

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

Monday, February 1, 2016

Dear Colleagues,

The SIUC Enrollment Summit took place 1:00pm - 5:00pm on January 28, 2016 at Touch of Nature. The summit was designed for deans, associate deans, and recruitment and retention coordinators to communicate with SIUC Admissions, Financial Aid, and key leaders working in the Provost's Office, share best practice, and develop recruitment plans.

The summit was divided into two parts with a 15-minute break between the two sessions. The first part started with a welcome and remarks by Chancellor Brad Colwell and a review of enrollment data by Provost Susan Ford. Jose Koonce Evans, Director of Admissions, presented an overview of the admission process, student's experience, 1st contact to matriculation, how the admission funnel works, where we are, yield and melt. Cordy Love discussed New Student Programs, New Student Orientation (NSO), and learning outcomes for students from the NSO. The Director of Financial Aid Terri Harfst, discussed the role of financial aid in securing students, financial aid packaging, facts and trends, and "Prior Prior Year" enrollment impact. Then Provost Ford provided college comparisons and identified our key competitors.

The second part of the summit was a breakout session. Attendees were organized into working groups discussing strategic recruitment plans and effective methods. Representing our College were, Becky Robinson - Recruitment and Communication Specialist, Tom Shaw - Associate Dean for Administration, and me. We shared some of our recruitment strategies with the participants including the following:

- Identify student characteristics and develop targeted, personalized, outreach campaigns to attract high-quality students.
- Invest in developing an online degree completion program which addresses the needs of high job growth industries and occupations.
- Target market CASA degree program offerings to students enrolled in Associate degrees with natural articulation pathways.
- Promote student/faculty research posters and presentation opportunities at the ASA Research Symposium and other venues.
- Continue investment in off-campus programs and work with private partners to develop programs in high demand to industries.
- Develop online course delivery incentive initiatives.
- Invest in new faculty hires for programs with high student/faculty ratio and growth potential.
- Invest in faculty development, and continuous professional development opportunities for faculty, staff, and alumni.
- Increase peer-to-peer student engagement and recruitment opportunities working with CASA Ambassadors and RSOs.
- Enhance Facebook and social media outlets to showcase CASA faculty, staff, student and alumni activities and achievements.

## **CONGRATULATIONS**

- **Mitsubishi Motors North America Donations to SIU Automotive**  
Mitsubishi Motors North America (MMNA) recently amplified its support to the SIU Automotive Technology Department with the donation of 3 new Mitsubishi Outlander Sport vehicles, 5 Constant Variable Transmissions, and 2 engines. The donation valued at over \$100,000 is

intended to help further the mission of the Department to continue developing the industry's future leaders.

As the nation's premier automotive program, SIU Automotive Technology utilizes a competitive admissions process for student selection due to the extremely large demand. MMNA is committed to supporting the program's proud legacy of developing graduates that help lead many of the world's largest corporations.

With research and design a driving force and a focus on electronic technology as a guiding light, MMNA builds vehicles for spirited people looking for something different. Something unique. Something that stands out. MMNA aggressively recruits SIU Automotive students to support their operations of manufacturing, financing, distributing and marketing of Mitsubishi brand sedans and crossover utility vehicles through a network of dealers

SIU Automotive graduates hold numerous executive positions with Mitsubishi and are responsible for providing this donation. SIU Automotive graduates truly display "Once a Saluki – Always a Saluki!" Congratulations!



- Dr. **Qian (Jenny) Huang**, Assistant Professor of Architecture, was invited to write a 25-30 page book chapter "Big Data Architecture & Platforms: Application and Hardware Co-Design". All chapters will be reviewed on a double-blind basis. The book is to be published by Elsevier, in Book Series "*Intelligent Data-Centric Systems*". This publication is expected to be released in early 2017. Congratulations!
- Three Aviation Management and Flight faculty, **Steve Goetz**, Assistant Professor, **Bryan Harrison**, Assistant Professor, and **John Voges**, Associate Professor, have a co-authored paper titled "The Use of FAA Flight Training and Aviation Training Devices at UAA Institutions" published in *Collegiate Aviation Review*, vol. 32, no. 1, pp. 44 - 59. Congratulations!

- Dr. **Craig Anz**, Interim Director of the School of Architecture, has a research presentation titled “Synthesizing Community Development - A Case Study for Small Towns in the Heartland Delta Region,” at the 2016 GSPA BK21 Plus Conference on Smart Governance around the World: (Natural) Field Experiments, Surveys, and Case Studies, January 29 - February 1, 2016, New York, NY. Congratulations!
- Dr. **Rolando Gonzalez Torres**, Associate Professor of Architecture, has a research presentation titled “Transformable Shelters - Planning for Disasters 1, Urgent,” at the 2016 GSPA BK21 Plus Conference on Smart Governance around the World: (Natural) Field Experiments, Surveys, and Case Studies, January 29 - February 1, 2016, New York, NY. Congratulations!
- Dr. **Michael D. Brazley**, Associate Professor of Architecture, has a research presentation titled “Alternative Measures for Refugees - Planning for Disasters 2, Long-term,” at the 2016 GSPA BK21 Plus Conference on Smart Governance around the World: (Natural) Field Experiments, Surveys, and Case Studies, January 29 - February 1, 2016, New York, NY. Congratulations!
- The Health Care Management (HCM) program offers a Bachelor of Science degree program in San Diego Naval Medical Center (Balboa). The enrollment of this off-campus site is turning around, from 5 HCM students last fall semester to 15 students this spring semester, a 200% increase in a short period of time. This success can be attributed to **Erin Rocha**, HCM Program/Student Advisor at Balboa. Reports from faculty mention her strong qualities such as “eager to assist, available and readily communicates and responds to inquires.” On top of all this, perhaps her most important quality is, as one observer points out, “she’s pleasant and a pleasure to work with.” Her dedication to student success and good works are appreciated. Please join me in congratulating Erin Rocha on her excellent job done!
- Since August of 2015, Dr. **Qian (Jenny) Huang**, Assistant Professor of Architecture, has been recruiting Construction Management and Operations (COMO) students in addition to her normal teaching activity along with **Jasmine Winters**, Academic Advisor for Architectural Studies and Interior Design, Dr. **Walter Wendler**, retired School Director, and Dr. **Craig Anz**, Interim Director of the School of Architecture. COMO is currently a specialization in the Architectural Studies program, and COMO will become a minor soon. The current enrollment of COMO has reached 29 this spring, representing an almost 200% increase in its enrollment. Congratulations!
- The following two students have been selected to receive the Chad B. Newberry Scholarship in the amount of \$500 each:
  - Ms. **Taylor Cicardi**, Senior, Radiologic Sciences; and
  - Mr. **Adam Gage**, Senior, Radiologic Sciences
 Congratulations!
- Please join me in welcoming the newest member of the Health Care Management (HCM) External Advisory Board (EAB), **Jacqueline Petersen**. Ms. Petersen is the Chief Administrative Officer of Consociate - Benefit Administration in Decatur, Illinois. She has a wealth of knowledge that is sure to be of great benefit to our programs in Health Care Management. Congratulations!



### **AD STAFF MEETING**

The Administrative (AD) Staff will meet on Wednesday, February 3, 2016, 9:00am - 11:30am in the Dean's Conference Room. The tentative agenda of the meeting is below:

1. Welcome, open forum, and Dean's Update
2. Report from SIU Enrollment Summit
3. EPA and OSHA Compliance
4. Faculty Annual Evaluation and Workload Assignment
5. Round Table Discussion and Other Business

If you have any specific items that you feel the Administrative Staff should consider at the meeting, please send me your suggestions before 1:00pm Tuesday, 2/2/2016. All faculty and staff are invited to the open forum section of the Administrative Staff meeting from 9:00am - 9:30am.

### **AVIATION INDUSTRY LEADERS MEETING**

On Thursday, January 28, 2016, a group of aviation industry leaders met Interim Chancellor Colwell, Interim Provost Ford, Assistant to the Chancellor Baughman, and Dean Wang, in the Anthony Hall Balcony Conference Room. The global airline industry continues to grow rapidly. These industry leaders discussed their perspectives addressing major trends, challenges, and opportunities in 2016 and beyond. A recent market analysis by Boeing reported that "As global economies expand and airlines take delivery of tens of thousands of new commercial jetliners over the next 20 years, there will be unprecedented demand for people to pilot and maintain these airplanes. To meet this tremendous growth, between now and 2034, the aviation industry will need to supply more than one million new aviation personnel - 558,000 commercial airline pilots and 609,000 maintenance technicians." These industry leaders include Charlie Priester, Chairman, Priester Aviation, LLC; Jay S. Rud, Captain, Instructor Pilot Boeing 787, American Airlines; Don Kaminski, Director Airport Service and Capital Equipment, United Airlines; Steven R. Hawkins, Director of Corporate Aviation, Abbott Labs Flight Department; Paul McGraw, VP of Operations and Safety, Airlines for America; Steve Young, Director, Aeronautics for Illinois; Doug Carr, VP Regulatory and International Affairs, National Business Aviation Association; John Brogan, Executive V.P. USAIG; Greg Cook, President, Cook Sales; Kate Johnson, HR Director, West Star Aviation; Greg Dellinger, Director of Talent Acquisition Strategy, AAR Corp.; Al Palicki, General Manager, Signature Flight Support - PWK; and Walter Minch, Retired Sr. VP USAIG.



## **FIRST ROBOTIC COMPETITION**

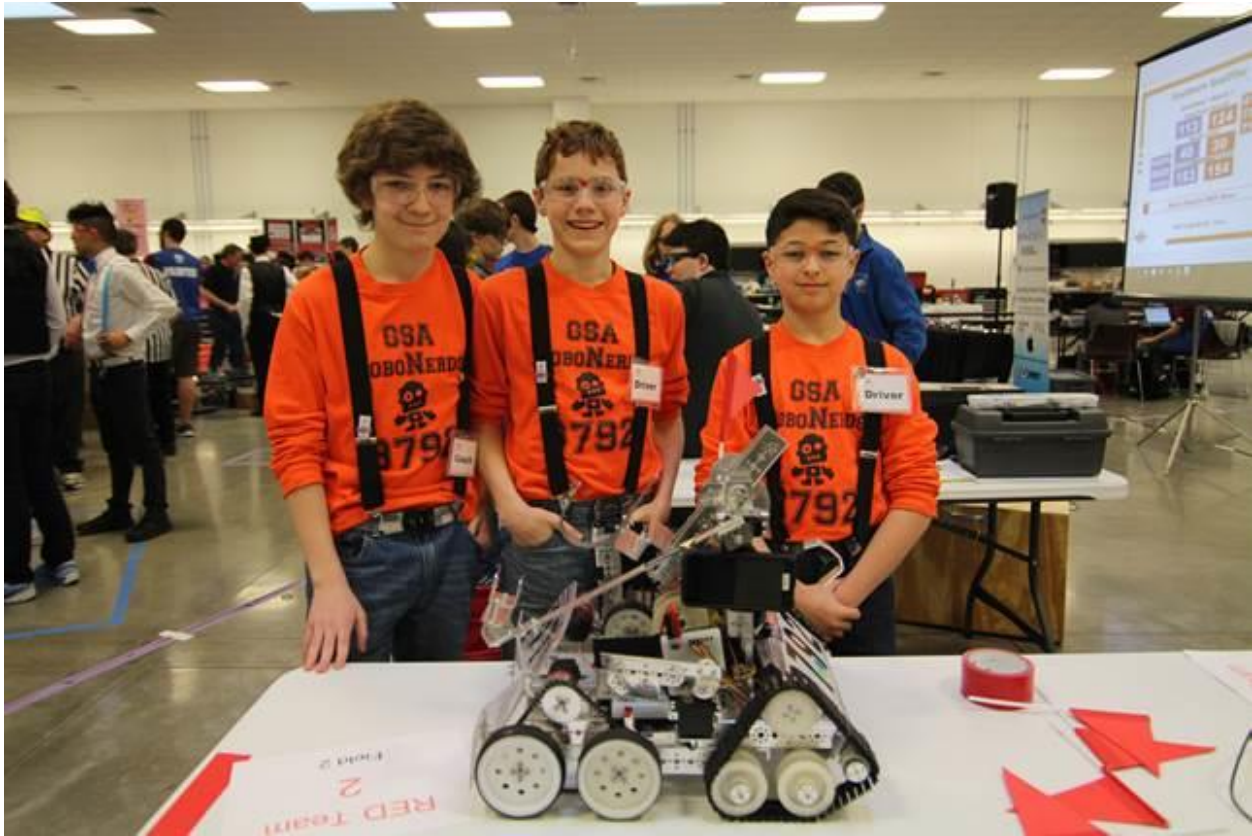
This past Saturday, CASA hosted the Southern Qualifier of the First Tech Challenge (FTC) robotics competition. 23 teams of junior high and high school students from three states, along with their parents, coaches, mentors, and numerous volunteers filled the SIU Transportation Education Center for the daylong event.

The First Tech Challenge (FTC) robotics teams compete against opponents where robots score points by activating beacons, moving balls and blocks to floor or mountain goals, and move levers on the mountains to release zipline climber figurines who slide into a shelter. The First Tech Challenge program brings science, technology, engineering and math (STEM) principles together with innovation, creativity and competition.

Each college from the University hosted an information table during the event to interact with the participants, their parents, and the many others attending the event. This proved to be an excellent recruitment and awareness event for many.

Many CASA faculty and students volunteered and supported the event in various roles. Thank you to everyone in CASA who helped make this event a huge success.





### ON THIS WEEK'S CALENDAR

- Monday, February 1, 2016: NSF PI Meeting.
- Tuesday, February 2, 2016: 10:00am-12:00pm, Deans' Council Meeting, Anthony Hall Balcony Conference Room.
- Wednesday, February 3, 2016: 9:00am - 11:30am, Ad Staff Meeting, Dean's Conference Room.

- Thursday, February 4, 2016: 8:00am - 10:00am, Graduate Council Meeting, SSB 150-160.
- Friday, February 5, 2016: 9:00am - 10:30am, Computing Advisory Committee Meeting, Student Center Vermillion Room. 3:30pm - 9:00pm, Scholarship Weekend Events, Student Center.
- Saturday, February 6, 2016, 9:00am - 6:00pm, Chancellor's Scholarship Interview.

**AND FINALLY ...**

If you see something in this update that you want to comment on, please send me an email at my SIU email [awang@siu.edu](mailto:awang@siu.edu) or call me at 618-536-6682. Also, if you know of somebody who might be 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. On the other hand, 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