



Council of  
Colleges of Arts  
and Sciences

The College of William and Mary  
PO Box 8795  
Williamsburg, VA 23187-8795

## 2007 CCAS Meeting and Seminar Schedule

### JULY

July 12-14

#### **CCAS SEMINAR FOR DEPARTMENT CHAIRS**

InterContinental Kansas City at the Plaza  
Kansas City, Missouri

July 15 - 18

#### **CCAS SEMINAR FOR NEW DEANS**

InterContinental Kansas City at the Plaza  
Kansas City, Missouri

### OCTOBER

October 4-6

#### **CCAS SEMINAR FOR DEPARTMENT CHAIRS**

Bahia Resort  
San Diego, California

### NOVEMBER

November 7-10

#### **CCAS ANNUAL MEETING**

Chicago Marriott Downtown  
Chicago, Illinois

Now Enrolling for  
July Seminars



# NEWSLETTER

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## Marketing Seminar Participants Develop College Communications Plans

Thirty-four participants spent a productive two days in Williamsburg on March 15-16 at the CCAS Marketing and Media Seminar. During the seminar, directed by Dean Carl Strikwerda of The College of William and Mary, attendees were given the tools to draft a communications plan designed to meet the needs of their own colleges.

Dean Strikwerda set the stage by pointing out that colleges of arts and sciences are so diverse that their needs often get lost in the larger university media effort. Marketing, he emphasized, means focusing on specific groups and getting them information they do not have. Therefore, it is imperative to identify your target audience and tailor your communications message to that group.

Christopher Simpson, CEO of SimpsonScarborough



Seminar participants prepare to present their draft College Communications Plans. Scott Barton (East Central University) and Michael Meyer (University of North Dakota) are pictured, seated from left.

marketing consultants, also emphasized that deans must more aggressively explain the value of arts and sciences to key constituents. To assist participants, he offered a proven six-step College Integrated Marketing Plan. Later, case studies were offered by Jessica Donovan, director of marketing and communications at University of Cincinnati; Robert Holsworth, dean of the College of Humanities and Sciences at Virginia Commonwealth University; and Steve Otto, media specialist in arts and sciences at The College of William and Mary.

Participants were given time on the second afternoon to work individually or in teams on their college marketing plans and to present them to the seminar staff for suggested improvements. Participants remarked that they particularly benefited from the message that it is best to focus on a few specific audiences with messages and media directed to that constituency.

Members can view the seminar presentations under "meetings" link on [www.ccas.net](http://www.ccas.net).



Marketing & Media Seminar Staff (from left) Carl Strikwerda, Steve Otto, Jessica Donovan, and Robert Holsworth view samples of College Communications Plans prepared by seminar participants.

From the Executive Director

# Old Ideas, New Packaging

Countless reports cross a busy dean's desk each year. If you're lucky, you manage to scan the executive summary and make a mental note to read its recommendations in full at some later point. Invariably, that point never arrives.



Some reports, however, deserve more than a cursory glance. The AAC&U's report, *College Learning for the New Global Economy*, is one such example. Released in February, it is the culmination of the Liberal Education and America's Promise (LEAP) initiative. The authors—the LEAP National Leadership Council—is comprised of such diverse luminaries as Derek Bok, Martha Nussbaum, Blenda Wilson, and representatives from industry, non-profits, and think tanks. The report includes findings from two national polls querying employers about what they want to see in college graduates.

A quick review of the report reveals the familiar cadence of admonitions that

- Learning outcomes matter as much as learning goals
- Students need to be prepared for new global realities
- All levels of education must work together to improve student outcomes
- Employers want college graduates to be well rounded and to possess practical skills

Yet the report's strength is in its succinct focus on what it calls four "essential learning outcomes;" the "principles of excellence" that undergird the application of the outcomes across educational sectors; and its seven-point plan for "what colleges and universities can do."

For those who believe in the centrality of the arts and sciences in undergraduate education, the report's recommendations challenge us to reinvent not so much what we teach, but how we teach. Teaching-learning experiences must encompass conveying knowledge, imparting intellectual and practical skills, promoting personal and civic responsibility, and synthesizing knowledge and skills across disciplines.

If I were to find fault with the report, it would be its understatement of the centrality of faculty as the agents of true change in learning outcomes. Almost in passing, the report acknowledges that "faculty and teachers who work directly with students are the only ones who can actually make it [connecting rich content with students' progressive mastery of essential skills and capabilities] happen." The authors recognize that "new practices are needed to support and reward faculty's efforts to foster student progress."

A number of CCAS member institutions are singled out for practices that support the LEAP goals, and others have been awarded grants to implement aspects of the initiative. We welcome news from these member deans about what they are have learned that truly makes a difference for teaching and learning in the new global economy.

Anne-Marie McCarten  
 Executive Director CCAS  
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The CCAS Newsletter is published bi-monthly six times each year for its membership. CCAS membership is based on the **institution** and not the Dean or the individual College. If a Dean moves from a CCAS member institution to a non-member institution, the Dean must apply for CCAS membership for the new institution to continue CCAS membership benefits.

### Membership Dues

No. of BA/BS Degrees Awarded	Dues
1 - 99	\$195.00
100 - 299	\$290.00
300 - 499	\$395.00
500 - 749	\$495.00
750+	595.00

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### Advertisements

Advertisements must be received by the 20th of the month **prior** to publication (e.g., Dec. 20th for the Jan/Feb issue). Camera-ready ads should be submitted as .eps files. For further information, please contact the CCAS office before submitting your ad.

Full page ad .....\$200  
 Size: 9.5 inches (H) x 7.5 inches (W)  
 Half-page ad .....\$100  
 Horizone Ad:  
 4.75 inches (H) x 7.5 inches (W)  
 Verticle Ad:  
 9.5 inches (H) x 3.75 inches (W)

For custom sizes or other special requests, please contact the CCAS office.

## The Department Chairs' Seminar

By Anita V.M. Shea, Seminar Director  
Dean, School of Arts and Sciences - Salem State College

During 2007 CCAS will sponsor two seminars for Department Chairs; the first will be held in Kansas City MO July 12-14, and the second from Oct. 4-6 in San Diego. Chairing and leading academic departments at colleges and universities is becoming more complex and challenging. Institutions face multiple demands for accountability and access, for greater quality and efficiency, for changes in technology and for insuring that faculty promote student learning, all creating new responsibilities for Chairs. This seminar will explore the roles department chairs serve as leaders, planners, managers, communicators, motivators, peacemakers, and problem solvers. Both seminars will include sessions on academic leadership, conflict management, resource management, and the recruitment, retention and development of faculty. There will also be a session devoted to working with the dean and an always-popular case studies session. For those seminar participants who are relatively new chairs, a special New Chairs' Workshop will be offered on the opening day. Experienced chairs are also welcome at this session.

The goals of the seminars are to suggest some practical advice and guidance on the art of departmental administration and to help chairs gain new perspectives and a better appreciation of the challenges and opportunities associated with chairing an academic department. Through highly interactive sessions, a social hour, and several dining events, participants are provided time for networking with leaders and chairs from diverse departments and institutions.

The CCAS Chairs' Seminar is suitable for new department chairs as well as experienced chairs who serve at small or large institutions in a broad spectrum of arts and sciences disciplines. Registration at each Chairs' Seminar will be limited to 40 (limited to two per institution) in order to insure close interaction among the participants in all sessions. Deans are

encouraged to provide the registration materials to new or continuing department chairs who might benefit from this experience. Write [ccas@wm.edu](mailto:ccas@wm.edu) to receive registration information.

## The New Deans' Seminar

By Jay Harper, Seminar Director  
Dean, Liberal Arts and Sciences - Rowan University

So, you've just been appointed as the new dean of the College of Arts and Sciences at Whatsamatter University. Because of the timing of your appointment several tenure/reappointment contracts await your review and the Provost wants them by the end of the week. The Vice President for Development wants to introduce you to your development officer and needs an analysis of the hot areas in your college that can attract donors. Your budget officer tells you one of your departments is running a deficit this fiscal year but promises to live within its budget next year. Your administrative assistant informs you that two secretarial staff within your office intend to take vacation time at the same time, leaving you shorthanded. This is your first week on the job and you are asking yourself why you ever wanted to be a dean.

However, if you had attended the July 15-18 Seminar in Kansas City for new deans, while you may not make the all right decisions, you would have the confidence to make a decision and the skills to make your decisions work. The seminar is arranged so that new or recently appointed deans spend time sharing and debating approaches to common problems. Sessions include discussion of case studies and hypothetical scenarios likely to be encountered by academic deans. All sessions are conducted through interactive dialogues with participants with extensive references provided.

The facilitators for this seminar are experienced arts and sciences deans who will comment on the topics and lead discussions. Since small-group discussions are critical to the seminar format, registration is limited. Associate and assistant deans may enroll on a space-available basis. Write [ccas@wm.edu](mailto:ccas@wm.edu) to receive registration information.

## CHANGING OF THE GUARD

**Dorothy (Dee) Abrahamse**, interim provost at CSU Long Beach and former president of CCAS, has retired.

**Jack Armistead** (Tennessee Technological University) from Dean, College of Arts & Sciences at Tennessee Technological University, to Interim Provost, TTU. **Paul Semmes**, currently Associate Dean, has been named as the Interim Dean.

**Cindy Berryman-Fink** to Interim Dean of the McMicken College of Arts and Sciences, University of Cincinnati.

**Lori Bettison-Varga**, Associate Dean at The College of Wooster, to Provost and Dean of the Faculty at Whitman College.

**Francesco Cesareo**, Dean of the McAnulty College and Graduate School of Liberal Arts at Duquesne University has been selected as President at Assumption College (MA).

**Patricia Fleming**, Senior Associate Dean of Arts and Sciences at Creighton University, to Vice President for Academic Affairs and Dean of the Faculty at Saint Mary's College.

**Carolyn Hodges**, Associate Dean at the University of Tennessee Knoxville, to Dean of the Graduate School.

**Paula Lutz**, Dean of the College of Arts and Sciences at University of Missouri at Rolla, to Dean of the College of Letters and Sciences at Montana State University.

**Rhonda Mandel** to Interim Dean, College of Arts and Sciences, State University of New York College at Oswego.

**Jerry Niles**, Dean of the College of Liberal Arts and Human Sciences at Virginia Tech, will retire this summer.

**Elliott A. Pood**, Dean of the College of Arts and Letters, University of Southern Mississippi, passed away on January 17. **Denise von Hermann** has been named as Interim Dean.