Minutes of October 4 were approved.

**President’s remarks**

Dr. Patton requested that all unit heads strongly encourage participation in the state charitable contributions campaign. He pointed out Project Healthy Grandparents as one Georgia State-based charity on the list of eligible agencies.

Dr. Patton noted fundraising efforts underway for the professional education center for the J. Mack Robinson College of Business and the College of Law.

Dr. Patton announced a task force including representatives of Central Atlanta Progress, the Atlanta Convention and Visitors Bureau, the City of Atlanta, and Georgia State to address crime perception issues in Woodruff Park. He stated that the task force had the attention of Mayor Franklin and the city council.

Dr. Patton expressed gratitude for the support of Mayor Franklin and the city council on various issues, including the waiving of air rights fees for the expansion of the library bridge in the amount of $17,000 per month. Ms. Hurt reported that the library transformation project had come in under budget so that some enhancements could be added, most notably the use of glass walls on both sides of the bridge.

**Customer service updates**

Dr. Patton stated that customer service would remain on the monthly agendas for Administrative Council.

Dr. Fritz reported Institutional Research was conducting surveys to uncover any lingering issues with the One Stop Shop. He indicated that weekend hours and remote locations had enabled service to over 9,000 students in August without long lines.

Dr. Henry reported significant improvement in retention rates. He pointed to more consistent contact between academic departments and their majors to encourage them to enroll, etc. He noted a large number of inactive students with more the 90 SCHs credit, who were given information about what they needed to do to complete their degrees, and related efforts to streamline the re-entry application process. Dr. Fritz added that approximately 900 re-entries for fall were double the normal, with several hundred also expected in spring.

Dr. Kelley reported that the College of Health and Human Sciences was conducting surveys of students concerning their student advisement experiences. She noted excellent student turnout for the Haverty Lecture Series and good involvement with student organizations based in the college.

Dr. Patton commented that students often expressed confusion about the roles of staff advisors versus faculty advisors. Ms. Collier observed that while she had benefited from career guidance which came by working with Ms. Anthony in the Dean of Students Office, most students lacked an advisor who could help them specifically with career-related decisions. She commented that the University Career Service Office provided generic guidance, but students also wanted guidance from persons in their field of study. Dr. Dixon responded that faculty did not see such advisement activity being rewarded by the system, and could not tell students how to get a job. She added that help was needed with career fairs, for which faculty did not regularly receive information. Dr. Covey stated he would be setting up meetings with the interim director of the University Career Service Office and the academic deans to discuss these matters.

Dr. Huss reported on staff empowerment efforts in the J. Mack Robinson College of Business to get staff directly
involved in improving customer service. He added that the college was holding customer service workshops for staff. Dr. Patton encouraged sharing of information gained through the workshops with other colleges and support units.

Dr. Adamson reported that Facebook had proven very effective in alerting students to special programming such as an appearance by the former President of Peru. She pointed to the importance of using the technology that students use. Dr. Patton noted the use of blogging in Enrollment Services.

Ms. Collier mentioned that Facebook had been used to rally support in student organizations for Project 1913, the effort to attract 1,913 students in basketball games. Ms. McElroy applauded these efforts for the crowd attending the exhibition game in the Georgia Dome. She stated that the new athletics marketing director was working closely with student groups to build interest. She added that improving communications to students, faculty and staff about games is a priority.

Ms. Hurt reported effective communication of library news by means of posted flyers in restroom stalls.

Dr. Fritz indicated that new portal technology would allow customization of channels to reach groups of students based on their interests.

**Emergency response plan**

Dr. Pierce presented information concerning development of an emergency response plan for Georgia State. He gave an overview of the web-based approach at Princeton University, which has been selected as a model for development of the Georgia State plan. He cited pandemic flu as an example of a threat.

Dr. Pierce indicated the Georgia State plan would first focus on lab safety. He added that new regulations required that the BSL4 emergency response plan be linked to the university plan.

Dr. Patton asked about a timetable for development of the Georgia State web site. Dr. Pierce responded that by the end of the year he would expect to incorporate lab safety and to have priorities established by senior administrators for what to add thereafter. He stated that Princeton had given permission to use their materials.

Dr. Adamson commended the web approach and urged inclusion of mental health emergencies, as had occurred recently in one of the organic chemistry labs.

Dr. Morris commented that it was very important to short circuit rumor mills by means of timely communications. He recommended a quick link for updates about events.

Dr. Kelley suggested inclusion of information about defibrillators on campus. She noted concerns about liabilities. Ms. McElroy stated that a defibrillator was on order for the Sports Arena. Ms. Rupp stated that the Recreation Center has a defibrillator.

**Announcements**

Ms. Collier announced SGA Week events for November 12-18.

Ms. Hurt announced acquisition of digital archives of opinion journals and a one year subscription to a database of 19th century newspapers won in a contest by Dr. Teel.

Dr. Fritz announced over 1,850 Panther Preview registrations for November 11.

Dr. Bahl announced Paul Wolfowitz, President of the World Bank, would be speaking in the Andrew Young School of Policy Studies.

Dr. Huss announced the J. Mack Robinson alumni awards event would be on November 15 at the High Museum. He added that the Computer Information Systems department had been rated #1 in the world in research productivity.

Ms. Peterman announced a gift of $1 million for scholarships in the J. Mack Robinson College of Business.