

The Marine Science Consortium

A residential environmental learning center and field station on Virginia's Eastern Shore.

Academic Advisory Council Spring 2010 Meeting Minutes (Recorded by S. Cornell – Shippensburg)

AAC Members In attendance: W. Ryan (Kutztown U, President - AAC), S. Cornell (Shippensburg U, Secretary AAC), A. Parker (MSC – Executive Director), J. Bellanger (MSC – College Coordinator), J. Hunt (East Stroudsburg U), A. Oakley (Kutztown U), A. Kumar (Millersville U), K. Thomson (Lock Haven U), J. Kidd (Wesley U), J. Hranitz (Bloomsburg U), D. Dagit (Millersville U), Shawn Hu (East Stroudsburg U), J. Nolan (York College), J. Ambler (Millersville U), S. Morra (St. Francis)

Guests In attendance: F. McNairy (Millersville U, Executive Board President), T. Tauer (ESU – NASA Liaison), T. Schoolcraft (Shippensburg U), K. Long (Shippensburg U), Bob Smith (Millersville U), R. Bruszewski (Millersville U), J. Moran (PASSHE, Vice Chancellor), V. Prabhu (Millersville U, President – Council of Academic Administrators), D. Erickson (on phone – Lock Haven U), J. Cevallos (on phone - Kutztown).

- I. Opening, Welcome Remarks, and Introductions – W. Ryan
- II. Motion to Approve Fall 2009 Minutes – Moved J. Hunt, Second S. Cornell
 - a. Welcomed guests and turned meeting over to President McNairy
- III. Dr. McNairy – Welcome and Important MSC Updates from Executive Board
 - a. Goal – Broadening of the MSC mission will allow for a positive future
 - b. Working with A. Parker to identify skills, needs, and training of staff to ensure forward mission.
 - c. Working with faculty to ensure college programs continue to grow and thrive.
 - d. Bylaws – Will enable us to perform our oversight in a more efficient and successful way.
 - i. Newly established a Resource Committee composed of VP's of Finance from member universities.
 1. First chair will be R. Bruszweski – Millersville U.
 2. Charged with oversight of finances and facilities.
 - ii. Newly established Council of Academic Administrators (CAA)
 1. First chair will be V. Prabhu – Millersville U
 2. Charged with working with AAC to ensure successful college programs
 3. Membership to consist primarily of Senior Full and Full Member Universities. Appointments (Provosts, Deans, etc.)
 4. See Article VII of the Bylaws.
 5. Will work with NASA Liaison as well
 6. Discussion – J. Kidd (Wesley) – What is the role of affiliate members? Will they have any voting rights?
 7. F. McNairy – Recommend that AAC in consultation with CAA decide on how different membership levels will be represented and how voting will work. Can be integrated into bylaws.
 - iii. NASA Liaison

1. T. Tauer (ESU) – Charged with improving communication and interactions between MSC, NASA and other partners.
2. Generate interest and partnerships between member university faculty.
3. Developing a binder of interests and skills from representative universities to share expertise with NASA scientists.
4. Outlined in Article VIII of the MSC Bylaws.
5. Discussion – Make-up of Liaison Committee – Representation?
 - a. Currently has 19 people from the 4 senior full members (Cal U., KU, ESU, and MU)
 - b. Should this be expanded to include other members?
 - i. W. Ryan – favored a diverse representation on the committee; difficult to address all the needs of NASA unless this diversity is achieved.
 - ii. K. Thompson – no place in bylaws is this restriction established, is it fair?
 - iii. T. Tauer – need guidance from Exec Board and CAA as to identify additional members.
 - c. D. Erickson (LHU) questioned protocol for how projects with NASA get assigned.
 - i. Senior Full Members currently poised to get first opportunity and first refusal.
 - ii. If projects are not taken by Senior Full – projects will be moved down the membership chain.
 - iii. V. Prabhu – Senior Full Members have extended their dollars and took on substantial financial liability, their risk should have some advantage, however SFM’s want to collaborate more broadly.
 - iv. A. Oakley – Why the change and “exclusivity,” if goal is to broaden MSC mission and be “inclusive”?
 - d. J. Hranitz asked if a research idea is generated at a non Senior-Full Member School. How will these be handled? Are these schools excluded from proposal submission?
 - i. T. Tauer – will act as a contact with NASA and will pass along requests.
 - ii. F. McNairy – recommend all research proposal requests be shared with CAA and Provosts of home schools. Need to track all budget and research initiatives for assessment purposes.
 - e. Hopefully will see PASSHE support that will allow for this tiered approach to be replaced by another system.
 - f. B. Dillman provided seed dollars to ESU faculty to support research proposal development – might be good for other schools to encourage similar.
 - g. F. McNairy – recommend follow bylaws as written and discussion can be reviewed at a future meeting.

iv. Strategic Plan Review

1. Goal is to make MSC a location known for its excellence in teaching and learning.
2. Focus will be on:
 - a. Facilities
 - b. Staff development
 - c. Expansion of opportunities/programs
 - d. Expansion of research initiatives and partnerships
 - e. Self Sufficiency

IV. Budget Report (R. Bruszewski)

- a. Goal is to ensure fiscal responsibility – has been working with A. Parker and staff to improve record keeping process.
- b. Construction update – progress is being made each day based on funding approved by PASSHE – Originally PASSHE approved \$15 million dollar, now working to a \$14 million dollar range.
- c. Some minor modifications have been made on building locations (staff housing) to ensure some separation from resident students.
- d. Goal is completion by early fall 2010.
- e. Revenues:
 - i. Doing ok although a few small budget issues in last couple of months led to a small loss (operating in a deficit), but should be rather positive going forward
 - ii. A. Parker to be commended for being conservative in revenue estimates.
 - iii. Serious issue will be debt payment due in Dec. 2010. Bond payment will be in the \$500k plus range. If budget not met, senior full members will need to pick up the difference.
 - iv. Obvious goal is to have more Senior Full Members to share this burden, but this is a disincentive to move to this level.
- f. Faculty summer contracts– Current system also de-incentivizes faculty contract offerings and this limits program growth.
 - i. Colleges offering contracts take on full burden of the course; other colleges can take advantage and collect the tuition without offering an equivalent opportunity. – Needs to change in order to improve revenue streams
 - ii. Suggest CAA decides on a different system.
 - iii. V. Prabhu – CAA will address compensation system, faculty contracts, registration protocol, and turn disincentives into incentives.
 1. J. Hunt – expressed some concern that administrators might not understand the specific needs of each individual school and their program needs. i.e. ESU has 48 majors and typically has 30 to 40 students taking classes at MSC each summer. Need to ensure these courses are offered so students can complete their programs.
 2. CAA will have to evaluate each programs needs
 - iv. J. Moran (PASSHE) – suggests something similar to the new Visiting Student Policy being explored between campuses. Under this model, funds paid for tuition and enrollment in any class should be paid to the university offering the course contract.

1. W. Ryan – be aware that PASSHE registration system is not tied into other schools and MSC. MSC needs to be involved in tracking the availability of seats so non-PASSHE schools can participate in registration.
2. S. Cornell – need to ensure that registration doesn't overlook the program needs and priority of existing programs.

g. Facilities Needs

- i. Can still use some items from campuses. MU is moving some gently used materials to MSC.

V. F. McNairy Exec Board Discussion Wrap-up (Early Departure)

- a. Thanks to everyone for excellent work and support. Will need to keep our discourse going to ensure we reach the goals of the mission.
- b. Looking forward to the fall.

VI. Alex Henderson Tribute – J. Ambler

- a. MU Founding Member or the consortium, passed away last week.
- b. "Father of PA Oceanography" was a major force and a very talented individual.
- c. Need to think about an appropriate way to remember his legacy.

VII. Organization and Planning of AAC (W. Ryan)

- a. Need to define what our new AAC statement of purpose is.
 - i. Review what we have done
 - ii. What do we do? What should we do?
 - iii. Should go on to bylaws once these are established.
- b. Roles? – Guide and Teach Educational Programs
 - i. Focus on college summer and regular academic year programs
 - ii. Provide support to pre-college program instruction and curriculum
 - iii. Provide to Adult/Family Programs?
- c. Discussion:
 - i. J. Hunt – should work with staff as advisors to help them with programs, and give academic integrity to the programs.
 - ii. D. Dagit – Aren't we doing this now? How do we improve this?
 - iii. W. Ryan – Matter of follow through. As busy as we all are, we have good intentions, but perhaps we need to support the MSC staff throughout the year.
 - iv. A. Parker – programs are excellent, and high caliber, but nothing is really new and seeing some cancellations. Need to ensure more engaging programs that match to the curricula of participating schools. Also need to ensure that the programs are more holistic so that teachers and schools are covering multiple elements of their curricula, therefore we need to bring in educator programs as well.
 - v. S. Cornell – Need CAA to provide incentives and adjustments to workload during academic year to provide this support. Hard to provide support when we are only at MSC for intense weekends with our own classes.
 - vi. V. Prabhu – AAC and CAA should broaden efforts to use MSC facilities and region effectively. Engage colleagues from other departments/programs and colleges (i.e. Business, Education,

- etc.); Will ask CAA to tackle some new directions for the AAC group and provide resources to make something happen.
- vii. S. Morra – Multiple strong niches that we could fill. NOAA grants available for science education outreach centers.
 - viii. J. Moran – PASSHE has offered some dollars for teacher training and excellence. Proposals accepted to connect students via online and intense face-to-face field experiences. Proposal acknowledges challenges of teachers with family schedules who can't give up large amounts of time in Virginia.
 - ix. J. Hunt – should improve quality and interaction of groups visiting the MSC at similar times throughout the year.
 - 1. Cross-fertilization of ideas and educational training.
 - 2. Hope to engage pre-college programs and college programs.
 - 3. Will need to reinforce and enhance communication
 - 4. Internship program needs to be created? Funds needed to make this happen?
 - 5. Summer Jobs?
- d. Research should continue to be a focus.
- i. MSC as a REU site
 - 1. To make this happen we need to have a research history
 - 2. Will need to establish a research and project tracking system
 - 3. Engage the AAC research sub-committee.
 - ii. Projects?
 - 1. Citizen Science Projects?
 - 2. Science on the Shore
 - 3. Grants – need to ask faculty and others publish with MSC name. Needed before MSC can get any grants.
 - 4. Global Climate Change Project
 - a. Needs regular and repetitive data collection
 - b. Data needs to be made available through website
 - 5. MSC – wide Content Management System?
 - a. Enable data sharing
 - b. Encourage cooperative researcher
 - 6. Website development
 - a. J. Ambler – Plankton Education and Research Page
 - b. A. Parker – Shells/Natural History of Eastern Shore
 - c. J. Hunt – doing some data collection and in favor of interactive website on invertebrate collections.
 - d. W. Ryan – need to add cultural components and plants.
 - e. Resources needed to support the data system
 - i. PASSHE-wide broadband system initiative
 - ii. Also needed to support possible online webinar-type interactions and courses.
 - iii. Discussion:

1. J. Hranitz – Need to have requirement for all researchers to include MSC acknowledgement in all pubs. This will help
2. J. Moran – Possible to explore “appointment” of faculty as research affiliates or similar.
3. K. Thompson – Can we get someone to start accumulating pubs and papers from last 5 years.
4. A. Oakley – If grants are submitted through home universities to be carried out at MSC, can we get buy in to allow a portion of overhead costs to go back to MSC?
5. J. Moran – Seconded suggestion that a portion of indirect dollars to go back to MSC, but this should be addressed by CAA and Finance VP’s
6. J. Noland – Reminder that some grants don’t allow overhead charges.
7. V. Prabhu, In the interim, Home universities should encourage more research through their own existing budget lines.
8. D. Dagit – Should get an intern to compile research data, abstract data, etc. should also target grants for more resources. SEM? Boats? – would allow us to be more competitive for more research proposals.
9. K. Thompson – Advanced Lab needs to be a priority in our future funding requests.
10. Self-reporting portals need to be introduced. Similar to REEF program. Would be worthwhile to engage “Citizen Science” projects.
 - a. A. Parker – very powerful when done right with well-defined protocols for data collection
 - b. J. Ambler – proposed idea of wash-up and drift monitoring
 - c. S. Cornell – monitor road kill for conservation projects

VIII. Membership and Voting (W. Ryan)

- a. Will need a new chair term will expire this summer.
 - i. Chair to be appointed by Executive Board President (someone from Millersville will be next chair).
 - ii. 3 year appointment and will rotate between Senior Full or Full Members
- b. Recommendations:
 - i. Need to formalize an executive committee of the AAC to support the chair
 - ii. Should be up to the executive committee to help chair with activities between meetings, sharing in the decision making process.
- c. College Summer Program Development Process
 - i. Fall meeting agenda needs to bring all contracts to establish upcoming summer’s schedule
 - ii. Ideal to plan for 2 summers out, but not always possible.
 - iii. Schedule should be out to all members by October.
 - iv. Registration will start in February.
- d. Discussion/Issues:
 - i. Need to have supply of courses required for the majors coming out of member schools.
 - ii. How to handle low enrollments – who gets to cancel low enrollments.

1. Possible to have a contract cancelled by one school when a student from another university needs that course to graduate.
2. Can we move low enrollment contracts to in demand duplicate courses?
3. Can we force students (on wait lists) into low enrollment courses?
- iii. Electives needed but have to meet the needs of majors too
 1. Naming and packaging courses is important.
 2. Plant Ecology – not an attractive name. Need to be more creative.
- iv. Faculty who want to teach but can't get a contract?
- v. Seniority issues also an issue. Upper classmen have to have precedent over underclassmen.
 1. Some students were closed out of classes this past summer
 2. i.e. Marine Bio, Invert, and Ichthyology
- vi. All universities have different issues with registration process.
 1. MSC typically asked for transcripts to help settle seniority issues with course enrollments.
 2. Now just need advisor to indicate they have the prerequisites.
- vii. All universities don't accept MSC courses for credit toward specific programs. Needs to change in order to make it possible for students at all universities to take these classes toward their majors (not just for elective credit).
- viii. PASSHE, J. Moran, will work with CAA to establish a reasonable registration system. Will also discuss common approval process for course equivalencies.
- ix. D. Dagit – Need to have a deposit system to keep students from cancelling last minute.
- x. B. Smith – can't continue to offer all contracts to flat growth programs. Need to introduce new programs and include general education options.
- xi. Course equivalency master list needed. What courses are on the books at member universities and which are not?
 1. S. Cornell has initiated attempt to track these.
- xii. T. Schoolcraft – might develop 3.5 year programs (with summer classes). Would be attractive selling point to students. If they take summer classes at the MSC – might be able to complete their major early.

Lunch break 12:02 to 12:52

e. New Courses?

- i. J. Moran – B. Smith – what are the typical enrollments/caps for summer classes?
- ii. Typical classes are 14-18 at the MSC – Transportation is always an issue.
- iii. Vans are often supplied by home institution – so limit the capacity.
- iv. Most classes are full, although new courses are not.
- v. Need to fill all classes – need to focus on publicity and making the registration process transparent and easy.

f. Discussion/Issues?

- i. Costs – Tuition plus onsite fees for housing/meals - \$675 plus credits

1. Project fee schedules – need to reflect minimal price increases
 2. Resources committee will have to suggest these.
 3. Students cannot pay more fees now, need more people to fill classes.
 4. D. Dagit – did Cost Benefit Comparison with other similar programs elsewhere.
 - a. Range from \$425 to \$1200 per credit hour
 - b. Our prices are reasonable and can be used as a selling factor
- ii. 3 weeks might be too much time. Other options?
1. Example – Windows on the Ocean – two weeks only – been slow because it is only supported by KU
 2. Example – Intro to GIS to be taught by Shawn Hu (ESU)– will have online followed by face-to-face component – hybrid course.
- iii. Possible to target the research audiences on our campuses?
1. What undergraduate research options are present?
 2. Field studies offices on campuses?
 3. How to reach out to campus advising/advisors?
 4. J. Ambler – suggest MSC develops “advising for MSC Courses” flyers/brochures to be sent to all Advising offices.
 5. S. Cornell – need to host a faculty exploration weekend and encourage retreats for campus organizations.
 6. Need materials: flyers, table tents, slideshows, etc. that we can make available readily
 7. J. Ambler – can we reach out to Honor’s Programs?
- iv. Market to Delmarva regions schools and students
1. J. Moran – possible to do zip code analysis to see what PASSHE students live in the region and market to them specifically.
 2. Community Colleges?
- g. Elderhostel/Exploritas Program
- i. They do their own marketing and take a cut from the programs they enroll
- h. Other programs?
- i. S. Morra – suggested an alumni week program.
 1. Could be a good way to generate some funds.
 2. Issue – home university foundations don’t necessarily approve of fundraising – access to alumni lists if they even exist.
 3. V. Prabhu –can ask CAA to talk with Alumni and Advancement Offices to target alums for support through home universities.
 - ii. Teacher Explore and Escape Programs –
 1. One week programs geared at teachers.
 2. S. Cornell – can assign ACT 48 credits for continuing education – registration through extended studies programs is possible. Faculty teach them, but get paid based on the number of enrollments – not the standard payment system.
- i. MSC Scholarships?

- i. W. Ryan received one and it helped her significantly
- ii. Should have some at pre-college and college program levels.
- j. Other issues?
 - i. Family Accommodations and Costs?
 - ii. Communication on station – CB, Walkie Talkies, Cell Phones - all faculty need to be able to access staff in case of emergency, etc.

IX. NASA Projects Report

- a. Three projects are active
 - i. Balloon projects – minor delays with launch schedules but should fly soon
 - ii. Coastal Observation/Monitoring
 - iii. Cube Sat projects.
 - 1. ESU – Elwood – Cosmic Rays
 - 2. KU – Fry – Soil Moisture
 - 3. ESU – Kim – Cube Sat Bus Systems
 - 4. Quin – Decay of Solar Cells (not off the ground yet).
- b. Contact development through Caroline Massey and Scott Shearer
- c. Working Group
 - i. Plan was to meet in May 2010 with NASA
 - ii. 4-5 members from each senior full member
 - iii. All members are to return to campuses for advertisement of project ideas.
 - iv. Needs guidance from CAA to move forward.

X. Summer 2011 ?

- a. New Course Discussion– Seascapes Art Class – Water color class proposed by ESU
 - i. Syllabus has to have pre-requisites clarified.
 - ii. Question about portfolio requirement – how are these screened?
 - iii. Need to add comments:
 - 1. Designed for art majors and experienced artists.
 - 2. Needs some more detail on syllabus about course content, readings, etc.
 - iv. Course equivalencies need to be established by home institutions
 - v. Vote/Motion to approve the course for MSC. – Agreement that it “fits” with the MSC mission, approval given to take it to home institutions for discussion/approval
 - vi. Point raised that we are not as qualified to judge non-traditional MSC courses – some difficulty in deciding how we should move forward.
 - vii. Approval Motion (K. Thompson, Seconded by D. Dagit). Course passes.
- b. S. Morra – Interest in a Digital Photography Course?
 - i. She will approach a colleague for interest and concept development.
- c. A. Oakley – Interest in Marine Geo
- d. Ship – Interest in Ornithology, Intro to Literature (with Env. Focus), Intro Ecology, Coastal Environmental or similar
- e. BU – Education or Science Education, Wetlands Ecology, Evolutionary Ecology or similar

- f. LHU – 2 Sections of Ichthyology always needed.
- g. ESU – Coral Reefs
- h. Others? – S. Cornell is developing a “wish-list” of courses.
 - i. Please send requests by end of spring semester
- i. B. Smith – should identify and target two new programs so we can grow
 - i. Possibly Gen Ed
 - ii. Possibly Student Research

XI. Broadening membership of the AAC?

- a. Suggest we invite more members to AAC over time
- b. still need to retain a central core in the marine science, but perhaps this needs to be decided by CAA.
- c. MSC course numbering system – may have to be modified to a broader designation.
 - i. Discussion on whether numbering system will be based on location or program. Need to carefully consider this going forward.
- d. Co-listing of courses?

XII. Executive Director’s Report – A. Parker.

- a. Construction:
 - i. Lots of changes on campus, construction everywhere – please have patience and encourage students to be patient as well (and mindful of safety).
 - ii. Residence Hall to open in a few short weeks – Spring opening.
 - iii. Education Center – on target for completion by late July
 - iv. Staff housing – May to June Finish expected
 - v. College residence hall – improvements slated for October finish.
- b. Dedication Event – Scheduled for September 11. Coastal Celebration will be for families, faculty and others. Will include presentations/programs for the public, and administrators.
- c. Greenbackville & Service Projects:
 - i. SRU, Ship, MU, KU and others to come to MSC during Spring Break for service weekend – clean-up at Greenbackville, work on library, family center, etc.
 - ii. Open for others please contact Jamie if other student organizations are interested.
- d. Program Director Replacement
 - i. Lauren Hvorecny left MSC in November after many years of excellent service.
 - ii. New director search took place, hire was made, and one month into the job she resigned. Now interviewing again and goal is to hire in April.
- e. Some staff realignment is taking place. J. Bellanger College Coordinator is already now refocused on College Programs. She should be our primary contact.

XIII. Concluding Remarks:

- a. Huge thanks to W. Ryan for her service and to A. Parker and J. Bellanger for working so diligently and professionally in support of the new program mission. Their efforts are appreciated and recognized by the AAC.

b. Fall 2010 Meeting to be held in Harrisburg at the Dixon Center on Saturday September 25, 2010.

XIV. Meeting Adjourned at 3:45 p.m.