Minutes

I. Call to Order
Co-Chair Riedle called the meeting to order at 4:01 p.m.

II. Approval of Minutes of April 9, 2014
Zauche moved to approve the minutes as presented, seconded by Carothers. Minutes approved

III. Announcements
Communication for budget request is lacking. University Academic Budget Commission (UABC) created a draft for a possible path that will include UABC. Suggestion is to have APC and UABC in the loop for requests of capital items, positions, and laboratory modernization. Chair Riedle will send the APC calendar created a year ago to UABC chair Mike Compton to see about creating one calendar system. Compton will review and indicated if further info is needed from APC.

IV. New Business (L. Riedle)
1. Enrollment Management (A. Udelhofen)
   Angela Udelhofen the Assistant Chancellor for Admission and Enrollment Services presented the Strategic Enrollment Management plan.
   - The number of students graduating from Wisconsin High Schools is decreasing; this is one of the reasons for a strategic enrollment management plan. Strategic enrollment management is about controlling and managing growth, smoothing out the fluctuations, and sustaining enrollment.
   - This is going to be a collaborative process; everyone on campus will be involved. Communication, collaboration, and cooperation are the keys.
   - Once the new website is live there will be weekly updates posted where you will be able to locate various data and information.
   - If anyone would like to participate on the committee please contact Udelhofen.
   Discussion ensued about possibly duplicating efforts of Academic Standards Committee and if they would be part of the Enrollment Management Committee. Discussion regarding TSI grants and how competitive we are with Iowa and Illinois and if there is a cap for undergraduate enrollment.

   Employers when hiring graphic designers are looking for three areas of education when
hiring graduates art, strategy, and media studies. In the past this was not necessary, but things have changed. These areas are already working together, but feel there should be a name associated with the grouping of courses, and this would also give art more than one minor available.

- The minor was set-up so that no one would be able to double count courses in marketing.
- When completed an individual would receive a minor in marketing.
- Media studies and art have to declare an emphasis or a minor this would help those students complete an emphasis and a minor.

Talked briefly about why this could not be an emphasis and with capacity being close what issues could this cause; would this prolong a student’s graduation.

V. **Unfinished Business (J. Thrun)**

1. **Educational Studies Major (K. Stinson)**

   This will help students who cannot be licensed in Wisconsin and help those who cannot pass the licensing because they would not have a degree in education. One of the principle concerns discussed was is if the education degree is contingent based on licensure. Stinson will bring back additional information.

   **Due to time the below items were not discussed and will be on the next agenda.**

   2. **Charge from Faculty Senate on Establishing Program Prioritization Metrics (L. Riedle)**

   3. **Sub-Committee Options (L. Riedle)**

   4. **Updates on Form A and Form B (J. Thrun)**

VI. **Next Meeting Wednesday, May 14, 2014**

VII. **Adjournment**

   Co-Chair Riedle adjourned the meeting at 5:04 p.m.

Respectfully Submitted

Lisa Riedle, Co-Chair

Lisa A Merkes-Kress, Recording Secretary

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Academic Planning Council meets the second and fourth Wednesday of the month at 4:00 p.m. in the Computer Conference Room in the Markee Pioneer Student Center. The meetings are open to the public. Please Submit agenda items to Lisa Riedle no later than eight days prior to the next meeting.