

Advancement of Student Learning Council

3 June 2024 | 1:00 p.m. – 3:00 p.m. | Zoom

Minutes

Members Present: Tonya Wood, Chair, Graduate School of Education and Psychology
Lila McDowell Carlsen, Interim Vice Provost, ex officio
Jacqueline Dillion, Seaver College
Katie Dodds, Caruso School of Law
Seta Khajarian, Office of Institutional Effectiveness
Clemens Kownatzki, Graziadio Business School
Kim Miller, Online Programs
Dean Mark Roosa, University Libraries

Members Absent: Brad Dudley, Student Affairs
Jim Prieger, School of Public Policy

I. Welcome and Business

- A. Chair Tonya Wood opened the meeting at 1:00 p.m.
- B. The Advancement of Student Learning Council approved the 7 May 2024 meeting minutes.

II. Program Reviews

- A. Seta Khajarian and Clemens Kownatzki presented a Communication: Integrated Marketing Communication program review findings summary.
 1. Commendations: Detailed ASARs reviewed annually, a summary including reflections, the scaffolding of experiences, strong cocurricular activities, and meaningful curriculum changes were noted commendations indicative of how the program takes PLO assessment, metrics, and student learning seriously. Including feedback from faculty across several programs was commended as a great strategy to ascertain effectiveness of instructional methods. The program's viability was described as impressive in light of its significant growth. Enrollment trends and faculty support were discussed. Faculty were commended for efforts to add analytical skill courses and include digital resources to address the emerging trends and thus student need. The student learning analysis was described as exceptional, particularly regarding the PLO to ILO analysis and further analysis of ILO results. The program's self-awareness regarding needs was commended.
 2. Recommendations: Including more flexible terminology and more broad goals in the mission statement is encouraged to allow for relevancy as the field changes over time. Listing peers with similar degrees was suggested as a program as specific as IMC was not identified at the peer institutions

included in the peer analysis. The program is encouraged to pursue requesting resources to meet their need for their own space and support in advising to maintain itself. Surveying current student and increasing alumni survey response rates were encouraged to strengthen data pointing to program success. Members discussed how using AI tools to interpret and manage larger data sets, adding data visualization, and practicing storytelling using data through implementation of these in the classroom is critical for the program to consider to continue building appropriate skill sets for students in this area.

3. A reviewer reminded members that adding a “significant changes since the last review” section to the program review template would be helpful.

B. Tonya Wood and Jim Prieger presented a Communication: Public Relations program review findings summary. Notes were provided in Jim Prieger’s absence.

1. Commendations: The PLOs were described to translate well to assessment. Curriculum changes founded in data from the previous program review, and which reflect changes in the industry, are well-articulated, and respond well to students and demands of the field were commended. A reviewer commented that the program is working hard to maintain program quality with limited resources, and is committed to assessment and the review process. Alignment of core competencies to WASC core competencies, use of indirect data, and mapping courses to PLOs and ILOs were commended.
2. Recommendations: Simplifying course mapping to PLOs and ILOs was suggested to increase distinction between them. The program is encouraged to explore opportunities for collaboration across the University and outside the program to expand cocurricular offerings, perhaps with collaboration with Pepperdine University’s own Public Relations team and affiliated resources. ASLC supports the request for additional faculty to sustain the program and allow faculty to develop research programs. Members discussed the decline in program enrollment and potential relation to overlap with IMC. Further distinguishing the program and its offerings is recommended to address this.

C. Katie Dodds and Brad Dudley presented a Communication: Communication Studies program review findings summary. Notes were provided in Brad Dudley’s absence.

1. Commendations: It was commented that though it took a significant amount of time to clarify core and elective classes, the current course sequence is clear. The program was commended for working with the dean to address faculty cohesion.
2. Recommendations: Clarity in faculty numbers regarding placement of tenure track faculty was recommended. Exploring ways to increase unity among faculty, namely in addressing the gap in their sense of support, clarity in expectations, and interdepartmental connectedness were

encouraged. It was suggested that addressing this concern could support the department in several ways. Adding a market analysis of program demand and trends was described as a valuable tool to collect data for growing demand. The program is encouraged to increase alumni response rate as feedback received is generally positive and this can benefit the program's request for resources. Responding to data received by adding skill-based and applied courses and strengthening program assessments by increasing quantity were recommended. It was suggested to discuss core competencies, PLO to ILO mapping, and program differentiation in the program review. The program is encouraged to consider utilizing the GE classes as an opportunity to recruit students to the major.

- D. Tonya Wood and Jacqueline Dillion presented a Student Affairs: Student Care Team (SCT) program review findings summary. It was clarified that this is a Committee rather than an academic program.
1. Commendations: The SCT is commended for their comprehensive, responsive, and significant work meeting vital student needs, namely the growth of services provided in the brief time since inception. It was recognized that services provided show thorough commitment to the quality of care. Collaboration with extensive outside agencies was commended. Reviewers acknowledged the limited possibility for direct feedback due to the sensitive nature of services provided. The SCT's staff are commended for connecting with faculty partners across the University. The high level of trust the SCT has established with students, faculty, and staff was recognized as critical to their operations, and closing the loop as appropriate with followup to any involved individuals was suggested.
 2. Recommendations: ASLC fully supports the provision of the SCT's described needs and areas for future growth, specifically regarding receiving a budget and formalized structure. Members discussed that meeting these needs is integral to the success of students through ensuring expansion and sustainability of the critical services this vital team provides. Collaboration with campus resources and teams to grow food cabinets, track growth and efficiency of resource use, and communicate the impactful difference their services provide students in their educational success was recommended. The SCT was encouraged to review peer institutions' goals to add measurable metrics to their goals. Exploring a sabbatical model or strategic mental health and other support to reduce the potential for burnout with the grave nature of this work is recommended. It was suggested to include staff from other University areas to add an element of spiritual support to the team. The lack of institutionalized funding was described as a significant need as the current grant and individual fundraising with the rise in service demand is unsustainable. Collecting alumni data, increasing marketing about the resources provided to drive student awareness, and

more intentionally addressing international students' needs were suggested to bolster the SCT's work.

3. Members discussed program objectives compared to departmental goals. Revising the non-academic review rubric to better align with outcomes sought from the review of the program review was discussed.

III. WSCUC Recommendation #5 Draft Report

- A. Chair Tonya Wood reported that the subcommittee's draft report shared at the ASLC Retreat is ready for member feedback. Once received, Chair Tonya Wood and Brad Dudley will formalize and issue the report to the Accreditation Liaison Officer to be included in the institutional report. After compilation of the full report, the OIE will share with community members for input, as well as with the WSCUC special visit committee. Once finalized and approved the final report will be submitted to WSCUC.

IV. Comments from New Chair

- A. It was announced that Dean Mark Roosa will serve as ASLC Co-Chair with Tonya Wood beginning in Fall 2024. Dean Roosa shared aspirations for the Committee.

V. Next Steps

- A. It was reported that program review letters are in the final draft stages, ready for member review. Once complete, these will be issued to programs via email.
- B. Chair Tonya Wood reported working on the ASLC annual program review flash report which will be issued to members for comment.

VI. Adjournment

- A. The meeting adjourned at 2:55 p.m. ASLC will next convene in the new semester. Dates are forthcoming.