



**Dean's Report to the College of Education's
College Council**

October 19, 2007

New Business

1. As part of the advertising campaign to increase enrollments for the College of Education, billboards will go up beginning October 29 rotating two designs on 12 different locations in St. Petersburg, Ulmerton Road, and Pinellas Park. As I mentioned in the August faculty meeting, the funds for the advertising campaign, which will also include print ads and radio ads in Spanish and English will be coming from our carry-forward budget.
2. We have received \$7500 dollars from a foundation fund of Dr. White's, which I am matching with college funds, to use for tuition assistance for new graduate students admitted to COE programs in spring 2008. This tuition assistance will pattern what we did with the SUCCEED program that was so successful in attracting new students in the spring of 2007. Using the SUCCEED grant funds for tuition assistance of \$300 per student per semester, we increased graduate enrollments overall by %25 as a result of SUCCEED. We also plan to incorporate what we learned from the SUCCEED effort and include detailed information about eligibility requirements in all of our advertising. Katie Ramsberger is coordinating this tuition assistance program and advertising this tuition assistance to the community.
3. On October 17 and 18, Frank Biafora convened a group of 11 USF St, Petersburg faculty and administrators for a strategic planning retreat. The group comprised a faculty member from each college, the college deans, Dr. White, Dr. D'Elia, Dr. Ashok Dhingra, Mrs. Holly Kickliter, and Dr. Kent Kelso, VP for Student Services. The time was spent analyzing our current institutional distinctiveness, reviewing metrics used to describe and compare institutions of higher education, looking at possible peer and comparable institutions and suggesting next steps. As soon as minutes are finalized I will share them. The institution-wide process will begin in January with focus groups of faculty, staff, students, and community members participating. Our current strategic plan is effective until 2008.
4. Fifteen faculty and staff members have received notification of the College of Education's technology refresh for this year. Within the next month each of the individuals contacted by Jennifer Walker, who had computers more than 4 years old, will be receiving a new computer. This COE program is an on-going program to regularly replace and upgrade computer equipment for faculty and staff in the college.
5. DOE has agreed to accept the approval of all of our programs leading to teacher certification, except the dual track program, by virtue of the programs' approval during USF Tampa's DOE/NCATE review in 2006. The dual track is the only separately approved program in our college, and it will be reviewed by DOE in February.

Old Business

1. The revised COE Website now has links at each of the faculty names on the COE directory to faculty vitae and there is a place for the faculty member's picture.
2. I request suggestions and assistance from the council on the best way to summarize information about on-going faculty research and publications for the display case and for publications about faculty scholarship.

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