

Arts & Sciences Faculty Meeting

Sept. 10, 2021

AGENDA

3:15-4:15 pm - via Zoom | <https://drew.zoom.us/j/94094858439>

CALL TO ORDER: 3:15 p.m.

Ryan Hinrichs

CONSENT AGENDA

Approval of Voting List

pp. 2

Approval of Minutes

pp. 9

DEAN'S WELCOME

Ryan Hinrichs

New faculty introductions:

- Brian Galderisi (Assistant Teaching Professor in Art)
- Justine Fernandez (Instructor in Biology)
- Chandima Abeywickrama (Assistant Teaching Professor in Chemistry)
- Kevin Koh (Assistant Teaching Professor in Chemistry)
- Andrea Lee (Assistant Teaching Professor in Chemistry)
- Cathryn Devereaux (Assistant Professor in Education)
- Maureen O'Sullivan (Coordinator of Clinical Partnerships and Candidate Assessment in Education)
- Jeongkyu Lee (Associate Professor in Math & Computer Science)
- Diane Liporace (Assistant Teaching Professor in Math & Computer Science)

SUMMER RECAP

Breakout Rooms: welcome Drew's newest faculty, reconnect, and share start-of-semester wins.

UPDATES

ACTION ITEMS:

Call for Nominations and

Election Ballot for open AY22 positions

Dean's Council ----- pp. 14

REPORTS:

Enrollment Management Report

Colby McCarthy

Middle States

Hilary Kalagher

COF Report

Patrick Dolan

CAE Report

Judith Redling ----- pp. 15

Launch Report

Daniel Pascoe Aguilar ----- pp. 17

Library Report

Guy Dobson ----- pp. 18

IT Report

Shawn Spaventa ----- pp. 21

OLD BUSINESS/NEW BUSINESS

ANNOUNCEMENTS

State of the University Meeting, Wednesday, September 15 at 12:00 pm

Faculty Development Workshop

Rebecca Soderholm ----- pp. 22

Digital Humanities News and Updates

Wendy Kolmar ----- pp. 23

Faculty Packet amended on 09.13.21

Enrollment Management A&S Update

Colby McCarthy ----- pp. 25

ADJOURNMENT

VOTING LIST FALL 2021

Abeywickrama, Chandima	Fazen, Christopher	Lee, Andrea	Pinto, Gerard
Abramowitz, Sarah	Fernandez, Justine	Lee, Jeongkyu	Placet-Kouassi, Muriel
Anderson, Erik	Firestone, Steven	Lee, Seung-Kee	Reader, Jonathan
Andrews, Christopher	Fowlin, Kimani	Lenz, John	Redling, Judith
Apelian, Christopher	Galderisi, Brian	Levi, Neil	Rhodes, Kimberly
Arnold, Lee	Golden, Jonathan	Liporace, Diane	Rosales, Raul
Bai, Di	Grinberg, Yuliya	Lloyd, Jens	Rose, Jonathan*
Barker, Brianne	Harris, Seth	Lokaneeta, Jinee	Rosenbloom, Susan
Bazewicz, Jim	Harrison, Summer	Lu, Yi	Safri, Maliha
Belinga, Rachelle	Hill, Emily	Lynch, Lisa#	Scarano, Paris
Bernstein, Frances	Hinrichs, Ryan	Madra, Yahya	Schwarz, Thomas
Blatter, Jeremy	Jaising, Shakti	Masucci, Maria	Sherman, Claire
Boglioli, Marc	Jamieson, Sandra	McGuinn, Patrick	Small, Ellie
Brenner, Lisa	Johnson, Poe	McKittrick, Christina	Smith, Bernard
Burd, Barry	Jordan, Jason	McLaughlin, Rosemary	Soderholm, Rebecca
Cantero-Exojo, Monica	Jordan, John	Medvecky, Christopher	Sprout, Leslie
Carter, James	Jordan, Lisa Marie	Meng, Ziyuan	Stein, Raymond
Carter, Timothy	Kalagher, Hilary	Miller, Joanna	Sundue, Sharon
Cassano, Adam	Karolak, Jason	Mishra, Sangay	Supplee, James
Ceraso, Chris	Kass, Steve	Moore, Keshia*	Surace, Steve
Cermele, Jill	Kavaloski, Joshua	Morgan, G. Scott	Tang, Phoebe
Chappe, Raphaele	Keane, Marguerite	Muccigrosso, John	Tong, Jolie
Chi, Miao	Killian, Caitlin*	Mulligan, Rory	Turner, Kristen
Choquette, Kimberly	Knowles, Roger	Mundo, Philip	Turrero-Garcia, Maria
Cole, Darrell R.	Koh, Kevin	Murawski, Robert	Visse, Merel
Cousens, Graham	Kolmar, Wendy	Mustapha, Adijat	Vitalone-Raccaro, Nancy
Dawson, Allan	Koritz, Amy	Noguera, Nancy	Wells, Hannah
de Voogt, Alex*	Kouh, Minjoon	Occhipinti, Emanuele*	Weston, Trevor
Devereaux, Cathryn	Kuntz, Margaret	Olmsted, Jennifer	Windfelder, Tammy
Dolan, Patrick	Lakin, Jessica	Pearsall, Mary-Ann	Woodka, Andrea
Dunaway, Stephen	Lantz, Juliette	Pechilis, Karen	Yordan, Carlos
Evans, Wyatt	Larson, Bjorg*	Pieretti, Marie-Pascale	Zoffness, Courtney

#Sabbatical or Leave AY 2021-22

***Sabbatical or Leave Fall 2021**

Last Update: 09.06.21

RECOGNITION OF DREW FACULTY ACHIEVEMENTS

College of Liberal Arts and Caspersen School of Graduate Studies
Faculty Meeting | Friday, September 10, 2021

LEE ARNOLD

Art

Lee Arnold for receiving a grant from the DAAD (German Academic Exchange Service) to pursue German language studies at the Goethe-Institut in New York City.

BRIANNE BARKER

Biochemistry, Biology, Public Health

Brianne Barker for presenting "Characterizing the Innate Immune Response to Single-Stranded DNA" at the American Society for Virology's 2021 Annual Meeting in July 2021 and "Immunology or Molecular Biology? Insights Into Cytosolic DNA Sensing" at the University of Minnesota's Institute for Molecular Virology in June 2021.

She was also interviewed and quoted in a piece in The New York Times: "Why the Most Unusual Covid Cases Matter", and in Vox "Some vaccinated people have gotten Covid-19. That's no reason to panic." and was a guest for "Ask a Virologist" segments on the Brian Lehrer show on WNYC on May 10 and August 23.

LISA BRENNER

Theatre Arts and Dance

CHRIS CERASO

Theatre and Dance

Lisa Brenner and Chris Ceraso (w/Evelyn D. Cruz) published an anthology entitled "Applied Theatre with Youth: Education, Engagement, Activism" (Routledge) <https://www.routledge.com/Applied-Theatre-with-Youth-Education-Engagement-Activism/Brenner-Ceraso-Cruz/p/book/9780367483326>.

Brenner, Ceraso, and Cruz also presented on this project at the Association for Theatre in Higher Education conference and participated in a series of convenings for awardees of the Way Forward Grant for their cross-campus collaboration.

In July, Brenner and Ceraso worked with Kimani Fowlin to produce the original play on film, "Game No Game" by Teolinda Azzizi with the AdvantageArts program. Fowlin also hosted a book release party for "Represent! New Plays for Multicultural Youth,"

edited by Brenner and Ceraso.

<https://www.bloomsbury.com/us/represent-9781350171886>.

JONATHAN GOLDEN

Center on Religion, Culture and Conflict, Comparative Religion

CRCC for a \$30,000 grant to create a civil dialog program aiming to address social and political divisiveness and polarization in the United States. The program includes participants from West Virginia, Pennsylvania, Ohio, and New Jersey, most of whom have encountered housing and/or job insecurity. Participants get a crash course in mediation and civil dialog, while working through issues that concern their core values. Working in partnership with Family Promise, Professor Jonathan Golden is joined by two professional mediators/facilitators including Adjunct Professor David Thaler and Jesse Baen and Drew Theological School PhD candidate Jennifer Maidrand.

SANDRA JAMIESON

English

Sandra Jamieson, for the award of a \$2,000,000 grant by the Canadian Social Sciences and Humanities Research Council (SSHRC) to the international research team "Partnership on University Plagiarism Prevention," of which she is US coordinator and Drew is a research partner. The seven-year project focuses on how college students think about, use, and misuse digital sources in academic writing in the US, Canada, the UK, and Europe, and will be conducted in English and French.

HILARY KALAGHER

Psychology

Hilary Kalagher for publishing the article, "Situational Awareness and General Aviation Accidents" with Alex de Voogt and Colin Boulter (C'20) in the journal *Aviation Psychology and Applied Human Factors*.

JOHN LENZ

Classics

John Lenz for the reprinting of "Bertrand Russell on the Value of Philosophy for Life" (2017) in an anthology, Theory of Knowledge: The Ultimate Guide (London: Philosophy Now, 2021). John also presented the annual B. Russell Society Award to Dr. Anthony Fauci, who recorded a 4-minute video statement for him.

JENS LLOYD

English

Jens Lloyd and other contributors to Bordered Writers: Latinx Identities and Literacy Practices at Hispanic-Serving Institutions (SUNY Press, 2019; edited by Baca, Hinojosa, and Wolff Murphy) for being awarded the 2021 Advancement of Knowledge Award by the Conference on College Composition and Communication.

JINEE LOKANEETA

Political Science; International Relations

Jinee Lokaneeta for her book, The Truth Machines, for being selected as the Co-winner of the C. Herman Pritchett Award from the Law and Courts Section of the American Political Science Association. The award is given annually for the best book on law and courts written by a political scientist and published the previous year.

ZIYUAN MENG

Computer Science

Ziyuan Meng for the Journal Article:

Kant, Cybernetics, and Cybersecurity: Integration and Secure Computation, by Jon Burmeister and Ziyuan Meng - Special Issue on Cybernetics and Philosophy of the *Journal of Systemics, Cybernetics and Informatics* (JSCI)

Ziyuan Meng for the Conference Presentation:

Enframing or Animating Code? Reflections on Cybersecurity, by Patrick Gamez and Ziyuan Meng - The Society for Philosophy and Technology (SPT) 2021 conference, held remotely by Lille Catholic University, France, June 28, 2021

JOHN D. MUCCIGROSSO

Classics

John Muccigrosso for giving a presentation entitled "Creating and Maintaining a Linked Online Database (on your own)," at the Association of Computers and the Humanities' biennial conference in July.

RORY MULLIGAN

Art

Rory Mulligan for his inclusion in the exhibition 'Queer Moments: Selections from the Light Work Collection' at Light Work in Syracuse, NY running through October 14 and

for his written contribution to the book 'Photo No-Nos: Meditations on What Not to Photograph' published by Aperture this past June.

MAX ORSINI

Into Program Manager

LOREN KLEINMAN

Writing Center Director

Writing Center Director Loren Kleinman and INTO Program Manager and Dr. Max Orsini for accepting a contract from Routledge / Taylor & Francis publishers for their forthcoming co-edited, student-centered writing anthology, *Student Writing Tutors in their Own Words: Global Voices on Writing Centers and Beyond*. The text explores the ways that tutors and tutees have utilized global writing centers to increase scholarly and personal access/accessibility, to enrich their sense of identity and communal belonging, and to amplify their rhetorical and human voices. Loren and Max look forward to sharing this anthology with the Drew community.

RAUL ROSALES

Spanish

Raúl Rosales for presenting the paper "Memory as Resistance: Narrating Cuban Exile Identity in the Transnational Landscape" at the Virtual Popular Culture Association National Conference, where he also served as Area Chair for the "Latin Americans & Latinos - Identity Issues and Cultural Stereotypes" subject area, June 2-5, 2021. And for serving as a Reader in the College Board's Advanced Placement Spanish Examination Reading, June 15-21, 2021.

JONATHAN ROSE

History

Jonathan Rose (History, History and Culture) brought out a 20th anniversary edition of his 2001 book *The Intellectual Life of the British Working Classes*, with a new preface (Yale University Press). Jonathan also published two book reviews in the *Wall Street Journal*: Eric Berkowitz, *Dangerous Ideas: A Brief History of Censorship in the West, from the Ancients to Fake News* (June 7) and John B. Thompson, *Book Wars: The Digital Revolution in Publishing* (August 9).

REBECCA SODERHOLM

Art

Rebecca Soderholm for co-curating a group exhibition, “Interior Constructs,” with artist Martin Schoeller at Projekt 105 in Tribeca, NYC, with an opening reception on September 17, 2021. The exhibition includes the works of Graham Anderson, Holly Coulis, Daniel Gordon, Erin O’Keefe, Ann Toebbe and others. Using a range of approaches and a playful use of color, the artists remake our common experiences of domestic spaces and explore the tension between three-dimensions and two.

KRISTEN TURNER

Teacher Education

Kristen Turner for being awarded the 2021 NCTE Linda Rief Voices from the Middle Award—Honorable Mention for her article “This is my time to shine: How Compassion and Passion Make Education More Equitable,” (Vol. 28, No. 4, May 2021). Kristen co-authored this article with two teachers from the Drew Writing Project and Digital Literacies Collaborative.

JOLIE TONG

Theatre Arts and Dance

Jolie Tong for her workshop reading of HARRY, a modern day remix of Henry IV Parts 1 and 2 featuring Shakespeare's text and a new original rap score. The project was developed and presented with funding from a New York City Department of Cultural Affairs grant.

TREVOR WESTON

Music

Trevor Weston for winning the first Emerging Black Composers Project co-sponsored by San Francisco Symphony and San Francisco Conservatory of Music. Weston will compose a new work for the San Francisco Symphony's 2022-2023 season. Trevor Weston's **Rainbows and Butterflies** was featured in the Bang on a Can Song Marathon and their Loud Weekend at Mass MoCA. The Harlem Chamber Players featured Weston's **The People Could Fly** on their Juneteenth Celebration presented online in collaboration with WQXR and The Greene Space. The Overlook quartet performed Weston's **Juba** on June 24th at the Dyckman Farmhouse Museum. On July 4th, Trevor Weston appeared on NBC Nightly News for an interview connected to Min Kwon's America Beautiful Project. 75 composers were commissioned for this project to reinterpret the national tune, “America the Beautiful.” Trevor Weston's work, **A Fantasy on America** was performed in Green-Wood Cemetery on the Death of Classical Music series on July 8th. The

Association of Anglican Musicians featured Trevor Weston's ***Rivers of Living Waters*** for their online national convention at the National Cathedral. ***Rivers of Living Waters*** was recently published by Oxford University Press. As part of a 9/11 tribute, the National Arts Centre Orchestra will present Weston's ***Ashes*** on their "In a New Light" concert, online and in-person in Ottawa, Canada on September 10th.

COURTNEY ZOFFNESS

English; Creative Writing

Courtney Zoffness, who completed a 25-stop virtual book tour this summer at venues that included the University of Pennsylvania and the German-American Institute in Freiburg. Her book SPILT MILK went into a second printing and is currently being translated into Catalan and Polish. An essay on one of her graduate school mentors, the late Stephen Dixon, recently appeared in LitHub.

May 13, 2021 A&S Faculty Meeting Minutes

Via zoom <https://drew.zoom.us/j/98132947506>

IN ATTENDANCE

FACULTY

Sarah Abramowitz, Erik Anderson, Christopher Andrews, Chris Apelian, Lee Arnold, Di Bai, Alex Bajcz, Brianne Barker, Jim Bazewicz, Rachele Belinga, Frances Bernstein, Jeremy Blatter, Marc Boglioli, Lisa Brenner, Barry Burd, Monica Cantero-Exojo, Timothy Carter, Adam Cassano, Chris Ceraso, Jill Cermele, Raphaelle Chappe, Miao Chi, Kimberly Choquette, Graham Cousens, Allan Dawson, Alex de Voogt, Patrick Dolan, Steve Dunaway, Wyatt Evans, Christopher Fazen, Steven Firestone, Kimani Fowlin, Jonathan Golden, Summer Harrison, Ryan Hinrichs, Shakti Jaising, Sandra Jamieson, Jason Jordan, John Jordan, Lisa Jordan, Jason Karolak, Steven Kass, Rita Keane, Roger Knowles, Wendy Kolmar, Amy Koritz, Minjoon Kouh, Margaret Kuntz, Jessica Lakin, Juliette Lantz, Bjorg Larson, Jens Lloyd, Jinee Lokaneeta, Yi Lu, Maria Masucci, Patrick McGuinn, Christina McKittrick, Rosemary McLaughlin, Christopher Medvecky, Ziyuan Meng, Joanna Miller, Sangay Mishra, Scott Morgan, John Muccigrosso, Rory Mulligan, Phil Mundo, Nancy Noguera, Emanuele Occhipinti, Karen Pechilis, Michael Peglau, Marie-Pascale Pieretti, Gerard Pinto, Susan Rakosi Rosenbloom, Jonathan Reader, Judy Redling, Raul Rosales, Maliha Safri, Paris Scarano, Claire Sherman, Ellie Small, Bernard Smith, Rebecca Soderholm, Raymond Stein, Sharon Sundue, Jim Supplee, Phoebe Tang, Jolie Tong, Kristen Turner, Maria Turrero-Garcia, Merel Visse, Hannah Wells, Trevor Weston, Tammy Windfelder, Andrea Woodka, Carlos Yordan, Courtney Zoffness

INVITED GUESTS

Margery Ashmun, Tanya Linn Bennett, Sunita Bhargava, Andrew Bonamici, Nora Boyer, Barb Bresnahan, Stephanie Caldwell, Jenna Corrado, Guy Dobson, Christy Hartigan, Cordelza Haynes, Kathy Juliano, Colby McCarthy, Frank Merckx, Joanne Montross, Daniel Pascoe Aguilar, Irina Radeva, Danielle Reay, Kareena Salvi, Shawn Spaventa, Kristen Daily Williams

CALL TO ORDER: 3:15 p.m.

No changes to 03.26.21 minutes were noted. Minutes were passed by consent agenda.

DEAN'S UPDATE

Dean Ryan Hinrichs welcomed faculty and invited guests. He wanted to first acknowledge the passing of one of our students, Ajay Sah. Ryan thanked the community for the support that has been provided and asked all to join him in a moment of silence.

Ryan acknowledged the end of the semester and a most challenging year, thanking faculty for the tremendous effort put forth, for the support lended to one another and students, and for the flexibility demonstrated. He expressed hope that each faculty member would find the time this summer to recharge.

Ryan offered some updates:

- The P/LP/U Policy would not be extended through the summer term. The modality of the class would be clear at registration, so students can plan accordingly and understand class expectations. Additionally, Covid transmission across the US and in Madison, NJ is down.
- Advisors are encouraged to speak to students about registering for summer classes before low enrollment decisions are made.

- For fall transfer students, transcripts and pending petitions for fulfillment of class requirements will be indicated in ladder but as pending so advisors can better advise ahead of final transcripts.
- There will be no CLA classes on Labor Day.

Provost, Jessica Lakin shared the sentiments shared by Ryan as the semester comes to a close. Jessica also shared that she has been in contact with Bret Silver of Advancement and he has been invited to the first University Faculty meeting next semester so that he can provide a full report and address any questions. She expects that budget information will also be shared and any questions addressed at that time, since the budget will have been approved by the Board of Trustees later in May.

In response to a question around the Presidential search, Jessica shared that the composition of the search committee and consideration of search firms are discussions underway in accordance with the anticipated timeline.

Ryan took the opportunity to thank Juliette Lantz as she concluded her term as Associate Dean, moving forward as Director of Launch Curriculum Implementation. Ryan noted that Juliette has been instrumental in many initiatives and looks forward to her continued leadership.

RETIRING FACULTY ENCOMIUMS

Ryan turned the meeting over to Rebecca Soderholm who shared Michael Peglau's Encomium.

Michael Peglau's Retirement Encomium, May 13, 2021

The Art Department asks Drew faculty and staff to join us in congratulating Professor Michael Peglau on his retirement, and to thank him for thirty-nine years of service.

With a B.A., B.F.A., Ph.D, and soon to be completed M.F.A., Michael joined Drew as an adjunct instructor in 1982. He was soon hired full-time to teach art and art history courses when, as remembered by his former colleague, Sara Lynn Henry, "we recognized Michael's penetrating insights, his mastery of both fields, and the incisive philosophical poetry of his discoveries." Another former colleague, Livio Saganic, recalls that, "Michael's depth and expertise were of a higher, broader, and more authoritative level. He was our information man. Before the internet, we had Michael." In addition to teaching a range of courses in painting, drawing and art history at the undergraduate and graduate level, he also participated in the New York Semester on Contemporary Art, by making connections with major contemporary critics and artists in his circle.

Michael approaches teaching with the aim to locate the innate creativity in his students and guide them to a deeper understanding of the self through making art. Painter and alumni Omar Rodriguez-Graham says, "his intellect is always a tool to be generously used to teach, share and inspire. He would push me to find my own path, and even when I felt completely lost he could find a little gem hidden in the work, bring my focus toward it, and put it into context within the grander arc of the history of art." The pandemic has written a surprise ending to Michael's teaching career and he has missed being able to move about the studios. Yet he embraced the difficult task of teaching painting online and enabled students' creative expression during this challenging time.

Michael's service to the university has spanned many areas of self-governance and student support. His decades-long commitment to the honors programs has helped young scholars across the curriculum to sharpen their ideas. Bjorg Larsen, Director of Specialized Honors, notes that, "a conversation with Michael always leaves me feeling good about students and their capacity for learning and doing good in the world." Michael's work on the Drew Space Committee was pivotal to the planning and building of the Dorothy Young Center for the Arts. And while Professor Emeritus Carol Ueland fondly remembers parties operated out of the basement of Brother's College as "legendary for their mix of students and faculty on an informal basis that was rare for campus life," we, the current faculty, are grateful for our improved

studio and exhibition spaces. Michael has also brought remarkable art to campus, curating critical exhibitions in the Korn Gallery, including “Foddah,” by the artist William Pope.L.

Michael's youth was largely devoted to drawing and painting, which he began at age six when his parents reluctantly gave him an easel and he tried to paint the mountain looming over his home in the Salt Lake Valley. He kept trying, and Michael's own work as a landscape painter of the American West is highly regarded. As critic Ronny Cohen writes in Art Forum, “Peglau animates his archetypal Western sites with sensuous paint handling, rich color, and radiant light effects.” His work has been exhibited widely in the U.S., and in Germany. His 2018 exhibition at Drew's Korn Gallery was an impressive celebration of his recent work of, as he puts it, “harsh places and hard people” near the Grand Staircase-Escalante National Monument in Southern Utah.

In retirement Michael hopes to see more of his sons, who are both naval officers, and to spend time hiking and sketching in his native West. We hope he'll continue to work out in the Simon Forum in his perennial teaching outfit, jeans and a flannel shirt. He'll have plenty of time to listen to the Louisiana Swamp Blues, but we'll miss his dance floor “gator crawl” after a couple beers at the Senior Dinner. We'll also miss his epic emails, institutional perspective, and his ardent support of junior faculty. Most of all, we're happy that he can spend more time at his own easel. As his wife, Candace, notes “over the last few months, I've watched him paint, then tear apart, then repaint one painting. Undoubtedly, he's looking forward to more of the same.”

Finally, in the words of Rodriguez-Graham, “Michael taught me a thing that I can never forget; to be patient, generous and kind, to share my knowledge and experiences with others, in order to help learn and grow.” Please join us in congratulating Michael on his retirement and new status of Emeritus Professor.

ACTION ITEMS

Conferral of Degrees

Stephanie Caldwell asked the faculty to approve the conferral of degrees.

Vote | Conferral of Degrees

Yes - 79

No - 0

Abstain - 0

Transfer Credit Policy

Hannah Wells presented the policy that removed a limitation on transferring on-line courses. She further explained that language was added so that department chairs can require hands-on practice for certain majors.

Vote | Transfer Credit Policy

Yes - 63

No - 3

Abstain - 7

Proposal for a New Major in Statistics

Hannah explained the requirements and entry points for the new major, including courses to be renamed as a result. The Psychology department expressed their support of having Psych 211 included as one of the electives for the major and asked that, if necessary, include that confirmation as a friendly amendment for the vote.

Vote | New Statistics Major

Yes - 75

No - 1
Abstain - 6

Revisions to the MS in Finance

Hannah explained the creation of two concentrations within the Masters of Finance program, Financial Engineering, which incorporates principles of data science and other quantitative skills and Investment Management. Both are one year programs that can be completed on a part time schedule.

Vote | MS in Finance Revisions
Yes - 68
No - 0
Abstain - 6

Proposal for an Immersive Experiences Amendment

Hannah explained this amendment is a result of continued questions around how to define differences between immersive experiences. Request to add a friendly amendment to remove the word “distinct” from the text of the amendment so advisors can value depth of experience as much as breadth of experience.

Vote | Immersive Experiences Amendment
Yes - 59
No - 2
Abstain - 9

Revisions to the Certificate in Conflict Resolution

Hannah explained this revision would remove the 4 credit requirements of an internship. Jonathan Golden added that the intention is to make the completion of the certificate more accessible for full-time working graduate students.

Vote | Certificate in Conflict Resolution Revisions
Yes - 65
No - 1
Abstain - 8

REPORTS:

Curricular Report - For Information

Hannah referred all to the report and welcomed questions. A question was asked if frequency of offering could be included in the course listing, to which Ryan explained that, in the interest of having correct information in the catalog, that information has been removed for many courses.

Enrollment Management Report

Frank Merckx thanked Colby McCarthy for her leadership in creating a new culture and all that she and her team, who have worked tirelessly through the pandemic, have accomplished.

Undergraduate deposits are at 360, ahead of 2020 but behind 2019 and the target of 390. 20 additional are likely. Transfer deposits are at 26. GPA averages are up with 70% of those deposited have engaged with us, up from previous years.

Caspersen is up 6 from previous years. Discount Rates remain around 60%. Frank Merckx concluded that a written report will be shared with the faculty once completed.

INTO Report

Sharon Sundue elaborated on her report and explained that all information has and continues to change daily, announcing that for now, travel bans have been lifted for those students with visas in hand and who can find transportation. Those who do not have visas will still have challenges getting visa appointments. Ryan explained that plans are being worked on for students who may arrive late but require one in-person class.

Library Report

Ryan welcomed Guy Dobson who will be the interim Directory of Library Services and wished Andrew Bonamici well in his retirement.

Launch Report

Ryan encouraged faculty to participate in the Launch faculty survey so that the Launch team can offer their support for fall events.

Academic Standing Committee Report

Jason Karolak

Center for Academic Excellence Report

Nora Boyer

Academic Integrity Committee Report

Judy Redling

Academic Effectiveness and Assessment Committee Report

Ryan reminded the faculty to please respond to the committee's requests for programmatic assessments by May 30th.

ANNOUNCEMENTS

- Jens Lloyd announced Volume 14 of *The Drew Review* is complete!
- Wendy Kolmar thanked Lee Arnold, who will be stepping down from the Digital Humanities project and John Muccigrosso who will be stepping back into the program as Co-Director. Additionally, applications for Tech Fellows will continue to be accepted through May 21st.
- Honors Director, John Muccigrosso encouraged faculty to identify students ahead of the summer and to be in touch.
- Student leader, Kareena Salvi, expressed her thanks and appreciation to the faculty.

Meeting adjourned by Ryan.

Minutes submitted by,
Christy Hartigan

This ballot is for terms beginning Fall 2021. Nominations from the floor will be accepted.
 An electronic ballot will be available the week of September 13, 2021.

10-Sep-21

BALLOT FOR TERMS BEGINNING Fall 2021

Div I	Div II	Div III	Div IV	At-Large
01 Committee on Academic Policy and Curriculum (CAPC)				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> OPEN
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> OPEN
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
02 Dean's Council				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Erik Anderson	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Rosemary McLaughlin	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
03 Assessment				
<input type="radio"/> OPEN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> OPEN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
064 University Faculty Grievance Committee				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Caitlin Killain
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> OPEN
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CAE Start of Fall Semester Report & Looking Ahead

Faculty Meeting September 10, 2021

This report contains the following: 1) What's New at the CAE (i.e. new programming, etc.) 2) Submit Tutor Nominations and 3) How to Contact Us

1) What's New at the CAE

- Updated [Center for Academic Excellence website](#), which now includes 2 new sites (listed under *Academic Support Resources* and *Faculty Resources*, respectively):

[Academic Alerts \(Beacon\) for Students](#): We encourage you to share this with students. It provides context for why faculty send alerts, emphasizing that alerts are intended to be a point of care.

[Academic Alerts \(Beacon\) for Faculty](#): Includes tutorials for faculty in their role as instructor and/or adviser.

- **Fall 2021 Tutoring Support:** The Center of Academic Excellence (CAE) is offering tutoring, writing support, and academic coaching **both onsite and online** throughout the Fall 2021 semester, either at the CAE, or, using the WOnline consultation room and/or Zoom. The CAE is adopting the 'hybrid' model for tutoring, and the CAE will be providing in-person and online support to Drew students. All appointments can be made on WOnline, the center's online appointment platform:

<https://drew.mywconline.com>

- **NEW! Embedded Learning Fellows (ELFs):** The Embedded Learning Fellows (ELF) program offered through the Center for Academic Excellence (CAE) at Drew University focuses on using embedded learning fellows to provide more individualized attention and assistance during class activities and to motivate students' participation and engagement in a classroom setting.

To learn more about this program, including requesting a Learning Fellow for your course please visit the "[Faculty Resources](#)" page on the CAE's **UPDATED** website, or review the [Center for Academic Excellence \(CAE\) Embedded Learning Fellows FAQs](#)

2) Submit Tutor Nominations: We had many veteran tutors graduate and/or move on!

- Continue to nominate tutors using our [Tutor Nomination Form here](#)
- Potential tutors/students might ask for a reference. Complete the [Faculty Reference Form here](#)

3) How to Contact Us

Support Resource	About the Support	Contact	How Faculty and Students Can Book Appointments with the CAE
Center for Academic Excellence (CAE)-Admin	The CAE network can help faculty connect to the support they need to achieve their classroom goals, including support with Beacon, an early	cae-admin@drew.edu	Email and ask about weekly drop in sessions for the fall and/or scheduling an individual appointment.

	<p>alert system/platform for faculty to communicate concerns regarding a student's academic behaviors.</p>		
<p>Subject Tutoring, Writing Support, Embedded Learning Fellows, others</p>	<p><u>Subject Tutoring</u>, <u>Writing Support</u>, <u>Embedded Learning Fellows</u>, and others can help students meet their goals in the areas of math, science, humanities, research and writing for both in-person and online classes.</p>	<p>cae@drew.edu</p>	<p>Students can register and make an appointment for tutoring or writing support at WOnline, the CAE's tutoring appointment system: www.drew.mywconline.com</p> <p>Here are instructions for creating an account for tutoring that you can share with your students.</p>
<p>Academic Coaching</p>	<p><u>Academic coaching</u> provides assistance outside of content areas for students in need of organizational and study skills based assistance.</p>	<p>cae@drew.edu</p>	<p>Students can register and make an appointment for academic coaching at WOnline, the CAE's tutoring appointment system: www.drew.mywconline.com</p>
<p>Accessibility Resources</p>	<p>Students with documented disabilities can consult with the <u>Office Accessibility Resources (OAR)</u> on academic resources available and accommodations.</p>	<p>dgiroux@drew.edu</p>	<p>Email is the best way to make an appointment.</p> <p>Registration Information is here.</p>



LAUNCH UPDATES - September, 2021



SAVE THE DATE: September 21-30, 2021

Join the [2021 Launch Expo!](#)

- Welcome Back Student & Alum Networking event (9/21)
- Career Communities Backstage Tour (9/24)
- Launch Career Communities Fair (9/24)
- Launch Immersive Experiences Fair (9/24)
- Handshake Virtual Career Communities Fair (9/21)
- Entrepreneurship & the Future of Media (9/30)
(in partnership with MCCC, featuring Alex Lieberman)

Survey Reminder: Building AY21-22 Launch Communities programs to meet your needs

You are still on time to help us plan this year's programming for the Launch Communities. We are very interested in tapping into your ideas and needs so that we can best support your work at Drew. Partnering in this way will ensure our responsiveness to students' and your needs or opportunities. Please take a few minutes to complete the [survey](#) if you have not had the chance to do so yet.

Please help us ask recent alums to complete their Drew First Destination Survey:

We continue collecting career outcomes data from 2021 graduates through the Drew First Destination Survey. The cycle will be completed 12 months after their graduation. **Please help us share the First Destination Survey to recent alums from your departments whether for completion of the survey or for career outcomes updates. To access the survey, alums need to go to <https://drew.joinhandshake.com/schools/880> and click on the First Destination Survey button to complete the survey.**

Introducing Christopher Carbone

I am thrilled to introduce Christopher Carbone who joined Drew as the Director of the Center for Internships & Career Development this past April. Chris arrived to Drew with a wealth of experience in Career Development through consulting services and diverse contributions at multiple Higher Education institutions in the east coast, including Seton Hall University, Felician University, different colleges of the City University of New York, and most recently at Ocean County College. Chris completed his undergraduate education at the City University of New York, and then earned an MA and is working on his PhD in Psychology at Duquesne University. An important focus of Christopher's leadership at Drew will be the development of a robust employer network and engagement agenda integrated across Launch's approach in collaboration with the on/off-campus Drew Community.



Candace Reilly, Manager of Special Collections, being interviewed by News12NJ

Piety and Plague: Communal Responses to Epidemics is a new exhibit in the lobby of the Methodist Library (through December 22) and online at omeka.drew.edu. After making headlines in the [Morristown Daily Record](#) on August 27 the exhibit was filmed for the Channel 12 News which aired on August 30. By the time you read this other news outlets that have expressed an interest may have spread the word as well. Please contact Candace at creilly1@drew.edu if you would like a tour for your class.

The New York Times

Kathy Juliano, Director of Collections and Electronic Resources Librarian, would like to remind you that all faculty, staff, and students can register for a free subscription (aka Academic Pass.) If you already have an Academic Pass you must renew it every year. You can even set up a calendar reminder to do that. Everything you need can be found in the [NYT LibGuide](#).

There are several other [LibGuides](#) that you might find helpful including [Library Services for Faculty](#), [Ebooks](#), and [Media at the Drew Library](#).

[BrowZine](#) is a platform that allows you to browse, read, and follow scholarly journals in a visual display. You can also create a personal bookshelf of titles to follow and receive new article notifications. Here is a link to their video tutorial:

<https://youtu.be/MjN3jiailUY>

[University Press Scholarship Online](#) offers 35,000+ eBooks across 33 subject areas published by [OUP and 19 other University Presses](#).

We now have a site license for the Wall Street Journal! Access to wsj.com/Drew is available to all Drew students, faculty and staff both on and off campus via your favorite browser or their mobile app. Instructions for setting up your account are in the [WSJ LibGuide](#). Once in your account click on your name in the upper right corner to sign up for Emails And Alerts, explore Member Benefits, and more. See also [Membership Benefits](#) including Professor Tools and Resources.



Things you should know from the Reference & Research Librarians:

To help get students acquainted (or re-acquainted) with the Library, we have created a brief [self-guided tour](#) that highlights five areas of the Library (Circulation, ILL, Reference, the CAE, and The Kean Room.) The link can be shared via Moodle and other platforms. Please encourage your students to come see us.

[ZOOM On-Demand](#): in addition to Library CHAT, email, and walk-ins, Library users may now choose to Zoom with a Librarian, Monday - Friday from 11am to 5PM...and other times by appointment. Please encourage your students to try out this new service.

Support for classes: please contact the R&R Dept (reference@drew.edu) to explore resources and support for your Fall semester classes. Options ranging from Library Instruction to curating resources in a [LibGuide](#) for your students are available. Please plan to allow plenty of lead time so that we can provide your class(es) with the best experience and resources possible.

R&R has adjusted the DSEM Library program and created new resources for the Fall. The Personal Librarian program has been replaced with a combination of On-Demand online resources and Upon Request Library Instruction and support. We encourage DSEM instructors to contact R&R librarians for consultation and support.



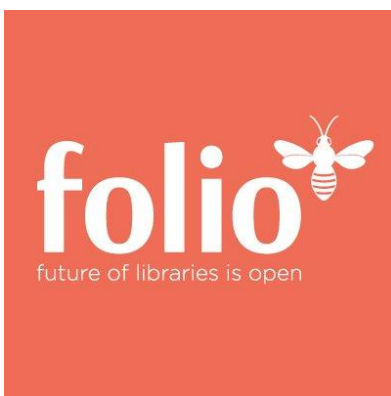
Jesse Mann, Theological Librarian, reports that the search for the Special Collections Reference Librarian and Curator of the Methodist Collection is progressing nicely. The search committee has invited three candidates to campus for full day interviews with public presentations in mid-September.

Check out this info from the Circulation Desk:

Hours: To start the fall semester full service hours are Monday – Thursday, 9am – 8pm, and Friday, 9am – 5pm. Beginning the week of September 6 we will also have study hours Monday – Thursday, 8pm – 10pm, and Sunday, 2pm – 8pm. As the semester progresses, we hope to be able to expand those hours.

Reserves: We have resumed physical reserves for this fall, but also encourage you to consider whether online and open source materials may be appropriate alternatives. If you plan to place items on reserve and have not yet submitted a form or email to us, please do so as soon as possible using this [Reserve Placement Request form](#). For any electronic materials in our collection that you would like to use for your class, you can simply provide the link to your students. Please note that if you place scanned library material on Moodle, it will be up to you to determine that what you post falls within fair use guidelines.

Interlibrary Loan: For books, articles, and other material not available in Drew's collections, we encourage you to take advantage of our interlibrary loan service. Through ILL we are able to request books as well as scans of articles and chapters from other libraries around the world. You can place requests by logging into [Tipasa](#). Copy requests typically take 1-2 days and loan requests typically take 1 to 2 weeks to arrive.



Guy Dobson (Systems Librarian), Kathy Juliano (Electronic Resources Librarian), Lauren Levinson (Head of Access Services), and Yanira Ramirez (Technical Services Associate) presented *Getting off the Ground with FOLIO* at the New Jersey Library Association's annual conference on June 3, 2021. FOLIO is a modern, flexible, scalable, open-source Library Service Platform which we have been using for just over a year now. It is both less expensive and easier to work with than traditional proprietary systems: a winning combination.

Please let me know if you have any questions about, or need my help with, anything.
~ Guy Dobson, Interim Director of the University Library

Instructional Technology summer news and updates

Kaltura

Drew has added Kaltura as the University's video repository system. We are slowly rolling it out since the implementation took longer than expected. You can find it at <https://drew.mediaspace.kaltura.com/>

Some highlights of Kaltura:

- Zoom cloud recordings automatically are copied over to Kaltura MediaSpace and integrated with Moodle.
- Interactive video assignments including video quizzes
- All videos are automatically machine captioned.
- Powerful search engine can search presentations and transcripts.

If you have interest in seeing what else Kaltura can do please email helpdesk@drew.edu

With Kaltura fully implemented we now have to lower our reliance on our Zoom Cloud storage. Here is the new [Zoom cloud storage deletion policy](#).

Moodle 3.9 Upgrade

Instructional Technology is continuing our hosted Moodle partnership with Moonami and have upgraded Moodle to version 3.9. You can see new features for teachers [here](#) or [feature update video](#).

Classroom Technology

In the classroom and event spaces we've worked to upgrade them to make them more streamlined and user friendly.

- In BC204 and BC215 we installed camera and ceiling microphones to facilitate hybrid learning. We also upgraded to laser projectors and 16x9 screens. In both rooms we also are moving away from touch panel control systems to a simplified push button control. If anyone would like a walk-thru of the new classroom technology in those rooms please email mrc@drew.edu
- We have removed almost all of the VCR/DVD combo players in the classrooms. DVD's can still be played in the classroom computers and if you find that your media (VHS) is not available on any streaming platforms, or any digital media formats we can bring a VHS player in the room on a case by case basis, but it will need to be manually installed every-time you plan to use the class materials. Requests must be made 48 hours in advance of the class by emailing mrc@drew.edu
- We've added Meeting Owl conferencing equipment and portable teaching stations with a desktop/monitor to EC145 and EC109 to help facilitate hybrid learning and meetings.



IT Staff Spotlight

Jenna Corrado

As an Instructional Designer, I help translate the technical side of educational technology and learning management systems into practical language and usage in the classroom. I also assist in helping faculty with pedagogical considerations and best practices for design, learning, and engagement. More simply: I help others in rethinking and redesigning learning experiences.
Email- jcorraro@drew.edu

DREW FACULTY DEVELOPMENT WORKSHOP:

Enhancing International
& Second Language
Student Engagement
in the Classroom

Friday, October 8, 2021
2:00—3:00

Led by: Max Orsini, *INTO Program Manager
& Academic Advisor*

Welcome: all Faculty, especially new faculty,
adjunct instructors & online instructors with
primarily international-student rosters

Mode: online (before faculty meeting). Link will be emailed
in a workshop reminder

Questions & Ideas: email Rebecca Soderholm, *Associate
Dean of Curriculum, Arts & Sciences*, rsoderholm@drew.edu

HOPE TO SEE YOU THERE!

Digital Humanities News & Updates

Digital Humanities Summer Institute Showcase.

Watch for an announcement about a mid-October showcase of the work that faculty and students did during the DHSI this summer. We plan to schedule the event in mid-October in person with the option to join remotely. The nine student faculty teams worked on such topics as: gun trafficking between the US and Mexico; masculinity and technology in *Playboy* magazine (from the Archives collection); mapping ancient Rome; analyzing UN general assembly speeches; documenting the experience of COVID in the 50 states; the representation and erasure of Pope Joan in the *Nuremberg Chronicle* (also in the Archives); the use of cochineal dye in manuscripts in Drew's special collections; the Drew *Shanama*; reading practices among middle school students. Projects involved mapping, digital exhibitions, text mining with R, among other tools and techniques.

DH Workshop Archive.

An archive is now available of all DH workshops that have been presented and recorded over the last two years. The archive is linked to the DH site. Workshops (several under each category) are available in the following areas:

- Domains of One's Own
- Image Annotation
- Text Annotation, Text Mining, and Text Analysis
- Digital Exhibits and Archives
- Mapping and Timelines
- Data Visualization
- Data Management and Data Cleaning

Many of the workshops include faculty talking about how they have used various tools in class assignments in addition to training on the tool presented by Danielle Reay (IT/Library) and others. Workshops maybe shared with students and are available as a resource for Drew faculty. They are stored on Google Drive and require a Drew login for access.

Hypothes.is Available for 2021-2022 Year

Hypothes.is, the collaborative text annotation tool for PDFs, is available again this year for your use. It can be best used through your Moodle site for easy student access. Workshops on setting up and teaching with Hypothes.is are available in the DH archive.

Need a Tech Fellow for the Spring Semester?

Tech fellows are available to assist faculty and students in courses with digital projects. You can request a tech fellow for the entire semester or just to work with your students for one assignment. They attend your class and are available for office hours outside of class. The application for tech fellows is available on the DH website at: <http://www.drew.edu/digital-humanities/about-us/technology-fellows/>

Workshop Ideas? Is there a workshop you would like to see offered? A digital tool you would like to learn or like your students to be able to use? Please send suggestions and requests to John Muccigrosso (jmuccigr@drew.edu) or Wendy Kolmar (wkolmar@drew.edu)

Sturgis Standard Code of Parliamentary Procedure

Summary:

Basic Rules of Precedence:

1. When a motion is being considered, any motion of higher precedence may be proposed, but no motion of lower precedence may be proposed.
2. Motions are considered and voted on in reverse order to their proposal. The motion last proposed is considered and disposed of first:

Common Motions in Order of Precedence:

LANGUAGE		Interrupt Speaker?	Second Needed?	Motion Debatable?	Vote Needed?
Privileged Motions: Motions of urgency entitled to immediate consideration.					
1. *Adjourn the meeting.	I move that we adjourn.	NO	YES	YES**	MAJORITY
2. *Recess the meeting.	I move that we recess until...	NO	YES	YES**	MAJORITY
3. Questions of Privilege (Noise, temperature, etc.)	I raise the question of privilege....	YES	NO	NO	Decided by presiding officer
Subsidiary Motion: Motions which alter the main motion, or delay or hasten its consideration.					
4. Postpone temporarily	I move we table the motion..	NO	YES	NO	MAJORITY
5. Close debate	I move to close debate and vote immediately.	NO	YES	NO	TWO THIRDS
6. *Limit or extend debate	I move that the debate on this question be limited to...	NO	YES	YES**	TWO THIRDS
7. *Postpone to a certain time	I move we postpone this matter until...	NO	YES	YES**	MAJORITY
8. *Refer to committee	I move we refer this matter to committee.	NO	YES	YES**	MAJORITY
9. *Amend	I move that we amend this motion by...	NO	YES	YES**	MAJORITY
Main Motions: Motions bringing substantive proposals before the assembly for consideration and action.					
10. * Main motions and restorative main motions	I move that....	NO	YES	YES	MAJORITY

The following motions can be offered whenever they are needed and have no order of precedence. They should be handled as soon as they arise.

LANGUAGE		Interrupt Speaker?	Second Needed?	Motion Debatable?	Vote Needed?
Incidental Motions: Motions that arise incidentally out of the business at hand. They relate to matters incidental to the conduct of the meeting.					
1. Appeal a decision of the chair	I appeal the chair's decision.	YES	YES	YES	MAJORITY
2. Suspend the rules	I move to suspend the rules and...	NO	YES	NO	TWO THIRDS
3. Point of Order	I rise to a point of order	YES	NO	NO	Decided by presiding officer
4. Raise a question relating to procedure.	I rise to a parliamentary inquiry.	YES	NO	NO	Decided by presiding officer
5. Withdrawal of a motion	I move to withdraw my motion.	YES	NO	NO	MAJORITY
6. Separate a multi-part question for voting purposes	I move division on the question.	NO	NO	NO	MAJORITY

*Can be amended

**Debatable if no other motion is pending.

Note: General Consent is a way of saving time by avoiding votes on routine or non controversial matters. After a motions has been moved and seconded the presiding officer may ask if there are any objections. If anyone objects, a vote must be taken on the action. If there are no objections, the matter has been decided by general consent. The presiding officer may also propose actions by general consent without any motion. If anyone immediately objects, the question must be stated and voted on in the usual way

Enrollment Management Arts and Sciences Update

09/10/2021

CLA

Deposits

As of September, 7, 2021 there are 361 new first year students and 55 transfer students. This is in comparison to the 342 FY and 50 transfer students in Fall 2020.

Demographics for First Time First Year Students (FTFY)

At Census	Female	Male	Students of Color	Non-SOC	Average GPA	Average SAT
2019	62.50%	37.50%	41.30%	58.70%	3.51	1208
2020	57.10%	42.90%	39.10%	60.90%	3.66	1197
2021	59.30%	40.70%	41.70%	58.30%	3.69	1243

- The data for this year is reported shortly prior to census.
- The SAT scores are rather meaningless this year due to the nationwide relaxation of standardized test scores in university admissions. Less than 20% of our 361 students submitted their scores.
- Comparison data between other institutions, as well as other trends for Drew will be available in October, after data becomes more available.
- Currently, there are 10 deferred students in this cohort, deferring to the Spring 2022 semester. We are looking to pilot a program to get them, and other students, engaged at some point in the Fall semester.
- We expect a stronger transfer pool from some of our athletic teams.

Cycle for CLA Class of 2026

The FTFY student goal is 390

- Areas we are pushing towards for growth
 - Additional areas in Men's athletics (Cross Country, Lacrosse and Volleyball)
 - Educational Opportunity Scholars program students (Frances B Sellers)
 - Growing the non-athlete early decision pool
 - Creating defined targets for counselors with accountability for meeting those targets
 - Direct International student recruitment shift so INTO is recruiting
 - Focusing on parochial and private schools in key recruiting areas
 - Focus on NJ city schools
- A detailed targeted report will be shared with the Faculty Enrollment Committee at our next meeting, and highlights to be shared in divisional meetings

MARKETING

New Partnership with Carnegie Dartlet

Focusing on undergraduate digital marketing recruitment efforts

DIGITAL MARKETING

Goals and Objectives:

- Undergrad brand awareness, applications, yield and enrollment of traditional undergrad and transfer students

Audience:

- Prospective Undergraduate and Transfer Students

Strategies

- Display-Advertising for Undergrad-Outreach and Retargeting
- Facebook-Undergraduate Behavioral and Retargeting
- PPC (Pay Per Click) -Undergrad
- Facebook-Transfer Behavioral and Retargeting
- PPC (pay per click)-Transfer
- Display-Transfer-Outreach and Retargeting
- IP Targeting: 3k Admits and 3k Prospects

Timeline:

- October 1-June 30 with Carnegie

Analytics:

- Using Google Analytics to track behavioral data from each digital campaign
- We will have access to **Google Data Studio**, (a live reporting dashboard) to support teams to make budget shifts throughout the campaign duration, based on performance.
- Monthly reports after each campaign launch will be reviewed to report key highlights, trends, and recommendations
- Carnegie Dartlet's **Clarity** service leverages the world's leading CDP, BlueConic, to track the interests and intentions of website visitors and deliver personalized website experiences for them all.
 - Tracks, analyzes, and leverages actions of anonymous users on your website
 - Progressively builds profiles of website users across various sessions and devices
 - Personalized website content for users without CMS changes or integrations
 - Enriches CRM records with web activity and leverages off-site data for on-site web personalization

New Partnership with Carnegie Dartlet/Underscore

Focusing on undergraduate email recruitment efforts

EMAIL MARKETING /UNDERScore/SLATE

Goals and Objectives:

- Undergrad-brand awareness, applications, yield and enrollment of traditional undergrad and transfer students by customizing content and design for slate emails as well as text messaging that go out as part of our overall marketing campaign.

Deliverables

- **Application Generation Campaign** (consisting of scheduled emails, incomplete emails, responsive emails and text messaging)
- **Underclassmen Campaign** (consisting of scheduled emails, incomplete emails, responsive emails and text messaging)
- **Yield Campaign**
- **Audience-specific Campaign** (Transfer and Guidance Counselors)
- **Senior Search Campaign**
- **Slate Territory Management Portal with reporting for Drew Counselors**

Audience:

- Prospective Undergraduate Students (sophomores, juniors and seniors)
- Prospective Transfers
- Guidance Counselors

Timeline:

- October 1-June 30 with Underscore

Analytics:

- Ongoing monitoring and analysis, including weekly check-in calls (with Underscore) and tracking reports:
 - Campaign performance reports
 - Campaign conversion reports
 - End of campaign reports with recommendations from Underscore
- Carnegie Dartlet's **Clarity** service leverages the world's leading CDP, BlueConic, to track the interests and intentions of website visitors and deliver personalized website experiences for them all.
 - Tracks, analyzes, and leverages actions of anonymous users on your website
 - Progressively builds profiles of website users across various sessions & devices
 - Personalized website content for users without CMS changes or integrations
 - Enriches CRM records with web activity and leverages off-site data for on-site web personalization

Focus on transformation experience of the Drew education

- Developing brand strategies to attract students with the potential to succeed at Drew without having the highest high school grade history.
- Researching to find success stories of current Drew students who fit the profile of a transformative kind of student.
- Working on how to define and find the market for a transformation student

Developing marketing plans to focus on specific key recruiting areas to support counselor recruiting efforts

- Transfer Students
- Guidance Counselors
- Baldwin Scholars
- Action Scholars

Migration of Drew Website to an external server

- Will allow creation of new SEO friendlier templates that will leverage better tracking tools to monitor students through the admissions funnel.
- Will allow creation of a new home page template that provides an opportunity for more promos and home page takeovers.
- Will provide superior services that eliminates staff time spent on maintenance, upgrades, and stop outages
- Allows better access to individual departments for updating web pages
- Provides opportunity for inventory clean up of non-WordPress items on the web server

The Caspersen School of Graduate Studies
Summer/Fall Admissions Update 2021
Based upon a report to the Dean by Kevin Miller

Summer/Fall semesters are within expected goal range. The impacts of Covid restrictions are still reverberating and the numbers are a reflection. Actual deposits for the Fall would have been +11, but our international population was impacted due to visa denials and consulate closures. Below is a table representing our deposits as of August 26, 2021. (Note: Conversations between the MAT leadership and Admissions staff have occurred in the Summer to address areas of decreased enrollment.)

Summer/Fall Deposits	2020	2021
Arts & Letters DLitt	13	11
Arts & Letters MLitt	3	1
History & Culture MA	3	3
History & Culture PhD	2	3
Master of Arts Teaching	28	14
Master of Education	8	7
Medical Humanities DMH	9	12
Medical Humanities MMH	7	5
MS Data Analytics	5	11
MS Finance	14	15
Caspersen Non-degree	0	1
Teacher Endorsements	0	1
Total Deposits	92	84

2021 Summer/Fall Overview:

The challenges that existed last year were still a factor this academic season. Although our deposits for enrolled students are down compared to last year, inquiries remain healthy at 506 which generated 351 completed applications with 235 admitted students to various Caspersen programs.

All of our open house programs were marketed virtually and the events helped achieve the increase in inquiries. We hosted two Open Houses which had 111 total registrants - 46 attendees, a variety of monthly information sessions, class visits, informal gatherings and zoom sessions which all allowed us the opportunity to promote our graduate offerings.

Our international student population interests continue to flourish. We have students from 8 different countries enrolling this fall. Eleven deferred due to visa and/or issues.

The majority of Caspersen students are from New Jersey, with 6 from NY, 5 from PA, a couple from FL, NV and at least one from IL, OR, WA & WY. Most enrolled applicants are between the ages of 21-29. Women represent 60% of the students who selected a gender; ethnically the class is 62% white, 13% black, 1% Asian and 24% N/A. A

Outlook:

Recruitment for next season is shaping up to be a hybrid of opportunities including outside events. Many of the events for the fall season will remain virtual. Monthly our intentions are to host program webinars, guest speakers, class visits and Q & A sessions for all prospective students. We are also utilizing our social media platforms and event pages to highlight our faculty achievements. Our fall 2021 virtual CSGS Open House is scheduled for October 26th at 5:00pm. This event will allow prospective students the opportunity to hear about the programs from faculty and students as well as ask pertinent questions. A couple of class visits may be scheduled as part of the event.