

CALS Academic Planning Council

6201 Microbial Sciences Building
November 16, 2021, 1:00-2:30 p.m.

2021-22 meeting materials found at:

<https://uwmadison.box.com/v/CALSAPC21-22>

Attendees: Samuel Butcher, Todd Courtenay, Carrie Laboski, HuiChuan Lai, Mehdi Kabbage, Eric Kruger, Jamie Nack (arrived at 1:07 pm), Xuejun Pan, Francisco Peñagaricano, Guanming Shi, Michael Thomas, Michael Xenos

Absent: Jed Colquhoun, Barbara Ingham

Ex Officio: Kate VandenBosch, Karen Wassarman, Heidi Zoerb

Guests: Christian Franck (departed at 1:12 pm)

Minutes by: Therese McHenry

Welcome and introductions

Review agenda

Revisions to current agenda

- *No revisions were made to the agenda.*

Consent Agenda

1. Approve minutes for Nov 2 meeting (Box)
 - *Item 1 was approved by consent.*

Action and Discussion Items

2. Center for Traumatic Brain Injury, College of Engineering: proposal, second review (Box)
 - *Dr. Christian Franck, professor of Mechanical Engineering in the College of Engineering, is spearheading this proposal for the Center for Traumatic Brain Injury (TBI) and spoke to the APC about the proposal.*
 - *Since the APC's first review, with some input from David Wassarman and School of Medicine and Public Health (SMPH) colleagues, the proposal has been modified with updates to the mission statement and the organizational structure to be more encompassing.*
 - *The new proposal is in Box (<https://uwmadison.box.com/v/CALSAPC21-22>), along with the original for comparison.*
 - *The initial proposal may have seemed engineering-focused, but that is only a starting point for what is planned to be a very collaborative center.*
 - *There will be grant rounds and internal seminar series to garner cross-campus activity.*
 - *The UW is an R1 research university and a well-recognized institution without a center for TBI.*
 - *Dr. Franck asked that the APC list any specifics or visions for the center into any letter of reference that is provided.*
 - *Questions and feedback from the committee:*
 - *What is the timing of this proposal?*
 - *The goal is to have it approved at the Dec 5 UAPC meeting to allow work to start on the framework for cross-campus collaboration. The deadline for materials, including letters of support is Nov 24.*
 - *Have you received any letters of support from CALS departments?*

- *This is not known at this time and would have to be confirmed in Dr. Franck's Box folder.*
 - *What potential do you see for collaboration?*
 - *There are ways for units to come together to think of larger funding structures such as National Institutes of Health (NIH) type-P grants.*
 - *There will be diverse funding representation but funding will be heavily carried by NIH and the Department of Defense large scale, multi-PI grants.*
 - *Much of the work to initiate collaboration will be initially on Dr. Franck but he is hoping to have a co-leader, potentially from CALS.*
 - *This center would work to convene different college/school leaders in the same room and facilitate discussions.*
 - *The diagram in the proposal shows names of group leads. Is this a proposal or something already existing?*
 - *The Office of Naval Research-funded Panther program, referenced in the proposal, has been using this structure which has worked quite well for the 24 PIs. It is a large, multi-PI, multi-institutional grant that has been held for 4 years.*
 - *The Panther program will constitute one unit of the Center for TBI but does not dictate the structure for the whole center but could be used if it works well.*
 - *The initial proposal had more of a focus on the prevention of injury. Is this still the case?*
 - *The focus has broadened to include the mechanisms of injury and biologic components.*
 - *TBI has been largely correlated but research is not deterministic enough to be prevented. One must understand pathway biology and the mechanisms of injury to help in preventative measures.*
 - *The center will look at the biology involved in long-term effects of TBI and neuro-biologic and neuro-psychologic consequences that fall under the TBI spectrum.*
- *Following Dr. Franck's visit, the APC had the below discussion relative to providing a letter of support.*
 - *Without any historical feel for what has constituted a center in terms of outside funding, how does this proposal compare to other center efforts?*
 - *There have been only one or two center proposals a year. The most recent ones we've seen have come from SMPH.*
 - *Centers are formed when there is a critical mass of interest and expertise.*
 - *It appears that the sentiment is that by creating UW center, they can compete for multi-PI awards.*
 - *This proposal is similar to the Center for Biomedical Swine Research and Innovation and the UW-Madison Comprehensive Diabetes Center seen by APC in the past few years.*
 - *There are federal funds that will fund a research center as a project. The center should be a durable entity.*
 - *It seems like the proposal for this center wants to attain that durable entity status and collaboration but collaboration is not there yet.*
- *Motion to supply a letter of support: Kruger/Butcher*
- *Vote: 12-0-0*

Informational Items and Announcements

3. CALS academic program marketing

- *Karen Wassarman and Heidi Zoerb spoke about a multi-year initiative that Academic Affairs and External Relations have been working on in cooperation with Admissions. The project builds a framework of new vocabulary and materials to use as we communicate with prospective CALS students.*
- *The goal of the project is to increase undergraduate enrollment through improved program marketing and messaging.*
- *A PowerPoint presentation, a quantitative report commissioned by the university on prospective students, an outline of the copy used for the new language in Guide, a college fact sheet and a sample department fact sheet were shared with the APC which can be found in Box at: <https://uwmadison.box.com/v/CALSAPC21-22>.*
- *In summary, there will be new and consistent language used in new marketing materials and in Guide to help focus incoming students and families on what CALS can offer.*
- *Questions and feedback from the committee:*
 - *Who is the target audience?*
 - *Admissions targets starting at high school sophomores but really the target can be younger, even middle school.*
 - *Campus messaging and recruitment often targets the family of the student.*
 - *The better CALS can be at describing and talking about the college and what it offers, the better advocate Admissions can be for us.*
 - *Are there more ways to get this into the community, across the state, beyond the webpage?*
 - *There are multiple levels of communication. We are first working on messaging and while getting the message out is crucial, a key step in that process is providing this improved messaging to Admissions.*
 - *All the materials and information are available to departments and the hope is that departments are using common messaging.*
 - *There is a fine line between recruiting, which is the function of Admissions, and talking about what CALS is.*
 - *Similar themes are interwoven in CALS's overall editorial. As an example, press releases often feature students and how they are engaging in the areas of study and signature student experiences to help demonstrate the opportunities students have.*
 - *Can CALS have an event for Admissions staff to learn about the college in a more in-depth level, similar to the way that cross-campus advising works?*
 - *Academic Affairs staff act as liaisons between the college and Admissions and have many meetings.*
 - *This project provides a more cohesive piece of information for Admissions to understand and share.*
 - *Additionally, the Dean's Office has an annual meeting with the leadership of the Division of Enrollment Management to talk about trends.*
 - *Are international students part of the target enrollment? The photos of alumni on the fact sheet do not appear representative.*
 - *Yes, they are included in target enrollment numbers as undergraduate students.*
 - *This happens centrally through Admissions at the campus level. There are some goals pertaining to enrollment but they aren't managed at a college level. CALS follows central campus guidelines about enrollment (example: in-state versus out-of-state student numbers).*

- *There is a limited number of alumni photographs on each department's fact sheet; overall there will be representation.*
- *Why will shared majors, such as biology and biochemistry, not have updated language in Guide? Will it be possible to modify Guide for students to know that they have a college choice in shared majors?*
 - *The agreement for Guide copy is that the content must stay the same for both majors if the major is shared in more than one school or college.*
 - *There will be fact sheets for shared majors to help illustrate what the major means in CALS.*
- *Biological Systems Engineering (BSE) is the only engineering program in CALS and outside of the College of Engineering so there's reduced visibility. BSE receives a number of transfer students later who didn't realize there was an engineering program in CALS.*
 - *This project is sensitive to that concern and has a BSE alum on the college fact sheet.*
- *If schools and colleges are competing for any enrolled students, could CALS target enrolled international students?*
 - *Recruitment is the job of Admissions and CALS won't turn away any enrolled and interested students.*
- *Will fact sheets be completed for cross-college majors?*
 - *Yes, the fact sheet for Environmental Sciences is in progress with others to follow.*
- *This is a good initiative. Might you consider having each department make a brief 5-minute video to use on websites to garner interest?*
 - *We have talked about efficient and effective ways to make short videos as it's agreed that they can be a persuasive tool, but at this time we are not ready to undertake that.*
 - *Videos, similar to the marketing project, should have consistencies to them.*
 - *If you have ideas on how to implement a video project, please send feedback to Heidi Zoerb.*
- *CALS enrollment has steadily decreased. Is there a good explanation for this?*
 - *Karen Wassarman and Kate VandenBosch are working on a project to look at data from various sources. Examples are comparing CALS majors against similar majors on campus (CALS biology vs L&S biology) or looking at recruitment of and movement of admitted students.*
 - *Not all majors follow the same trends and we do have majors in CALS that are showing growth.*
- *How do we compare in undergraduate enrollment and trends across universities?*
 - *The national data is looked at in aggregate though we may be able to ask Admissions if we have specific questions. There is not a way to make direct comparisons to peer colleges and their trends.*
- *What if students don't have the minimum grades to be admitted to UW-Madison?*
 - *Admissions and the UW pride themselves on bringing in students from all over the state, and Admissions does a holistic review of application materials.*
 - *Some CALS majors have a process that includes additional reviews of student application materials.*
 - *This isn't a big part of our concern about increasing first year students.*

4. COVID-19 updates

- *On Nov 11, 2021, Chancellor Blank sent an email to all employees about UW-Madison's response to the federal mandate for vaccination.*
- *The campus interpretation is that because the university holds federal contracts, all employees are required to follow the federal vaccine mandate, which requires a completion of a vaccination series by Jan 4, 2022.*
- *Currently, employees on campus must register their vaccine or be tested weekly.*
- *The federal mandate will impact all employees, even those working remotely and undergraduate student workers.*
- *We are unsure who will monitor vaccination status but expect this to be handled at the campus level.*
- *The Dane County mask mandate has been extended to Nov 22, 2021.*
 - *There has not been official campus messaging yet but it is expected that the campus mask requirement will remain through the end of the fall semester.*
- *Questions and feedback from the committee:*
 - *For undergraduate students who are not employees, if they are not vaccinated can they still test weekly?*
 - *Yes.*

The meeting adjourned at 2:19 pm.