

**LGC Academic Affairs Committee Meeting**  
**September 15, 2015**  
**Executive Conference Room, Bond Hall**  
**The Citadel**  
**2:00 – 4:00 p.m.**  
**AGENDA**

Members: Committee Chair Connie Book, Brian McGee, Mark Sothmann, Nancy Muller (ex-officio, non-voting)

1. Call to Order. Duly noted, advanced public notice in accordance with FOIA.
2. Approval of Minutes from May 12, 2015 Committee Meeting (distributed at the June 24, 2015 LGC Board meeting)
3. Programs Report
  - a. Summer 2015 and Fall 2015
    - i. Challenges and Enrollments
    - ii. Tuition dollars generated to partnering institutions
    - iii. Graduates of programs offering classes at the LGC
  - b. Spring 2016 and beyond – New Cohorts for Existing Programs and New Programs Already in Development
    - i. Advanced Manufacturing/Engineering and IT Services
      1. CLEMSON
        - a. Next programs for the LGC, if any, undefined.
        - b. Framing targeted consumer market research to help quantify demand for graduate studies in the sector
      2. USC
        - a. Change in leadership in both Engineering and Education – interviews underway among final candidates for open dean positions in Columbia
        - b. MS Software Engineering and MS in System Design and Certificate in Cybersecurity still online only, with no Charleston enrollments in classes at the LGC
        - c. Only recent request is for dedicated space for USC faculty to provide aerospace software training for non-degree certification
      3. The Citadel
        - a. Certificate in Technical Program Management has launched, first graduate in May 2015, with LGC program development and marketing support

- b. Graduate Certificate in "Built Environment Planning & Design for Public Health."
  - c. Under "blanket" approval sought from ACAP and CHE Board, on three new MS (non-thesis) programs in Civil, Electrical, and Mechanical Engineering, with classes beginning Fall 2016
  - d. One of 2 priority graduate programs in Citadel CEE Department, the other being Structural Engineering
- ii. Health Services Management
  - 1. SCSU
    - a. New track in Health Services Management of existing MBA program, slated for Spring or Summer 2016 launch
    - b. Focus is on healthcare marketing and organizational management, not on public health policy or epidemiology as in MPH and MPA degrees. Hybrid evening instruction, targeted to working professionals. Not a track offered by any MBA program in Charleston.
  - 2. The Citadel
    - a. New Certificate in Child & Adolescent Wellness and Obesity Prevention
      - i. Delayed beyond Summer 2016 due to above priorities
      - ii. Still includes course from Public Health at MUSC
      - iii. Lacking named program director, under Department Chair Harry Davakos
- iii. Education
  - 1. The Citadel
    - a. READ TO SUCCEED Legislation is generating demand for enrollment in Literacy Education
    - b. Plans underway to add one new cohort (30 students) at the LGC for teachers in Summer 2016 and a second cohort (30 additional students) in Fall 2016, subject to internal approvals including Gen. Rosa
    - c. BEGIN WITH BOOKS event at the LGC on October 1<sup>st</sup>
    - d. Open House in January to court prospective students from among working ranks of teachers and
  - 2. College of Charleston School of Education
    - a. M.A.T. coming to the North Campus in Fall 2016?
    - b. Difficulty organizing a meeting

3. Unable to respond to weekly inquiries by teachers and principals for a PhD in Education Leadership; also in Counseling

4. Marketing and Program Support
  - a. New web site launch and analytics
    - i. Video testimonials of students in production
    - ii. Employer mapping and events being added
  - b. New Advisory Board in Advanced Manufacturing, Engineering Services and Software Development/IT
    - i. Enthusiastic participation
    - ii. Eager for more programs in higher education for workforce already having a BS or BA degree
    - iii. Wants fast track credits for on-the-job experience and work-study apprenticeships
  - c. Manufacturing Week September 28 – October 2
    - i. Seeking (with SME) Governor Haley's Proclamation
    - ii. Information Session for Prospective Students September 28
    - iii. Manufacturing Career Day September 30
    - iv. Radio and outdoor advertising support, new infographic with news releases
  - d. Featuring Boeing as speaker at SME Student Chapter meeting, streaming to Clemson, November 3rd
  - e. Organizing Open House in January for Prospective Students in Teacher Education and Student Affairs
  - f. Hosted USC Information Session for MSW Program Applicants in September, will host a second session in Winter 2016
  - g. Marketing Planning Calendar
  - h. Hired new C of C EHHP graduate assistant (School of Education)
5. LGC Structure
  - a. Status of Consortium Agreement renewal
  - b. Next step for strategic goal setting, with a comprehensive strategy
  - c. Proposed expense budget to continue access to FY 2016-2017 recurrent funding from the State

6. Adjournment