

Graduate Course and Program Review Committee

February 22, 2023

Minutes

Present: Chad Baker, Joe Behun, Robyn Davis, Bertha DeJesus, James Delle, Ollie Dreon, Ann Gaudino, Christine Gaudry, Laura Granruth, Barb Haverkamp, Aileen Hower, Lauren Kaiser, Susan Kopecky, Lucie Lehr, Ann Marie Licata, Julie Lombardi, Rich Mehrenberg, Nicole Pfannenstiel, Beth Powers, Kelly Rotondo, Deborah Tamakloe, Melissa Tineo, Tyrone Washington, Carlton Wolfgang,

- vi. Tactics have included strategically placed digital billboards, general social media, cable tv spots, streaming audio, paid/targeted social media and Google paid search.
- vii. It has been reported we have over 7.5 million impressions and of those we had 48K clicks (opens) and 477K views.
- viii. Women click more than men.
- ix. Our biggest population is ages 18-24.
 - x. Social media outlets used were Twitter, LinkedIn, Spotify.
 - xi. The most successful LinkedIn ad was ACTE Emergency Certification program.
- xii. Q1 subcontractor reported 40K funneled into our landing page and 5K of those went to program pages. The “More Information” button received most hits for Secondary Teaching, Nursing and Space Weather. It is beneficial to have students brought to our web pages so they can look around.
- xiii. LinkedIn was a big hit with our Prime grant. We saw an increase in the number of hits overall.
- xiv. New Pathways is a model for next year. PB Cert to MED to Cert to EDD. 1 million saw their ad. Digital geofencing was employed to focus on areas of greatest attraction. This is less expensive. 76 (s00.00)TJ’6 (n)-3.4.0 M

3. Graduate Curriculum Proposals:

- a. ENGL Course Change Proposal 207: Add DL to ENGL 613 - Modern British Fiction.

<https://wiki.millersville.edu/display/CAP/ENGL+Course+Change+Proposal+207> –

- i. A. Hower motioned. A. Licata second. Approved.

4. Policy and Related Items:

- a. MEd Core groups have been meeting and will present a draft to the group next month.

5. Old Business:

- a. Tuition and Graduate Assistants –

- i. There is no movement on this issue.

- ii. The university is not in a financial position to reallocate funding to this effort.

- iii. Can we bundle here? For further investigation and discussion.