Minutes

November 26, 2018
4:00 PM
University Faculty Senate
Shawnee State University

1. Call to Order

UFS President Marc Scott called the meeting to order at 4:03 p.m.

2. Roll Call:

Secretary Jennifer Napper recorded the attendance (as follows):

Linda Hunt, Cathy Bailey, Sarah Minter, Mich Nyawalo, Phil Blau, Gene Burns, Tom Piontek, Tony Ward, Adam Miller, Dan Johnson, Amy Grau, Georgeann Kamer, Mikel Stone, Barb Warnock, Virginia Pinson, Isabel Graziani, Kejing Liu and all officers (Marc Scott, Kyle Vick, Jim Reneau, and Jennifer Napper). SGA representative Haley Bigham was also in attendance.

3. Minutes: Motion to approve March minutes was seconded by Cathy Bailey. Approved by acclamation.

4. Agenda: Motion to approve agenda (with the addition of item 11b the UFS/SEA party) was seconded by Isabel Graziani. Approved by acclamation.

5. Remarks from the UFS President:

- **Shared Governance Committees.** The faculty members serving on Shared Governance committees have been participating in their committees. Beginning with our January meeting, we'll receive updates from faculty co-chairs serving on those committees.

- **Smoking Policy Decision.** Kyle and I met with the Provost to see if there was any additional feedback needed on this issue after our October conversation. The Provost said that there was not. I collected the feedback over the five-day hearing and uploaded it as a comment on Curriculog along with a summary of the responses we received. Because the Curriculog proposal was about the specific recommendation for smoking in designated areas and there was hardly a consensus about that policy, I rejected the proposal. The Curriculog proposal was created to provide a record of the faculty's deliberations. I'll check in with the Provost early in the Spring to see if there are any developments on this issue.

- **Course Evaluations.** During our conversation with the Provost a couple weeks ago, we discussed the return rate for course evaluations. Since we moved to the electronic evaluations, there's been a significant reduction in the return rate of course evaluations, and I would also argue that the quality of feedback we receive has significantly diminished. Later this week, I'll email the faculty for tips and hints at improving the return rate and obtaining more useful feedback on course evaluations. We'll appreciate any feedback you or your faculty might provide, and I'll collect that information and compile it for subsequent semesters.

- **Faculty Participating in Recruitment.** There are excellent recruitment efforts happening at the program, department, and college levels, and as we learned from Eric Braun's presentation at the last Senate meeting, there are also some significant improvements to university-wide recruitment efforts. We've had some conversations with Eric about getting faculty more involved in that work. There will be some phone banking that will take place in the next couple weeks, and I extended invitations to faculty who responded to the recruitment survey we distributed several weeks ago. I realize phone banking isn't for everyone, but there will be opportunities for other recruitment efforts such as school visits and class demonstrations.

- **Other Recruitment News.** At the last Senior Leadership meeting, we learned that the university is considering some changes to its scholarship structure. We currently don't provide much aid based on need, and there's some conversation about making need an important criterion for determining financial aid. We also learned that the financial aid office will be working to turn around financial aid packages much earlier which will help potential students make their decision. Finally, Eric Braun provided the following recruitment data for me to share with you all and there are a couple charts that will be read into the minutes:
  - SSU Recruiters have visited over 160 high schools that have not enrolled students at SSU during the past 10 years.
  - Applications up 2% over this time last year - still trailing the previous four years.
  - Admitted students up 18% over this time last year - exceeding the previous four years.

6. Treasurer's Report: Treasurer Jim Reneau reported that there was no change Motion to approve report was seconded by Tom Piontek. No discussion. Approved by acclamation.

7. Administrative Reports

Interim Provost Becky Thiel's report:

- Board of Trustees approved the SEA contract on November 20th.

- Course evaluations will be out sometime this week, Wednesday or Thursday.

- University is moving forward with investigating virtual book stores. Three or four different vendors will be presenting what types of services they can provide as well as costs to students and the university. We will still have a bookstore on location that will sell memorabilia, pens, notebooks, etc.

- Still no word from the Higher Learning Commission regarding their visit back in September.

- The Provost, along with Dean Milliken, are working a proposal regarding adjunct pay. They would like to do away with adjunct academy because it is difficult to track completion. Instead, they would like to just increase adjunct pay

- Calendar Committee met. Learning House requires two seven week sessions for summer and our summer semesters are usually two five week session or a ten week session. This summer we're going to have seven week, five week, and ten week courses. Then in the next academic year, there will be two seven week sessions and a 14 week session. Jennifer Hammonds is working really hard to ensure that students start at the same time for the online, hybrid, and face to face courses.

8. Announcements from Senate floor:
Announcements from Sarah Minter: Vern Riffe After Dark event will be this Thursday (November 29th) from 7-10 and showcase student and local artists.

Announcements from Tom Piontek: the student drag show is also happening on Thursday evening (November 29th). The doors open at 7:30pm.

Announcements from Marc Scott:

The Faculty Festival of Achievement will take place February 19-22, and the Teaching and Learning Center will be accepting applications for oral presentations between December 10 through January 15.

There will be a remembrance and celebration of life for Larry Lonny on Saturday, December 8 from 4:00pm to 6:00pm at Melcher Funeral Home at 1417 Offnere Street. Thanks to Tom Piontek for notifying the faculty list about this.

9. Committee and Director Reports
a. Executive Committee Reports:

Marc Scott: The Executive Committee will meet after today's meeting to discuss initiatives for the upcoming semester. The last few months of this semester have been *eventful* and rather than reacting to developments, we also think the Senate should be working toward some goals we think can improve shared governance and the academic life of the university. We'll bring those ideas to the Senate in January.

A few notes from the Ohio Faculty Council (OFC) Meeting:

Chancellor Position. With Mike DeWine's election win, there are some questions as to who may serve in the role as Education Chancellor. We learned that John Carrey has a good relationship with DeWine, so he may continue in that position, but there are also a handful of other candidates for the position. I'll keep the Senate informed when we learn more.

Technology Commercialization Award. The OFC will again accept nominations for its technology commercialization award. Submissions will be due in August, and we'll reach out to the deans and department chairs in January to see if there may be faculty working on projects appropriate for the award.

Trustees Conference. We learned about the presentation delivered by the University of Akron president at the Trustees Conference. The University of Akron recently warehoused a large number of programs (roughly 80 or so) and the president touted the faculty involvement in that process. At the November OFC meeting, we heard from the Faculty Senate President at the University of Akron and learned that the process was much more complex and much more controversial than the University of Akron president conveyed. The OFC Chair thought that the legislature may be looking at Akron as a state-wide model. I reached out to the Senate President at Akron and learned more about the process at her university. We'll keep the Senate apprised of any state-wide discussions about program closures.

Legislative Update. There are a handful of higher education related bills working their way through the lame duck session. HB 603, for example, would grant resident status tuition benefits to any active duty military member stationed in the State of Ohio. HB 758 is a revival of a bill that died in committee earlier in an earlier assembly session, but it's received another hearing earlier this month. The bill would prohibit any hindrance to public expressions of free speech and there's language that may bar university officials, including professors, from discussing an upcoming speaker. The bill is currently in the Higher Education and Workforce Development committee, and we'll keep you apprised of its development.

Kyle Vick reported on discussions regarding assessment at OFC: He commented that he's been increasingly troubled by the assessment movement. Assessment has a role to play in academics, but the prescriptive nature of what HLC seem to be asking for seemed somewhat problematic and he wanted to see how colleagues around the state felt about this. Particularly, in terms of its potential to encourage some aspects of education over other aspects that might be equally or even more important. For instance, assessment of challenging a student's perspectives and world views and assumptions about the world. Those assumptions are going to be different for every student, so developing an effective assessment tool for that is going to be difficult. Yet, challenging a student's assumptions about the world is an extraordinarily valuable thing for us to do.

Others, in the OFC, shared his concern. They are going to be asking the public universities in Ohio to provide some information about how assessment is utilized, cases where they can demonstrate improvement pedagogical practice. Basically, ask the question of what steps are being taken at the institution to prevent this shift in priorities from framing things according to their importance to framing things according to their measurability. These will be discussed in the coming months. Curriculum committees and Provosts at all public institutions will be asked to answer three questions. At our institution, it will be discussed at EPCC and Becky will be asked to consider these questions. We'll see what information that provides.

Marc Scott: there was also a recent conversation at OFC was about Teaching and Learning Centers and best practices. What's helpful about OFC is that we can find out what's happening at other institutions around the state and they establish white papers about issues all 14 public institutions may confront. So, we know what all 13 other public institutions are doing regarding Teaching and Learning Centers, and the results of that discussion have been shared with Pat Spradlin at our Teaching and Learning Center.

11. New Business

a. Enrollment Management Plan Presentation by Interim President Jeff Bauer.

The president commented that last few months have been crazy at Shawnee State. Many things were coming together in September: the visit from HLC, contract negotiations, and a change in leadership. Dr. Bauer extended his appreciation to all faculty for sticking with the university.

During the special meeting of the Board of Trustees, they unanimously approved the faculty contract proposal. However, they also went into an executive session. The main question they asked during this session, was how close the new contract will this get the university to a 3 million dollar deficit for the year. They haven't forgotten about the target budget they set for the university. President Bauer will be evaluating where we are budget-wise in the next month. There has already been a number of changes made that have resulted in savings to the institution. Mid-December marks the halfway point in the academic year, which allow for a better estimation of where we stand in comparison to last year. Dr. Bauer hopes that we have made some substantial strides in reaching the budget goal that the board has set.

We really didn't have a solid enrollment plan, but we are now on our way to having an enrollment plan. There were some numbers that were thrown out over the years, such as 6000 by 2000 and 5200, but there was no explanation of how those numbers were derived. This has to be a part of any enrollment plan.

Last spring, a group went to New Orleans to spend some time with Ruffalo Noel Levitz (RNL) – an enrollment and fundraising management consulting company. Their goal was to develop a plan for planning – how we can derive an enrollment plan. They spent three days and learned about what RNL thought were best practices for enrollment plans. This was the less expensive option, compared to having an on-site consultant.

The group started by looking at where process should begin. RNL suggested starting with the numbers (key performance indicators) that characterize the institution. From these numbers, setting up a number of initiatives, or action projects, over the course of the next year or two. The success of these projects can be measured by a positive increase in these numbers. To even begin to develop an enrollment plan, the following steps have been taken:

- Developing a set of key performance indicators (KPI). There are around 25 metrics that show previous years and the current year, which measure

what has been achieved – revenues and expenses etc. The previous four fiscal years will have real numbers and the current year will have a budgeted amount.

- Creating a peer institution list. In the next year or so, comparing how we are doing with respect to the set of peer institutions. Are they growing or shrinking and how do we compare?

- Creating a list of competitors. Mostly for comparison, looking at how they are doing things as well as how successful or unsuccessful they are which will help guide some of our work. These competitors include those in the region, but also for athletics and online programs.

The next step is to the create the plan. Much of the plan has already been created, it just needs to be formalized and put in a document form. This will include:

- The launching of online programs, which will come to fruition in the spring with four programs that will be brought up with the help of Learning House. These will be built on in the course of the next four to five years. By that time, Shawnee State should have 15-20 online programs. The hope is to increase enrollment of post-traditional students, a population that has decreased significantly in recent years.

- Over the last 8 weeks, practices in marketing, admissions, and recruitment areas have been drastically changed. Competition for students has grown a lot over the last few years. Which means that if recruitment isn't emphasized, we will lose out on potential students. Personnel were reassigned to recruiting and admissions positions. They are reaching out to all of the local high schools, contacting guidance counselors, principals, and superintendents. They are trying to make a name for Shawnee State. Our enrollment has tanked in the last couple of years from the local area. We were down close to 150 students from Scioto county alone and 220 students in the four-county area. With the recruitment efforts being made this year, we should be able to retain current numbers. Then as we move into the next year, with a complete recruitment season ahead of us, we'll be able to do more.

RNL describes a nine-month period to create an enrollment plan, so our target to complete it is this spring.

The other part of the plan, is to get input from the campus on other action projects that can be put in place, dealing with issues like recruitment, retention, or anything else. Ideas that will have an impact on enrollment. In order to do

that, the shared governance committees have been restructured. There are now fewer committees, they are smaller, and have better faculty representation. Which makes them easier to facilitate and hopefully more productive. Facilities/Technology and Enrollment Management committees have around 10 members. Academic Affairs, Student Affairs, and Budget Steering committees have smaller numbers, even as low as 7. These committees will provide the administration with a 1-3 action projects that will be reviewed early in the next calendar year and approved to be incorporated in the enrollment plan. The committees will need to provide a description of the project, cost, the timetable, and the intended results, which should be measurable. These metrics will allow for the continuing evaluation and review of each action project. The committees need to come up with these action projects sometime in January with the formal enrollment plan planned to be finalized in April.

Question from Tony Ward: Where do we come up with the peer institutions?

Answer from Dr. Bauer: Chris Shaffer looks at the size, nature, and similarities of other institutions to us. They are also all mostly located in the mid-west.

Question from Tony Ward: Can we depend on their data?

Answer from Dr. Bauer: There's a formal reporting structure that we have to hope that everyone is reporting honestly.

Question about the competitive institution list.

Answer from Dr. Bauer: We are coming up with a set of institutions that we are likely to compete with for students. Like Kentucky Christian, is a small private institution. The main competition with them is for athletes that we recruit from the same area.

OU and UC are mostly online competition. Even though you can bring students in from all over the world with online courses, still most students who go online stay within 100-150 from their home to select the institution that they go online with.

The peer institutions are different from the competitors. The peer institutions are similar to us, institutions we can compare ourselves to. The competitors are those institutions that we are actually competing for students with. For example, we looked at online pricing of other institutions in the area to make sure our rate per credit hour was competitive.

b. UFS/SEA Party:

Motion to take up agenda item was seconded by Cathy Bailey.

Marc Scott: Would like to get a date nailed down by end of semester. Need motion approving a join committee and the expenditure of approximately $400. Put a call out for ad hoc committee members over email and ask for one or two Senators to work with one or two SEA representatives.

Jim Reneau commented that we have the funds to cover the $400.

Motion to create an ad hoc committee to plan the party was made by Mikel Stone and seconded by Phil Blau. Motion passed unanimously.

c. Share Governance Committee Procedure Revision:

Motion to take up agenda item was seconded by Barb Warnock.

Marc Scott: What the revision entails:

- Smaller overall committee sizes (see page 2 of the proposed document);

- Specifies number of faculty members on the committees;

- Corrects the committee titles to reflect new groups (does away with "action teams").

No discussion. Motion passed unanimously.

d. Revision to Distance Learning Approval Process

- For conversion courses, it cuts out GEAC, EPCC, and GC and goes from Department vote to DLC vote and then Senate. The thinking is that the curriculum for these courses have already been vetted by those groups, but delivery still needs review.

- For new online courses, the new process places DLC as the last stop before going to the Senate. This is being done for consistency.

- What we need to do to make these changes to the constitution:

    o We'll clean up the language

    o The Senate will need a 2/3 vote approving the change.

    o Senate-eligible faculty vote to ratify the amendment. We'll time this to coincide with Senate elections in the Spring.

- I'd like to ask a Senator to propose a motion (and another Senator to second) that would table [postpone] this item until the Spring so we can:

    o Clean up proposal language

- o Allow DLC to make additional changes in light of TLH program roll-outs
- o Hold an election that coincides with Senate elections

Motion to table this item until spring was made by Dan Johnson and seconded by Isabel Graziani. Motion passed unanimously.

e. Curricular Items

Linda Hunt made a motion to bundle items 1-23 and was seconded by Isabel Graziani. Passed unanimously.

No discussion on any of the items.

Georgeanne Kamer made a motion to pass all items in the bundle seconded by Phil Blau. Bundle was passed unanimously.

12. **Adjournment:** Motion to adjourn the meeting was seconded by Isabel Graziani at 5:05 p.m.

Shawnee State University
## University Faculty Senate
Treasurer's Report

As Of: **2018-10-26**
Budget Period: **2017-2018 EOY**
Budget Accounts: **10-1010-30-10042-***

Object	Description	FY Budget	Committed	Obligated	Other Consumption	Expenditures	Consumption	Budget Balance	Expended %
66199	Miscellaneous	787.50				450.00	450.00	337.50	57.1%
64104	Rental					350.00	350.00	-350.00	
56101	Other Professional Svc				150.00	300.00	450.00	-450.00	
62101	Travel	900.00				194.74	194.74	705.26	21.6%
61007	Misc Supplies					152.09	152.09	-152.09	
62110	Mileage					97.37	97.37	-97.37	
Total		**1,687.50**				**1,100.00**	**1,694.20**	**-6.70**	**100.4%**

Notes: An additional $150 should have been posted to 56101 for a Shannon Lawson Award for 2017-2018. It is being shown in "Other" while the university reverses the charge to 2018-19 and returns it back to 2017-18

Respectfully Submitted
James M. Reneau – Treasurer UFS

Admits	10-Sep	17-Sep	24-Sep	1-Oct	8-Oct	15-Oct	22-Oct	29-Oct	5-Nov	12-Nov	19-Nov	25-Nov	3-Dec	10-Dec	17-Dec	24-Dec	31-Dec
2014	64	141	197	254	292	368	462	558	659	754	866	996	1093	1204	1304	1379	1442
2015	88	165	233	296	364	418	517	613	740	819	944	1041	1116	1257	1365	1440	1457
2016	78	114	164	239	352	440	529	617	716	818	955	1059	1130	1348	1439	1504	1549
2017	93	138	210	308	409	525	599	671	795	875	1054	1126	1266	1356	1423	1485	1495
2018	71	114	189	302	426	513	618	701	826	906	1008	1105	1278	1414	1464	1513	1513
2019	79	112	209	270	354	402	508	728	868	1017	1154	1301					

Admitted Students/Completed Applications- All application types
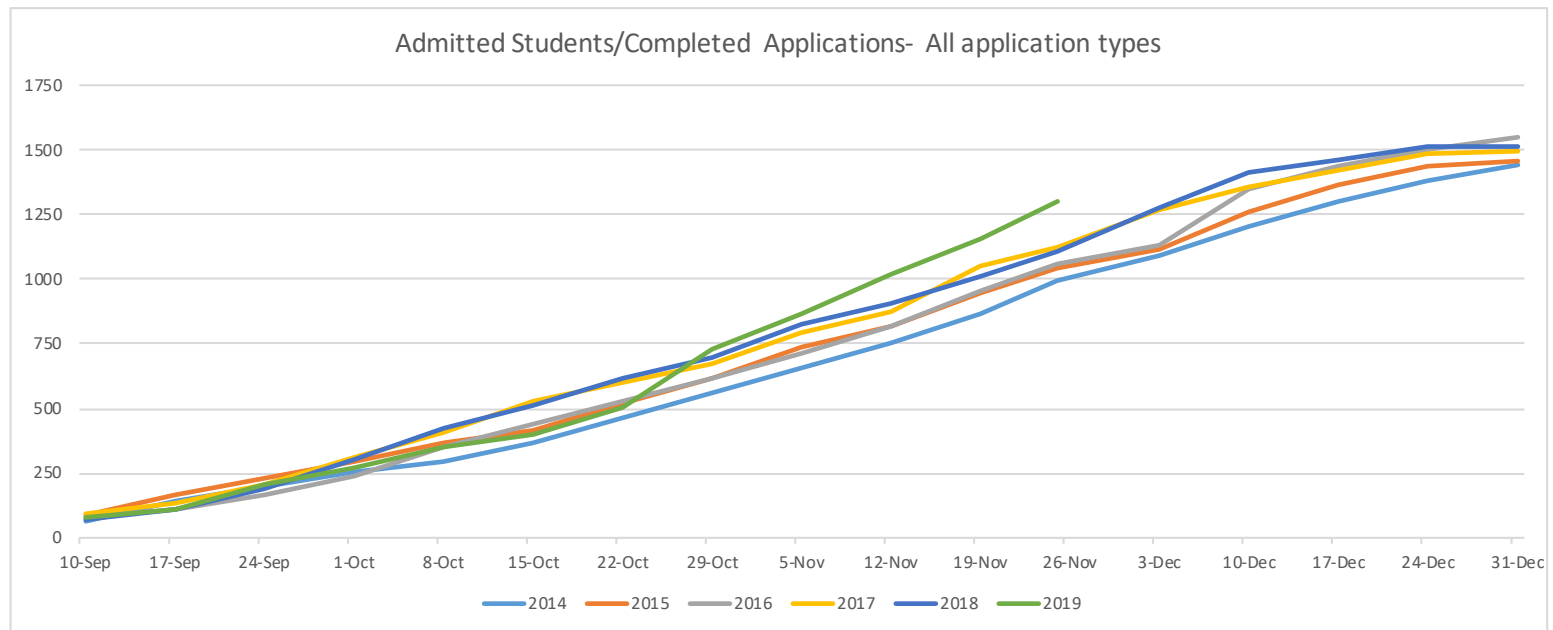
Applications	10-Sep	17-Sep	24-Sep	1-Oct	8-Oct	15-Oct	22-Oct	29-Oct	5-Nov	12-Nov	19-Nov	25-Nov	3-Dec	10-Dec	17-Dec	24-Dec	31-Dec
2014	291	457	612	771	911	1123	1395	1649	1923	2119	2408	2658	2890	3121	3302	3448	3599
2015	396	567	741	901	1132	1250	1531	1783	2090	2288	2643	2912	3131	3368	3582	3733	3790
2016	394	488	661	876	1144	1365	1582	1807	2117	2334	2745	2998	3192	3567	3721	3851	3966
2017	451	596	791	1047	1342	1637	1828	2024	2336	2522	2856	3024	3292	3468	3610	3701	3739
2018	322	430	598	818	1065	1249	1460	1654	1899	2113	2247	2407	2731	2964	3071	3149	3149
2019	297	376	596	771	907	1010	1260	1532	1748	1976	2150	2456					

Applications- all application types