

FACULTY SENATE MINUTES

February 7, 2012
2:30 – 4:30 P.M.

Assembly Room
McFall Center

CALL TO ORDER: 2:30 P.M.

ROLL CALL:

Faculty Senate Secretary, Elizabeth Wood, called the roll and announced a quorum.

Absent: Labbie, Lillios, Murnen, Rosenberg, Weinsier, and Post.

Please note: Senators arriving after roll call should call their presence to the secretary's attention at the conclusion of the meeting.

COMMUNICATIONS

Chair of the Faculty Senate, John Folkins

Call to Order After calling the meeting to order, Folkins welcomed the new Faculty Senate Secretary.

Observations on Dr. Lunde's Passing The Chair offered the personal recollection that Dr. Lunde was always outgoing, friendly, and thinking of others. An example was Lunde's generosity in spending a substantial amount of time and effort to compile a guide book and collection of resources for retiring BGSU faculty members.

Teaching and Learning Fair Reviewing the date and times of events along with the name of the keynote speaker, Folkins encouraged all members of the campus community to attend the Sixth Annual Teaching and Learning Fair.

Update on Committees Noting that the Fiscal Affairs Advisory Committee (FAAC) replacing the old Faculty Senate Budget Committee (FSBC) has been formed and has met twice, Folkins promised that space for a report from this body will be added to the Senate agenda as soon as a chair has been elected. **Update:** The committee has met 4 times as of the February Board of Trustees meeting, twice with the University Budget Committee members.

Solicitation of Additional Agenda Items Urging all to submit agenda ideas, the Chair commented "We need to discuss and debate, rather than to only listen to speakers. In this light, I urge all Senate committees to work diligently to get proposals for Senate action to the Senate Executive Committee, so that the SEC can pass these to the full Senate."

President, Mary Ellen Mazey

Personnel Update: With apologies for not mentioning it at the previous Senate meeting, Mazey announced that Barbara Waddell graciously accepted additional responsibility as the Director of the Office of Equity and Diversity with dual reporting lines to the President and the Provost.

Task Forces:

- Dr. Rogers is chairing a new Efficiency Task Force charged with examining BGSU operating practices and identifying ways our procedures might be streamlined without sacrificing quality. The hope is that there will be cost savings and savings in staff time. The expectation is that higher education funding may not significantly improve before the next 8-10 years.

- BGSU will be engaging in a visioning process with the City of Bowling Green, via a task force co-chaired by a representative from the city and one from the university. One of the task force's activities will be conducting a survey of students, faculty, staff, and the general citizenry regarding how to "build a better future together".

Ongoing Priorities:

- Mazey is pleased with faculty involvement in undergraduate educational reform. **Update:** The feedback gathered from colleges has now been posted on the MyBGSU site (My Organizations – Undergraduate Education Renewal – Responses from the Colleges.)
- BGSU continues to work on retention from all perspectives including local issues, national issues, and financial aspects in order to foster not only retention, but also student success.
- As the Graduate Senate President will report in this meeting, strategic planning for the future of graduate education at BGSU continues to be an important focus.
- Facilities planning is continuous. Chief Financial Officer, Stoll, Provost Rogers, and Associate Vice President for Capital Planning, Krakoff, meet monthly with the President to monitor progress.
- Mazey is optimistic that BGSU will receive from the forthcoming state capital bill the funds critical for completing renovations.

Miscellaneous Comments:

- While President Obama observed that the cost of higher education is rising throughout the nation at a recent University of Michigan speech, BGSU's higher than average student debt level is worrisome. Mazey spoke with a *New York Times* correspondent who may mention this concern in a March article.
- The provenance of mosaics featured in the décor of the Wolfe center and purchased by BGSU in the 1960's has been questioned by an art scholar. Legal council is looking into the matter. Mazey vowed, "We will do the right thing when it has been determined what the right thing is."

Provost/VPAA, Rodney Rogers

Undergraduate General Education Curriculum:

After 1) acknowledging faculty work to consider ways that BGSU might improve the undergraduate curriculum spanning several years and 2) pointing out that feedback gathered and summarized by the colleges is now posted on My BGSU, the Provost issued a call to action.

Reminding Senate, "We have debated, studied, benchmarked and dreamed about the various approaches that might be used to achieve this goal. Now it is time for action," Dr. Rogers then outlined three steps that will move Gen Ed renewal forward.

- Undergraduate Council has begun an inventory and review of all general education approved courses.
- Announcement of incentives in the form of "... funding for faculty who wish to significantly redesign their current general education courses to enhance student learning and provide a system of evaluating student learning and achievement" will soon be made.
- Rogers expressed appreciation for Dr. Craig Zirbel's agreement to facilitate a web-based discussion of the curriculum renewal process. This undertaking is intended to ensure that "Building on our strong tradition of excellence in undergraduate education, BGSU can continue to be recognized as a national leader."

Student Retention:

Contrasting our record freshman enrollments in recent years with less-satisfying retention rates, Dr. Rogers pointed out that “We must also ensure that students who choose to enroll at BGSU are provided with the appropriate conditions to succeed.”

He then outlined three strategies that came from faculty and staff work in developing initiatives and plans to address the decline in first year retention rates.

- Improving the academic culture at BGSU to better challenge and support students.
- Improving advising so that all students -- and not just some of them -- have access to “high-quality advising services that provide an academic plan and strategy that serves their long-term career and life goals”.
- Aligning and harmonizing our academic policies and procedures to better support student success -- revising or eliminating any policies or procedures that represent barriers to student success.

Recognition of Faculty Contributions to Academic Strengths: Alluding to substantial academic strengths that BGSU can build on to achieve our vision of being a national model among learning communities, Dr. Rogers offered this tribute and encouragement to sustained faculty involvement: “Engaged and dedicated faculty lead to great academic programs which, in turn, lead to our ability to recruit and retain engaged and dedicated students.” He closed by saying “While the various strategies outlined above support our vision, the most important work is what you do each day in your teaching, research, and service.”

Graduate Student Senate Representative, David Sleasman

Sleasman brought three items to Senate:

- GSS Chair Sleasman showed a PowerPoint about the 30th annual Shanklin Awards for graduate student research, urging senators to attend the colloquium and awards reception to be held on 4/19/12 if possible. He referred attendees to the flyer for a fuller description including submission deadlines.
- Noting that the GSS representative to the Board of Trustees is coming to the end of her term, he mentioned seeking someone to serve in her place. Nominations will be accepted through May 15th.
- Alluding to the significant drop in graduate student enrollment between Spring 2011 and Spring 2012, he commended the Provost’s and President’s commitment to identifying and attempting to reverse this unfortunate decline.

Undergraduate Student Government Representative, Emily Ancinec

No report.

Retiree Representative, David Chilson

- Joining in expressing regret for Lunde’s passing, Chilson commended sending the Senate memorial resolution to Lunde’s four sons and to the BGSU Retirees’ Association.
- He announced that the association has three luncheons planned, the April one scheduled jointly with the University of Toledo retirees.

REPORTS FROM SENATE COMMITTEES

Committee on Academic Affairs (CAA) – David Border

Undergraduate Education: At the 1/18 meeting, the committee heard Craig Zirbel's presentation outlining a process to be used in General Education reform and passed the following motion without dissent: "CAA supports the proposed process regarding general education undergraduate reform as presented by Craig Zirbel."

Graduate Education: On 2/1, committee guest, Michael Ogawa, led a discussion about Graduate Education, including the following: 1) the process of defining what standards, missions, and measures should apply to BGSU's graduate education and 2) issues relating to external funding and internal grants.

The CAA also received several reports, including a report from Provost Rogers about undergraduate reform efforts.

Amendments and Bylaws Committee – Erin Labbie

No report.

Committee on Committees (Com/Com) – Ann Darke

CIO's Petition Re: Change to Information Technology Committee: After meeting with the Chief Information Officer (John Ellinger) to discuss his request, Com/Com declined to convert the Information Technology Committee (ITC) from a standing committee to a CIO Advisory Board. Instead Com/Com envisioned the ITC in its current configuration being empowered to meet either in joint session with the CIO Advisory Board or separately as needed. Darke reported on behalf of Com/Com, "We encourage our current and future CIO's to supplement ITC by means of the CIO Advisory Board, as he/she deems appropriate in lieu of the University's ever growing and ever changing technological needs."

Committee Vacancies : As of the 2/7 meeting, Com/Com was in the process of filling vacancies on the Information Technology Committee, the Fiscal Affairs Advisory Committee, BG Perspective, and the Committee on Academic Affairs.

At the same time, Com/Com was actively soliciting nominations for these committees for the Spring 2012 elections.

Review of Standing Committees As mandated by the Charter and requested by SEC, Com/Com has begun to investigate all standing committees to establish which of them are meeting and which are not. A survey was sent to all members of committees whose active status is in doubt to confirm or dispel the perception that they are not currently meeting.

The next step will be to determine why some of these committees are not active. Ultimately Com/Com and the Senate Executive Committee are charged with recommending to the President whether or not any inactive committee is needed as currently configured.

Committee on Professional Affairs (CPA) – Geoffrey Howes

Chair Howes reported on CPA's two main initiatives:

State House Visit March 20

- The following schedule has been set for the day:
- 11:30 am: Leave BGSU. (Transportation will be organized as details develop).
- 1:30 pm: Legislative session

- 3-5 pm: Visits to Legislative Offices
- 5-7 pm: Statehouse Falcons Reception
- Volunteers Thanks to Pam Pinson for sending out an email asking for volunteers to participate. Senators are welcome to attend and are urged to recommend additional people (including students). Interested persons may contact to Geoff Howes at ghowes@bgsu.edu.

Brown Bag Lunch Series "Technology and Learning"

- The purpose is to familiarize BGSU faculty with current topics in classroom technology and its use. The expectation is that attendees will discuss what they see as they most as the important issues connected with such topics.
- Public announcements will follow but tentative details are these:
Dates (all Wednesdays) are February 22; February 29; March 28; April 4; & April 11.
Time will be 12:30 - 1:45 p.m.
- The venue most likely will be Bowen-Thompson Student Union.

OLD BUSINESS: None

NEW BUSINESS

Marketing and Communications (M & C) Update, Robin Gerrow, Chief Communications Officer
Hired in Fall of 2011, together with her staff Gerrow has identified many ways to build on a strong Marketing and Communications foundation.

Big Ideas

- Change from the previous "ad agency" model to one that emphasizes outreach to a greater extent.
- Focus more holistically on the image of the entire University rather than exclusively on admissions.
- Change communications campaign themes from a short term 3-4 year cycle to a longer term timeframe.

Accomplishments to date

- Expanded the media outlets used from local to national and international ones as well, including AAAS (disseminator of science news) and Newswire (heavily relied on by journalists).
- Has integrated videos into news and press releases as often as possible.
- Fulfilled the goal of mounting 5 new banner pieces weekly. In summer, will strive for 5 new ones every two weeks.

Aspirations to Pursue

- After research and usability testing, continue to make changes in the University home page over the long term.
- Deploy M & C staff in more outreach to colleges.
- Offer individual or group coaching in media relations practices.

Gerrow took a few questions and concluded with an appeal for senators and their colleagues to submit more stories about faculty and student research, innovative teaching, and notable involvement in service activities either to M & C or to their respective area communications manager.

President's Climate Initiative: Charles Onasch

Onasch sketched the evolution of the American College and University Presidents' Climate Commitment initiative (ACUPCC) from an initial 6 members in 2006 to the current roughly 674 signatories (19 of them in Ohio). He explained that President Mazey has asked the task force that he chairs for a thorough investigation of financial and other implications before proposing to the Board of Trustees that we join this higher education network.

Areas of Subcommittee Activity

- Conduct an inventory of commonly-used and trusted tools to calculate BGSU's current carbon footprint as a benchmark to measure progress in reducing that score.
- Report short term actions to demonstrate the university's commitment to climate control while planning longer term efforts. (Examples to be cited include Recycle Mania and having obtained LEED silver certification for new buildings, among others.)
- Articulate a long range (5 – 10 year) plan to bring our carbon footprint close to zero which specifies benchmarks for intermediate goals attainment as well as long term aspirations.
- Construct a plan to educate the campus and the broader community about global warming and combating its negative effects.

Rationale for Investigating ACUPCC Membership

- In return for the investment of a modest annual membership fee (from \$1,000 to \$3,000) plus any expense involved in retrofitting older buildings and incorporating sustainability specifications into new buildings, over the long term BGSU stands to save a substantial amount of money via decreased energy use and costs.
- As a public educational institution, Onasch is convinced that we are obliged to lead by example in implementing climate control measures.
- By displaying concern for and commitment to sustainability, BGSU will elevate its image and consolidate support among groups from prospective students to staff and alumni.

He responded to questions and comments from senators about the implications of BGSU's becoming an ACUPCC signatory and closed by pointing out that input collected by the sub groups will be posted on a website accessible to interested parties.

Proposal for Discussion of General Education Renewal Process: Craig Zirbel and Sue Houston

Zirbel reviewed steps taken toward renewal of the BGSU undergraduate curriculum and explained his proposed process for involving faculty and other interested parties (noting that it has been approved by Undergraduate Council, CAA, and the SEC) in the context of that larger framework.

Context for Zirbel's Proposal

- The Provost has charged Undergraduate Council and the BG Perspectives Committee with updating an inventory of existing General Education courses (last done around 1999). Syllabi for Gen Ed courses will be examined to ensure that they support BGSU learning objectives and OBOR standards.
- With input from Undergraduate Council, deans and chairs, and other entities involved in Gen Ed, the Provost's Office will provide resources to revise existing Gen Ed courses to foster greater achievement in student learning. **Update:** The RFP for the Annual Teaching Grants Program is now online at <http://www.bgsu.edu/downloads/provost/file109006.pdf>.
- Zirbel's proposed process for engaging the campus community in setting priorities for revising the undergraduate curriculum and for generating concrete proposals is designed to be direct

and highly collaborative. In addition it aspires to gather input from a wide range of campus constituencies including Student Affairs as well as faculty. **Update:** A wiki platform for gathering and disseminating comments on renewing the undergraduate curriculum is available to BGSU constituencies at <http://general-education.bgsu.wikispaces.net/>

Questions and Answers Zirbel fielded questions about his proposal.

Senate Action It was moved by Judith Jackson May and seconded by Michael Buerger that a sense of the Senate be taken regarding the proposed process for revising the undergraduate curriculum. The motion was for "A sense of the Senate in support of the proposal as laid out in the one-page statement that came with the Faculty Senate agenda as well as a general sense of approval for the approach presented by Zirbel and Houston in today's meeting." The motion passed.

ISSUES AND CONCERNS/SUGGESTIONS FOR FUTURE AGENDA ITEMS: None offered.

ADJOURNMENT: 4:30 P.M.

Respectfully Submitted: Elizabeth J. Wood