University Research Council  
Appalachian State University  
September 21, 2010  
(Approved October 19, 2010)


Excused:  Ed Brewer, Kellie Reed-Ashcraft

Absent:  Joseph Cazier, Kristan Cockerill, Susan McCracken, Ray Miller, Susan Staub

Guests:  Tony Carey, Hank Foreman, Megan Hayes, Terri Lockwood, Susan Pettyjohn, Connie Woolard

Dr. Edelma Huntley called the meeting to order, introduced guests, and asked attendees to introduce themselves.

Reports/Announcements from Proposal Development – Pollyanne Frantz
- Ms. Amy Love replaced Heather Brandon.
- New Research Development Officers: Reeves Shulstad replacing Jennifer Snodgrass (School of Music) and Joe Cullen replacing Lisa Curtin (IHHS).
- Upcoming Events:
  - New Faculty and Researcher Workshop on September 24
  - Research Café on September 27
  - First Fridays Series on October 1
  - “Writing Successful Grants” workshop via videoconference on October 28 sponsored by UNC-Charlotte and featuring Dr. Bob Porter from the University of Tennessee at Knoxville
  - Faculty Without Borders on November 16

Reports/Announcements from Sponsored Programs – Charna Howson
- 84 proposals totaling $25.5M were submitted. 79 awards in the amount of $9.6M were received. This is more than half when compared to this time in 2009.
- Monthly reports are being reformatted.
- AARA 3rd quarter reports are being submitted.
- Agrants is progressing slowly.
- Upcoming events:
  - An NSF Webinar on September 14
  - Building Budgets for Sponsored Projects on October 5 and November 10
  - Contract workshop on October 11
Reports/Announcements from Research Protections – Julie Taubman

- There have been 100 requests for studies involving human participants to date. The office anticipates over 300 IRB protocols.
- Robin Tyndall is providing training to faculty and students.
- There are revised IRB applications and consent forms on the web.
- The office is working with Kelly Clark-Keefe to provide guidance to the College of Education for those working through the IRB process.
- Activity for the 2009-10 year showed steady increases in both IRB and IACUC requests as well as export controls requests increased for both reviews of projects and restricted party screenings.

NOTE: Dr. Huntley pointed out that the Office of Research Protections did not exist before January, 2009.

Reports/Announcements from Corporate and Foundation Relations – John Krumrine

- The first meeting of the Appalachian Strategic Industry Council met on September 18 and will meet quarterly. Six members were present. Discussion was enthusiastic with a synergy among members. The members did not make it through the agenda within the meeting time.
- Members include the Chair of the Board of the medical school and the Chair of the Appalachian Regional Hospital foundation.

Reports/Announcements from Graduate Studies – Holly Hirst

- GRAM award selections were made for the next two years.
- The Faculty Awards Reception will be held on October 7. Award recipients will be announced for 100 Scholars, Outstanding Graduate Program, Distinguished Graduate Faculty, Wachovia, and Transforming NC.
- The Library is working with the NC consortium of schools for a repository of research and scholarly items, including a thesis and dissertation database. One can search for completed theses or dissertations from May and August Appalachian graduates. We will work toward adding abstracts from previous years.
- GSAS has been working for the past 6-8 months to inform others of graduate student research and increase recognition for graduate students. For the first time ever, three graduate students were invited to give presentations to the Board of Trustees. The selection was based on research which directly benefits this part of North Carolina. Technology graduate students are making a presentation to the Board of Trustees about the Solar Decathlon.

Presentation: The Brand Platform Survey and the Comprehensive Campaign – Susan Pettyjohn, Megan Hayes, and Hank Foreman

Megan Hayes explained that a Charlotte company was contracted to conduct a marketing survey, helping to test Appalachian’s brand. This was an online survey from October to December, 2009. There were approximately 7,000 responses from students, prospective students, faculty and staff (40%), alumni, donors, and friends.
Weaknesses identified were lack of knowledge of undergraduate and graduate research opportunities and community service. Research is now highlighted through the Appalachian magazine and other communications. The university is finalizing its communication plan from information received from the Brand Survey.

Words repeatedly used in the survey in open-ended questions were: location, mountains, atmosphere, environmental interest, small school perspective, fun teacher/student relations, small classes, sustainability, green, quality, unique, lively, value, affordable, progressive, caring, kindness, close-knit, home, safe. Descriptions of student experiences included words such as rewarding, awesome, exciting, life changing, adventure, amazing, incredible, and exhilarating.

The large majority of respondents would encourage prospective students to attend Appalachian.

Areas of opportunity for increased communication include: student research, health-related research, internship opportunities, and graduate opportunities.

Some respondents noted that Appalachian cannot compete in the national arena, that the small town hinders career opportunities for students, and that Appalachian is not well-known outside of the region. However, at the September meeting of the Graduate Council, it was noted that Appalachian has several graduate programs and projects that have received national recognition. Invitation to the Solar Decathlon gives Appalachian international recognition.

Student stories describe student experiences and how Appalachian is life-changing. All surveyed believe Appalachian has exceptional value. Focus on family emerges throughout the survey.

The next step is to prepare customized marketing or communications for programs to educate others on Appalachian’s initiatives.

Ms. Hayes pointed out that the data received can be mined for use by various components of the University.

Hank Foreman noted that the coming comprehensive Appalachian campaign is entering the leadership phase, and will go public in Fall, 2011. The campaign goal is $200M. The first year involves communication and building support for the campaign.

The University will examine its visual identity by sending out communications from Appalachian with one logo which reinforces the Appalachian brand. There will be an online toolbox that can be accessed via password that can be modified for individual areas. Printing and Publications can process requests using this template quickly and affordably. There will be a new Director of Communications who will work with deans and chairs to create individual communication plans.

The campaign will capitalize on the positives from the Brand Survey. Although the campaign will address the need for support for all areas in the university, campaign priorities include support of exceptional students, graduating globally conscious citizens, enhancing quality of live, development the entrepreneurial spirit, and living sustainably.

Advancement requests that student stories be routed through the chairperson and dean for submission to Advancement. Appalachian is making a difference one student at a time – changing lives.
Discussion:
- Dr. Utter noted that the Office of Student Research collects data for students working with faculty regarding the educational experience and outcome. There are reports from hundreds of students indicating that working with faculty is transformative to students.
- Funding priorities identified: student and/or faculty research, endowed professorships.
- Dr. Hirst mentioned the GRAM awards which have yielded amazing faculty final reports describing transformative experiences for both students and faculty.

**Presentation: SACS Quality Enhancement Plan** – Tony Carey, Connie Woolard, Terri Lockwood

The Commission on Colleges of the Southern Association of Colleges and Schools (SACS) accreditation visit to campus is schedules for 2013. Two major elements of this visit are Compliance Certification report (chaired by Georgie Donovan) and the Quality Enhancement Plan. Both reports are about quality assurance and outcomes. The QEP rests on

- Core Requirement 2.12. “The institution has developed an acceptable Quality Enhancement Plan (QEP) that includes an institutional process for identifying key issues emerging from institutional assessment and focuses on learning outcomes and/or the environment supporting student learning and accomplishing the mission of the institution.”
- Comprehensive Standard 3.3.2. “The institution has developed a Quality Enhancement Plan that (1) demonstrates institutional capability for the initiation, implementation, and completion of the QEP; (2) includes broad-based involvement of institutional constituencies in the development and proposed implementation of the QEP; and (3) identifies goals and a plan to assess their achievement.”

The QEP must be submitted around January, 2013. This was not a requirement of the previous accreditation process.

The QEP is linked to the Strategic Plan: interdisciplinary, globalization, engagement, student research. The QEP relates to enhancing and assessing student learning as well as measuring changes in student learning over time. As the QEP is developed, we must keep in mind that we must justify & measure. SACS looks at outcomes of programs, not individual classes.

Appalachian is currently working QEP topic selection. Concept papers will be submitted from October 4-29. Components of proposals include content (60%), student learning (20%), and link to institutional planning, resources and needs (20%). Ten winning concept papers will be announced in November, followed by invitations for full proposals due February, 2011.

Concept papers and full proposals will be posted to the QEP website with feedback invited, and public forums will be held to discuss proposals. The final QEP must have University buy-in and consensus toward reaching greater heights in student learning and
outcomes. The Chancellor will announce the final QEP topic in March/April. Guidelines for submission will be posted by September 22.

For additional information, visit www.qep.appstate.edu. Click on Reference Room, General Resources. The QEP Forum Presentation links to task force members.

**Announcements**

- The University Research Council application and guidelines are posted on the web. Deadline for application is October 15. Awards must be completed within the awarded grant cycle. There will be no extensions and no deferrals. STEM, humanities, or social sciences panels will review proposals and submit recommendations to the URC.

- The Board of Trustees International Research Travel Grant is posted on the web. Deadline for application is October 29. Proposals will be reviewed by the URC. Two awards of up to $3000 each will cover international research travel that must be completed before 1 June 2011. Four awards of up to $2500 each will cover international research travel that must be completed before 1 December 2011.

- Dr. Utter made the following announcements:
  - Application for Student International Travel Grants will be announced shortly. These grants are made by possible by funding from the Office of International Programs, the Office of Student Research, and the Graduate School.
  - The North Carolina Research & Creativity Symposium abstract deadline is October 20. Abstracts should be submitted to the Office of Student Research. The Symposium will be held in November at Meredith College.

The meeting was adjourned.