tuesday, April 10.
   - Peter Ryan thanked all who supported the Gamma Sigma Delta inaugural seminar on March 29 with Dr. James Giesen who spoke on the topic of the Morrill Act.

4. **Chair's Report.** None

5. **AOCE Updates.**
   Allison Pearson and Julia Hodges provided a document for the new financial model for AOCE & distance revenue sharing.
   - The managing of money that flowed through AOCE based on a funding formula will no longer function as of summer 2012. There are major changes ongoing with the Registrar and Controller to provide a more timely transfer of tuition and fees beginning in the fall semester.
   - Revenue will go to departments in advance beginning in July and flow directly into a new 25 account created for each department. There will be deductions from the account when a student drops a course or withdraws.
   - There will be a greater consistency with policies for both campus 5 and campus 1 students. To ensure on-campus and distance consistency as required by SACS, the colleges will have full responsibilities for their distance courses.
   - There will be an increase of revenue sharing from the current 48% of distance tuition to 55% to be returned to the colleges.
   - There will be different ways faculty can be assigned to teach distance courses at the discretion of the Deans. Instructional staff teaching a distance course should first complete MyCourses training in the CTL.
   - Colleges must keep a reserve of at least 25% of the previous semester's payroll and return 90-100% of distance tuition to the department that generated the courses. The departments must cover the cost of instruction.
   - All advising of distance students and registration issues will be handled by the academic departments.
   - There will be no new, additional non-traditional delivery "distance" programs developed.
   - AOCE will no longer handle instructional or developmental contracts. Colleges will approve, hire, and monitor faculty with the same procedures as main campus.

6. **AOPs.**
    AOP 12.09 Class Attendance and Reporting Absences.
    The policy was reviewed with revisions from the 2009 review by the Associate Deans Council, Deans Council, and Faculty Senate. There was discussion of conflict with the new language in the statement that no more than 10% of the credit of a course may come from class attendance alone. After further discussion for better clarification, the policy was tabled for more feedback to be sent to Peter Ryan and be presented back to the council at a later meeting.

7. **New Business.**
    Butch Stokes reported on the preregistration of Honors students before orientation. The Registrar will be sending an updated head count by college. There will be nine upcoming freshman orientation sessions in three weeks during the summer.

The meeting was adjourned at 2:56 p.m.