

Faculty Senate Agenda
Friday March 18th 2011
3pm in HP 2027

Minutes from Faculty Senate meeting on February 18th, 2010.

Report from Dr. Ron Rochon, Provost.

Report from Adrian Gentle, Faculty Senate Chair.

New Business

1. Promotions Committee Report – Kathy Elpers
2. USI Marketing and Communication Plan – Todd Wilson, Assistant Vice President for Marketing and Communications
3. FAC – Vacation Time Recommendation
4. Faculty Senate Structure
5. Charge: Compensation for 1 credit-hour overloads

Next Meeting: April 1st at 3pm in HP 2027.

Adjourn.

Faculty Senate Minutes
March 18, 2011

APPROVED

Meeting called to order at 3:00pm.

Attendance: Chad Tew, Kent Scheller, Bob Boostrom, Adrian Gentle (Chair), Stephen Zehr, Manfen Chen, Maria Shirey, Vella Goebel, Brandon Field, Peggy Shields, Lesa Cagle, Ron Rochon (Provost), Brian Posler (Assistant Provost for Undergraduate Affairs), Todd Wilson (Assistant VP for Communications), Kathy Funke, Leslie Parker

Minutes from February 18, 2011 were approved as amended.

Report from Dr. Rochon:

- Dr. Rochon summarized the repositioning of the Departments of Teacher Education, Social Work and Physical Education. This change is effective July 1, 2011. He stressed that the restructure should not have any noticeable impact on students.

Discussion:

- C. Tew concerned by lack of faculty input.
- R. Rochon: The faculty in the College of Education and Human Services discussed the matter extensively with my office before changes were undertaken.
- R. Boostrom: The lack of a College of Education says something to incoming students and the community. This may affect enrollment of future teachers.
- R. Rochon: There will be extensive dialog on this issue, and President Bennett has indicated that a board will be formed to guide teacher education which involves all parties.
- M. Shirey: Were there discussions with the Bower-Suhrheinrich family before this action was taken?
- R. Rochon: Yes. Dr. Bennett had discussions with the family.
- M. Chen: How long have the repositioning discussions been occurring? They were a surprise to many faculty.
- R. Rochon: The issues that led to these changes were brought up in discussions meetings with faculty inside and outside the college. I've been consumed with this issue, and in particular, concerned with our students. Repositioning will help us support and strengthen teacher education, which is

under attack across the nation. I hope to work with folks across campus to move forward.

- P. Shields: The lack of transparency was hurtful to faculty. This came out of the blue, and this is an issue to bear in mind as we move forward.
 - R. Rochon: There was a lot of hurt on this issue, but we didn't have two years to wait while we search for a new dean.
 - K. Scheller: If decisions of this magnitude, we would like to be involved in the discussion. Although there was input from faculty at the beginning of the process, big things are happening without faculty knowing. This is not in the spirit of shared governance.
 - R. Rochon: I appreciate your point, and I support shared governance.
 - S. Zehr: This change has been packaged as an improvement. What effect will it have on the curriculum?
 - R. Rochon: We need to take time to explore. Only time will tell.
 - C. Tew: How will this effect accreditation?
 - R. Rochon: I do not believe that it will.
- Dr. Rochon acknowledged receipt of the letter from Faculty Senate regarding changes to Tenure and Promotion. He committed to taking the issue and developing language regarding the link for promotion and tenure for the handbook. He committed his office to getting this done, and expressed his disappointment that Faculty Senate had not already done so.

Discussion:

- K. Scheller: This change was made without our consultation.
- Dr. Rochon asked Dr. Posler to announce the faculty members elected to the Core Curriculum Review Task Force. The members are:
 - Bob Boostrom, Michael Dixon, Wes Durham, Jeanne Melton, Paul Parkison, Dane Partridge, Tim Schibik, Brent Summers, Lee Ann Wambach, Ann White, Bill Wilding.

Report from Adrian Gentle, Faculty Senate Chair:

1. Shared Board of Trustees Data Dashboard on campus housing, which is also available on the Board of Trustees website.
2. Congratulated the faculty members awarded tenure and promotion; the final vote occurred at the recent Board of Trustees meeting.

3. Expressed appreciation to the Registrar’s Office for their hard work to implement the recommendations of the Banner Working Group.

Unfinished Business:

- As Shelly Blunt could not attend the meeting, the discussion of advising language for the Faculty Handbook will be delayed until the next meeting

New Business:

Topic	Discussion	Decision
Marketing and Communication Strategy for USI	<p>T. Wilson (Assistant VP for Marketing and Communications) gave an update on the marketing strategy for USI. A short PowerPoint presentation was followed by questions from K. Funke and L. Parker. The intent was to receive feedback from Faculty Senate on the current marketing strategies for USI, and they were open to any suggestions to improve the marketing of USI. Faculty members with ideas or comments are welcome to contact T. Wilson's office.</p> <p>T. Wilson: We are seeking input from the campus community as we develop the marketing goals. We currently</p> <ol style="list-style-type: none"> 1. Elevate our visibility to what it should be 2. Define the USI image 3. Target specific programs and projects <p>T. Wilson: Noted that the visual look of USI, the horizontal logo, is a little dated and within a year or two they will be looking to launch a new look to the logo. The website has been updated to include the new formats for the University name, and he noted that the team is looking to revamp the webpage this summer.</p> <p>Other key points stressed the importance that the media experiences, thought-leadership plan, and Campus “Pride in USI” campaign all market USI in a way that correlates with the new Strategic Plan.</p> <p>T. Wilson also mentioned they will be meeting with campus constituents, working with marketing and web coordinators, meeting with external constituents, and anticipate the first draft of the new marketing strategy by summer and the commencement of the implementation of those strategies to follow soon after.</p> <p>Discussion</p>	

C. Tew: Believes YouTube pages could help to market ourselves throughout the region.

T. Wilson: Noted we do have YouTube channels; the amount of events and such on that YouTube channel is currently low, but they are working towards a more extensive YouTube channel in the future.

B. Field: Wanted to bring to attention to the marketing committee that the engineering department participates in several competitions; and the use of the USI logo carries with it a royalty fee that prevents the engineering department from placing on the t-shirts for those particular events.

T. Wilson: acknowledged the policy is questionable and he (B. Field) is not the first person to mention it to him.

K. Scheller: regarding television ads, he noted that Oakland City University has a presence on ESPN; and a great amount of people are seeing those advertisements. He suggests there is a place on television for USI.

T. Wilson: Noted the cost for such advertising is high and in the future we will need to evaluate whether or not television ads are the direction we want to take for marketing USI.

Questions for the senate: from K. Funke and L. Parker.

What are the weaknesses of USI?

C. Tew: Many individuals are unaware of the drastic changes that have been made to campus and to our programs in the recent past; and those changes need to be seen by the public.

T. Wilson: Noted that if individuals have not had the reason to be out here recently, they have not seen the drastic changes that have been made to the university; and any event to get people out here is a plus.

A. Gentle: Noted in closing that it is important to advertise the fact that here at USI you have professionally qualified faculty members working directly with students, not teaching assistants. That is a major advantage of the education we offer.

<p>Promotions Committee Report:</p>	<p>Kathy Elpers, Chair of Promotions Committee, presented the Final Report of the Promotions committee to Senate, noting that 12 faculty portfolios had been reviewed.</p> <p>K. Elpers: Asked about the brevity of the report in comparison to last year, noted that the previous year's report included recommendations to Faculty Senate. The breakdown of the promotions committee's work is also limited by confidentiality issues. Therefore, any dialogue or information that would indicate a faculty member up for promotion or tenure would break that confidentiality.</p> <p>In discussion, several Senators indicated the importance of transparency in faculty governance and the promotion process.</p>	
<p>Faculty Governance following University Restructure</p>	<p>The chair distributed a proposal designed to deal with the short term consequences the University restructure, allowing Senate time to consider the issue in depth next year.</p> <p>The proposal proposed a generous reading of the handbook, allowing for election of Senators and sub-committee members from the College of Education and Social Work in the spring semester. It also proposed that the 2011 - 2012 Faculty Senate undertake a broad, consultative study of the structure of faculty governance before implementing long-term changes to the Constitution and By-Laws of Faculty.</p> <p>Senators were not in favor of the proposal, and the Chair suggested that Faculty Senate consider the issue further, and postponed further discussion until next week.</p>	

Motion to adjourn: V. Goebel
 Seconded: B. Boostrom

Adjourned: 5:00 p.m.