Liberal Arts Council  
Minutes  
February 5, 2019  


Dean Beeby opened the meeting in LA 3005 at 9 am.

**Online Learning**  
Belle Cowden, Executive Director of Online Learning, presented information about Online Learning programs and course policies (attachment 1).

**CLA Marketing Updates**  
K. Arwood provided an update of CLA marketing activities:
- She said LA has increased our online presence  
  - Specifically, for Facebook, she noted a 7% increase in male followers and that the 18-24 age demographic had the highest engagement.  
- She thanked the department who have designated web coordinators  
- She needs story ideas from each department for an LA newsletter that will likely be distributed through MailChimp or another source  
- Requests for publicity, etc. should continue to be brought to Kristina though the department chair not individual professors.

**Honors Day Awards**  
M. Dixon reminded all that the deadline for awards was tomorrow. He discussed the potential errors this Honors Day. Awards will recognize 2018-2019 recipients at the 5 p.m. ceremony Monday, March 18. The recipients will be notified by a university committee.

**USI Recruitment Initiative**  
J. Beeby announced the recruitment initiative for CLA developed by the three deans and K. Arwood.  
Points of this recruitment plan include:  
- Postcard mailing to all admitted students (postcard should be ready for mailing in two days)  
- Student to potential-student phone calls  
- Potential students that want to speak to a faculty member will be referred to appropriate chair or designee.

**Approval of meeting minutes from January 29, 2019 was tabled.**

**Announcements**  
- R. Rowland provided census data and reminded all that CAP students were no longer part of the total. A list of students with D.F. NA, NP will be posted on the M-drive so student may be email; template letter provided. She reported 19 individuals have applied for the LA advising center position (attachment 2)
J. Hardgrave asked about students/faculty attending the April 5 Inauguration. J. Beeby reported that instructions about the inauguration will be forthcoming.

C. Baker thanked R. Rowland for entering Degreeworks Plans for each major.

E. Wasserman reminded everyone that Pygmalion is scheduled for run Feb. 14-17 in the Performance Center.

Silvia reminded all that the German Film Festival begins February 15.

Meeting adjourned at 10:23 am.