

## **CASA Dean's MMU (Monday Morning Update)**

Monday, March 28, 2016

Dear Colleagues,

While we are preparing for the 2016 summer course offering plan and schedule, I would like to encourage faculty to work with your chairs and directors to consider strategies to increase summer session enrollment and expand summer course offerings. To increase enrollment, each department or school will engage in strategic planning of course offerings to meet student demand. Typically, we collect summer course demand data through previous enrollment data, waiting lists, and feedback from faculty and advisors. Many courses were offered online last summer to meet growing demand from students that live at home or engage in summer employment, and that format had good results. Word-of-mouth marketing to students through faculty and advisors is perhaps the most effective channel for advertising summer session offerings. Faculty teaching summer courses require sufficient enrollment to teach and receive pay, so we encourage faculty to consider online or hybrid course offering formats to attract more students requiring summer scheduling flexibility. Summer registration starts April 5th, 2016. It is critical to finalize our summer course schedule as soon as possible so that we can market and disseminate summer course offerings promptly.

This is the 21st week before the first day of classes in fall semester - August 22, 2016. It is a critical time for our outreach and engagement strategies and efforts to increase fall enrollment yield and fight summer melt across CASA degree programs. We can all contribute to CASA student success through a campus-wide commitment to exceptional customer service. Quality customer service nurtures internal and external relationships and instills a positive, welcoming, supportive climate to all we serve. Quality customer service is a key factor in a decision-making process for interested students and parents visiting and experiencing our campus and our community. From the initial point of college inquiry to the point of application, students and their parents report the decision on whether to enroll in a given school or not heavily influenced by the level of customer service they received during the “college shopping” process. As we all know, for many students, the shopping process continues well beyond the point at which they make a promise to enroll. Prospective students and parents view the pre-enrollment service they receive as predictive of how the student will be served after enrolling. Our College has many successful strategies and good practices, including the Automotive Technology Department issuing a well-designed, hand-signed admission certificate to each admitted student; new aviation students receiving individual advisement before the New Student Orientation; and the Allied Health office making sure student calls are answered pleasantly, promptly, and quickly routed to the appropriate party. Working together we will all contribute towards a healthy fall semester campus-wide.

Several programs in our College have a large portion of the transfer students who comprise the overall student population. For instance, approximately 80% of the Information Systems Technologies (IST) students are transfer students from a regional 2-year college. A key recruitment strategy will target identifying and increasing the number of high quality transfer students enrolled in CASA degree programs, as well as attracting new students from underrepresented populations who may lack access to SIU or CASA due to affordability issues. A recent report released by the Illinois Community College Board found enrollment in Illinois community colleges decreased by 6.0% during fiscal year 2015, which was already based on 50,958 fewer students enrolled in community colleges than FY 2014. Working together we will test strategies for better communicating and connecting with community college student prospects as early in the process as possible to increase transfer student yield to SIUC over the next 21 weeks and beyond. Open house events targeted transfer students have shown 70% enrollment outcomes at SIUC.

Given 2-year community colleges are increasingly trying to offer 4-year baccalaureate degrees on their campus, this expansion would be a direct through to SIUC recruitment. Nationwide, 22 states have authorized 80 community colleges to offer more than 500 baccalaureate degree programs, including in California and Colorado most recently. Fortunately in many states laws mandate existing programs at 4-year schools are not to be duplicated at the community colleges (i.e., community colleges should offer only those four-year degree programs not currently offered in four-year universities). I would hope Illinois implement similar laws to prevent the further shrinking of state resources to higher education.

## 2015 SYMPOSIUM PROCEEDINGS

<http://www.blurb.com/bookstore/invited/6257541/a36fa34462ffccce804e6dd9f5bc4bcd561b1f10>



[2015 ASA  
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## OPEN HOUSE

More than 400 prospective students visited the SIUC campus for the Open House on Friday, March 25, 2016. Thank you to the administration, faculty, staff, and students who met with students for CASA degree programs and hosted Showcases, including Elaine Atwood, Tom Shaw, Becky Robinson, Sam Chung, Mike Behrmann, Mike Burgener, Quiana Jackson, Scott Collings, Tim Davis, Anthony Fleege, Norm Lach, Richard McKinnie, Jasmine Winters, Laura Kidd, Shelby Adkinson, Craig Anz, Jose Ruiz, Sherry Terry, and Julie Davis. Thank you!

## CONGRATULATIONS

- **Mr. Robert Broomfield**, Academic Advisor for Radiologic Sciences, Dental Hygiene, and Mortuary Science and Funeral Service, is the recipient of the 2016 University-Level Administrative Professional Excellence Award. Congratulations to Robert on this achievement as this award can only be received once during a person's career at SIUC!



Mr. Robert A. Broomfield has been working as academic advisor since 2000, and he has made significant contributions to the University. Mr. Broomfield is currently advising over 400 students in three degree programs with complex degree requirements and sophisticated assessment rubrics. Robert teaches students to negotiate the degree and curriculum maze, to make effective and thoughtful decisions about their futures, to adapt their life skills to the new academic world, and to cultivate the academic skills and knowledge needed to succeed. Mr. Broomfield has moved beyond prescriptive advising and focuses on knowledge of degree plans and specific course content. He has expanded his advisement to include developmental advising duties, such as providing students with encouragement or helping them develop their academic skills across his long-term career.

In addition to his excellence in academic advising, Mr. Broomfield taught two classes in fall 2014 semester and helped to cover one course for seven weeks without a reduction in his advising load. He is currently CASA BERT Director, the CASA Safety Liaison, the Chair of the University Wide Academic Advisors Career Ladder Committee, and the member of numerous committees for the School, the College, and the University. He helped create the Mortuary Science and Funeral Service degree completion program, which has tripled its enrollment in the last year. He created CASA's Toy Drive in 2003 which is still going strong. He won the 2005 CASA Service to the College Award and actively serving his community. Thank you to Robert for the hard work and dedication he gives to students, the School of Allied Health, and the College. Congratulations!

- Dr. **Seung-Hee Lee**, Associate Professor of Fashion Design & Merchandising, has a paper entitled "Neglected Aspects of Innovation Function: Public Motivation and Non-Pecuniary Values", co-authored with K. Jung and J. Workman, accepted for publication in *Science, Technology, & Society (SSCI Journal)*. Congratulations!
- Dr. **Seung-Hee Lee**, Associate Professor of Fashion Design & Merchandising, has two extended abstracts accepted for presentation at the MBAA International Conference sponsored by the Marketing Management Association, Chicago, IL, April 13-15, 2016.
  - Lee, S-H., Workman, J., & Jung, K. (2016). Face consciousness, gender and brand variables. Marketing Management Association (MBAA International Conference), Chicago, IL.
  - Lee, S-H., Workman, J., & Jung, K. (2016). On-line shopping attitudes, interdependent self-construal, and need for touch among Korean college students. Marketing Management Association (MBAA International Conference), Chicago, IL.

Congratulations!

- Dr. **Sandra Collins**, Program Director and Associate Professor of Health Care Management (HCM), has been selected as this year's School of Allied Health (SAH) Scholar of the Year by the SAH Scholar of the Year Selection Committee. Congratulations!

- SIU President Randy Dunn has approved the rename of the Bachelor of Science degree in Fire Service Management (FSM) to Public Safety Management (PSM); the addition of three specializations in Fire Service Management; Emergency Medical Services; and Emergency Management Administration, and the rename of the Master of Science degree in Fire Service and Homeland Security Management to Public Safety and Homeland Security Administration. This change will be published in the 2017-18 Catalog. Congratulations to **Gary Kistner** and the School of Architecture!
- **Jill Pratt**, senior student of Dental Hygiene, has been selected by the Dental Hygiene program to receive the American Association of Public Health Dentistry (AAPHD) national recognition award for senior dental hygiene students who have demonstrated Special Interest and Achievement in Community Dentistry and Dental Public Health. The award includes an electronic subscription to the *Journal of Public Health Dentistry*. Congratulations!
- On Monday, March 21, 2016, Lt. **Rick Johnson** of the Lake Geneva Fire Department was sworn in as the new Deputy Chief. He is graduate of the SIU Bachelor of Science in Fire Service Management degree program and will finish his Master degree program at the end of spring semester. In the picture below, Rick Johnson, right, was sworn in as Lake Zurich deputy fire chief by Mayor Thomas Poynton. Congratulations!



- On Tuesday, March 22, 2016, **Patrick Duffy** of the Oak Forest Fire Department was sworn in as the Deputy Chief for that department. He is a graduate of the SIU Bachelor of Science degree in Fire Service Management and is pursuing a Master in Public Administration degree from Governor's State. Patrick is featured on the right of the photo below. Congratulations!



- The photo below shows **Sarah Demkovich** (on the left), First Officer and **Christina Hernandez** (on the right) Captain at Air Choice One Airlines, as an all-female flight crew and Saluki graduates. Both are wearing SIU Aviation lanyards on in the photo promoting females in aviation, and the realization of their career aspirations for themselves and our institution. Congratulations!



### **SIU EXTERNSHIP RECOGNITION CEREMONY MARCH 29, 2016 (5:00 -7:00pm)**

Twenty-eight CASA students completed the SIU Externship program over Spring Break (March 14 – 18, 2016) and will be recognized for their achievements on Tuesday, March 29<sup>th</sup> (5:00 – 7:30pm) in the SIU Student Center. **CASA will host a special ceremony from 5:00 – 6:00pm in the Mississippi Room** for our Externs, interested faculty, and local sponsors who supported these efforts. A larger ceremony will be hosted by President Randy Dunn and Chancellor Brad Colwell in the SIU Student Center Ballroom B from 6:00 – 6:30pm, followed by a light reception in Corker Lounge. **For those who would like to participate in this event via**

**Facebook**, the SIU Alumni Association will **be live streaming the event** and you can join in! A few CASA Externs are shown through stories and photos below. Congratulations to all!



Ashley Carder, AVM and AF alumna and former SIU flight instructor, is working with Paul Egbo, Senior in Aviation Management at AAR Corp. in Wood Dale, Illinois. AAR is a leading provider of aviation services to the worldwide commercial aerospace and government/defense industries. AAR combines a close-to-the-customer business model with a broad menu of capabilities to help customers operate more efficiently, lower costs, and maintain high levels of quality, safety, and service. AAR is a financially stable, dedicated partner with an enduring commitment to innovation, execution, continuous improvement, and customer value.



Thomas Swehla and Daniel Johnston, Junior students in the Aviation Technologies program at GE Aviation in Evendale, Ohio. GE Aviation is an operating unit of GE and a world-leading provider of jet engines, components, avionics, digital and integrated systems for commercial and military aircraft. GE Aviation has a global service network to support these offerings. Daniel and Thomas were hosted by SIU Alum Bruce Brown who provided the students free room and board in his home, and took them on tours to Leaning Centers, training facilities, test cells, and development preparation buildings off-limits to the outside world.



Kelsey Diane Kauffman, Senior in Architectural Studies created a video to capture and share her experience with others! Thank you Kelsey! The video link to the SIU Externship experience at Eggemeyer Associate Architects in Herrin, IL can be found here:

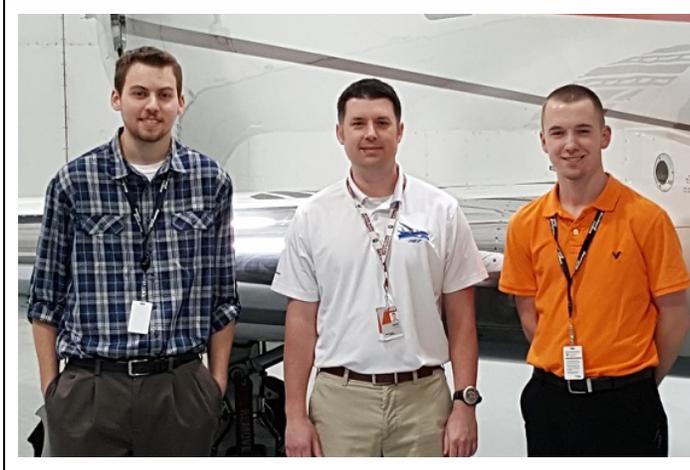
<https://www.dropbox.com/s/v35ovjhzgguckox/Video%20Mar%202020%2C%203%2009%2017%20OPM.mov?dl=0>

Kelsey gained direct work experience through local sponsor Eggemeyer Associates Architects in Herrin, Illinois through SIU Alum, Mark Dillon, serving as her Sponsor. Kelsey was involved with drafting projects, construction observations at numerous build sites, office management tasks involved with each aspect of the architectural design process, and meetings with clients as a company representative with company owners to evaluate new opportunities



Automotive Technologies Junior student Jacob Gaylord, served with Bret Spiller at Hunter Engineering in St. Louis, Missouri. Hunter Engineering Company designs, manufactures and sells a wide range of passenger car and truck service equipment including: Computer-based wheel alignment systems; Vehicle inspection systems; Wheel balancers; Brake lathes; Tire changers; and Vehicle lifts.

Jacob experienced a variety of roles at Hunter Engineering, including customer service and sales call region-wide.



Collin Wece and John Curtis Thompson served with sponsor John Prather at Rockwell Collins in Cedar Rapids, Iowa. Rockwell Collins is a pioneer in the design, production and support of innovative solutions in aerospace and defense. Its expertise in flight-deck avionics, cabin electronics, mission communications, information management and simulation and training is strengthened by its global service and support network spanning 150 countries. The students will bring new insights to their classroom studies and career paths!



Morgan Meinhart, Junior in Interior Design, and Shawn Ankenbrandt, Junior in Architectural Studies, at Mackey Mitchell Architects in St. Louis, MO, with their sponsor Elizabeth (Beth) Kutterer-Sanchez (SIU Alumni 2005). Founded in 1968, Mackey Mitchell Architects has been recognized with design and "best practices" awards and has built a reputation for integrity and quality work. Whether it's developing one of the country's most dynamic student dining experiences, designing a performing arts center that competes with top-ranked theater venues, a COTE award-winning LEED-platinum office complex, or an award-winning, custom-designed boathouse for a private resident, Mackey Mitchell's portfolio reflects diversity and an in-depth range of talent. Newsweek's online magazine reported on Mackey Mitchell's initiative involving special needs education where architects taught a 3-D architectural modeling program to autistic children to help them better understand their environment. These students gained real-life, hands-on experiences at unique job sites!



Zoey Koester, Interior Design (ID) student, with Jim Alberts, at FWAI Architects Inc., Springfield, IL. Jim graduated from the SIUC Interior Design program in 2002. FWAI Architects Inc. is a leading architecture firm in Central Illinois with a diverse team of architects and designers located in historic downtown Springfield's Broadwell Building. Many career building experiences were gained this week!



Michal Junik, Junior in Aviation Management and Flight, at the Illinois Department of Transportation Division of Aeronautics in Springfield, IL. The sponsor for the externship is SIU Alum, Joe Samudovsky. The mission of the Division of Aeronautics is to regulate and supervise all aeronautical activity within the state. Michal gained insights into the Aerospace industry which are sure to benefit classroom discussions!

## **INDUSTRY PARTNERSHIP**

ExpressJet and United Airlines representatives visited the Aviation Management and Flight Department on Thursday (3/24) and Friday (3/25). They conducted "early interviews" for students throughout the two days in Conference Room TEC 126A. On Thursday evening, they hosted a "Career Progressions Presentation" in TEC Classroom 182. Congratulations!

## **CASA PHOTO SHOOT WEEK OF APRIL 4 – 8, 2016**

Mr. Rusty Bailey, SIU photographer, has requested new photos taken for several CASA degree programs as a part of the SIU Fall Campaign during the week of April 4 – 8, 2016. Becky

Robinson, Recruitment and Communication Specialist, is coordinating activities for CASA and is planning for a dozen settings for photo shoots to be taken with faculty and students the week of April 4 – 8, 2016. We ask all CASA programs be prepared for visits and photos, if requested, the week of April 4 – 8, 2016 to capture faculty and students engaged in learning experiences.

#### **ON THIS WEEK'S CALENDAR**

- Monday, March 28, 2016: 10:00am - 4:00pm, Dental Hygiene Advisory Committee Meeting, Dean's Conference Room.
- Tuesday, March 29, 2016: 11:00am - 12:30pm, Deans Council Information Meeting, Anthony Hall Balcony Conference Room; 5:00pm - 7:00pm, 2016 Extern Recognition Ceremony, Student Center Ballrooms.
- Wednesday, March 30, 2016: 8:00am, Summer e-newsletter; 9:00am, AP evaluation meeting.
- Thursday, March 31, 2016: 1:00pm - 2:00pm, MPA with Aviation Specialization meeting, Faner Hall Room 3075; 3:00pm - 4:30pm, CASA Honors Day Committee Meeting, Dean's Conference Room.
- Friday, April 1, 2016: 9:00am, MCMA Advisory Committee visiting TEC; 3:00pm - 4:00pm, University Naming Committee meeting, Anthony Hall Balcony Conference Room.

#### **AND FINALLY ...**

If you see something in this update that you want to comment on, please send an email to my SIU email [awang@siu.edu](mailto:awang@siu.edu); or call me at 618-536-6682. Also, if you know of anyone interested in receiving the CASA Dean's MMU, please ask them to send me an email and we will gladly add them to our mailing list. If you prefer not to receive the CASA Dean's MMU, please let me know, as well. Thank you.

Andy Ju An Wang, Ph.D.  
Dean, College of Applied Sciences and Arts