



## **ASJMC Call for Leadership**

**‘What Doesn’t Stay in Vegas’: Recapping the 2022 Winter Workshop**

**March 30, 2022**

# Conversation with UNLV President Whitfield

- ‘Come to your president not just with problems but *with solutions*’
- Challenge: how do we prepare students for jobs that don’t yet exist?
- ‘Think like a faculty member... they can’t say you don’t understand’
- ‘Embrace your students’ natural entrepreneurship’
- ‘All our students need to *understand* difference’

# Universal Design for Learning

By working with faculty as *active*  
facilitators  
of accessible & inclusive  
learning  
I have moved the deaf student  
experience  
from one of  
accommodations....  
to *inclusion*.



Importantly, this shifts the  
conversation

# Universal Design for Learning

Impacts are more broadly focused:

on pedagogical *flexibility*

(rather than disability status & accommodations)

with the goal of ↓ cognitive load

and ↑ student learning

Accounting for variation & diversity.

Approach	Course	Pedagogical Challenge, and Solution Strategy	
Accessible & Inclusive Classroom Layout	Physics	<b>Challenge:</b>	Tables arranged around the podium in the center of the room prevent line-of-sight with students sitting directly behind the instructor.
		<b>Strategies:</b>	Monitor student engagement with a laptop live-streaming a camera feed; cues come from the learning assistant sitting in front of the instructor in class.
	Fine Arts	<b>Challenge:</b>	Varying communication needs and wants (two sign language interpreters and one speech-to-text captionist) are not satisfied by traditional rows of individual student chair-desk combination seating.
		<b>Strategy:</b>	Use a U-shaped seating arrangement to optimize line-of-sight and engagement.
Alternative Classroom Activities & Assessments	Mathematics	<b>Challenge:</b>	Some of the students in the class have weak English skills.
		<b>Strategies:</b>	Support learning of the content without heavy reliance on English through Mad Minutes, note/reflection cards, and graphic organizer posters.
	Mechanical Engineering	<b>Challenge:</b>	Improve written work and oral presentations while increasing student engagement.
		<b>Strategies:</b>	Break written assignments into stages, allowing for peer collaboration and feedback on rough drafts. In lieu of 20-minute presentations, final projects were presented as posters, following a conference format.
Accessible & Inclusive Tools & Technology	Communication	<b>Challenge:</b>	Full engagement in class discussions, and gauging the level of student comprehension during lectures.
		<b>Strategies:</b>	Multiple opportunities for engagement and feedback, including student-led class discussions, a mobile polling application, reflection cards, and whole class activities.
	Software Engineering	<b>Challenge:</b>	Mixed groups of hearing and DHH students face a communication barrier and do not interact effectively in group project work.
		<b>Strategy:</b>	Create a mobile app to facilitate group communication.

Table 1. Strategies implemented by faculty learning community (FLC) participants: pedagogical changes to increase inclusion and interaction.

# **Panel on Enrollment Strategies**

## **Main Takeaways**

- **General decline in university enrollment from Fall 2019 to Fall 2020**
- **Drop of additional 3% (public univ.) and 1.6% (private) in Fall 2021, on top of previous drops**
- **Drop of 9.5% on the size of overall freshman class in Fall 2020**
- **Gain of 0.4% on the freshman class in Fall 2021**

# **Panel on Enrollment Strategies**

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## **Main Takeaways**

- **Waiting for JMC Enrollment Survey results**
- **Anecdotal info that JMC programs are experiencing losses**

# **Panel on Enrollment Strategies**

## **Main Takeaways**

- **Strategies to increase enrollment discussed include:**
- **New programs (media design, sports comm, business)**
- **Online programs (mainly GR, but programs looking into UG)**
- **More internal collaboration at universities on new paths, new options, new programs for students**
- **More external collaboration with other universities**



# **Panel on Enrollment Strategies**

## **Main Takeaways**

- **Strategies to increase enrollment discussed include:**
- **Increased outreach to HS, CC**
- **More open houses (virtual and in-person), more opportunities to tour schools, get to know students and faculty (FB Live, livestreaming of events)**
- **Welcoming prospective and accepted students to campus and virtual events**

# **Panel on Enrollment Strategies**

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## **Main Takeaways**

- **Strategies to increase enrollment discussed include:**
- **Innovative and special programs and activities, such as:**
  - **Pre-college bootcamps**
  - **Spanish-language initiatives**
  - **Film festivals, showcases of student work**
  - **Student trips**

# ‘What Happens in Vegas’: Randy Snow

- Las Vegas branding campaigns evolved with historical imperatives: 9/11, Great Recession, One October, COVID
- How should we be teaching advertising?
  - ‘It begins with good writing’

# Engaging with Younger Alumni

- We tend to focus development efforts on older, more established alumni
- Need to cultivate next generation of donors
- Younger alumni more open to crowd funding and other ('non-check') forms of payment
- But still require personal attention