

Northern Illinois University
COMMITTEE FOR THE IMPROVEMENT OF THE UNDERGRADUATE ACADEMIC EXPERIENCE (CIUAE)
2019-2020 MEETING #3
Monday, November 4, 2019

MINUTES

APPROVED

Present: Sheila Barrett (HHS); Jeanne Baxter (Alumni Association Rep., Ex-officio); Zac Birch (Housing & Dining rep, Ex-officio); Michelle Bringas (AARC Director, Ex-officio); Daryl Dugas (COE); Elisa Fredericks (COB); Cindy Hellyer-Heinz (CVPA); Sarah Holmes (ULIB); Trude Jacobsen (CLAS); Ed Klonoski (Associate Vice Provost, Ex-officio); Venumadhav Korampally (CEET); Isabella Lamarre (CLAS student); Brooke Lavite (CLAS student); Angela Lobdell (COE student); Andrea Radasanu (Acting Honors Director, Ex-officio); Brittany Secor (HHS student); Andrea Swofford (CVPA student); Amari White (SA representative)

Absent: Kelly Olson (VP Student Affairs-designee, Ex-officio); Amari White (SA rep)

I. APPROVAL OF AGENDA

Agenda modified to start with New Business to accommodate guests Andy Pemberton (Web & Internal Communications) and Allison Maurer (Office of Institutional Communication). T. Jacobsen made a motion to approve the agenda, seconded by E. Fredericks. **Motion passed unanimously.**

II. APPROVAL OF MINUTES FROM October 7, 2019 minutes

E. Fredericks made a motion to approve the minutes from the October 7, 2019 meeting, seconded by S. Holmes. **Motion passed unanimously.**

III. NEW BUSINESS

D. Dugas introduced the guests and provided them with two documents regarding textbook affordability and inclusivity resources for student and faculty.

A. Pemberton and A. Maurer explained how information could be disseminated to students and faculty. First step would be to create a web presence/landing page that would contain all the information in the documents. Then abbreviated information could be created by their team for digital signage, brochures, postcards, NIU today articles, Monday morning announcements email to faculty/staff and social media that would send readers back to the web page containing all the detailed information. An additional resource would be to ask the Dean of Students to send out information in her weekly Monday morning announcement email to students and there is the possibility of texting information to 1st and 2nd year students. Once the committee has finalized the content of the documents they can be sent to A. Pemberton and A. Maurer. Their team will take the information and create content based on the platform being used and recommend a campaign strategy. The first run at disseminating information will be limited (not a full blown campaign) due to time constraints

and the need to get the information out quickly before students start purchasing text books. They will come back to the committee and present their recommendations.

There was further discussion by the committee about the contents of the two documents and a need for further revisions. D. Dugas asked members to forward revisions to him. T. Jacobsen volunteered to get more information about the CENGAGE program. E. Klonoski offered to invite CENGAGE to come and speak to the committee again about their program if needed.

D. Dugas talked about face-to-face dissemination of the information. He suggested that membership from the committee attend college and/or department meetings (fall & spring) and give a presentation on the information. D. Dugas asked faculty reps to go back to their colleges and find out if they would be receptive to such a presentation and then get back to him before the next meeting.

IV. OLD BUSINESS

Membership – D. Dugas welcomed and introduced Venu Korampally from the Department of Electrical Engineering representing the College of Engineering and Engineering Technology. A student representative is still needed from the College of Engineering and Engineering Technology as well as the College of Business.

Raymond grant – Advertising update – a request for the Raymond flyers was sent to graphics @ EMMC however the redesigned flyer was not ready to be shared at the time of this meeting. These will be ready for use next year.

Raymond Online application – Daryl wanted to show the committee the online application but technology was not cooperating. I. Lamarre wanted to make sure that if the application was multi-page that one page did not have to be completed to move on to the next. There was also discussion about the word/letter limit for the text boxes in the online application. Daryl asked for recommendation from the membership on a limit.

D. Dugas reminded the committee that the December meeting will be held because there is much to accomplish.

BYLAW CORRECTION UPDATE

Ed Klonoski informed the committee that the 2nd reading/vote of the CIUAE bylaw amendment by the University Council is Wednesday, November 6, 2019. Ed will attend the meeting and does not anticipate any problems with the amendment passing.

VII. ADJOURNMENT

E. Fredericks made a motion to adjourn at 2:00 p.m., seconded by S. Holmes. **Motion passed unanimously.**

*Respectfully submitted,
Jeanne Ratfield & Mia Hannon
Administrative Support*

Office of the Vice Provost for Undergraduate Studies