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FACULTY SENATE MINUTES FOR September 10, 2002 (Vol. XXXI, No. 3)

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I. Call to order by Anne Zahlan at 2:01 p.m. (Conference Room, Booth Library)

Present: R. Benedict, D. Brandt, G. Canivez, D. Carpenter, D. Carwell, J. Dilworth, F. Fraker, B. Lawrence, M. Monippallil, J. Pommier, W. Ogbomo, S. Scher, M. Toosi, J. Wolski, A. Zahlan. Guests: R. Deedrick, C. Evans, D. Fernandez, B. Lord, S. Miller, J. Nilsen, S. Rich, A. Sartore, D. Schaefer, P. Stratton.

Corrections to September 3, 2002, Minutes: Guest: Cathy Thomas. Item V.A.1.: Chair Zahlan suggested to R. Manion and N. Anderson, of the Board of Trustees, that they might meet with Faculty Senate on October 22, 2002.

II. Approval of the minutes of September 3, 2002

Motion (Scher/Canivez) to approve the Minutes of September 3, 2002, as corrected. Yes: Benedict, Brandt, Canivez, Carpenter, Carwell, Dilworth, Fraker, Lawrence, Monippallil, Pommier, Ogbomo, Scher, Toosi, Wolski, Zahlan. **Passed.**

Hearing no objection, Chair Zahlan suspended published order of business to permit the Senate's discussion with Jill Nilsen, Steve Rich, Carla Evans and Patti Stratton..

IV. New Business:

A. Nielsen: I thought I would briefly review with you some of our accomplishment for the past year, share with you our goals for the coming year, including getting ready perhaps for a capital campaign, some of the challenges that are facing us, and then talk about the role of the university community in fund-raising. I stepped into the role of V.P. of External Relations a year ago August [sic. See Senate Minutes of 7/14/98, IV.C.5.c., "Acting Vice President Appointment"], and we've spent this [past] year looking at the organizational structure of development in the alumni area, making a team and an organization that I think will best facilitate fund-raising efforts of Eastern Illinois University. Steve [Rich] is Director of Alumni Services; he has also assumed responsibility for what was the Advancement Services Office: this includes the alumni-development system and the maintenance of that system, as well as the university telefund operation. One of our goals is to increase alumni participation in our telefund efforts. Steve and his staff have taken over that organizational structure. Carla [Evans] is over-seeing the staff in the Office of Development, and Patti [Stratton] is Executive Director of the EIU Foundation. Another thing we did this year is we developed job descriptions for our staff which more effectively fit a university-development operation.

We will launch several new fund-raising initiatives this year. Carla [Evans] is the primary person responsible for the Human-Services-Center campaign. If everything goes according to plan, the occupants of that building will be able to move in by sometime next fall [2003]. That building is primarily funded through student fees; but with the addition of Communication Disorders in that facility, and the addition of a second floor, there is a need to raise private dollars to help support that building project, and Carla is over-seeing that project at this point in time.

We also put together this year an Emphasis-on-Eastern campaign: it was an end-of-the-year, direct-mail appeal. We've not done that before. It proved to be highly successful, to the point that the dollars we raised with that campaign have gone back into supporting graduate assistantships. So that is a campaign we will continue forward on.

Another accomplishment this year: We organized a prospect list by giving capacity and college-area affiliation. We continue to revise and review that list with our deans and college-development officers. There's been an attempt to put together a list so we all know who's talking to whom and we're not stepping on each other's toes. It's been an effective vehicle for us to work with our donors and our alums, and to present a more complete story about Eastern Illinois University. We've also implemented bi-monthly prospect-review meetings. I think all of this is working because this last year we received over 2.2 million dollars for the university. The year before that we received 3.9 million, and you're gonna say, "Then you were down," but in reality that 3.9 million included 2 million from the Tarble family and 450 thousand from one estate. This past year we had a very mild winter; we had no estates mature; and so we had no major influx of dollars, but we felt good about the 2.2 million we

did receive.

Okay, let me talk about where we're headed in '03. A primary role for us this year is to increase alumni participation in development efforts. I'm not very proud of the fact that our alumni participation in fund-raising is about seven percent. We've talked a lot about how we can increase our alumni participation, and one way we can do that is by looking closely at our telefund operation. The telephone operation that we use here at Eastern is very similar to the one we used back in the 1980's. That's an okay way of going forward, but we're in a time now where, with an automated telefund operation in companies, they can be much more effective in reaching a much larger number of alums, and we've been talking about how we might utilize the services of an external company to make us more effective in our telefund. We're now in the process of talking with the deans about the feasibility of continuing to use an external source for those departments or colleges that might want to do so in the coming year. The role of our faculty cannot be underestimated in the success of our moving forward with fund-raising. Keeping us informed, letting us know what your alums are doing, students you keep in touch with, whether they have an interest in Eastern and they'd like to be involved, that's what we need to know. Ogbomo: To what extent does the university address minority alumni? There are no specific scholarships designated to African-American students. Evans: One of the unwritten rules of fund-raising here on campus is that the academic units have what we call "first right of solicitation," so as an academic institution our fund-raising efforts are focused primarily on finding private resources to enhance academic experience—whether that be through student scholarships, faculty development, research, etc. So, primarily when we look for private funding, whether it be from corporations or individuals, we're focused on enhancing that academic experience; and we're focused on finding alumni who are willing to make contributions back to the university in support of an academic area. It has recently been decided, through Johnetta Jones, as Director of Minority Affairs, that we are missing opportunities by targeting minority alumni in support of dollars that would come back in the form of academic scholarships to minorities, very specifically focused on using scholarships as a recruiting tool. So, recently the administration has approved a five-year, one-hundred-thousand-dollar campaign (we're calling it "campaign"; it's actually a minnie campaign), to raise twenty-thousand dollars a year over five years, to seed an endowment that would be used specifically to recruit, and certainly [to] enhance the academic experience for those minority students who come to Eastern. We have a lead gift that has been secured for that, and I believe you will be seeing some activity in that area very soon.

Nilsen: Another major focus for us this year is to look at conducting a feasibility study to determine if the university is ready to move forward on a large-scale, capital campaign. We know, going into a capital campaign, that ninety percent of the dollars that we will need to raise will come from ten percent of the pool of available donors, so we need to be looking at large, major gifts at the outset. If we're going to have a realistic feasibility study conducted, we need to bring someone from the outside in, to bring in a consultant, if we're going to do it right and get the kind of results we need. I know this is a tough budget time, and it's not a time to spend money on consultants. Through the very generous donations of the EIU Foundation and [probably] the EIU Alumni Association, funding will be available to bring a consultant in to do the feasibility study. My plan is to put together the feasibility request this spring, run the feasibility study in the fall and have the results back by late spring [2003].

Toosi: The structure of fund-raising and development on campus you [Nilsen] mentioned is essential, and that you have it in some colleges, but in my view we're lacking leadership. We're doing whatever is available. Whoever wants to do fund-raising, that's fine; if you [departments] don't want to do it, don't do it, that's fine. Do you [Nilsen] have any study in relation to income and expenses? How much money you are bringing in, and what percentage you are paying in salary to yourself [Nilsen], your staff, some other expenses and so on—the efficiency of the development and fund-raising office on campus? Nilsen: We did look at that this spring to determine how much it costs us per dollar raised, and it's hard to get a handle on that, but it's about twenty-one, twenty-two cents per dollar raised. The national average is about twenty cents per dollar raised. Zahlan: Can we [faculty] make recommendations to you [Nilsen] about the kinds of projects that we would like to see you raise money for? Nilsen: At this point, we are meeting with each of the deans and asking the deans to put together a needs-assessment plan for their colleges; that will then come up to the provost and to us, and then we'll take that to the consultants. So this is an opportunity for you to be talking with your chairs, and your chairs to be talking with the deans. Zahlan: As individual faculty members, we can communicate through the colleges, but would you [Nilsen] be open to the Senate making direct recommendations

about things, or will you have a committee that plans this [capital] campaign that has faculty representation on it? Nilsen: There will be a campaign committee, yes. Zahlan: Can we [Senate] get a seat on it? Nilsen: I think so. I have not looked at the composition of that committee; I think that's a ways down the road.

S. Miller: [To Nilsen] I don't understand how we can get better input [about the feasibility of a capital campaign] from somebody coming from outside the university when the faculty has a lot of ideas. Why is somebody [a consultant] from outside going to do better than the people we have around this table and at this university? Also, what would an outside consultant cost, and what type of budget would [a consultant] need to work with to accomplish [a feasibility study]? Nilsen: The idea of getting someone from the outside is to provide an objective ear. I fully support what you're saying—that we have great faculty with great ideas and expertise. An outside ear can provide perhaps a more objective view. Consultant fees depend upon the consultant. We have asked both the Alumni Association and the EIU Foundation for fifteen thousand dollars to cover those expenses; that might be high.

Carpenter: Last spring when you were here, Jill, I asked what your personnel budget was and you didn't know. Do you know it now? Nilsen: I did not bring that figure with me. Carpenter: Do you plan to fill Shelley Flock's position [in Media Relations]? Nilsen: At this point in time, until I know what the budget this year is going to be, that position will go unfilled until I know what my costs are. Carpenter: We've read that the interim president said we have no money set aside for salary increases this year, but have you given any of your employees in your area salary increases this year? Nilsen: I've given stipends to people who have taken on additional work. Carpenter: Are "stipends" salary increases? Nilsen: They are additional money for additional work. We looked carefully at the Board's directive that we increase efficiency and productivity of the area. We had three positions that came vacant this spring, and we looked at the job responsibilities associated with those positions, to determine how we might be more effective in using those resources, in order to free up some money to help us with our fund-raising efforts. So we have not filled those three positions, and we have provided additional dollars to individuals who picked up those additional duties.

At this point the Senate returned to its published order of business.

III. Announcements: None

IV. Communications:

- a. Memo from V.P.B.A. Jeffrey Cooley re: Budget-Director Search Committee and a request for nominations of three people, one of whom will be selected to serve on the committee.
- b. E-mail of 9/7/02 from Gail Richard re: IAB Report and her willingness to discuss the report with the Senate.
- c. E-mail responses to Call for Faculty Concerns from: Michael Chron, Karl Konrad, Richard Jacques, Ira Rosenholtz and Diane Schaefer.
- d. Memo of 9/6/02 from Provost Lord re: Faculty Development Steering Committee.
- e. Memo of 9/5/02 from John Allison re: Writing-portfolio evaluation changes.
- f. E-mail of 9/9/02 from Katie Cox re: IBHE hearings on faculty diversity.
- g. E-mail of 9/10/02 from Sue Kaufman re: UPI report about administrative hirings.
- h. Memo of 9/7/02 from Gail Mason re: Senate Minutes being too detailed and lengthy for her to read.

V. Old Business:

A. Committee Reports:

1. **Executive Committee:** No report.

2. **Nominations Committee:** Canivez: The committee received a signed petition nominating Richard Sylvia to represent Arts and Humanities on the Council on Faculty Research, as well as Sylvia's vita. Motion (Canivez/Benedict) to appoint Richard Sylvia to the Council on Faculty Research. Yes: Benedict, Brandt, Canivez, Carpenter, Carwell, Dilworth, Fraker, Lawrence, Monippallil, Pommier, Ogbomo, Scher, Toosi, Wolski, Zahlan. Passed.

3. **Elections Committee:** No report.

4. **Student-Faculty Relations Committee:** No report.
5. **Faculty-Staff Relations Committee:** No report.
6. **Other Reports:** None

B. September 11 Commemoration Programs: Zahlan: Senators who can take part in the ceremonies are especially needed during the first hour, 8:40 to 9:40 a.m., at the flagpole in the South Quad.

C. Faculty Concerns:

1. Concerns for IBHE Advisory Committee: Les Hyder, who is attending the meeting of the IBHE Faculty Advisory Committee on 11 September 2002, will be reporting to the Senate in the near future. Dilworth: The Advisory Committee needs to emphasize the need for the IBHE to continue funding improvements of computer technology on campus.

D. Faculty Forum: Zahlan: Suggested topics coming in from faculty are electronic infrastructure, teaching loads, the need for research funding, the need for a clear statement about sexual harassment, and others the Senate needs to consider for its faculty forum.

VI. New Business:

- B. Motion (Brandt/Canivez) to nominate W. Ogbomo, W. Joyce, and L. Dudley to serve on V.P.B.A.'s Budget-Director-Search Committee. Yes: Benedict, Brandt, Canivez, Carpenter, Carwell, Dilworth, Lawrence, Monippallil, Pommier, Ogbomo, Scher, Toosi, Wolski, Zahlan. Passed.
- C. Electronic Infrastructure: Benedict: The various, current problems with the electronic infrastructure represent unacceptable deferred maintenance. We cannot continue at the university without having the president, the vice presidents, everybody, getting involved in trying to work with this system we have. I don't want to point fingers, to cast stones, but I want the campus community to come together and figure out what's going on with this [problematic electronic infrastructure].
- D. Other New Business: Zahlan: Next week the interim president and the four vice presidents will attend the Senate meeting, and Dr. Lasky will also attend to talk about the Honors Program.

VII. Adjourn: Meeting adjourned at 3: 57 p.m.

Future Agenda Items:

Enrollment and Enrollment Management; Honors Program; Academic Computing and Electronic Infrastructure; IBHE Faculty-Advisory-Committee Report.

Respectfully submitted,
David Carpenter