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FACULTY SENATE MINUTES FOR January 13, 2004 (Vol. XXXII, No. 16)

The 2003-2004 Faculty Senate minutes and other information are available on the Web at www.eiu.edu/~FacSen. The Faculty Senate agenda is posted weekly on the Web, at Coleman Hall 3556 and on the third-level bulletin board in Booth Library. Note: These Minutes are not a complete verbatim transcript of the Senate meeting.

I. Call to order by Chair David Carpenter at 2:00 p.m. (Library Conference Room, Booth Library):

Present: J. Allison, D. Carpenter, D. Carwell, L. Comerford, B. Fischer, B. Lawrence,

A. Haile Mariam, M. Monipallil, W. Ogbomo, J. Pommier, S. Scher, J. Stimac.

Excused: R. Benedict, A. Brownson, J. Wolski. Guests: Blair Lord, Jill Nilsen, James Johnson, Karla Evans, Steve Rich, Patti Stratton, Diane Hoadley, Jonathan McKenzie, Amanda Sartore, Katie Weisbacher, Nancy Zegler, Kevin Sampler.

II. Approval of the Minutes of December 9, 2003: Motion (Scher/Pommier) to approve. Yes: Carwell, Comerford, Lawrence, Monipallil, Ogbomo, Pommier, Scher, Stimac Allison, Carpenter. Abstain: Fischer.

III. Announcements:

- A. Carpenter announced that next week (1/20) President Hencken and Vice-President Cooley will visit the Faculty Senate to discuss planning and budgeting.
- B. Carpenter stated that on January 27 members of CAA (Andy Methven, James Tidwell, and others) will visit Faculty Senate to discuss membership of the Honors Council.
- C. Carpenter said he has learned that funding for the Fine Arts project will reach the university "sooner rather than later."
- D. Fischer congratulated Carpenter for a fine address as the Senate's representative at Commencement.

IV. Communications:

- A. Minutes of the Intercollegiate Athletic Board (12/11)
- B. Les Hyder (12/12): Memorandum regarding the IBHE Advisory Committee. Among other matters, Hyder stressed the Advisory Committee's advocacy of higher education, the disadvantages of a "top-down quantitative approach" to "determine higher education's contributions to the citizens of Illinois and beyond," and the concern that a "number of highly qualified and experienced IBHE members" have resigned to accept "other positions." The memorandum also conveyed that Mr. Kaplan and others stated that they need more data and that "there would be further reductions in state appropriations for higher education." Hyder also communicated the IBHE's skepticism about the value of faculty service and research.
- C. Harold Nordin (12/16): Letter regarding parking plans and arrangements on campus, with particular attention to Garfield Avenue and safety issues.
- D. Chair Carpenter: Copy of his Commencement Speech. Among other remarks, Carpenter stated the following at Commencement: "So long as you remain committed to life-long learning, committed to the university of your mind, your education will continue to improve your lives and the life of the human species. Finally, I thank you, our students, for being here, and thereby injecting youthful vitality into both our external and internal universities."
- E. George Lesica (12/18): E-mail asking assistance in encouraging worthy students to fill vacant seats on Student Senate.
- F. CUPB (12/12): Minutes of November 14.
- G. Adam Due (1/12): E-mail explaining why the Senate's motion to provide at least two rows for faculty and staff in the Garfield Parking Lot from 7 a.m. to 9 p.m. is not feasible. However, Carpenter noted that Due has confirmed that Faculty parking will be opened up on Garfield Avenue, as Hal Nordin and Senate members had requested.
- H. Senator Stimac (1/8): E-mail indicating willingness to serve on the search committee for the Dean of the Honors College. Provost Lord welcomed the addition of Stimac's candidacy. **Ogbomo moved and Fischer seconded the appointment of Stimac to the search committee for an Honors Dean. The motion passed unanimously.**

- I. Education Advisory Committee (11/21): Minutes.
- J. President Hencken (1/12): E-mail accepting the Faculty Senate's motion regarding the naming of facilities but rejecting the Senate's motion regarding the composition of CUPB, although he is "sympathetic to the desire to reduce the size of the council." For the time being, he has decided to "continue the CUPB as it is structured currently while [he] consider[s]" additional "feedback on its composition."

V. Old Business:

- A. Elections Committee: Senator Lawrence introduced Assege Haile Mariam as the eligible replacement for Mori Toosi, who resigned from the Senate. **A motion (Lawrence/Carwell) to approve Assege Haile Mariam as a member of the Senate passed unanimously.**
- B. Nominations: Senator Lawrence conveyed John Stimac's willingness to serve on the Council of Faculty Research. **A motion (Lawrence/Ogbomo) to appoint Stimac to CFR passed unanimously.**
- C. Discussion with Jill Nilsen, Karla Evans, Steve Rich and others regarding Fundraising: VP Nilsen explained the relationship between the roles of EIU, the Alumni Association, and the Foundation. She stated that the annual fund is comprised of the telefund, direct mailing, and special events. Rich stated that while the annual fund generates about 7% of total giving, that it is the "base of the pyramid of giving and identifies new donors. Nilsen went on to explain that the university raises funds through major gifts, planned gifts, and corporate gifts. She stated that the university determines (the President and the Board of Trustees) "what to raise money for." She also explained that fundraisers strongly consider donor history and donor intent.

In addition, the university assures ethical practices in fund raising. Last year the Foundation awarded \$500,000 in scholarships and \$400,000 in grants. The Foundation honors donor intent. Approximately 95% of the Foundation's funds are specified by donor intent. Karla Evans and Steve Rich further described Eastern's fund-raising activities. Nilsen explained that, while Eastern is not ready to initiate a Major Capital Campaign, that an ambitious three-year campaign has been formulated. Karla Evans stated that Eastern's current endowment of 22.1 million should be increased to parallel endowments of like institutions and to provide for institutional support, especially since the President and Board have called for an increase in private and public fundraising. Evans noted that 250 top prospects have been identified. Eventually the university would like to raise the minimum amount for major gifts from \$5,000.00 to 15,000.00. During discussion, Scher and Fischer asked about the extent to which Evans and others shape donor intent in relation to the needs of the university and departments. Evans stated that most donors have firm objectives in mind, but she also provided an example of a donor changing intent after learning that more students would be served by placing money in a different department. After Fischer asked if there is a long-term funding goal for the three-year plan, Evans said that the goal is 10 million dollars. When Ogbomo asked if departments will be required to raise funds through Ruffalo Cody, Rich said "no," but pointed out that Ruffalo Cody significantly increased the number of new donors and prospects and that expenses will likely decrease over time. In response to Pommier, who asked if the university is "committed" to Ruffalo Cody, Rich said that Ruffalo Cody has a place as a "component" but is not the "centerpiece" of fundraising. Nilsen underscored the need to raise Eastern's relatively low alumni donor rate of 9% . Pommier stressed the learning and experience value of involving Eastern's students in the process since many students will be expected to make contacts in their professional lives. He was pleased to hear plans to continue involving departments and Eastern's students. Fischer asked if departments can access the alumni lists. Rich said that chairs can request the list of names, and he encouraged departments to share their own lists with Alumni Services so that he can contact as many alumni as possible. Comerford asked if some money from Panther Club is filtered through the Foundation. Evans said "yes" but pointed out that 94% of the Foundation's giving goes to academics and only 6% to athletics. When Comerford asked if there is a clear delineation between state funded and Foundation funded projects, Evans stated that Foundation money is used to enhance some state-funded projects. Monipallil said that two groups of potential major donors are underutilized -- senior faculty and retired faculty. Evans noted steps that have been taken to reach retirees, but acknowledge more could be done to reach senior faculty. Pommier wondered how many new donors were really new donors and not the expected increase from new graduates. After some discussion of

statistics, Pommier said it sounded as though about 100, not 500-600, donors were really "new." Referring to a handout showing ways fundraising goals "surface," Allison asked if some means could be found to increase faculty involvement in the process of identifying such goals. Lord responded that, at this time, the process is very decentralized and informal but that when a Major Capital Campaign begins, there will probably be some sort of steering committee that might include faculty. Dean Johnson added that currently there is a Needs Assessment process. Allison wondered if faculty could be more directly involved in it.

Lawrence asked about the process for determining what sort of news goes into the Alumni *Newsletter*. Rich offered to send her a copy and encouraged faculty and departments to forward news he might not be aware of. Carpenter asked "what happened with the Minority Campaign" in the course of formulating a Three-Year Campaign. Evans noted that the Minority Campaign is ongoing, with a goal of \$100,000. She noted that the Johnetta Jones Scholarship Fund has garnered considerable support and fits within the overall effort. About half of the \$100,000 has been raised thus far. Carpenter asked if there are still plans to hire a consultant. Evans responded that money is always budgeted for that as a contingency; a consultant will probably be hired as the university moves to a Major Capital Campaign. Pommier and others asked about the overall expense of fundraising. The national average is about 20% of each dollar raised; Eastern's rate is about 23%. The most expensive means of fundraising is the telefund, the least expensive face-to-face contacts. Rich emphasized that it typically costs more than a dollar to raise a dollar when building a list of new prospects.

Adjournment: 3:45 p.m.

Future Agenda Items:

Activities of Enrollment Management, Academic/Faculty Advising, Evaluation of Administrators, Faculty Representation on the Board of Trustees, Shared Governance for Academic Technologies, Community Service Programs and Opportunities, Luis Clay-Mendez Award, Composition of Honors Council (Meeting with Members of CAA), Discussion with President Hencken and Vice-President Cooley.

Respectfully submitted,

John Allison