

**Hixson-Lied College of Fine and Performing Arts**  
**Fall Faculty Meeting Minutes**  
**Sheldon Museum**  
**Friday, November 15, 2013**  
**11:30 a.m.**

**Attending:**

- **Department of Art and Art History:**
  - Stacy Asher, Andrea Bolland, Margaret Bohls, Santiago Cal, Mark Cole, Eddie Dominguez, Dana Fritz, Michael Hoff, Aaron Holz, Wendy Katz, Karen Kunc, Mo Neal, Pete Pinnell, Matthew Sontheimer, Francisco Souto, Alison Stewart, Aaron Sutherland, Colleen Syron, Marissa Vigneault, Sandra Williams
- **Johnny Carson School of Theatre and Film:**
  - Ian Borden, Richard Endacott, Bill Grange, Steve Kolbe, Laurel Shoemaker, Ed Stauffer, Janice Stauffer, Paul Steger
- **School of Music:**
  - John Bailey, Carolyn Barber, Diane Barger, Paul Barnes, Dale Bazan, Karen Becker, Alisa Belflower, Doug Bush, Tony Bushard, Kate Butler, Ann Chang, Mark Clinton, Peter Eklund, Anthony Falcone, Rhonda Fuelberth, Paul Haar, Kevin Hanrahan, Donna Harler-Smith, Therees Hibbard, Peter Lefferts, Susan Levine Ourada, Alan Mattingly, Jeff McCray, Brian Moore, David Neely, Glenn Nierman, Jaime Reimer, John Richmond, Hans Sturm, Tyler White, Robert Woody, Brenda Wristen
- **Hixson-Lied College of Fine and Performing Arts:**
  - Charles O'Connor, Christin Mamiya
- Non-voting attendees: Jemalyn Griffin, David Bagby, Phil Redfern, Johnathan Ross, Sara Fedderson, Linda Luedtke, Rebecca Bennitt

**1. Opening Remarks**

- a. The six new recruitment videos of the individual "CAST" members were featured on screen before the faculty meeting officially started.
- b. Dean Charles O'Connor then welcomed everyone and thanked everyone for attending. Since the College By-Laws state a college faculty meeting must be held each semester, faculty should try to attend these two meetings a year.

**2. Approval of Minutes from April 5, 2013**

Professor Carolyn Barber moved that the minutes be approved; Professor Donna Harler Smith seconded. The minutes were approved unanimously.

**3. Recruitment Strategy**

**a. Website**

Dean O'Connor wanted to let everyone know that we are the first College to have a new website. University Communications developed the new templates and with the help of our College it is now up and running. He thanked the College leadership, Paul Steger, John Richmond, and Pete Pinnell along with their staff and faculty, Steve Kolbe, Todd Cuddy, Brian Reetz, Jeff O'Brien, Christie Aggens, Colleen Syron, and staff in the Dean's Office, Jemalyn Griffin, Kathe Andersen, Rebecca Bennitt for all their hard work in this long process. He encouraged the faculty to check it out and provide input. The website is now mobile friendly which means it can be easily

read on all kinds of mobile devices. It uses fewer clicks in order to find information, and it will have more pictures and videos to show off our College.

**b. Print Materials**

Each unit has developed a new brochure and we have a new College brochure as well. These printed materials will be great tools for recruiting.

**c. "CAST" students and videos**

Two students from each unit have been chosen to represent the College as CAST members. A video on each CAST member has been produced and is on our web site and on YouTube,. With these videos we hope to attract potential undergraduate students and get them interested in what is happening in the College, at UNL and in Lincoln.

**d. Social Media**

These six CAST members are going to be tweeting, texting, using Instagram and Face Book, etc. to tell about their experiences here at UNL. It is hoped that this student-to-student contact will generate interest in our College and help recruit new students.

**4. Reason for Recruitment Strategy**

Dean O'Connor said that even though our college's new freshmen enrollment was up 12% this year, the College showed only a 1% increase in overall undergraduate enrollment. We are down -9% in undergraduate enrollment over the last 5 years. We need to increase these numbers. Currently, most of our students are from Nebraska and in particular from Lincoln and Omaha. We need to recruit more out-of-state students. When recruiting students, remember they are interested in knowing the following things:

- a. Do we offer the programs they want?
- b. Are our programs good? This addresses qualitative factors such as faculty, student and alumni accomplishments.
- c. What are UNL and Lincoln like? What are the opportunities outside of class?
- d. Diversity. Will they be accepted here?
- e. Value. Can I afford to go here?

**5. Curriculum Approval**

- a. Associate Dean Christin Mamiya went over the recommended BA and BFA changes in Studio Art..
- b. Motion to make the changes was made. Motion passed unanimously.

**6. Announcements**

- a. Charles O'Connor inquired if there were any other questions, new business, or announcements. Hearing none, the meeting was adjourned and lunch followed in the Great Hal.

*Respectfully submitted,*

*Linda Luedtke – Assistant to the Dean*