2010 NETWORK MTG(S) - RECAP OF TOPICS

- Last Year’s Mission – sharing best practices; support for each other; maintaining positive learning and growing programs & students
- Declining Enrollments
- Teaching Loads for Program Coordinators & Directors
- Capstone Courses – approaches
- Job Market Concerns – internships disappearing; slave labor of students; expectation to unpaid may become carved in stone; contract work, part-time jobs, working for free just to get experience;
- INITIATIVE: Leadership Symposium – pre-conference experience for best practices – didn't come to fruition; necessity of TRAINING because many of us came into leadership positions by default
- Accountability of Faculty Members – full-time and adjuncts; what happens when faculty don't comply with instructions from the Coordinator; what is the recourse; how can/do we hold them accountable
- Full-time vs Adjunct & Part-time – uses of them and what happens with low enrollment

2011 DISCUSSION TOPICS

DECLINING ENROLLMENTS – this topic was covered in two OTHER sessions today. Following is a summary...

- Many programs are seeing declines over the last few years
- Some are hanging steady and a few have seen recent increase in numbers
- Many graduating the same numbers (steady numbers) but initial enrollments are down
- Diminishing pool of graduates from high school
- Bubble generation of HGTV enrollments and now we're going back to what is more "normal" for our individual programs

RECOURSE/SUGGESTIONS/STRATEGIES TO MITIGATE DECLINE & INCREASE ENROLLMENT

- Design Summer Camps
- Graduates assisting with recruiting
- Admissions – educating them to better recruit new students
- Open Houses – just for ID Program - inspired by student work
- Increase Marketing Strategies and Demographics
- Publicize... publicize... publicize (tv, radio, newsletter, internet, alumni, YouTube, social network)
- Use social networking and emerging technologies for maintaining connections – past, present & future
- HGTV – have a promo spot by IDEC about education for Interior Design as a professional option
• FOUND MAJORS: on-campus students who enter as undecided freshmen. Be sure all other departments (i.e. GEN ED required courses) have information and understanding of what your program does so they can lead students to Interior Design

QUESTIONS

• Who is responsible for recruitment in our programs? Admissions or ID Program itself
  o University of Florida does a survey of HOW students find their program. Highest % found thru the website. CRITICAL to keep website current...

• Who you are; what you offer; how are you different – what's your "hook"
  o (Not sure which school this was) Hosted a portfolio review FOR programs who require a portfolio for admission – invited other colleges and universities and invited all area high schools to attend; admissions counselors were invited to; hosting school’s admissions office was there to provide their own information; ID faculty must be on board to review other people's work – good way to get them "in your door"; great exposure for hosting school; yes, it's hosting competitors, but also supports design programs in general

HOW DO YOU FEEL ABOUT A LEADERSHIP SYMPOSIUM/WORKSHOP – this could be given to one of the collaborative and be a proposed symposia/workshop for next year's conference

• Come a day earlier – would you be willing to do that? Or have this be a part of the pre-conference offerings
• Leadership Challenge - ID being represented at highest level of administration. Could an ID educator be the President of a University. Some shared there are ID professor/professionals in higher administrative positions – Division Chair, Dean, Assoc. Provost, Provost
  o Do we WANT to be administration? Once you move up, you're no longer designing and most educators are likely not going to want to leave the classroom or forfeit the direct impact/contact with students
  o Admin level may jeopardize your position if you're in a tenure-track position
  o As Program Coordinators & Directors – we ARE LEADING the program (curriculum; advising; building community within the program; advancing outcomes and program development); fostering understanding of HOW to lead, HOW to INSPIRE leadership in other faculty and students
• MFA is new MBA but what do you do with it? How do we, as a leader, have an impact?
• Designers have power by virtue of understanding the problem-solving process and leading/guiding ANY kind of task, organization, project, etc.

LEADERSHIP TRAINING CONSIDERATIONS

Comments:

• Generalized areas to cover may be most effective
• Next conference is M-W-F so could we come a day early as a pre-conference conference on:
  o Future leaders for IDEC
  o Future leaders for Programs/Educators
  o Future leaders for the ID Profession
• If not in conjunction with IDEC, having a full day conference may preclude people who do not have funding options

• Topics:
  o What makes a good leader – characteristics, identifying markers, personal attributes
  o Communication skills
  o Structural styles of management
  o Tools for gaining confidence (personal confidence and gaining the confidents of constituents)
  o Some schools have rotating chairs so how do you effectively "pass the baton"
  o The virtue of "finishing well" – commitment, follow-through & follow-up
  o Leadership training across disciplines (at Univ. of Florida – St. of FL Leadership Training for State workers; Center for Academic Leadership) perhaps make contact for designated speaker
  o Budgets
  o Promotion & Tenure Dilemmas
  o Clinical positions vs tenure-track positions – are there different ways to lead?
  o Mature departments vs "freshmen"/emerging departments – need different leadership styles or focus areas (building vs maintaining/refreshing/keeping current)

BIGGEST ISSUES: as a poll from this group of Directors/Coordinators

• Separate Topics over a few years
• Transformational Leadership
• Multi-disciplinary/Team Leadership
• Strategic Leadership
• Assessment strategies to determine good leadership qualities
• Leadership in the classroom (effectiveness)
• Aspiring/Emerging Leaders in any category
• Graduate Students moving into education

PLANNING ISSUES

• Presenter outside ourselves
  o Academic leadership focus
  o Authoritative but ID & Education focused
• Room locations (large group; break-out sessions)
• One day extra cost
• Registration Fee

• Funding for this?

• Best practices Q & A – panel discussions

• If we open this to EVERYONE, how can we keep the focus on Chairs & Coordinators

• Service Collaborative – what they're looking for is much larger than what we're talking about (Anna – UNCG)
• Network can move to a STANDING COMMITTEE that deals with the more long-term issues. What's required:
  o Proposal – definition of committee
  o Background
  o Justification
  o Outcomes
  o By-law change to be voted on by membership

• Determination of existing issues (in the moment) and we need assistance in:
  o Retention methods
  o Budget cuts & how to survive
  o How to identify the best students, faculty & support systems
  o Mentoring, Developing and Assessing Faculty
  o Strategies for being an administrator – delegation of duties
  o Program review & curtailment; restructuring
  o How do we survive the next few years and THEN expand to larger issues

Program Chairs & Coordinators have "outgrown" a NETWORK and may need to look at becoming a larger, stronger body (Brian-Univ. LA – Lafayette)
  o However – we need to be trained because we're in these positions by default
  o Any symposium needs to self-funded, so the fee needs to cover all the costs
  o We don't need this to be a symposium
  o This could just be a WORKSHOP
  o Brian

• Approval dates – IDEC Board Meetings
  o May 1 – Phone Meeting
  o June – need to submit proposal for Workshop for consideration at July mtg
  o July – Board Meeting

ACTION STEPS

• Create a LISTSERVE for this Network
  o Ronnie can/will look into this
  o We can post questions
  o Input from each other and multiple colleagues and universities
• Decisions on we want at the workshop – focus topic(s)
• Investigate presenters
• Schedule early to claim space

GENERAL CONCENSUS

• Coordinate efforts for next year's conference
• One Day Workshop
• Bring in Experts in Leadership but focus on ID Education
• Open to IDEC members outside of this Network