**Council of Chairs**

October 8, 2019

Present: Sandy Huguenin, Robin Benke, Amelia Harris, John Cull, Robin Woodard, Bryan Hoyt, Andy Cox, Scott Bevins, Michael McNulty

Not Present: Cathie Collins, Amy Clark, Jacob Somervell, Tom Costa

1. Updates from Scott Bevins, Associate Provost for Information Services & CIO
2. SCHEV is auditing college and university webpages to make sure each department webpage is clear and direct so students can see the program, degree requirements and all necessary information.
3. Kristi McKinney is working on the pages to streamline and add some features.
4. Each page would have easy to navigate links that will have the catalog, majors and a 4-year plan.
5. SCHEV would like for each department to have minors listed together, concentrations listed together, etc.
6. Narda, Kristi & Scott will be reaching out to departments for approval.
7. Marketing Director, Genna Kasun, will work on the look of each page.
8. Marking Updates from Genna Kasun, Marketing Director
9. Long-term changes to webpage will start phasing in.
10. The plan going forward is that the marketing team will visit each department over the next 6 months and find out what they do best (hands-on, signature courses, etc.). They want to capture that info and add it to each website (with Chair’s editing & approval).
11. Students want to know what their experience will be like here so we need to be as in depth as possible.
12. Ways to get students to our website/interested in campus: paid media (advertising), earned media (news, etc.), owned media (website, publications, etc.), and shared media (social media).
13. So far, Genna has worked on an email strategy and pamphlets for guidance counselors, new brochure for enrollment management in addition to other projects.
14. Results from logo survey will come out soon.
15. VDOE Regulations – Andy Cox, Department of Education Chair
16. Last November the new requirements for teaching endorsements came out. They must be submitted to the state by the end of October.
17. Andy will be sending emails to Chairs (where applicable) that list the competency and the course that’s tagged for it. He needs Chairs to verify that’s what was agreed on.
18. He has to have syllabi from those courses. Chairs will need to make sure the syllabi are submitted to Andy ASAP.
19. Budgeting Information – Sandy Huguenin, Provost
20. Sandy received a list of all equipment we think we have. He removed everything below $5,000 and then sorted by department. He has sent the lists out.
21. He asked everyone to make sure they don’t leave anything out. Some things could probably be removed if they are no longer used or needed.
22. Each Chair needs to try to estimate the lifespan of equipment and replacement costs (including inflation). You can add things that are less than $5,000 if you have several that may need to be replaced at the same time.
23. Budgets are due to Sandy by Nov. 18.