

**Graduate Council Minutes  
November 12, 2019  
Health Science Campus, Health Education Bldg. 105**

Present: Wissam AbbouAlaiwi, Brian Ashburner, Defne Apul, Tomer Avidor-Reiss, John Bossenbroek, Timothy Brakel, Amanda Bryant-Friedrich, Saurabh Chattopadhyay, Wendy Cochrane, Heather Conti, Daniel Georgiev, Daniel Hammel, Andrea Kalinoski, Llewellyn Gibbons (for Ken Kilbert), Abraham Lee, Sont-Tao Liu, Sara Lundquist, Michael Mallin, Marcia McInerney, Nagalakshmi Nadimity, Alisa Nammavong (GSA), Patricia Relue, Barry Scheuermann, Beth Schlemper, Rebecca Schneider, Martha Sexton, Susan Sochacki, Megan Stewart, Varun Vaidya, Jerry Van Hoy, Kandace Williams.

Excused: Terry Bigioni, Anand Kunnathur, Ozcan Sezer, Ruslan Slutsky.

Absent: Cyndee Gruden, Mohamed Hefzy, Penny Poplin Gosetti, Geoffrey Rapp, Tonya Schmitt, Oleg Smirnov, James Willey.

Guests: Meghan Cunningham.

***Call to Order, Roll Call, and Approval of Minutes***

The meeting was called to order and the roll called and the Minutes of October 15, 2019 were approved.

***Executive Reports***

**Report of the Executive Committee of the Graduate Council**

On behalf of Graduate Council, Dr. Song-Tao Liu, Chair reported

- *Fall Catalog 2020-2021*  
Curriculum submission deadline to GC is set on March 17, 2019. This deadline has been discussed with the GCCC who will make every effort to review all submissions by the end of spring semester.
- *Discussion with the Provost*  
The GCEC welcomes input from Council in collectively conveying to the administration concerns of the graduate faculty. The GC represents graduate faculty to help the University administration better understand the concerns and needs of graduate faculty and retain talents.
- *Adobe Products*  
The university will provide/pay for Acrobat DC (writer). If you already bought it, you can be reimbursed.
- *Research Integrity Officer*  
Today, Professor Llew Gibbons will discuss his role as UT's Research Integrity Officer.

- University Communications  
Today, Meghan Cunningham, Director of University Communications at UT, will discuss how we can 'tell our own story better'.

#### Report of the Vice Provost for Graduate Affairs and Dean of the College of Graduate Studies

Dr. Amanda Bryant-Friedrich, Vice Provost for Graduate Affairs and Dean of the College of Graduate Studies provided the following updates:

- *Academic Misconduct Policy*  
There is continued development on this policy. A lot of work has gone into it. After going through appropriate committees, it will be brought to GC for discussion.
- *Registration*  
Provost's Office has communicated with (Deans?) the goal of having 90% of continuing students registered by December 6<sup>th</sup>. There is a campaign to encourage early registration. Typically, graduate students register much later, for many reasons. We have to try our best to get them registered. If there are barriers, please notify Dean Bryant-Friedrich. Enrollment is a main priority.

#### *Discussion:*

Dr. Kandace Williams pointed out that Dr. Bill Ayres, Vice Provost for Academic Affairs, had previously indicated that graduate students could register up to a year at a time.

Dean Bryant-Friedrich noted that it is not across the board. Medical students can do so. It may depend on funding appointment for an entire year. It would be particularly useful for graduate students in cohort-based programs. She indicated that she has not had this conversation with administration, who would help to make this happen.

Dr. Patty Relue stated that tuition payments for spring semester 2020 are due by January 10<sup>th</sup> in order to avoid a \$100 late fee. However, students who register after January 10<sup>th</sup> are not assessed a late fee.

Chair Song-To Liu did not think that late fees would be assessed before the start of the semester, however, the GCEC has not heard that the matter has been settled.

Dr. Patty Relue pointed out that spring payment due date information is available on the Treasurer's website <https://www.utoledo.edu/offices/treasurer/tuition/DatesSpring.html>.

#### Research and Sponsored Programs Update

Dr. Frank Calzonetti, Vice President of Research was unavailable to present a report.

#### Report of the Graduate Student Association

Alisa Nammavong, President of the Graduate Student Association (GSA), reported:

- *Communications Specialist*  
Ms. Kristina Todorovic from the Department of Psychology in the College of Arts and Letters has been elected to serve as the GSA Communications Specialist for the remainder of the current academic year, 2019-2020.

○ *Student Health Insurance*

Will be meeting with Request for Proposal (RFP) Committee at least once in November and twice in December.

1. Preliminary timeline for the RFP as follows:

- Conduct meeting with RFP members as scheduled with GSA and Student Government Presidents, Katy Pannell, Manager of Benefits and Administration – HR, Mr. Brian Pack, Benefits & Wellness – HR, Ms. Leanna Glick, Student Insurance Program Administrator, consultant (possibly).
- Review preliminary plan and provide recommendations/feedback.
- Recommendations/feedback are returned, and a decision is made about plan selection.
- Develop and implement a communication plan to share information with students.
- Delay in processes due to employees completing open enrollment.
- Cross-trained Benefits Team from working with employee insurance and will not be assisting Leanna and Brian with student health insurance.

2. As of 11/04/19, there are 844 students enrolled in the UToledo plan (406 undergraduate, 438 graduate), a 20% increase from last year, 128 international, 706 domestic. Discussion about using University services at a low/no-cost to students, much like seen at other Universities.

- Article about Harvard providing their students with free mental health services upon evaluation by professional.
- Ms. Leanna Glick having bi-weekly meetings to discuss mental health services.
  - What services are available at student health center and UTMC and payment at levels?

3. Re-processing of claims with Payer Fusion. Students for whom this that this applies will be reimbursed due to Payer Fusion not covering 100%, about 600 claims.

4. Discussion about education needs for students. International students and the sticker and culture shock of coming to the US and experiencing its health insurance system and learning how to use insurance and covered services appropriately including using UTMC services versus student health centers.

5. Discussion about the mandatory opt-out option. Requiring programs to apply the mandatory opt-out. Ideally, would be started in the fall semester.

6. HSC Office Space in Collier 3<sup>rd</sup> Floor. Discussion about how to use space without sacrificing requirements on MC for office space.

7. Travel Reimbursement Event. Use of Concord system to process requests, including walkthrough. Several students upset with change but appreciated the event. Several students still not clear on how to become active in GSA or that GSA exists and whether that means inclusion of JD, MD, and PharmD.

○ *Constitution Review Committee*

Adding committees to Bylaws

- Adding Travel Reimbursement Committee.
- Amendment to who counts as covered with GSA.

○ Should we consider JD, MD, PharmD as members eligible for funding?

- Professional students not covered under COGS, but still need advocacy. Several JD students want GSA benefits, travel reimbursement, and have been approved in the past.
- Will be having discussion at GSA.
  
- *Meeting with Dean Barbara Kopp Miller of University College*  
UToledo may be switching from Blackboard to an updated BB or a different system in order to utilize cloud storage. In the coming months will have more details as to what companies will be presented to the University. Will be evaluated by a Request for Proposal (RFP) Committee consisting of faculty members and other key figures. Asking in the future for student input that will include attending session, completing surveys, and possibly focus groups. Possibly will be used as an opportunity for graduate students to achieve active status with GSA.
  
- *Treasurer stipend*  
Vote to accommodate increase in Treasurer role with changes to Concord, creation of travel coupons to promote use of travel reimbursement, and management of 2 committees. Using unallocated funds \$1,000.
  
- *Midwest Graduate Research Symposium*  
Planning for this event will be a focus of GSA for now through the event date, April 4, 2020.
  
- *General Assembly*  
The next General Assembly meeting is scheduled for November 13<sup>th</sup> 6-8pm, HSC HEB103.

### ***Information and Discussion Items***

#### **University Communications**

Ms. Meghan Cunningham, Executive Director of Marketing and Communications, provided an overview on 'how to tell your story and the University's story' and a brief review of the university's brand launched on July 1, 2019.

University Marketing and Communications is working collaboratively to better serve you to help you meet your goals. We are specialists in:

- Strategic storytelling
- Creative design
- Integrated marketing and communications
- Web strategy
- Compelling photography and video
- Media relations and crisis management

Ms. Cunningham discussed the primary areas of support of each slide in the presentation, excerpts below:

- Communications  
We have two media relations specialists, a speech writer and leadership is available to assist with

crisis management. Last year, we had 840 stories that lead to more than 7,800 media mentions reaching an audience of more than 6.3 billion people.

- Design  
Print and digital promotional materials, social media campaigns, email templates, and other services.
- Web  
We work in partnership with IT, but are separate with a focus on external facing webpages. It is our most visible marketing tool. Always want to think 'how' it is presented on the web and will people find it if they search for it.
- Photography  
Studio, portrait, locations and events. There is a scheduling system that uses request forms available on marketing website.
- Social Media  
We can help you set up your account and review analytics.
- Video  
We can assist with infographic, scripted and other styles of videos.
- Trademarks and Licensing  
Work collaboratively with Rocket Athletics with the idea that funding comes back to fund mascot program. Reach out to Kevin Taylor if you have a specific question.
- Launching our new brand: **Fueling Tomorrows**  
The University does a rebrand typically every three to five years as a refresh. It had been much longer for UToledo. Market research in 2018 included focus groups. For a brand to work, it has to be authentic and aspirational. Gritty was mentioned as a defining characteristic. But how do you market gritty? We are Midwest and tough and can get it done. Other characteristics from research were caring and complete. Think about, if UToledo was a person, how would you describe him or her? We expanded our brand attributes to be: focused, determined, inquisitive, supportive, community minded, innovative and impactful. It can be difficult to be all of these, but at least one should be attributed to your department/program. **Fueling Tomorrows** is our brand promise.

Action outcome style for brand. Fueling Tomorrows. Also can use phrases like Powering Opportunity or Inspiring Minds. To launch brand successfully, you need to say it, say it, say it again, then you are associated with it. You see billboards in the same framework without saying the exact same words of Fueling Tomorrows, while staying on brand. We are your partners. We are using metrics to help you reach your goals, i.e., number of clicks and seats filled. The brand guide and toolkit is available on our website. Previous materials, such as stationary, are still usable, but when reorders are needed will be put into the new brand.

*Discussion:*

Dr. Patty Relue inquired about using a 3"x5" branded poster for a research conferences.

Meghan Cunningham replied that a dialogue with MARCOM may be necessary.

Dr. Mike Mallin asked for initial reactions and measures of the impact of rebranding.

Meghan Cunningham replied that our viewbook, which was early in the rebrand process, has received anecdotal positive feedback. We have increased our national marketing, our reputation and ranking. We have increased outreach to presidents, provosts and enrollment across the country. A couple of search firms have said they have seen our marketing materials.

We launched a digital experience **Your Tomorrow** that we hope to have nice data. A revamp of our website has greatly increased our Visit page. It looks great on cell phones. We are focused on mobile first.

Professor Llew Gibbons requested more UT templates be provided to provide selectivity in choices. He noted that templates take long to download, particularly when using in other countries.

Meghan Cunningham will take comments back to her team. She added that our brand is focused on personal stories. We want to see faces and people doing things. Let us know when you have a story that is a big deal. We have talented writers.

Dan Hammel inquired whether the University scans media sites outside of UT. For example, a faculty member may write an editorial for a major city newspaper.

Meghan Cunningham asked that faculty inform MARCOM of stories. Since there are many UT's, we are UToledo.

Dr. Kandace Williams noted that HSC graduate programs, such as cancer biology, would not want its brochure to show UToledo main campus buildings to attract students, but would rather display its research and faculty. 'Fueling Tomorrows' doesn't fit cancer research. We were told we could not use our student photos, so we are going to do our own.

Meghan Cunningham indicated that she would be happy to have a conversation with her. However, the UToledo brand will need to be somewhere on the publication, even on the back page. She agreed that success stories are ways to drive interest.

Dr. Barry Scheuermann commented on social media being monitored for non-compliant use.

Meghan Cunningham stated they do not want to be the brand police, but rather partner with you and provide tools. We want to limit words, so people read posts. We want to put out a product that promotes your goals and the brand.

#### Research Integrity Officer

Llewellyn Gibbons, Professor of Law, presented an overview of his role as Research Integrity Officer at UToledo and stressing the importance of research integrity.

Research integrity has been in the news. Duke recently settled a misconduct lawsuit for \$112 million cut a deal with federal government, \$112.5 million. The reasons people commit research misconduct vary from poor supervision, inadequate training, competitive pressures, personal circumstances and individual psychology.

The government Office of Research Integrity reports that 12% of ORI’s research misconduct cases are reported by research trainees and 40% were committed by research trainees.

UToledo has three Research Integrity Policies:

- 3364-70-01 Financial Conflict of Interest for Sponsored Programs
- 3364-70-02 Responsible Conduct of Scholarship and Research
- 3364-70-21 Integrity in Research and Scholarship and Procedures for Investigating Allegations of Misconduct in Research and Scholarship

Purpose of federal and UToledo regulations is to protect the privacy of the individuals involved in an allegation of research misconduct. The goal is protect the privacy of the person making the complaint and the person being investigated. Allegations of research misconduct must be made in good faith and federal law and well as UT policies prohibit retaliation. While the actual investigation is confidential, the process however, is not opaque, there is not secret about that. The process is clearly described in UT policies as well as policies by the granting organization or sponsor.

Professor Gibbons reviewed the procedures for reporting and investigating allegations of serious misconduct in research and scholarship.

Questions can be addressed to Professor Gibbons or Dr. Frank Calzonetti. I encourage faculty or students who have questions involving possible research misconduct to discuss it with me as a hypothetical. We can discuss hypothetical situations as well as an actual incident. He pointed out that if he is informed of an actual incident, he will have to act on it/investigate if it constitutes research misconduct. Also, I would love to make a presentation on the ethical conduct of research to faculty or student groups.

Student Success from the Strategic Plan Perspective

Dean Amanda Bryant-Friedrich reviewed student success section of COGS Strategic Plan.

| <b>AREA I: Continue graduate student success and academic excellence – Goal 1</b>                            |               |             |                             |
|--|---------------|-------------|-----------------------------|
| Identify and implement the use of software to facilitate graduate student onboarding and tracking.           |               |             |                             |
| Require graduate faculty professional development in graduate student mentoring and diversity and inclusion. |               |             |                             |
| Slowly increase standards for graduate student admission.  |               |             |                             |
| OUTCOMES   | BASELINE 2016 | TARGET 2022 | RESPONSIBILITY              |
| Two-year graduation rate of full-time master’s degree students   | 80%           | 82%         | Provost, COGS, All Colleges |
| Five-year graduation rate of full-time PhD students  | 47%           | 50%         | Provost, COGS, All Colleges |

*Graduation Rates*

Student success benchmarking metric baseline was 80% graduating in 2 years, so we are above that. Time to degree at the Ph.D. level is more of an issue, because some students stay longer. One of the reasons is because of lack of mentoring and guidance on when it is time to complete the program. When students are trained faculty want to keep them longer.

### *Graduate Faculty Professional Development*

Require graduate faculty professional development in graduate student mentoring and diversity and inclusion. Dr. Daryl Moorhead has interviewed students during his time as a faculty fellow, and he will tell us more about their needs.

We have to have means by which to check it, so we will require diversity and inclusion training and mentoring training. When modules are in place and approved by Provost Office, it will be required for renewal.

### *Slowly increase standards for graduate student admission*

Removing a metric does not mean it has to do with the quality of the student, so programs determine if they want to keep a metric above the COGS minimum requirements. I have received a lot of responses from programs regarding whether they wish to keep the GRE for admission. Most masters programs are not requiring it and many PhD are requiring it as well as for international students. Because we have heard that some programs experiencing difficulty evaluating international transcripts, COGS can provide that evaluation for you. Where you don't have the expertise, we can assist. Are there countries you have issues with evaluating transcripts?

### *Discussion:*

India was mentioned – they can have first class students at 70%. Within some countries there are differences by institution. It is complex.

### *Graduate Student Mentoring*

Dean Bryant-Friedrich stated discussion of graduate student mentoring training will continue in Graduate Council.

### *Graduate Forms*

Graduate student forms can be submitted electronically, fill and sign with Adobe. I am still working to see if we can develop a dynamic form system so we can download into databases and mine that data. Students should submit forms in electronic form so that we do not have to track down paper.

### *CAS Admission*

Engineering and Business have talked about bringing on those systems and we have discussed transitioning all programs to CAS format. We have 9 CAS systems presently. Speech Language Pathology just started using CAS. Will allow you to do much easier evaluation and onboarding from time they inquire to getting them on board. Even though we have 9 CAS, they are integrated with Banner to differing degrees and we would like to integrate them at the same level. CAS has quite a bit of the market and we are hoping it will give us exposure.

### *Discussion:*

Dr. Patty Relue mentioned that Engineering had looked into CAS and the issue is cost. She wondered whether the university is going to waive its application fee or charge that in addition to the CAS fee.

Dean Bryant-Friedrich responded that it is a question we will have to grapple with. Engineering CAS fee is about \$25, international fee is \$75. Perhaps we could continue our COGS application fee and remove the CAS fee from that. She would like to see more applicants and funds for waivers.



| Offer graduate programs in formats that are responsive to student needs as it relates to timing (summer only, evening, UG/G hybrids, online, blended, etc.), cost (tuition scholarships, differential pricing, etc.), and outcomes (non-thesis, graduate certificates, badges, PSM, curricular considerations, etc.). |               |             |                             |
|---|---------------|-------------|-----------------------------|
| OUTCOMES  | BASELINE 2016 | TARGET 2022 | RESPONSIBILITY              |
| Two-year graduation rate of full-time master's degree students  | 80%           | 82%         | Provost, COGS, All Colleges |

| Offer PhD funding packages based on fixed times to degree completion which are awarded to students instead of academic units. |               |             |                             |
|---|---------------|-------------|-----------------------------|
| OUTCOMES  | BASELINE 2016 | TARGET 2022 | RESPONSIBILITY              |
| Five-year graduation rate of full-time PhD students   | 47%           | 50%         | Provost, COGS, All Colleges |

*Program Formats*

We need to offer graduate programs in formats responsive to student needs. We only have a handful of graduate offerings in the evening, summer and certificate programs. Only one PhD program is offered 100% online, in Education. We are behind the curve. The objective is to offer in formats that will enable people to enroll here. Executive Master’s in Sales Leadership has differential pricing. Think about a graduate certificate with a set fee or online programs that may or may not be taught by all UT faculty. There are ways to do this and in programs where enrollment is low and where it concerns accreditation.

*Funding*

Funding for tuition waivers and stipends stays in COGS. For example, if COGS provides one stipend to a program and then program splits that between three students, COGS pay three tuition waivers. How can we ask the administration for more stipend funding, if a program can pay a student 1/3 of a stipend? If we say to you that you need to distribute to programs and the college dean says no, it is a problem. We look at growing programs from a strategic perspective.

*Discussion:*

Dr. Kandace Williams noted that the College of Medicine and Life Sciences (COMLS) uses a ratio system.

Dean Bryant-Friedrich realizes that COMLS is different and that is not how it works for most programs. While we cannot manage the stipends for all colleges, we do have to come to an understanding of what it means to fund a graduate student.

Dr. Sara Lundquist stated that at times a program may be trying to solve a particular problem, although she has never heard of cutting a stipend in three. English has never done that. There isn’t logic in that and furthermore, she would be very unhappy as chair if her department lost control over their money because another program was misbehaving.

Dr. Marcia McInerney asked if it is acceptable to cover only one semester and ask COGS to cover the rest of the year if a grant is ending half-way through the year, December. That would be splitting a stipend.

Dean Bryant-Friedrich said it is good if COGS knows.

***Standing Committee Reports***

**Report of the Curriculum Committee**

None.

**Report of the Membership Committee**

None.

***Old Business***

None.

***New Business***

None.

***Adjournment***

There being no further business, the Council adjourned at 2:02 p.m.