September 27, 2011

TO:                 Gene Bourgeois

FROM:              Joanne H. Smith

SUBJECT:           2010-2011 ASG Legislation

The Associated Student Government under President, Melanie Ferrari, and Vice-President, Colter Ray passed legislation that I feel pertain to your area. The process for responding to passed legislation is to forward the legislation to you for your review and response, if applicable. The Dean of Students Office, serving the capacity of advisor to ASG, keeps a flowchart of the legislation passed during the year and responses to the legislation.

I have listed below the legislation pertaining to your area. Please review the legislation and respond back to me so that I can forward the responses to the Associated Student Government. Copies of the legislation passed are attached to this memorandum.

ASG Legislation:

1.  S.R.S. 2010-2011/13 “Global Friend Program”
2.  S.R.S. 2010-2011/21 “International Student Advisory Council”
3.  S.R.S. 2010-2011/22 “iTunes U”
4.  S.R.S. 2010-2011/24 “University Seminar Reform”
5.  S.S.R.S. 2010-2011/03 “There’s An App For That…Almost”

Thank you for taking time to review these documents. If you have any questions, please contact me.

Attachment
DATE: November 21, 2011

TO: Dr. Joanne Smith
    Vice President for Student Affairs

FROM: Dr. Gene Bourgeois
      Provost and Vice President for Academic Affairs

SUBJ: ASG S.R.S 2010-2011/22 “iTunes U”

In fall 2009, University Marketing researched social media options to determine the most effective and efficient way for Texas State to develop a strong online presence that would engage the campus community. Part of the evaluation process included comparing the management requirements of each social media, as well as evaluating their purpose, traffic, and participation.

We agree that iTunes U is an interesting resource for internal and external publics. The challenge with developing an iTunes U site, however, is the cost. To set up and maintain an iTunes U presence, we would need to fund an extensive campus-wide effort, including the following:

1. An administrative committee composed of staff, faculty, and students would be needed to meet regularly to determine the types of content to be posted. In the case of faculty lectures or performances, intellectual property rights would have to be worked out with iTunes U—an issue that has prevented some institutions from joining iTunes U.
2. To prepare, post, and maintain an iTunes U site, we would need to add a full-time videographer, a fulltime site administrator, a half-time project manager, a quarter-time writer/editor, and a quarter-time web designer.
3. To support an iTunes U effort, we also would need additional equipment, including a complete video setup (lights, camera, stands, microphones, etc.), a computer with editing software, a computer for site administration, and office space.
4. To successfully apply for an iTunes U site license, the university would need at least 150 video assets. Even with additional staff, this volume of video programs could take several years to develop.
5. Then there is the question of cost benefit. Of the more than 100 colleges and universities in Texas, only nine have active iTunes U sites. These include:
   o Abilene Christian University
   o Baylor
   o Concordia University
   o Dallas Theological Seminary
   o Texas A&M University
   o Texas Lutheran University
   o Texas State Technical College
   o University of Houston
   o University of Incarnate Word

As we compared the iTunes U model with other current social media opportunities, we became convinced that an iTunes U site would be expensive to set up and manage, and be somewhat limited in its use by the general public. Rather than focus the majority of our marketing resources in this one medium, we felt we could more effectively promote Texas State by building a strong presence on Facebook, YouTube, Twitter, Flicker and Blog (Wordpress). In fact, the Texas State YouTube site (http://www.youtube.com/txstateu), can be used to accomplish most of the goals set out in the Associated Student Government’s “iTunes U” proposed legislation. We also feel that YouTube is much more widely known and used more by students and the general public.

University Marketing manages the Texas State YouTube site and uploads new video material monthly. All of the videos that run on the Texas State home page also are available on the Texas State YouTube site. Other videos on the site deal with academic, human interest, athletic, and campus life themes. Our goal is to continue to expand our video offerings and work to make this site a prominent asset in our marketing effort.

Thank you.

GB:sr

xc: Dr. Michael Heintze
MEMORANDUM

DATE: November 7, 2011

TO: Dr. Joanne Smith
    Vice President for Student Affairs

FROM: Dr. Gene Bourgeois
      Provost and Vice President for Academic Affairs

SUBJ: ASG S.R.S 2010-2011/21 “International Student Advisory Council”

Thank you for the opportunity to comment on recent ASG legislation proposing the development of the "International Student Advisory Council" at Texas State. This effort is innovative and reflective of the university's commitment to increasing internationalization and a global perspective across campus.

To this end, I recommend that staff from the International Office, Texas State Intensive English, and Office of Study Abroad work with other academic areas and Student Affairs to develop a formal charge, scope, and membership basis for the International Student Advisory Council. While the university seeks to provide unique services and support to international students, it is equally important to ensure native and international members of the university community are integrated for mutual learning and benefit.

Again, thank you for ASG's great commitment to internationalization at Texas State.

GB: sr

xc: Dr. Debbie Thorne
MEMORANDUM

DATE: November 7, 2011

TO: Dr. Joanne Smith
    Vice President for Student Affairs

FROM: Dr. Gene Bourgeois
      Provost and Vice President for Academic Affairs

SUBJ: ASG S.R.S 2010-2011/13 “Global Friend Program”

Thank you for the opportunity to respond to this legislation. I applaud ASG’s efforts to initiate the Global Friends Program, as it is a strong indication of the university's commitment to internationalization and a global perspective.

Several offices on campus currently manage programs that complement this proposed initiative. For example, the International Office offers the "host family" program that pairs international students with individuals and families in the surrounding community who wish to host the student for meals, events, and other social and cultural activities. The Texas State Intensive English office supports "conversation partnerships" that pair international students with native students in order to practice spoken English and develop cross-cultural friendships. There are other programs as well.

Given the potential overlap between existing initiatives and the Global Friends Program, I recommend that ASG appoint a senator or committee to investigate this further. It is likely that Student Affairs and international-related offices have support and resource mechanisms to weave the Global Friends Program into existing or expanded programming. A further review may also reveal that the Office of Study Abroad is not the most effective location for such a program.

Thank you. Please feel free to contact Dr. Debbie Thorne, Associate Vice President for Academic Affairs, as the ASG determines its next steps.

GB: sr

xc: Dr. Debbie Thorne