

Dean's Administrative Council  
Minutes of Meeting July 22, 2020  
2:00p.m. via Zoom

Members Present: Dr. Andi Kent, Dean; Dr. John Kovalski, Associate Dean; Dr. Tres Stefurak, Chair of Counseling and Instructional Sciences; Dr. Robert Thompson, Chair of Hospitality and Tourism Management; Dr. Shelley Holden, Chair, Health, Kinesiology and Sports; Dr. Paige Vitulli, Chair of Integrative Studies; Dr. Yvette Getch, Faculty Council Rep; Dr. Matt Binion, Director of Academic Assessments; Mr. Josh Wooden, Director of Academic Advising; Ms. Jennifer Simpson, Director of Field Services; Ms. Amber Day, Assistant

- x Partnership with UAB (AK):  
Still working with UAB. Problems with testing 250,000 students in 4 weeks. Should know more on this in about a week.
  
- x Marketing and Communications (AD):
  - Emails went out regarding hosting five online information meetings for different graduate programs. Currently have 43 prospective students registered for the informational meetings.
  - Running some social media ads and sending out information to other leads.
  - An ad is currently running on social media for the Educator Excellence Scholarship.
  - Literacy Center – completed a social media ad campaign on Facebook and Instagram. Also did an August back to school ad for the parent magazine.
  - Working with various programs to do some website SEOs and updates (Instructional Design).
  - Working with Dr. Holden on some ads campaigns for HKS and updating the web pages as well.
  - INGS – completed a radio campaign and a social media campaign.
  - Pillar's magazine – currently with the design and obtaining various quotes. Received permission to outsource printing so cost will be down substantially.
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